



**S.Y.B.A.**  
**SEMESTER - III (CBCS)**

**INTRODUCTION TO  
JOURNALISM**

**SUBJECT CODE : UAJOUR301**

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**SYBA**  
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**Syllabus Outline:**

1. Principles of Journalism
- 2 . Brief historical survey
3. Organisational Structure of the Newspaper

**Detailed Syllabus :**

**1. Principles of journalism:**

- (I) Nature and scope (including types of Journals).
- (II) Guiding principles of journalism.
- (III) Professional ethics; standards and canons of journals.
- (IV) Duties and responsibilities of the journalist.
- (V) Freedom of the press and its limitations.

**2. Brief historical survey:**

- (I) Major trends In Indian Journalism before and after Independence.
- (II) Struggle for freedom of the Press.
- (III) Establishment of Press Councils and News Agencies.

**3. Organisational Structure of the Newspaper:**

- (I) Editorial
- (II) Advertising
- (III) Circulation
- (IV) Research and Reference

**REFERENCE BOOKS:**

Bond Fraser F. An Introduction to Journalism (A Survey of the Fourth Estate in all its forms).

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Chalapati Rau, History of Indian Journalism.

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Griffith John L &

Weston Edward G., Programmed News-writing.

Hohenberg John. The Professional Journalist.

James Lewis, The Active Reporter.

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Krishnamurthy, History of Indian Journalism.

Mankekar, D. Press Vs. Government.

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Taylon Ron Into the Newsroom (An Introduction to Journalism).

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## **DEFINITION, NATURE, SCOPE OF JOURNALISM**

The world today has come closer with instant communication by satellite, radio and television, linking all its parts. Only a few decades ago the death of the newspaper had been anxiously forecast. Many newspapers and magazines were unable to compete with television in speed and vividness. But a substantial number of journals continue to comment the loyalty of readers.

The shrinking of the world has increased the appetite for news. The faculties involved in the gathering and presenting of news are basically the same in the print medium and its electronic counter parts.

The newspaper reporter with his pencil, the radio correspondent with his microphone and the television correspondent with his camera take you to the scene of action. Television viewer sees event taking place before his eyes late midnight. A 'Daily' reaching his doorsteps early in the morning contains the same news but 'why' and 'how' part of the intro-paragraph makes the difference. Television gives us the Illusion that we know exactly, what has happened as if we have seen it with our own eyes. But if we read about the same event in the following morning's newspaper we come to know many aspects of the event hidden beneath the surface. What television and radio cover in two hundred words receives ten times more space in the newspaper.

In this respect, radio and television on the one hand and the print media on the other are complementary, Television, according to one commentator, has been responsible for widened readership for newspapers. It has been a boon to newspaper readers' interest in sports and in other fields. News bulletins transmitted by the electronic media serve to stimulate the individual's appetite for news and information, for more detail and more depth. Readers satisfy that appetite by reading their newspapers. What is journalism?

Basic idea behind the journalism is that of communication. Communication means to express feeling, ideas, thoughts, views and see to it that the other person/s or group understands the message clearly and correctly. 'Communication' mean to transmit ideas, message, information to other persons. Its plural means 'transportation'. We, the students of journalism, are concerned with its first meaning; i.e. to pass on message or Information.

Communication is either inter personal, group or it can be meant for the masses. Best example of interpersonal communication is 'telephonic talk'. Here the other side i.e. the receiver responds immediately.

Classroom teaching - learning is an example of group communication. Editorials In the newspapers, talks or news Items or radio and television are the examples of mass communication. Here we are In contact with the larger sections of the people. The number of people at the receiving end may be in thousands lakhs or even million and above. Take for example - The Prime Minister's speech which is transmitted on All India Radio. The number of listeners may be counted in crores.

Newspapers, Magazines, Radio, television are known as mass media and journalism is the oldest medium of communication. Journalism is also termed as 'Press'. The power of the printed word is expressed effectively when it is called the 'Fourth Estate' - the three other being the legislature, executive and the judiciary.

Today the term journalism is used to cover all forms of writing through which news and comment on the news reach the people. All that happens, and whatever happens to hold the Interest of the people, and all thought, action and ideas which these happening stimulates, become the basic material for the journalist.

Eric Hodgins says, 'journalism is the conveying of information from here to there, with accuracy, insight and dispatch in such a manner that truth is served:

Leslie stephens says, 'journalism consists of writing for pay on matters of which you are ignorant.' Both of these concepts flourish under the guarantee of freedom.

The term 'journalism' has its origin in Latin term 'diurnal is' which means 'dally'. However today this term is applied to a wider section of writing which is known as 'field of Journalism'.

Webster's dictionary describes journalism 'as a craft of collecting and editing material of current interest for presentation through news media or the editorial or business management of an agency engaged in collection and dissemination of news.'

A journalist has been described as one who is a writer and aims at a mass audience.

Some of the definitions of the term journalism are as follows :-

- (a) The systematic and reliable dissemination of public information, public opinion and public entertainment by modern mass media of communication.
- (b) Journalism is a report of things as they appear at the moment of writing, not a definitive study of a situation:
- (c) Publication of news and views is journalism.

The root meaning of the term journalism, its dictionary meaning and, various definition given above highlight 'information function' of the Press.

There is a difference between an event taking place and an event that is reported. Therefore, it is said that -the news is a timely report of an event:

There fore main functions of journalism are: a) To inform, b) To interpret, c) To educate, d) To formulate public opinion and bring public opinion into focus, e) To publish advertisements fulfill consumer needs and f) to entertain.

A journalist brings public opinion into focus. Recently resentment in the minds of the native people in Dabhol about the Enron Power Project was made known to the public by the print media. State Government had to take up this issue seriously and reviewed the, project and decided to scrap it in the interests of the people.

Press can also mould public' opinion. Editorial space is utilised mainly to give interpretation of the main events. Editorials, Articles. letters to the editor play significant role in the area of public opinion.

Electronic media are under government control and thereafter press assumes more responsibilities. Media can topple the governments as it happened in Watergate scandal. Three former Chief Ministers of Maharashtra had to go as a result of the pressure put by the public opinion.

The journalist must be an earnest student of the flow of public opinion. Polls of public opinion, election results, informal soundings here and there help him to determine the movements of the tide of public opinion.

Public opinion is an attitude deliberately reached at by individuals or groups after studying pros and cons. With the help of public participation the press aroused awareness against the atrocities during the emergency.

**Nature of journalism:** Besides 'news function' other aspects like views. Comments are also given prominent place. Themes of Indian journalism have changed from time to time. Main themes of Indian journalism before 1947 A.D. were political freedom and social reforms. Eminent personalities like Lokmanya Tilak were actively working in the field of journalism. 'Kesari' is a landmark in the history of Indian journalism. Newspapers in those days were 'views papers'. People were eager to know what Tilak said and they were anxious to read 'Kesari'. After 1947 A.D. the role of 'Press' was seen from the angle of nation building and efforts were made to strengthen Press.

### **Journalism and literature:**

Mathew Arnold defines journalism as "literature in a hurry", But this statement has to be examined critically. The modern journalist will not be happy with this definition. In fact it is very difficult to draw a line of demarcation between journalism and literature. In literary writings the



author expresses his own thoughts and experiences while the journalist expresses those of the community. Literature is timeless; journalism must be timely. Great thinkers and writers have contributed to journalism as well as literature. History of journalism in Maharashtra finds abundant examples of this type of versatile writing.

### **The Press is an institution of Society:**

The Press is an agency of mass communication. Technological developments gave the press the scope, variety and immediacy required to make such an agency. The Press is an agency of the science of dissemination of information. (news and opinions)

The Press has prospered with the advancement of technology and it assumed a larger degree of responsibility. It also was forced to take into itself a moral and to some extent a legal accountability for its performance. A practicing journalist must have a nature conception of the importance of objectivity in news gathering and writing. This does not mean the absence at the right to slant news or express opinion, when a journalist is writing on an editorial page and taking full responsibility of what he is writing. Thus, journalism as a vocation presents at one and the same time the dual need for objectivity and personal conviction.

### **The Press in a Private Industry X Public Service:**

As private business the press has to follow the considerations of economic logic. It has to compete with other newspapers and therefore there "is incentive to try to improve the end product i.e. copy of a newspapers. This in turn provides a practical challenge to the quality and nature of journalism, turned out by members of the fourth estate.

Public service function of the Press is even more important.

Today's society has become Complex and therefore we depend upon agencies of communication. The Press is the older and more influential than other media, Newspapers and Magazines who have good circulation must provide the facts and thus keep information of the subscribers update: They must also serve as leaders, moderators and critics of events, ideas and actions in the public interest. To perform this function the Press should remain free from pressures. It is difficult and once the Press accepts its public service function it should accept public service accountability.

The mass communication is a potent instrument of influence on society. Given a free press and a free people the science of mass communication may be a benevolent and constructive institution - in a "controlled" society it may be and is used as 'one of the principal methods of enslavement.

### **Field of journalism:**

The term journalism is associated with newspapers but this is only one area of journalism. There are other areas of journalism and in today's modern world many more areas like satellites are being explored for

catering the needs of communication. The entire spectrum is known as Field of journalism. There are five different categories of journalism:

(1) Newspapers, (2) General magazines and reviews, (3) Class. trade and professional journals, (4) News magazines and magazine digests and (5) radio and television.

Satellites and computers have entered the field of communication and changed the dimensions of communication.

#### **Newspapers are essentially news organs:**

Event is put into "news shape" and displayed in proportion to its relative value and timeliness. Reporting of new strange, interesting and significant events becomes news and it is displayed according to its importance. News can be classified as local, state, national or international from geographical point of view; or it can be classified according to the subject matter - crime, finance, sports, society, science or politics.

#### **General Magazines and Reviews:**

Have occupied a distinctive place in journalism, Magazines publish fictional, factual and discussion material. The magazines contain articles. Stories, essays, sketches and editorials which convey thoughts, ideas, facts and function according to their editorial policy.

A review is a distinct type of periodical. And subjects are dealt with from the editorial point of view and they are critical in nature. This type of writing is published in magazine form or nowadays review material can be put in to "news shape". Many newspapers and magazines have review sections of different types.

#### **Class, Trade and Professional journals serve special groups:**

Material published in this types of journals is gathered, compiled and written for the benefit of a limited group of individuals. These specialized magazines or journals, are concerned with the, advancement of the field to which the publication belongs. Each type of publication in this category may be national, sectional, state wide, or even local in its distribution.

#### **News magazines and Magazine Digests are becoming more and more important:**

News magazines serves to summarize, organize, condense and disseminate the most important news worthy facts, which may be published by any of the journalistic media - particularly the news reported by the metropolitan press.

In general style of presentation the news slant and general word pattern with the lead technique are observed. In format, method of distribution, editorial direction, it resembles the general magazine, as well as the review.

**Magazine - digests:**

Are condensations of the most important stories and articles, more especially the latter, appearing in various publications. It has become a distinct category of critically selective groups of condensed magazine articles.

**Radio journalism :**

In many ways radio journalism is quite different from published journalism. This applies to news casting as well as advertising.

There are many forms of radio journalism. One of the most important is the commentary of which there are two general types - namely the review and the editorial.

Commentaries may be created by different types of script material, such as the essay which produces a co-ordinated and smooth broadcast, the outline which permits, flexibility of expression, and "the topic script" which insures naturalness often at the cost of unity and, sometimes of good taste.

Radio news takes the form of the spot newscast, dramatized news of various kinds or direct newscast which is reporting as opposed to interpreting and columning. The direct newscast may take different forms, including the bulletin, the straight report, the review, or the human interest feature. Radio journalism gathers its news in much the same way as do other agencies of journalism.

Writing for radio requires the knowledge of certain techniques of journalism and the understanding of radio as such. In general, whether writing is script for a commentary, a newscast or a radio commercial, copy is more "condensed, terse and telegraphic" than newspaper or magazine copy. In addition, such copy is usually conversational by nature. A radio editor must be as skilled in "radio sense" as a city editor is in "news sense".

Television journalism is emerging as one of the major source of information, interpretation, education, entertainment and advertising and even consumer guidance.

This vast developing field of journalism offeres many opportunities to young graduates and also pose challenges before them. All these fields of journalism have certain responsibilities and a great variety of opportunity for constructive service. Each of the five categories have a variety of reader - audience-appeal.

The newspaper attracts men of varied ability. Its newsroom and editorial sections have served as a proving ground for many men of varying character and ability.

Newspaper work is often a pathway to creative writing. Recognized novelists, playwrights, essayists have served as apprenticeship in some city rooms.

There is wide opportunity for magazine journalism to help clarify thought, and all worthy literary devices may be used to that end. When well done. Magazine articles are among the very best literary efforts of modern times.

Getting a satisfactory job requires patience. Much depends on the general business conditions at the time. During the past few year there appears to be a rise in the opportunities 'Business journalism' 'class, trade, professional journals' Advertising' and careers in television and even radio journalism. Non metropolitan journalism is one worthy field. Newspapers published in towns under 15,000 in population are referred to as non metropolitan which Included country weekly and the small town daily. Both have intimate contact with the public they serve. Any journalist will benefit by at least some direct experience on one of these newspapers. The publishing of a successful weekly, semi weekly or small-town daily is an honourable vocation rich in satisfactions. In the handling of news on small papers, strict attention must be given to local Items. Such papers are slowly and completely read and errors of omission and commission are quickly noted and long remembered. As in all other fields of activity, opportunities almost always exist for the able and energetic person in non metropolitan journalism in almost any section of the nation.



## PRINCIPLES OF JOURNALISM

### GLOBAL PRESS PHILOSOPHIES :

In order to understand principles of Journalism in general and in the Indian Context in particular as will have to take a global view of a glant arena in which large and small press systems are actively engaged In their activities. They all have rather specific sets of directions, but these directions vary considerably. These press systems have guiding concepts which are tied rather tightly to the traditional types of governments they represent. Out of the wide and Intricate press design a few ideological patterns take shape and stand out.

In 1956, 'Four Theories of the Press' was published. It discusses the media's responsibilities and attempts to explain why the media vary so significantly from one society to another, The authors, Fred S. Sisbert, Theodore Peterson, and Wilbur Schramm, emphasized the close relationship that exists between the media and certain basic beliefs that each society holds. These bellsls are about the nature of humanity, the nature of society and the state, the relation of citizens to the state, and the nature of knowledge and truth. The authors found four different theories of beliefs that societies hold about the media. The theories are : (1) Authoritarian, (2) Communist, (3) Libertarian, (4) Social responsibility,

### Freedom of Press :

The Indian Constitution confers no special rights or privileges to the press as does the American First Amendment.

By the end of the eighteenth century, the Libertarian Theory had spread through most of Western Europe and then to America, where it influenced the men who wrote the U.S. Constitution. Thomas Jefferson voiced a part of the Libertarian Theory when he declared that governments should maintain a framework within which individuals could develop their own capabilities Jefferson admitted that individual citizens might err, but he believed that the majority would make sound decisions. Jefferson added that the press was an essential source of information for the citizens who needed to be educated and informed.

The U.S. Constitution mentions the press only once to declare that Congress cannot abridge its freedom. The Constitution does not define the term "Press" or place any restrictions upon it. The authors of the Constitution feared that the press might be harassed and regulated by the government, not that the government might be inconvenienced by the Press. The press given no legal responsibilities; it cannot be censored or forced to publish anything contrary to its own beliefs. Thus the Libertarian Theory is more than an abstract philosophy. It had a direct influence upon

the Constitution, and it continues to protect journalists at work to the United States today.

A responsible press is another prerequisite for the healthy growth of the Press. From this point of view we should note views of the twentieth century thinkers.

Twentieth- century thinkers believe that the media should remain free, but they now add that the media have certain responsibilities. The major premise of their new theory the Theory of Social Responsibility is that freedom carries con comitant obligations: and the press, which enjoys a privileged position under our government is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society." The 'commission on Freedom of the Press' in the United States published its report in 1947. The report dealt primarily with newspapers. The commission studied all the media In the United States, including books, magazines, movies, radio and newspapers. The commission declared that newspapers must provide:

1. "A truthful comprehensive and intelligent account of the day's events in a context which gives them meaning."
2. "A forum for the exchange of comment and criticism,"
3. "The projection of a representative picture of the constituent groups in the society."
4. "The presentation and clarification of the goals and values of the society.
5. Full access to the day's intelligence.

These requirement point at the ethical standards to be followed by the journalists. Accuracy, objectivity, comprehensive news gathering and presentation. (This includes publication of significant ideas of opponents).The commission felt that newspapers' past performance was clearly inadequate. and it warned that if the papers continued to abuse their freedom, new laws might become necessary to, protect the public.

The commission's complete report, which filled a 139 - page book, is considered the first clear summation of the Theory of Social Responsibility.

The report was criticised for setting vague goals for journalists. How could journalists determine the 'goals and values of society'? Journalists also complained that it is impossible to report all the news. They have to be selective and must discriminate. The recommendations of the commission overlooked the fact that journalism is a private business; it entertains also and has to earn a profit in order to survive. However, journalists were even more disturbed by the threat of new government controls.

Despite their criticisms of the commission's report, journalists have gradually accepted many of the Theory of Social Responsibility's most basic premises. Journalists generally agree that they have a responsibility to serve the public. They frequently acknowledge "the public's right to know" and they believe in the importance of their role as watchdogs over government, which has remained a part of the Theory of social Responsibility.'

During a speech at Marquette University in Milwaukee, Wisconsin, William B. Burleigh, managing editor of the Evansville (Indiana) Press complained about the emphasis frequently placed upon the first part of the First Amendment which guarantees the media's freedom : Too low (journalists), it seems to me concern themselves with the other half of the equation, in which any freedom must be weighed, the question of responsibility, "He added" The Bill of Rights recognizes the right of the people to a free press. Note well that doesn't say right of publishers or of reporters. Neither is a special caste. The right belongs to the people. And to the degree that this confers any privilege on the press, it at the time places obligations on as, obligations to compile, and publish useful, sound, thoughtful information for the citizenry."

Newspapers are unique barometers of their age. They clearly indicate the climate of the societies to which they belong. The newspaper operates in what is at once the most universal and the most sensitive area of public interest. It prints topics of common curiosities as well as disclosures made by the authorities. (meant for public information).The Press has traditionally three linked responsibilities : to collect and publish news; to interpret and comment on it; to act as a watchdog of public interest in areas of public concern where executive power may be arbitrarily used. It is in its responsibility as an agency of public information, inquiry and protection that the traditional case for the freedom of the press rests.

### **Independence:**

Every newspaper has a distinct personality. The image of a newspaper is created by the editor very carefully. Therefore the Editor's freedom is also a must for healthy growth of journalism. Mr. B.G. Verghese was removed from the editorship of the Hindustan Times by its owners. He had to go because the type of independent journalism he practised hurt the varied interests of the Birlas who had close relations with the ruling part. The threat to independent Journalism from big business has been increasing. Of late, several business houses have been showing increasing interest in starting newspapers. This is particularly evident in Bombay where buying and selling of newspapers is in full swing. All sorts of rumours are in the air and there is every indication that in course of time not a single newspaper will be left in that city which was once a citadel of press freedom. [Press at crossroads in India - Foreward by K.R. Sunder Rajan]

It is interesting to note that about the time Birla was seeking to penalize George Verghese for his editorial conduct Verghese became a

recipient of the prestigious Magsaysay Award (1975). The citation praised the intimate knowledge of the subject, combined with historical perspective displayed by Verghese in his writings and stated "Verghese practiced journalism within these exacting criteria with a perspicacity matched by few of his colleagues any where."

Apart from Freedom and responsibility the principle of independence is also required for the prosperous growth of the press.

High Court judgement on the Verghese case has thrown light on the concepts of the freedom of the press and independence of the newspapers. Of Editor, the judgement stated : The editor is the living ultimate voice of the press and speaks through the paper. The value of the newspaper is in its contents, the selection of which is the sole and undivided responsibility of the editor.

Arthur Hays Sulzberger, President and publisher of the 'New York Times' told the American Society of Newspaper Editors in 1949 : 'The public has the right to demand as accurate, full and impartial a news report as the public itself is prepared to support. It has the right because freedom of the press is one of its own fundamental freedoms which in effect it vests with a relatively small number of its citizenry. And the press suffers and freedom everywhere suffers where a community fails to demand and receive its rights in this respect... I hold it is the duty of every newspaper of general circulation to inform its readers on all sides of every important issue, and that it fails in its responsibilities when it does not do so. We believe it to be our duty to give all available sides to a story and to present the news without any criterion except objective news judgement. We recognise the difficulties in obtaining strictly factual information although we constantly try to achieve it. Always we make this distinction between interpretation and opinion and we earnestly seek to exclude the latter from our news columns".

Journalists have now and then interest in developing ethical guidances even though the need for it has always been there. Their reluctance is due to several factors. They want freedom to act in a crisis and in crisis situations. They fear judges would make guidelines into a rule of law and they prefer self enforced professional standards.

### **Ethical Standards are important :**

A beginner on a newspaper or magazine of the better class will be introduced to the codes or ethical standards followed, and it will be greatly to the Journalists advantage not to deviate very much from these standards.

The Code of ethics adopted by the American society of Newspaper Editors in 1923 has been generally accepted by editors and publishers throughout the nation as one of the best expressions of the principles of journalism. These canons of journalism includes - I) Responsibility, II) Freedom of the Press, III) independence, IV) Sincerity, Truthfulness, Accuracy, V) impartiality, VI) Fair play and, VII) Decency.



For years, the canons were the only code adopted voluntarily, without any public pressure. The canons told newspaper editors what they should do. They reflect the belief that people are rational, intelligent beings - that they should be given raw facts as fairly as possible and should be allowed to reach their own conclusions about those facts.

The media have adopted a dozen or more codes of ethics, but few of the codes have had much impact upon their performance. All the codes in effect today are voluntary; none can be enforced. Besides newspaper codes there are 'movie codes', 'Broadcast Codes', 'The Comic Book Code'.

The Journalist's Code - The society of Professional Journalists, Sigma Delta Chi, voluntarily adopted a new code of ethics at its international convention in 1973. The code declares that journalists must seek the truth and have a responsibility to "perform with intelligence, objectivity, accuracy, and fairness." They should accept "nothing of value", because gifts and special favours might compromise their integrity. Journalists commented critically and reflected that - "Ultimately the individual journalist will act ethically to the extent he himself is an ethical, thinking person.

Despite their problems and limitations, codes of ethics undoubtedly are better than nothing at all. The codes at least force journalists to think about and to publicly acknowledge their responsibilities and to formulate for the attainment of their goals.

### **Principles for code of Journalistic Ethics :**

The first press commission wanted that the following principles should find place in a code of Journalistic ethics :

- (1) As the Press is a primary instrument in the creation of public opinion, Journalists should regard their calling as a trust and be ready and willing to serve and guard the public interest.
- (2) In the discharge of their duties journalists shall attach due value to fundamental human and social rights and shall hold good faith and fair play in news reports and comments as essential professional obligations.
- (3) Freedom in the honest collection and publication of news and facts and the right of fair comment and criticism are principles which every Journalist should always defend.
- (4) Journalists shall observe due restraint in reports and comments which are likely to aggravate tensions likely to lead to violence.
- (5) Journalists shall endeavour to ensure that information disseminated is factually accurate. No fact shall be distorted and no essential fact shall be suppressed. No information known to be false or not believed to be true shall be published.

- (6) Responsibility shall be assumed for all information and comment published. If responsibility is disclaimed, this shall be explicitly stated beforehand.
- (7) Unconfirmed news shall be identified and treated as such.
- (8) Confidence shall always be respected and professional secrecy preserved, but it shall not be regarded as a breach of code if the source of information is disclosed in matters coming up before press council, or courts of law.
- (9) Journalists shall not allow personal interests to influence professional conduct.
- (10) Any report found to be inaccurate and any comment based on inaccurate reports shall be voluntarily rectified. It shall be obligatory to give fair publicity to a correction or contradiction when a report published is false or inaccurate in material particulars.
- (11) All persons, engaged in the gathering transmission and dissemination of news and commenting thereon shall seek to maintain full public confidence in the integrity and dignity of their profession. They shall assign and accept only such tasks as are compatible with this integrity and dignity; and they shall guard against exploitation of their status.
- (12) There is nothing so unworthy as the acceptance or demand of a brief or inducement for the exercise by a journalist of his power to give or deny publicity to news or comment.
- (13) The carrying on of personal controversies in the press, where no public issue is involved, is unjournalistic and derogatory to the dignity of the profession.
- (14) It is unprofessional to give currency in the press to rumours or gossip affecting the private life of individuals. Even verifiable news affecting individuals shall not be published unless public interests demand its publication.
- (15) Calumny and unfounded accusations are serious professional offences.
- (16) Plagiarism is also a serious professional offence.
- (17) In obtaining news or pictures reporters and press photographers shall do nothing that will cause pain or humiliation to innocent, bereaved or otherwise distressed persons.

#### **Laws related to the Press :**

Freedom of the press exists under Law. - Law affects journalism as it does any other institutional division of life's activities.

Libel is a fundamental phase of that Law of the Press. Libel is perhaps the greatest danger for the publisher. If his newspaper, or other publication, oversteps the bounds, defaming person or property, he may be subject to both civil and criminal libel.

A libel may be defined as a malicious publication, expressed either in printing of writing, or by signs, diagrams, cartoons or pictures, tending to blacken the reputation of a living person so as to expose him to public hatred, contempt or ridicule.

Libel laws are framed so that citizens of a country get protection against a misuse of a free press. If there is evidences, a journalist can defend himself. A Journalist should quote the sources correctly. It is suggested that he can makes of use of words like 'alleged', 'suspected', 'accused' or 'charged' instead of straight foreword words showing actions of the persons.

Contempt of Court Act, 1971 relates to the willful disobedience of judicial orders and the like, and to any publication which Interferes with or undermines the administration of Justice. For example a journalist is guilty of contempt of court if he comments on the integrity and competence of the judge or he publishes a report on a case held in camera (in the private chamber of the judge).

#### **Contempt of Parliament :**

Parliament expects a newspaper writer to be more cautious than a private citizen in airing his views, as 'his views are widely published'. His comments on parliamentary proceedings or on the performances of any member of the House on the floor cannot contain any personal attacks. Also, If the language is vulgar or abusive and his comments are not seen as fair or justifiable, his criticism constitutes a breach of privilege and contempt of the House.

#### **Feroze Gandhi Act :**

The Parliamentary Proceedings (Protection and Publications) Act of 1950, provides that no person would be liable to any proceedings - civil or criminal – for publishing in a newspaper, a substantially true report of any proceedings of either House of Parliament. The Act was repealed during the Emergency but after the Emergency it had been reenacted. The Act permits the press to report defamatory statements in Parliament without it being considered a breach of privilege. This Act, however applies only to the proceedings In Parliament, not in state legislatures,

**The Official secrets Act, 1923:** prohibits obtaining, collecting, recording or publishing of secret government documents or photographs or sketches or models, It is this Act which prevents Indian Journalists from publishing inside information about the confidential documents of the government.

The major constraint on the freedom of press In India are the Official Secrets Act, the Parliamentary Privileges, the contempt of Court Act and Press Ownership pattern.

The Official Secrets Act, 1923 deals with two kinds of offences : (a) Spying. and (b) Wrongful communication etc of secret Information.

Section 5 of the Official Secrets Act hinders the publication of information not prejudicial to legitimate national or private interests but whose publication may be in the interest of the community and against the interest of the party in power. It is, therefore, essential to restrict its operation by specifically defining the types of information which need protection from disclosures.

Following the demand for repeal of Section - 5 of this O.S.A., the Second Press Commission had recommended for the abrogation of this section in its report submitted to the Government In 1982, but the Government rejected the recommendation in May, 1986.

Parliamentary Privilege is yet another concern for the journalist. Parliamentary correspondents are often subject to harassment by touchy members of Parliament do not recognize a Journalist's right to edit copy according to the needs of his paper without distorting the contents of a speech made by a member. Sometimes presiding officers in collusion with the ruling party prevent publication of inconvenient parliamentary Committee reports.

Right to privacy - The third Press Commission, headed by Mr. K.K. Mathew, Retired Supreme Court judge, recommended enactment of law relating to right to privacy.

The question that always arises whenever an investigative report is published is whether the report is sensational or news ? Privacy does not pose any problem to an ordinary citizen, but for newsman each news story, whether It be a report or a picture or a cartoon, may pose a problem If the public person does not takes kindly to the report, picture or a cartoon. Any enactment of law relating to right to privacy should not curb the rights of a journalist because the Press lives by disclosures.

The press ownership in India is concentrated in the hands of a few Industrialist families who hold a chain of newspapers. The Hindustan Times is owned by Birlas. The Indian Express by Ramnath Goenka. The Statement is owned by Tatas, and The Times of India is owned by Ashok Jain. These families have significant economic stakes or interests outside the newspaper business. In a study of the concentration of economic power in India one must take into account this link between industry and newspapers which exists in our country to a much larger extent than it is found in any of the democratic countries of the world. Under these circumstances the editor cannot exercise his freedom and do his job independently.

The journalist as a class are supposed to fight against vested interests and privileges, but they have themselves become a privileged class. The comforts and contacts have become more dear to them than the good of

the common man. It is time journalists in India re-examine their responsibility.

One of the ways in which the press, freedom can be ensured is to see that newspaper owners do not have any other interest except the running of the newspapers. This situation prevails in 'Hindu' in India 'Le Monde' in France, in some newspapers of USA and UK and in most of the newspapers in scandanrian countries. Attempts to run newspapers as co-operatives have failed in this country.



## **JOURNALISTS & THEIR QUALITIES, DUTIES RIGHTS & RESPONSIBILITIES**

The practice of journalism is an applied art, it is also business enterprise. But journalists avoid the term 'Profession' for their job and they expect a sense of dignity to be associated to their work. The equipment of a well qualified journalist consists of character, native ability, acquired technical skill and a liberal education. His Job Involves responsibility and, it is of great importance to the society. If he is performing his functions upto the standard he can be looked with high esteem.

The layman thinks about newspapers when the term journalism is uttered. As the students of journalism we should be aware about its various facets.

### **Adequate preparation is necessary:**

A journalist has to use a diversified store of knowledge. He is set for an important and urgent task and therefore he should be in a 'ready' position and start working in the field with zeal to achieve maximum goals.

Journalism has certain responsibilities and a great variety of opportunity for constructive service.

### **Qualities of a journalist:**

A journalist must maintain physical fitness and he should have the stamina to work day and night in order to meet hectic schedule of his work. Job of a Journalist is strenuous and he has to work under physical and mental stress. He has to meet a particular deadline and it requires to possess qualities like punctuality and regularity. Timeliness is an important factor in the routine work of Journalists.

A Journalist has basic formal education. He is preferably a graduate of any discipline. Formerly it was said that a journalist is 'a jack of all trades but master of none'. But modern competitive journalism has changed this attitude. Besides, this is an age of specialization and there is a need to attain proficiency and skill and be specialized in a particular field e.g. parliamentary proceedings are reported by journalists who have attained mastery over reporting the working of both the houses. Besides, his mother tongue he should be conversant with national language i.e. Hindi language. Good command over English is a must! It is desirable to know additional foreign languages say for example, Russian, German, French, Arabic & so on.

A journalist may opt to work on either editorial side or reportorial side but he should have knowledge of typewriting, shorthand and nowadays computer software.

He should develop an ability to do translation work at a brisk pace. Knowledge of Law may be additional qualification. Basically he should have a zeal to work relentlessly.

A journalist must be able to get along with the people of diverse types. He must be able to mix in all kinds of company with all kinds of people from different walks of life.

A journalist must inculcate a quality of being patient in strange and difficult situations. He must be tolerant of the opinions of others, (sometimes his opponents also) and report faithfully what, he sees and hears without being partisan on one side or the other. The journalist will have to possess the courage of his conviction, a faith in his own ability, the patience to stick to a story or to a source for a story and the preserverence to get to the bottom of a story. A journalist should possess good general knowledge.

### **Experience:**

Whatever academic courses you choose, you do need experience writing on deadline for publication. There is truth to the saying that you can learn best by doing. There are two obvious laboratories for begining journalists. One is a campus newspaper; another is community newspaper. Student newspapers traditionally have been a natural bridge from the classroom lessons to practical experience. Community newspapers in cities or in suburban areas often cooperate with journalism schools.

Libel is considered to be a serious mistake in journalism. An occasional libel is usually for given on a University newspaper. By contrast the consequences in the professional world would be quite serious.

One other obvious advantage of practicing your journalism in college is that you will learn the importance of typing. With computer systems being improved and exchanged, there is no certain way to become familiar with a particular newspaper's computer operation except through on-the-job training. If the newspaper has no training staff, you must ask some journalist to give you a fundamental explanation of the key board and its functions.

"No one had time to teach me how to use the VDTs (Video Display Terminals)" recalled one bright young journalism intern. "For the most part. I taught myself trial and error style - and I asked a lot of questions when problems presented themselves. The VDTs were a source of fear, frustration, and intimidation for many weeks."

### **Attitude towards journalism:**

The following paragraph throws light on the duties of a journalist. It also reflects journalist's attitude to his work.

"Most of us have not helped down a corrupt president or gotten a wrongfully convicted man out of jail. But some of us have gotten laws changed or influenced decisions on national and foreign affairs or nudged corporations into recalling faulty products. Many of us have written stories that have helped save an historic building or brought a fistful of checks for a needy family.

Newspaper stories can make a difference in people's lives. And that's why like to write them. They aren't always earth-shaking. In fact usually they're not sometimes they merely make a reader smile and feel good. But even that is not such a small thing.

The really twenty-four-carat, wonderful thing about journalism, for me, is that while you are going about being useful, you can have a glorious time. You can have a million roles. You can be a police officer, a fire fighter, a lawyer, a diplomat, a soldier. And when you have finished your story. You can go on to be something else. You are paid to go to some of the most dramatic events. The coronation of a queen, the inauguration at a president, or, more likely at first, the swearing-in of a mayor. Of course, there are ghastly missions, too, like covering plane crashes, and murders. Some reporters spend their whole careers in one town; others explore the globe.

The best newspaper reporters can write about anything. They can write hard and crisp and they can write as soft as the morning dew."

This paragraph by Joseph B. Treaster, reporter, the 'New York Times' refers to certain duties of a reporter in particular but his contention also applies to other professionals in editorial department.

Need for training: Journalism is not a profession into which a person with a flair for writing can simply leap, any more than some one with a flair for first aid can just step into practicing medicine. In this area of rapidly changing information technology. There is a new seriousness and competitiveness in journalism. and training In a variety of skills helps the new entrant in the field of journalism.

A beginner without college training will certainly be at a disadvantage in the market for a job in daily and even weekly journalism. Such a training is given in America. In India we have colleges that give degree courses in journalism. But elaborate training is still a need in this profession. Newspapers like 'Times of India' have well equipped Libraries with reference section. But training of journalists in other newspapers is yet to be accomplished.

Training in journalism is comparatively a new concept. The profession of journalism unlike that of law, medicine has no prescribed qualifications or statutory test for those who pursue it or intended to take it up as their vocation. Many leading Journalists in earlier times thought that one would understand a degree or diploma course in horticulture or veterinary. But how can any academic organization train one to write crisply, cogently and charmingly. This belief that journalists are born, not made remained



firmly rooted even in the west till the nineteen twenties when the need for training in journalism dawned upon persons connected with the press.

The idea of training in Journalism was originated in India by Dr. Annie Besant in 1920. Dr. Annie Besant founded the National University at Adyar, Madras under the auspices of Theosophical Society. The University had courses in Arts, Science and Commerce and the subject of Journalism was added to Arts Faculty as a part of the English department. The Poet laureate Rabindranath Tagor was the Chancellor of the University. Dr. James H. Cousins was the head of the department of journalism. The subjects taught were: history of journalism, press laws, editorial practice and newspaper administration. Among the teachers of Journalism were such eminent persons as N.S; Rama Rao, Yadunath Sarkar, Seshagiri Rao and C.S. Trilokekar and Paranjpe . They were experienced Journalists and lawyers. .

Dr. Besant took special care to see that all students got practice in the field. This journalism course lasted for five years. 25 graduates completed the course.

S. Sadanand, editor and founder of 'Free Press Journal' believed in training and many senior Journalists got a training, for a free and 'fearless press from him / under his, guidance.

Kasturi Srinivasan, an ardent admirer of Gandhi and the editor of 'Hindu' in 1939 made an equally great contribution to the Idea of training Journalists. The Studentship in journalism was offered every year for training as apprentices in the 'Hindu' editorial department. The opportunities are offered to graduates of only Indian Universities.

The British Royal Commission emphasised the importance of recruiting men with good general educational and journalistic background for working as journalists in newspapers.

The Press Commission and the Committee on small newspapers in India have both laid special stress on good educational background for recruits to the profession of journalism. It is perhaps for this reason that the Press Council has been entrusted with the task of providing facilities for the proper education and training of persons in the profession of journalism.

### **Rights of a journalist:**

Freedom of expression is one of the most fundamental human rights. The journalist also enjoys this right. In the United States, he is expression than what is granted to the citizens of India. Journalist has access to information that is usually beyond the reach of the common man. Nature of his work demands this freedom. Therefore he gets certain privileges.

1. He does not solely depend on the set or regular sources of news . He wants to visit the site of events, meet and present eye witness account

of that event. Therefore he should get free access to the sources of news. Sometimes journalists make use of same sources again and again. This tendency should be discouraged.

2. A journalist has a right to print without any prior permission or restraint. A professional journalist is supposed to be well aware of his responsibilities and editorial policies of his paper.
3. It is journalist's right to print without the fear of any, reprisal or imprisonment. The Government, the political parties, private organisations can threaten journalist for his fearless reporting. There should be no unjustifiable imprisonment or forceful seizure of material of the journalist. Of course of journalist has to follow the 'Laws related to Press'.
4. The Press can not work without a regular supply of news print or other printing material, one of the ways of controlling its freedom is to curtail this supply, which is often exercised by authoritarian states.
5. A journalist has a right to distribute information without any interference.

The Constitution of the United States includes the Bill of rights so as to protect the individual from the government. The United Nations (UNO) also has upheld freedom of information as a human right for only through this freedom, a society can make progress and attain welfare of the people.

### **Responsibilities of the Press:**

Along with certain privileges a journalist is entrusted certain amount of responsibility. Various commissions have also worked on this topic and they have come out with the following set of responsibilities :

1. First and foremost duty of a journalist is to give "a truthful comprehensive and intelligent account of the days' events in a control which gives them meaning." This duty implies impartial gathering of news and its comprehensive display.
2. Educational function of media is equally important. Journalism acts as a forum for the exchange of comment and criticism. In a developing country there are certain issues which get priority in the media. Atrocities on weaker section of society, child labour, rural development, modernization in agriculture, family welfare, literacy campaigns, awareness programme against social evils like corruption, dowry get prominent place in the news and editorial coverage of the media.

New economic policy has given importance to topics like entry of multinational companies, entry of foreign media, trends in share markets and other related matters which have become a part of modern standard of living in urban areas.

National newspapers like 'The Times of India', 'The Hindu' are trying to reach the standards of 'quality journalism' and try to upgrade their standard so that they can come on the world map of the media.

3. The projection of a representative picture of the constituent groups in the society is an important function of the Press. People in India belong to different races, religion and culture. Press is expected to give 'just', coverage to each of the elements of its society. News papers in India should cover problems not only of the urban population but give, a proportionate coverage to rural tribal people. Current trend in Indian journalism is to give place to local news at distinct level in 'Dak editions', of their dailies. Leading newspapers like 'Times of India' and 'Indian

Express' publish 'Pune' edition or 'Nasik' edition of their daily once a week.

Indian Press always faces a problem as regards to minority groups. They always feel ignored and insecure. By and large, Indian newspapers have given balanced coverage of news. 'Time of India', especially has given coverage to the feelings of the minority community in its editorial section as well as news section.

4. The media's impact on the cultural life of a country is being hotly discussed, involving a kind of philosophic debate about the role of the media. It has been argued that the family, school, church and community determine cultural levels more than the media. It is counter argued that the media are not selective about the issues and responses their programmes create. The younger generation is considerably influenced by the television culture of glamour, adventure and romance. Film magazines make a roaring business and children's literature is published to a comparatively small proportion. There is always a world of advertisements, using sex as an appeal. A recent advertisement of shoes on media has created controversy. The media do transmit high culture sometimes but it is diluted. So that people can no longer distinguish between the right and the wrong.

Walter Lippmann has drawn a distinction between "news" and "truth". News coincides with truth in only a few limited areas such as cricket scores or election results. But modern journalism has added a new dimension. People in power try to keep truth hidden from the people and modern journalism tries to seek truth. It tries to expose to the public what is being wrongfully concealed. This is an area of in depth reporting and investigative reporting. But there is a large area of news where there are obvious limitations to this search for the truth. Therefore we should take into account these limitations.

It has been said that journalism is not a search for the truth. Journalism is and must be a search for the relative truths that alone keep us same in the world. It is a relentless search for what can be known and not what cannot

be known. News men must refrain from thinking of themselves as professionals who set right things, who undo wrongs. They are gatherers and disseminators of information and are not historians. Journalists work under pressure trying to learn what they can and present it coherently bearing in mind the amount of time it takes to print and distribute a newspaper or the need to be ready to go on the air when the clock strikes 9 p.m.

Journalism involves learning and telling as much of a story as possible in the time available to do so. A journalist must always be aware that the story he investigates and writes about with care and accuracy is incomplete and can be changed by events that may occur in between the time he turns in his copy and the time the paper or magazine for which he works is printed. The best story can be outdated in less than a day after it is published. Not even television, despite its capacity to show events as they happen, can get the whole story. It can get only as much of it as the camera can see or as will (fit into the seconds allotted to it in the night news bulletins).

However there is persistent effort by journalist and also media men to keep the reader or the listener or the viewer update on information that surrounds him. Newspapers as well as radio and television stations have asked citizens in their communities to serve on advisory boards that meet at regular intervals to comment on their performance. Fred Fedler mentions advisory boards in United States of America in his book on 'Mass media'.

In the BBC newsroom control is exercised on a day to day basis through the daily editorial conferences which are known as the morning meetings. As there are two news departments (radio and TV) the meetings are in important means to control at the divisional level since they are linked by radio circuit over which discussions of mutual problems take place and news judgements are exchanged.

As radio and television journalism has become an important part of modern journalism we may take into account some critical comments on news coverage of these media.

A common criticism of radio and TV news is against the repetitious broadcasting of news already out in exactly the same words. Two major causes of this consumer - discouraging repetition are (1) failure of stations to rewrite consuming stories and (2) failure of stations to rewrite agency copy.

Rewriting can freshen the news broadcast in two major aspects. It can present new angles and it can make the news sound newsier and less like repetition by the use of different words in a different approach.

(Here is the news - Rangaswami Parthsarthy P. 55. 77]

'Rave is the journalist who does not think of the profession with some glee. True there are certain conditions of employment low salary and the tendency of editors to forget what a glorious story you wrote last week.

But these clouds are frequently offset by silver linings that have become legends in themselves: the power of the press, the glory of bylines, and the thrill of being among the first to know.'

['Into the Newsroom' - Leonard Ray Teel. Ron Taylor. P. 11]

Daily - newspaper publishers run the presses every day. Theoretically there are no days off in journalism, just as hospitals and police departments. So, like hospital workers and police officers, journalists work assorted shifts. In between 'shifts, the reporter and editor are always, like a doctor, subject to being called at home for emergencies.



## **FREEDOM OF THE PRESS**

The nations of the world are communicating increasingly and have an impact on one another. The media of mass communication are growing in number and potency and contribute greatly to this interaction in communication at the world level. World renowned organisations like Unesco (UNESCO) conduct seminars, symposia, clinics and workshops and conferences to deal with wide range of issues and problems in journalism and communication. We often talk about this in terms like 'Global mass communications and 'international journalists' and 'mass communicators'. Accordingly an attempt can be made to give a panoramic view of 'global journalism' such studies have been made and theoretical considerations are given special attention to deal with the important issues on the global scene - e.g. the growing debate about international communications problems among nations and the New World Information Order.<sup>1</sup>

### **1. Global journalism - John C. Merrill P. 2**

The global press has tremendous power today as a purveyor of vital information. Physical means of communicating news and interpretation throughout the world are well developed and capable of providing the quantity of messages needed for proper understanding among peoples. But while messages flow more rapidly out in greater quantity than ever before, questions of quality of impact, of significance, of balance, of truth, and of motive come to the forefront. And while on the surface there appears to be adequate information moving through most parts of the world, governmental pressures, secrecy, censorship, and propaganda impede the meaningful and free flow of news. As governments become more sensitive and cautious when confronted by the press, the universe of frank and open news reporting is restricted, and honest and thorough going dialogue becomes more difficult. As informed public opinion is needed throughout the world of judicious decisions are to be made a free flowing and intelligent supply of news and views must nourish this public opinion.

On the world scene as on the national scene, a truthful and unfettered press can best serve the people. At least this is the view from the libertarian standpoint of the western democracies. Such a free press can go far to mend differences among nationalities, classes and groups, it can frustrate the plans of war-hungry leaders and rulers.

### **The authoritarian theory :**

Authoritarian states dominated Western Europe from fifteenth century to seventeenth century and their political systems had a significant impact

upon the press. In authoritarian states peace and order, security and progress - The advance of civilization - were more important than individual liberties and therefore citizens in the states were expected to serve the state. The authoritarian theory made its appearance in a form in sixteenth century England. A press system which serves in the main capacity of a governmental propaganda agency under a "strong man" type of government might be called an authoritarian press system.

The leaders of authoritarian states considered printing a threat to their power and issued licenses to regulate its use. The licenses were given to a limited number of people who supported the goals of the state. Writers and publishers who criticized the government, its leaders or policies could be charged with treason and sentenced to prison.

Nazy Germany had an authoritarian press and so do several countries in South America. Developing countries in Asia, Africa and the Middle East often, employ the same type of system.

**The Communist Theory :** took its roots during the first quarter of the present century. In a communist society, according to Marx, the functions of the press should come from the central function - the perpetuation of and expansion of the socialist system. Means of communications should exist to transmit social policy and not to aid in searching for truth. The Press must be owned and used by the state and directed by the communist party or its agencies. Self criticism by the press is encouraged so long as it is about any failure to live up to communist planning. The communist theory is based on the premise that the masses are too fickle and too ignorant and unconcerned with government to be entrusted with details of its operation.

While the communist press is owned by and operated by the state, the authoritarian press is privately owned. Another difference is that control by government in the communist system is constant and uncompromising, whereas government control in an authoritarian system can change considerably with the particular leader in power.

Status of media in the changing scene of the Soviet Union during last couple of years needs further thinking on this topic.

The Libertarian Theory: took roots in England and on the new continent of America in seventeenth century. Political theories began to question the Authoritarian Theory during' the sixteenth and seventeenth centuries. Established institutions in, Western Europe were under attack. The Protestant reformation challenged the authority of the Catholic Church and political revolutions challenged the power of authoritarian governments. At the same lime, new discoveries were expanding human knowledge in the fields of geography and science. These changes contributed to an intellectual revolution that emphasized the role of individuals and their right to make decisions for themselves. Thinkers now began to argue that humans are rational moral beings and that they have the right to determine their own destiny. Earlier people were considered servants of

the state. Now, political theorists argued that Society was composed of autonomous individuals who created the government to protect their rights. If it failed (the state tailed), they believed that the citizens had the right to change or abolish it.

Exponents of this libertarian press movement during the eighteenth century - characterized by John Milton and John Locke - insisted that governments keep hands off printed material. Individual liberties were emphasized by these philosophies. Liberties that have manifested themselves in the American Declaration of Independence and the Constitutional guarantees of free speech free press and religious pursuits.

Today the libertarian press measures its social utility by how well the public is kept abreast of government activities. Theoretically at least, the libertarian press is a fourth estate! supplementing the executive, judiciary and legislative branches of government. This according to the theory, is one of the main ways the libertarian press accepts its social responsibility.

### **The Social Responsibility Theory:**

Had its roots in the Libertarian press system. It goes beyond the Libertarian theory because it places a great many moral restrictions on the press. Instead of emphasizing freedom for the press, it stresses responsibility.

Hutchins Commission report published in 1947 critically examined the concept of freedom of press and maintained that the importance of the press in modern society makes it absolutely necessary that an obligation of social responsibility be imposed on the communication media. This leads to advocacy of a regulatory system to watch the actions of the press and keep to it functioning properly and suggestions were made accordingly.

Journalists in the United States have traditionally advocated social responsibility by the press, but they have seen the government's role of enforcement as a definite trend toward socialism and as a danger to the free press.

Third World countries have gravitated toward a kind of press responsibility concept which would increasingly make journalism a kind of co-operating partner with the governments for the sake of national progress and development. Most Western journalists see this Third World - UNESCO trend. like the Hutchins Commission Concept of the 1940s as a threat to open and free communication.

The social responsibility theory is not of the kind is not a parallel theory as the others. It might be said that all press systems are socially responsible if they satisfy the norms, codes and prerequisites of the press in a particular society. When a press system does not mirror its country's political philosophy, it is then irresponsible. In other words a social responsibility theory does not seem to exist alongside, or in addition



to the authoritarian libertarian and Communist theories. It is a part of all of these other three theories.

Many governments in the Third World Countries (non-aligned or developing World), firmly believe in a supportive or co-operative press which has moral obligations to help the governments combat evil forces which would threaten national security and stability.

The authoritarian and communist theories are quite similar in many ways. Both systems of the press are authoritarian - perhaps totalitarian. The authoritarian press knows what it cannot print, and beyond that the editors are given considerable freedom and discretion in their editorial decision making. Press in the communist system's mainly concerned with printing what it is told to print. In short. It knows what is must print.

Libertarian theory is under heavy fire from critics of all types. The social responsibility advocates feel that they know what the press should do to be responsible.

And they believe that this concept of responsibility should take precedence over the older, traditional concept of freedom.

It should be borne in mind that a good case may be made for the contention that as libertarian press system become "more responsible" it loses more and more of its freedom. At least this is a danger of which freedom-loving people must be aware. Freedom of the press can slowly, but rather easily, be fast under the popular banner of social responsibility.

The flow of international news and information is largely in the hands of the big world news agencies. Charges of inadequate and biased reporting and news dissemination by the international news agencies are often made in media conferences.

Chief targets of this criticism are the news agencies of the West - the United States' Associated Press (AP) and United Press International (UPI), Britain's Reuters, and France's Agence France - Presse (AFP).

According to Third World spokesmen, the being western news agencies have a virtual monopoly of news dissemination and fail to provide the world with a realistic picture of what is really happening. News is too biased, especially in respect to the Third World; It is too heavy on items of poverty, illiteracy, riots, revolutions, volcano eruptions, antics of national leaders, skyjackings, etc. They ask : why is there not more news about good things that are going on - bridge building, highway construction, new schools, and the like ?

The Third World wants from Western journalism (1) a kind of balanced flow of information in and out of the Third World; (2) more thorough incisive, and unbiased news coverage of their countries on a continuing basis and (3) more emphasis on good or positive, news of the Third World, including largely educational news of a progress type which has come to be called "development" news.

Western journalists admit that there journalism. But they point out that there is an unevenness in the news flow within countries. They also say that what the Third World means by development news is really not considered particularly newsworthy by Western journalists.

Most of the developing World must rely for global and regional news on the four big western agencies - AP, UPI Reuters and AFP plus in some instances, the other international agency, TASS of the Soviet Union. A Third World newspaper receiving the Big Four of the West and TASS would have some half million words pouring across its desks every day.

Third World countries' displeasure with the big transnational news agencies has led to the creation of their own press agency pool to exchange news of common interest and develop a new style of journalism that gives priority to on sensational and more positive events and processes. Since 1976, the non aligned movement of the Third World has operated the New Agencies Pool of Non-aligned Countries.

Tanjug, the Yugoslav government news agency, transmits most of the daily file including reports to and from some 40 national agencies. The news they exchange is mainly composed of communiqués, protocol visits of diplomats and texts of speeches. Also represented in the file are economic, ecological and cultural items.

In addition to the non-aligned news pool, there is also interpress, which calls itself a "Third World news Service" Government agencies pay it to rewrite and process their news reports and to provide them with an incoming file of reports. Interpress also gets UNESCO funds to promote its special activities and interests; in a sense, interpress is a kind of globally oriented public relations firm.

Much of the news of the constructive type, - news of cultural and economic development; of agricultural, technological and industrial progress; and of items that promote trade and co-operative relations among the Third World nations. It takes the form of features, special articles, analytical pieces and backgrounders.

Western journalist react that most of the information flowing through these organisations is made up of government propaganda and handouts from autocratic leaders; the news therefore, cannot be objective or credible.

Among the students of the world press there appears to be a consensus that Press Freedom is losing ground all through the world. Every year the surveys indicate that the press everywhere is becoming more controlled except in a few scattered countries.

Surveys by such organisations as the Associated Press and the Inter American Press Association regularly point a dismal picture of deteriorating press freedom in most parts of the world. Western concepts

of press freedom are certainly not accepted everywhere and that there are many semantic problems in dealing with this subject. It is also noted or observed that although press freedom (from a United States viewpoint) is generally being lost throughout the World, there are regions where it is holding its own or even improving slightly.

North America has a great amount of press freedom. Latin America has very little. Europe is highly polarized, with, the nations of Western Europe largely enjoying very free press systems and the countries of Eastern Europe going to the other extreme.

The Middle East is polarised into free press and controlled press camps. But unlike Europe the press is facing increased restrictions. Many of the emerging Nations of Africa and Asia are in a state of flux, generally gravitating toward more control. This is reflected in their press systems, too, where controls are exerted in the name of responsibility, stability or national goals. The Australian press system is remarkably free and so are those of Japan. New Zealand and Singapore. In Africa no press system can be considered very free. South Africa exhibits characteristics of press freedom, but large percentage of the population have no access to, the press at all.

Government pressures on the press of the world can be placed in the following categories : -

#### **(1) Legal pressures:**

The Indian Constitution acknowledges that there cannot be any such thing as absolute and uncontrolled liberty and makes provisions authorizing the state to restrict the exercise of the freedom guaranteed under Clause 1, Article 19, within the limits specified. Thus Clause 2, Article 19, as subsequently amended under the first Amendment to the Constitution, enables legislature to impose reasonable restrictions on the exercise of freedom of speech and expression in the interests of the securing of the state, friendly relations with foreign states, public order, decency, or morality; or in relation to contempt of Court, defamation or incitement to an offence.

**Securing laws:** No country allows the press total freedom in publication of information. The publication of news which might endanger national security is everywhere prohibited.

**Press Laws:** Press laws deal specifically with the rights and restrictions of the press. Most of the press laws throughout the world are more restrictive than protective, as exemplified by those in such countries as Turkey, India and many of the Middle Eastern and Latin American countries. However, some actually stress the press's rights and make them explicit as in the case of Sweden. Typical of the stricter press laws are the "desacato" laws of Latin America which prevent the press from being "disrespectful" to government officials. The United States, Belgium, Switzerland and Britain have no press laws.

**Penal Laws:** In most countries the law forbids malicious slander or libel - that is statements, whether true or false, maliciously intended to damage the honour or reputation of private individuals.

Nearly all countries forbid publishing information likely to impede the course of justice. Some countries forbid publishing evidence until it is heard in open court; but every country where the press is free permits publishing the actual proceedings. Among the severe restrictions found in most countries are laws prohibiting the publication of news or comment likely to bring a court of law into contempt.

(2) **Economic and political pressures** : Government advertisements.

Distribution of news prints, a location of grants of various kinds are different ways to exert pressures on newspapers and journalist. Special favours and privileges are granted to pro-government papers.

(3) **Secrecy:** This type of indirect pressure, taking the form of hindering press access to government sources and records. is quite common throughout the world press systems.

(4) **Use of direct censorship and force:** is common in communist and other dictatorial nations.



## **JOURNALISM IN INDIA BEFORE 1947 A.D.**

James Hicky, an Englishman, published the first newspaper in India called the "Bengal Gazette" in 1780 A.D. This paper was in English and it was meant for the Englishmen who were living in India. In the following ten years by 1791 A.D. there were five papers in Calcutta, three in Bombay and two in Madras. All these papers contained reports of the proceedings of the British Parliament, social events in England and news of interest to the army personnel. They also reported the arrivals and departures of the British people. Right from the beginning the British press in India at this time attacked the administration and irritated the provincial governments.

In response to the commercial need of the Indian merchants in Bombay the English newspapers of Bombay started publishing advertisements in Gujarati from 1797 A.D. Thus the first Indian language in which some news was printed was Gujarati and the news pertained to commerce.

The birth of Indian Journalism was in Bengal. Gangadhar Bhattacharya published the "Bengal Gazette" in 1816 A.D. in Bengali. This paper survived only one year. At this time the Serampur missionaries started a monthly "Dig Dhurshan" in 1818 A.D. and a little later "Samachar Darpan" a weekly, in Bengali. These missionary papers attacked the Hindu religion. In order to counteract this Rammohan Roy and his associates started "Brahminical Magazine" in English and "Brahmin Sevadhi" in Bengali to refute the attacks on Vedanta. Roy also questioned in these papers the authenticity of the concepts of Christianity. In 1821 A.D., he started "Sambad Kaumudi" in Bengali. He edited in 1822 A.D., 'Miratool Akbar' a newspaper in the Persian language. In these papers he expounded the higher principles of Hinduism and condemned the practice of Sati. He also criticised many of the acts of British administration. His another objective was to refute the propaganda made by Serampore missionaries against Hindu beliefs. His writings provoked the colonial government on the one hand and also the orthodox Hindus on the other, besides irritating the Christian missionaries.

Roy described his editorial duties in his writings and stressed the role of newspapers as a watchdog of freedom of expression.

The beginning of the Vernacular press by Roy drew Indian attention to the controversial social and political issues of the time. John Adam, the newly appointed acting Governor-General took a very harsh view of the rise of Vernacular press and he drafted and implemented new regulation called the 1823 Press Act. Adam's regulations were directed against Indian

language newspapers. As a result of these regulations Roy's 'Miratool Akbar' ceased publication and his appeal to the Supreme Court against the press regulations was rejected. Out of fear the Indian newspapers kept out of all political and administrative matters for the next five years. The period 1823 A.D.-1828 A.D. was the darkest period in the history of journalism in India. It saw the deportation of remarkable editor Buckingham. (Sir James Silk Buckingham was the editor of the 'Calcutta Journal'. He presented a wide section of news in his paper including a correspondence column. His contribution to the struggle for freedom of the press is remarkable).

Raja Rammohan Roy was one of the greatest Indian reformers, of modern times. He belongs to the galaxy of builders of modern India and can be more appropriately called the 'Father of Indian language journalism'.

In 1822 A.D., Ferdunji Marzban started a Gujarati weekly "Bombay Samachar" with news of commercial interest. While the aim of Roy was to educate the people about Hinduism and propagate social reformation, the aim of Marzban was to serve the commercial interests.

Another characteristic of Indian journalism in the first decade of 19th century was the co-existence of the British owned press and the Indian owned press operating in two water-tight compartments. However both fought for the freedom of press.

Editorials published by Roy irritated the Government and lead to the enactment of the Vernacular Press Act of 1823 A.D. which placed many restrictions on the freedom of the press. Every newspaper had to obtain a license from the Head of the Government because it was thought that circulation of printed matter which was seditious tended to disturb peace in the society.

During the following period 1825 A.D. to 1857 A.D. the Indian press was relatively free from interference from the Government on account of the liberal outlook of Lord William Bentinck and others. The press Act of 1835 A.D. repeated many of the restrictions on the freedom of Indian press except that every newspaper had to declare before the Magistrate details about the press, editors etc.

According to historians the material published in the press during this time was greatly responsible for the revolution of 1857 A.D. During the year 1857 the press was issuing statement of highly provocative nature. The editorial columns as well as correspondence columns were full of inflammatory incitement. On the other hand, the Anglo - Indian newspapers wrote articles asking the government to take revenge against the India press as well as Indian people. As a result of this, the 1857 Act was promulgated to restrain the circulation of printed books and papers. The Act required license for running a press. As a result of this, out of 35 popular publications in 1853 only six survived in the later part of 1857; The Muting and the resultant legislation under Canning dealt a severe blow to Indian and English journalism in the country and ruined

the printing press for several years. Since that time the tension between the Indian and the Anglo-Indian became a dominant feature.

Political journalism in India is traced to 1861 A.D. when the Indian Councils Act empowered the government to nominate distinguished Indians to legislature. Public opinion was greatly stirred by this reform which enabled Indians to be associated with the government in some form for the first time. Many of the great newspapers which flourish even today were established in this period.

'The Times of India' was established in 1861, 'The-Pioneer' in 1867. 'The Statesman' in 1875, 'The Hindu' in 1878. However people were not satisfied with mere nomination to legislatures. Further the Press became more critical of the government and administration.

During the regime of Lord Northbrook there was a great food shortage in Bihar. Newspapers described it as a famine. The Bengal / government began to send thousand of rupees in relief. Lord Northbrook favoured continuation of relief and Sir George Campbell, the Lt. Governor of Bengal thought that the relief should be discontinued. Robert Knight supported Campbell publically in his official Gazette. This opened once again the controversy regarding the old problem of connection between Government servant and newspapers.

In January 1875, Knight founded the Indian Statesman. The statesman introduced Sunday short feature and variety. Knight did substantial work to awaken national thinking on All - India lines. He bridged the gulf between the past and the future by rousing Anglo - Indian journalists to consider Indian subjects. Like Buckingham, Knight promoted the critical spirit towards the Government in Indian writers. Knight promoted social causes (problems of people) through his journalism. Among the causes promoted by him were - the strangers Home around 1862 to take care of the numerous loafers and poor destitute Europeans in Bombay; the creation of Bombay Port Trust the adoption of the Tulsi Pine Scheme for supplying water to Bombay; the awakening of the public opinion for improving' civic amenities and reducing the high death rate of Bombay; checking the unrestricted levy of the house tax.

A survey made in 1876 revealed that the Indian language press was quite popular and powerful. The Indian language press was bitter in its comment against the administration.

The Amrit Bazar Patrika was started as a Bengali weekly in March 1868 by Sisir Kumar Ghosh and his brothers from the village of Amrit Bazar in Jessore district. In 1871 it shifted to Calcutta. The Amrit Bazar Patrika was the outstanding newspaper of this period and fought many battles both for the freedom of the press and national emancipation.

Convinced that suppression of Indian Vernacular press was necessary once again, Lord Lytton on March 1, 1878 passed the Vernacular Press Act. One of the most comprehensive and rigorous Acts, this Act

empowered the Government with more effective means to punish seditious writings. Printers and publishers of an Indian language press had to execute a bond that they would not publish any thing that would excite the feelings of disaffection against the Government.

Lord Rippon, the next viceroy of India was very liberal in his outlook. He repealed the vernacular press Act in 1881. He also repealed the Press Act of 1857.

Surendranath Banerjee, the editor of a Bengali journal, undertook a lecture tour of the country in 1877 to campaign for the recruitment of Indians in Government service and for constitutional changes. He roused the Political awareness of the people and politics became a dominant interest in the press.

This activity lead to the enactment of the press Act of 1879 requiring the printer and the publisher to execute a bond.

The year 1885 saw the establishment of the Indian National Congress which further intensified the nationalist sentiment. Most prominent members of the Congress were editors of newspapers like Dadabhai Naoroji, Ranade, Narendranath Sen, Subramanya Ayer, Apte, Agarkar, Malbari and others. The 3 main themes of the Indian press were social reform which started in 1820, the political reform which started in 1861 and nationalism which started in 1885.

These 3 themes continued right upto 1947 when India became an independent state. This period saw a change in the outlook of the Indian newspapers. They concentrated more on "news" rather than on "views". Thus in spite of the various incidents which affected the press, the period from 1857 to 1885 witnessed a phenomenal rise in number or newspapers in India in English as well as in the Indian languages. Particularly the Indian language press was very powerful in expressing its views against the administration.

While Ranade was an ardent advocate of social reform. Tilak emphasized that social reform had no place until political freedom was attained. Aurobindo Ghosh hailed Tilak as a leader with clear perception of the needs of the country. Thus the leaders who emphasised political emancipation became more powerful in the beginning of the 20th Century. Tilak carried on a campaign for national liberation through journalism. Through "Kesari" Tilak wrote on Social, Political and economic subjects for the enlightenment of the masses. Its mission was popular education and public agitation. Through the "Maratha" Tilak addressed the more advanced sections of the community. He also intended that it should serve as the authoritative organ of educated public opinion in relation to the Government and to the Englishment in India. Bengal partition in 1905 further intensified the nationalism and national politics.

The Montagu - Chelmsford report released in 1918, was accepted by the moderators, but they suggested important amendments. The extremists



rejected it outrightly. The sedition committee report in 1919 created further resentment in the Press. The Rowlatt Act was passed in 1919. The Act provided for the trial of political offenders by Judges without juries and legal, internment without trial by provincial Governments of persons suspected of having subversive aims. The Government did not respond to the Indian public opinion to repeal the Act. It adopted harsher measures.

The conduct of General Dyer and Lt. Governor of Punjab 'Dwyer came in for strong condemnation in the Indian press but the Anglo - Indian Press condoned General Dyer's action and they justified the excesses of the martial law regime. Though every effort was made to prevent news from the Punjab reaching other parts of India, a great deal did leakout and the Indian, newspapers described the Jalianwalla Bagh massacre as cruel and frightful. Due to this reporting the British Government came down heavily on it. For example, the Amrit Bazar Patrika forfeited, its first security of As.5,000 and a deposit of Rs.10,000. The Tribune was asked to furnish Rs.2,000 security. Its editor was sentenced to imprisonment and five. The Punjabee was forced to close down. The Hindu and the Swadesimitran in "Madras" were asked to furnish securities of Rs.2,000 each and the Hindu was banned from the Punjab. The Bombay Chronicle lost its editor, Horniman, who was deported.

As the law member of the Viceroy's Council, Sir Tej Bahadur Sapru in 1921 appointed a committee with himself as chairman to go into the Press laws. Written evidence was called for and witnesses were examined. Eight prominent journalists were approached but they were unwilling or unable to appear, before the Committee. Kasturi Ranga Aiyangar of the Hindu and McCarthy of the Rangoon Gazette gave their evidence in camera.

The Press Law Committee recommended the repeal of the 1908 and 1910 Acts. Years between 1910 and 1920 were eventful from the point of view of the Indian Press. The Imperial Press Conference was held in London.

Surendra Nath Banerjee, represented for the Indian owned press and Stanley Reed represented for the British press in India. Due to the efforts made by Reed cable charges were drastically cut and cheaper press rates came to existence.

From 1920 the tempo of the national movement increased rapidly and found its expression in the Indian newspapers. The news of Gandhi's Non – cooperation Movement, Satyagraha and the demonstrations filled the pages of every language newspaper in all parts of the country. In 1922 on the recommendation of the Press Committee, the Press Act of 1908 and 1910 were repealed. Congress party met at Goa to discuss the issue of elections.

There were differences of opinion and C.R. Das, Vallabhbhai Patel and Motilal Nehru formed the Swaraj Party. They wanted to take part in the poll and carry on the fight against the British within the legislature.

They started their own publications to propagate the ideas of Swaraj Party.

The appointment of Simon Commission in the late twenties under Lord Irwin to assess the working of 1919 Acts increased anti-British Sentiments. On April 1930 the Congress Party at the historical Lahore session asked for complete independence for the first time. Gandhi's Civil Disobedience Movement, the Salt March at Dandi, the terrorists attack, in Chittagong, Bengal newspapers attack on the Government and numerous leaflets, Pamphlets and political propaganda, both open as well as underground, flooded the country. In 1930, the Press Ordinance. one of the six ordinances to control the Press was promulgated.

The government dealt with acts of terrorism and inflammatory literature firmly and The Swadeshi Movement, covered prominently by the Press, as in The Hindu led to imprisonment of leaders like Gandhi and Nehru and editors like S.A. Brelvi (Bombay Chronicle) and Ganesh Shankar Vidyarthi (Pratap).

In 1930, S. Sadanand founded the Free Press Journal, a daily, published from Bombay, The first issue of the paper came out on June 13, 1930.

The Free Press Journal played a major role in the freedom struggle. Sadanand believed in free and fearless press. His main ideals were nationalism and public service. His journal had a considerable hold on the government. The Phenomenal figure of Rs.70,000 as forfeited security, proves its command over the rulers. Soon after partition, Mr. B.G. Kher, the first Chief Minister of Maharashtra, offered Sadanand the refund of the forfeited security, but Sadanand politely declined saying that it was paid for a different cause.

News came from its parent agency, the Free Press (Setup in 1927), which gave its readers the material of their choice. This exclusive news material contained the facts relating the daily arrests of national leaders, the vast procession, the mammoth public gatherings, the shooting of Congress fighters and the blows given to them and the Lathi charges and finally the statements of popular spokesmen. All this news material was published in bold types and in prominent places. Banners stretching over the entire page were introduced.

From 1917, the Gandhian era in politics began. He became a dominant figure of the Indian political scene from 1920, till his death in 1948. He edited in his life time a number of journals. In 1904 he took over the editorship of the "Indian Opinion" in South Africa which was published in English, Tamil and Gujarati. In 1919, he established the 'Young India' in English and 'Navajivan' in Gujarati.

In 1933 he started the "Harijan". Though all these various papers' enjoyed wide circulation he scrupulously avoided publishing any advertisements. His articles were often circulated by the news agencies to the daily press, and were published all over the country either on the same day or on the following day. Thus Gandhi conducted his political

work and his constructive work through the weeklies and contributed very greatly towards inculcation of nationalism and self restraint in the Indian Press.

During the Quit India movement and World War II. Press in India played a commendable role in reporting the struggle for freedom fairly. It opposed communal riots and partition of the country.

The National Herald. Hindustan Times. The Tribune fought for freedom during the World War II and the Quit India movement.



## PRESS IN INDIA AFTER 1947 A. D.

Press enjoyed complete freedom after 1956. Jawaharlal Nehru had a deep and abiding faith in Press freedom. Nehru had exceptional journalistic qualities. Chalapati Rau, former editor of the 'National Herald' has mentioned his journalistic qualities in one of his books. Once Nehru wrote a report of a public meeting which was so graphic and well written that it surprised many. "I would rather have a completely free press with all the dangers involved in the wrong use of that freedom, than a suppressed or regulated Press" - Nehru has expressed his views about the Press Freedom in these words.

During the debates of the Constitution Draft Committee. Dr. Ambedkar (the Chairman) supported the contention that freedom of speech included freedom of the press. Free India's constitution upheld the citizen's right to freedom of speech and expression, which included the freedom of the press. While the obnoxious (offensive, disagreeable, hateful) Press Acts, were repealed or amended, the official Secrets Act and Sections 0' the Indian Code dealing with disaffection, communal hatred and incitement of armed forces to disloyalty, were remained. 1951, The Press Objectionable Matters Act was introduced and passed to check increasing writings with communal overtones. The Press vigorously protested against this Act which was allowed to lapse in 1956.

The national and regional press covered the campaigns of the first national elections of 1951-52 with professional skill. Formation of the linguistic states, second and the third elections, the Chinese attack and the take over of Goa were the other important events covered by the Press.

In 1952 Nehru announced the formation of Press Commission composed of such eminent persons as Justice G. S. Rajadhayksha, Dr. Zakir Hussain and M.Chalapathi Rau. The Commission released the report on July 14. 1954. making following recommendations :-

- 1) It recommended the appointment of a press Registrar at the Centre and its counterparts in the states to maintain all records and statistics relating to newspapers and magazines.
- 2) It recommended the establishment of a Press Council. A permanent Press Council should be established, to keep a watch over the press and to secure maintenance of certain editorial and business standards.
- 3) It recommended that the editor should be vested with administrative control over his staff, that appointment in the editorial department be made in consultation) with him and all

members of the staff be made to realise that they are working towards a common goal under the leadership of the editor.

- 4) It supported the price-page schedule with a view that it would affect in the number of newspapers in the country.
- 5) Uniform rate of commission should be paid to news agents, to eliminate payment of excessive commission and other unfair methods of competition.
- 6) Printing of prize coupons in daily papers should be stopped. They create bogus circulation.
- 7) Advertisers should formulate a code of ethics and raise the ethical standard of advertising.
- 8) Measures should be taken to prevent the expansion of monopoly control of newspapers.
- 9) Measures should be taken to favour the growth of district papers. So also development of monthly journals should be encouraged.
- 10) It favoured emergency legislation for preventing press excesses rather than the incorporation of the provisions of the Press (objectionable matters) Act into the Indian Penal Code and the Criminal Procedure Code.
- 11) It recommended the adoption of legislation relating to working conditions salaries and benefits enjoyed by journalists.

The Press Commission set following objectives for the Press Council :

1. To safeguard the freedom of the Press.
2. To help the Press to maintain its independence.
3. To study development in the Press, which may tend towards concentration or monopoly and if necessary, to suggest remedies.
4. To review the ownership structure and its impact on the performance of the Press.

It also suggested code of ethics: Freedom in the honest collection and publication of news and facts and their rights of fair comment and criticism are principles of journalism which every journalist should always defend.

It also stressed the responsibilities which the press has to keep in mind while performing its duties.

## **Press Council : .**

A free press and a responsible press are the two prerequisites for the healthy growth of journalism; journalism in turn will safeguard democracy. A free press should be free from pressures from any quarter be it the state, sections of the society, political and other interests, and interests within itself. The Press should have enough, strength to withstand corrupt practices and other evil influences. Therefore Press has to be responsible and follow certain ethical standards of ethics so that their credibility in the public mind is established. The first British Royal Commission on the Press had felt that the means of maintaining proper relationship bet the Press and society lay not in Government action but in the Press itself.

If any Section of the Press does not act responsibly and fails to observe norms of ethics, there must be some machinery to deal with it. Government machinery can get things done; but the best way, consistent with the freedom of thought and expression, is self regulation by the Press itself. It is out of this that the concept of a Press Council or a Court of Honour has evolved. If the Press does not regulate itself the Government might try to do it. This must not happen. A free Press should govern itself and not allow the Government to govern it. So it is desirable that the Press should have a self regulatory mechanism which is free from interference and influence of Government while on the one hand a Press Council is required to deal with cases of violation of journalistic ethics and to maintain high standards, on the other it must be a watchdog and defender of the Press freedom.

Under the Press Council Act, 1978 the first Press Council in India was constituted in 1979; the second in 1982; the third in 1985 and the .fourth on Sept. 28. 1988. It is meant to safeguard the freedom of Press maintain and improve the standard of newspapers and news agencies. Mr. Justice A.S. Sarkaria is the present Chairman.

Nehru realised that for the successful functioning of a democratic set up,. The freedom of the press was absolutely necessary. He strongly stood for editorial independence. As prime minister he consulted opposition leaders on important issues concerning national and international affairs. Nehru. himself was a good journalist and during the freedom movement he closely guided the National Herald in its news display and editorial policy as the founder, and chairman of the paper. Nehru had a good command over the English language and wrote in a lucid any simple style.

Although Nehru supported the amendment of Article 19(2) of the Constitution and helped the passage of the 1951 Press Objectionable Matters Act. he did not implement them vigourously. Perhaps, he may not even have moved the amendment, if he had not witnessed communal disunity, demand for separate states and opposition to Hindi.

Even during Emergency (1961. Chinese aggression) the imposition of Press restrictions was minimal. The journalists respected the limitations to a large extent.

The post-independence press was over supportive of the new government, and failed to critically examine its policies. Even though Nehru was mainly responsible for having not visualised the possible confrontation with China and exposed the country to Chinese attack in a State of military unpreparedness. the Press failed, on the whole, to take up the role of responsible opposition to the government as it did during the Prime Ministership of Indira Gandhi.

### **Mrs. Gandhi's rule:**

In contrast to Nehru's period, the period of Mrs. Gandhi's rule was characterized by confrontation between the Government and the Press. Her nationalisation of the banks, insurance companies and abolition of privy purses frightened the Indian business community, resulting in adverse comments in the newspapers owned by industrialists.

The Central Censorship order addressed to all printers, publishers and editors, prohibited the publication of news, comments, rumours or other reports relating to actions taken by the Government in accordance with the proclamation of Emergency (June 26, 1975). Maintenance of Internal Security Act of 1971. Defence of India Act of 1971 and other Acts, in any newspaper, periodical or other documents without their first being submitted for scrutiny to an authorised officer of the Government.

The Chief censor was given total responsibility for supervising and directing censorship. During this period the Chief censor used to send to every paper detailed instructions about the coverage of news items and photographs.

'Indian Express' later on published censored copy of the first page of its paper where there were so many blank columns and too little matter printed.

During the emergency many journalists were jailed, newspaper offices were raided and power supply was cut off to printing presses. The Press as a whole did not stand up against the emergency. It crawled during this period where as it was expected to bend only.

Among foreign journalists who were expelled from India during the emergency were : Peter Hazelhurst of the 'London Times'. Loren Jenkins of 'Newsweek'. Peter Gill of the 'London Daily Telegraph' and Lewis M. Simon of the 'Washington Post'.

In U.P. Prachaa Janya, a weekly. Tarun Bharat. a daily and Rashtra Dharma, a monthly - all Hindi publications of Jana Sangh were forcibly closed by the police. In West Bengal journalists of the Amrit Bazar Patrika, Gouri Kishore Ghosh and Barun Sen Gupta, were jailed. Piloo Modys 'March India'. J.P.'s Everyman and Prajanily and George Fernandes' Pratipaksha suspended publication. Janata published by

Nanasaheb Goray and Sadhana (Marathi) edited by S.M. Joshi were banned.

'The Indian Express' and the Statesman faced the Government's repressive tactics with courage. The Indian Express was cool to Government pressure to publicise the benefits of the 'Emergency'. The Government then arrested Kuldip Nayar, Express News Service editor, dissolved the Board of Directors and appointed a new board consisting of persons approved by the Government in 1975 the Government suspended all Central and State Government advertisements in the 'Statesman'. The news agencies were merged into one agency known as 'Samachar' Press, Council ceased functioning. It functioned from November 1966 to January 1976, under the Press Council Act 1965. But the emergency regime wound it up.

The underground press was, however, very active. More than 34 printing presses were seized and over 7,000 people arrested in connection with the publication and circulation of underground literature. A.D. Gorwala's Opinion, Quest, and others were forced to close down. Underground literature flourished in Gujarat, Tamilnadu, Bihar and Maharashtra. Letters from JP and George Fernandes, were published regularly. From Bihar alone more than 2,000 titles were circulated.

The RSS distributed underground literature in the form of news sheets Which contained only news and quotations. They were published in English and the major Indian languages. Indians Abroad published anti-emergency literature e.g. Swarajya (England), Satyavani, Indian Opinion (USA).

### **Janata Government Rule:**

Indira Gandhi was defeated in 1977 polls. Her defeat was viewed by the press as victory of democratic values and rejection of the authoritarian rule in India. The London Times commented ·

"Her rule, her leadership and her emergency have been rejected." It also cautioned the new government about its difficult task of nation building. Indian press was obviously jubilant and published large front page photographs of Jayaprakash Narayan and Morarji Desai and gave comprehensive coverage of the victory of 'Janata Party'.

In an interview, Prime Minister Desai said. "Fundamental rights should never be touched, whether there is emergency or not. They must be maintained under the constitution," L.K. Advani was appointed as the Minister for Information and Broadcasting. Like many other ministers in Desai's new government, during the emergency. He had experience of the field of journalism. He was a joint Editor of 'Organizer' from 1960 to 1967. Advani declared his intention to repeal the legislation curbing the press. Within one month, Desai government repealed the Prevention of Publication of Objectionable Matter Act of 1976. Parliamentary



Proceedings (Protection and Publication) Act of 1977 got approved. Freedom of the press thus returned to India and the status of the press was restored to that of the pre-emergency era.

The Second Press Commission was appointed under the chairmanship of Kuldeep Nayar, a well known journalist. The Commission was entrusted with the job to look in to all aspects of the press in India. Verghese Commission was appointed to investigate the autonomy of the mass media, particularly government controlled radio and television. One of the recommendations of the Verghese Commission, to provide equal time to opposition parties on radio and television, has already been implemented.

Newspapers gave favourable coverage to Desai's speeches about the freedom of the press and it did not go out of its way to attack Desai.

Although the Indian press held Mr. Desai in high esteem. it could not ignore the political, economic and social chaos in the nation. From 1977 to 1979, the newspaper carried stories of labour strikes, student violence, increasing inflation. political turmoil, party defections, cabinet resignations and the inept handling of Mrs. Gandhi's prosecution.

In the 1990 general elections Mrs. Gandhi came to power with convincing victory over her rivals. Her party commanded more than two third of the parliamentary 525 seats, where none of the opposition parties could win more than forty one seats.

Soon after Mrs. Gandhi was sworn in as Prime Minister she was asked a question about press censorship during the emergency. She said -

'Censorship was a special remedy for a very severe, acute disease. We don't think that particular disease will hit the country again. Nor do we want to give the same medicine'. These words express a note of caution; otherwise Indira Gandhi was never known to be in cordial terms with the press. The key word of Indian politics in the post 1980 poll was "caution". The ruling party the press and the people were cautious and excesses by any one of these institutions was checked by the others.

### **Press during Rajiv Gandhi's regime:**

After being sworn in as Prime Minister. Rajiv Gandhi talked about press freedom during the his chat with the newspaper men. But his cordial relationship with the press did not last long. His two statements at a Press-Conference on July 8, 1985 demolished his image and invited adverse comments from the press. He defended emergency and stressed that if the conditions prevalent in 1975 crop up again, he would not hesitate to impose emergency. Secondly, he categorically rejected the idea of granting autonomy to radio and television and said that electronic media could not function' the way press behaved.

Authoritarian tendency was revealed from these statements and editorials of Stateman'. Indian Express and 'The Times of India' to serious cognizance of it Rajiv Gandhi's statements were criticized.

The relations between the Press and Rajiv Gandhi deteriorated further in the year 1985-86. Income tax raids on the big business houses, price increases of essential commodities just before the budget session, events taking place in the Congress and the Muslim Womens' Bill. The editorials 'Rushing backwards' (The Times of India) and 'Giving in to the fundamentalists' (Hindu, May 8, 1986) blamed the Rajiv Gandhi government on the issue of muslim Women's Bill and commented harshly for professing to take the country to 21st Century but in effect resorting to retrograde measures.

The role of journalists in the controversies of the President - Prime Minister relationship and the prime minister versus the former Union Finance Minister. V.P. Singh should be examined critically. In some newspapers comments were passed as news items. This is totally unethical as news is sacred and comments are free and the right place for the comments is the editorial page. The comments offered in these controversies were partisan and did not give an objective picture. The increasing tendency on the part of the journalists of leading dailies to be partisan and politicize the profession poses the greatest threat to the freedom of the press in the post independence era.

### **Trends in Indian journalism :**

After independence newspapers in English have grown both in influence and popularity. Statistics show that there is a constant increase not only in the number of newspapers published in English but also in their circulation.

Another significant feature is the publication of newspapers in Indian languages by the Owners of English language newspapers.

There were 28 multi-edition dailies during 1968 with 71 editions. Circulation of multi edition dailies constituted 37 percent of the total circulation. For example. the Indian Express was published simultaneously from 7 cities and had the highest circulation of 0.4 million (Press in India-1969).

The English language press continues to command the highest circulation in one quarter in 1956 as well as in 1967. This trend continues even now which can be clearly revealed from the statistics given at the end of this chapter.

There is also a steady growth in the circulation of Indian language papers though the increase in circulation of these papers is not in proportion to the increase, in the English language press. Though Hindi is a national language, English papers which are being published in all the states show that English is continuing its role as a vital medium, of Inter-State Communications. The circulation of the Malayalam and Tamil papers

have increased enormously. being next only to Hindi and being more than the Marathi, Gujarati and Bengali language papers.

The state circulation clearly indicate that English press is weak in the Hindi regions and strong in the non-Hindi regions. The bulk of the Hindi papers (nearly 70%) are being published from the smaller cities and towns. (Press in India 1969) The smaller cities and towns appear to be more active in the field of dailies than in the field of periodicals.

It is significant that neither an English daily nor an Indian language daily has any chance of becoming a national newspaper with an All India Circulation. Time will tell whether at any time Hindi, will be able to have an all India circulation.

One of the significant features of the Indian press is the phenomenal growth of Indian language papers since 1959. For example, the Hindi paper 'Navbharat Times' published in Delh, belonging to the 'Times of India' group started its publication in 1950. It reached a circulation of 60,000 by 1960 and more than doubled itself in 1969 when it had it circulation of 0.14 million. Another Hindi daily 'Hindustan' from Delhi sold 57,000 copies in 1960 and went up to 0.11 million in 1969. The Bengali paper 'Ananda Bazaar Patrika' grew from 0.17 million in 1965 to 0.23 million in 1969.

One of the significant development in Indian Press after independence is the starting of Indian Language dailies by the owners of many of the prosperous English language dailies. For example the 'Indian Express' group has been publishing four -Indian language dailies. The 'Loksatta' in Marathi and 'Dinamanil' in Tamil are very successful papers.

### **Indian journalism trends:**

It may be predicted that the future expansion of the Indian press will take the path of starting newspapers in small towns giving district news and carrying advertisement of consumer goods used by the non-affluent sections of the population, in contrast to the present tendency of the newspapers in English as well as in the Indian languages which emphasise the international and national news and carry advertisements of consumer goods popular among the affluent section of the society. Already in Karnataka state there are a number of all small town dailies giving news of the town and the district.

Indian language papers must develop their own character by devoting more space to state, District and local news. They must also alter their style of writing. For example, 'Ananda Bazar Patrica' changed from classical to the spoken language and also simplified its spelling. As a result of this there was rise in its circulation.

In the recent years there is a tendency to cut down the long speeches of the politicians and devote more space for feature articles. There is also a tendency to 'provide women's columns and column for children. The

demand for photographs. cartoons and comic strips has increased in the recent years. The feature articles by the foreign columnists like Drew Pearson, Walter Lippman, late Kingsley Martin, were in great demand. Indian feature writers emerged like M. Roy, Frank Moreas, Chalapathi Rau, Mankekar, Prem Bhatia, Durga Das. K. Rangaswamy and others.

Bombay's tabloids Mid Day and the Daily have entered the competition. Besides, the crop of new 'glossies' like India Today. Gentlemen, Bombay and Onlooker are luring readers away from The Illustrated Weekly of India.

There is a healthy trend of professionalism in get-up and printing by making use of technology.

The growth of the regional and local press and, above all the rural press is another trend in today's, Indian journalism. There is rise of the rural press in Andhra Pradesh, Karnataka, Tamilnadu and Kerala.

Business dailies and journals have come up in large numbers in recent times. Investigative reporting is becoming popular in magazine journalism as well as dailies.

One of the Chief defects of Indian Press is the continuing emphasis on political events and political speeches and the neglect of reporting and analysis of the development activities in the country. The lengthy reports on political defections and details regarding 'toppling game' make not only depressing reading but gives a distorted picture of the events in the country. The immediate need in India is a reduction in the emphasis in political reporting and an increase in development reporting.

### **Ombudsman:**

Some newspapers in the United States have appointed Ombudsmen usually experienced editors, to investigate complaints about their performance. Until the Ombudsmen were appointed, persons dissatisfied with a newspaper's performance were not attended properly.

Ombudsmen serve as impartial arbitrators. They now receive and investigate the complaints and are empowered to publish any corrections that they consider necessary. In many cases, the Ombudsman also read and comment on their newspapers' performance even before receiving any complaints. On larger newspapers, it is a full time job.

The Washington Post appointed its first Ombudsman in 1970. One of the Post's editors explained "We were being robbed of our one essential asst, without which no reporter or news, caster can operate, which is public confidence or to Use the more fashionable word 'Credibility' "Times of India" has appointed Former Justice of India Mr. P.N. Bhagwati as its 'Ombudsman'.

### **The Foreign Media Spectre:**

There are at least 7 proposals before the Union government for foreign newspapers to have Indian Collaboration. The proposals envisage Indian editions of leading Financial Times, Wall street Journal, New York Times, The Guardian. The international Herald Tribune Time Magazine, the EUE group of France and the Paul' Mann Chain. The Indian participants include Ananda Bazar group, publishers of 'Business Standard', Living Media, Publishers of 'India Today' Magna publications. Publishers of 'Parade' and the 'Deccan Chronicle'.

The anti-entry lobby has castigated the western media as a tool of cultural imperialism, western business and foreign policy interests and a frivolous critic of the third world. Those opposed to this advocated the entry of the foreign newspapers for the sake of plurality, competition and the reader's right to know. Globalisation, they pointed out, was unstoppable.

Justice R.S. Sarakaria, Chairman of the Press Council of India, argues that foreign media intrusion is harmful. The fate of free press in India was extricably linked with the survival of India as a sovereign democratic republic, says he.

The debate goes on.

### **Trends in journalism:**

The world's newspapers are quite diverse with respect to emphases and content.

In capitalist nations newspapers normally devote 40 to 65 per cent of their total space to news and editorial matter. The remaining space is occupied by advertising. The typical newspaper provides its readers with such items as features, photographs, editorials and essays, columns, letters to the editor. invited and freelance contributions, news analysis, long verbatim speeches. government announcements, comic strips and cartoons, cross words and other puzzles, weather reports and maps, horoscopes and other journalistic fluff, stock market charts and graphs of various kinds, and a potpourri of editorial tidbits.

In communist countries newspapers are puritanical in their news presentation, giving very rarely or no sensational news of crime, disasters etc. Usually they are filled with official pronouncements, news of development and progress, and stinging editorial propaganda against the non-communist world.

In the Third World Countries, the papers are normally small and poorly printed and are struggling economically. Some of the papers resemble capitalist journals and others more often resemble those of communist nations. They are certainly inconsistent by and large. The same paper may play up Western style sensationalism and also give prominence to long essays and articles about national development.

Growth of newspapers and their readership is stagnant in the developing Third World, according to UNESCO. In Africa there are still countries with no daily newspaper at all; and in all but 10 African countries, the average daily circulation is less than 20 copies per 1,000 people. Newspapers remain an urban and elite form of communication in the developing countries. Newspaper defenders insist that newspapers are far more important than the circulations might indicate.

Despite many barriers to newspaper growth around the world, the press is growing. New publications are springing up on every continent, many of them catering to specialized audiences. In Europe the press has been growing more slowly since 1970, but it is still vigorous in spite of many economic problems. In Africa, South America and Asia newspapers are generally small and struggling, but their quality is slowly improving as more young people are getting journalistic training.

Bombay is among the cities which have the greatest number of daily newspapers.

There are certain cities throughout the world which because of their location, size or political importance are especially prominent as collecting centres and transmission points for the World news - Calcutta, Bombay and New Delhi are among them.

### **International quality Newspapers:**

Quality (or elite) journalism is that which has an impact with intellectuals and opinion leaders throughout the world. It is journalism which diplomats, educators, writers, theologians, economists and scientists take seriously. It is the kind of journalism which libraries and Universities in all countries feel must be made available to their students. It is the kind of journalism, in every country, that serves as a kind of model for the mainstream serious journalists and newspapers. It is that which is most quoted, alluded to and respected;

Quality journalism is found in quality newspapers of the World. These newspapers are dedicated to being journalistic opinion leaders, to having a real impact on national and World policy, to being respected by serious, educated and concerned citizens for their thoroughness, balance, integrity; and all desire to serve as role models for other newspapers in their societies.

Quality, or elite, newspapers must have influence - at least they must be taken seriously - not only in their own countries but also in other countries. These elite papers may be essentially of two types: (1) those published in free or libertarian nations and (2) those published in controlled or authoritarian nations. Each group is dedicated to its particular press philosophy and takes its responsibilities, as it sees them, very seriously. Considerable emphasis is often placed today on social responsibility in determining the elite status of a newspaper.

Asia, with the exception of China, Japan and India is virtually without an elite press. Japan stands out among the three for its high development of and progress in, quality journalism - and popular journalism, too, for that matter.

India's problems relative to the elite papers are much more acute than are those in the USSR, China or Japan. A multiplicity of languages (coupled, of course, with economic deficiencies) seems to be the main barrier to more and better elite journalism. At present the major elite papers of India are published in English, the three most important being the 'Statesman' of Calcutta, the 'Hindu' of Madras, and the 'Times of India' published in Bombay and Delhi. In addition to the language problem, the Indian Press must contend with a low educational system, scarcity of training facilities and trained journalists, and old and crude printing equipment.

Elite newspapers along with a sizable group of middle - area papers (located somewhere between the mass appeal and the elite) form the great bulk of the world's newspapers. It is really the state of elite news papers in any country which officers the best insights into the health and, general level of journalism.

#### **Largest circulated Dailies, '1994**

Malayala Manorama (5 units)	748788
Times of India (6 units)	711063
Punjab Kesari (3 units)	613903
Indian Express (15 units)	537727
Matrubhumi (5 units)	492658
The Hindu (7 units)	478139
Eenadu (7 units)	475830
Anand Bazar Patrika	458104
Sandesh (4 units)	439186
Navbharat Times (4 unit)	385499
Hindstan Times (2 unit)	377190
Daily Thanthi( 10 units.)	360458

[Manoram Year book,1995]



## ORGANISATIONAL STRUCTURE OF NEWSPAPER

Behind every successful newspaper we find great organisational effort, skill and vision. Today's press, called the Fourth Estate, has acquired the dimensions of a full-fledged business organisation, involving capital investment and other factors of production.

Newspapers may be small or large, having a variety of ownership such as industrial houses, political parties, individual or government ownership. They all have to function alike, as a free enterprise with an intention of profit-making, in addition to their social, political and other commitments.

A full-fledged newspaper organisation has a well-developed system of information gathering, processing and printing, publicity, circulation and management of these functions. The organisation can be divided into three major sections - the mechanical, the editorial and the business section.

The business aspect of the newspaper is to decide the policy of the newspaper and provide the finances. The policy may be independent, neutral or partisan. A partisan newspaper is one that supports a political party or a group in any controversy in public affairs. Such a newspaper has strong convictions about the broad issues of the party or group values. An independent newspaper owes no continuous faith towards a party, it may support some other party too. It makes up its mind independently, of any association with a party or group. Whereas, a neutral newspaper refuses to take sides. Usually we find that many newspapers are neutral about certain issues only; hardly any newspaper is completely neutral upon all issues. Such a newspaper can be called spineless because a newspaper cannot escape taking sides against evils in life like crime and corruption.

Apart from policy-making, the business activity includes administration, circulation, advertising, auditing and promotion. The newspaper owners today are like any other entrepreneurs. The administration contains its board or governing body representatives of all departments, giving most of its attention to the financial side. The owner himself may be the publisher or may employ a publisher. Generally, the main business administrative officers are the publisher or owner, business manager, circulation manager and the plant in-charge. The editor also may be on the board. The administrative office is like all other offices, staffed with accountants, cashiers, clerks, stenographers, typists etc.

The department which gathers a major portion of the newspaper revenue is the Advertising Department. Its smooth functioning leads a newspaper to prosperity and success. The success depends on (i) Whether the editorial department creates the greatest possible amount of reader - interest. (ii) Whether the mechanical department produces an attractive paper and. (iii) Whether the circulation department



succeeds in maintaining wide distribution of the paper. It gathers and assembles the copy of the advertisements. It gives contracts to advertisers for space, gets a copy prepared, gets it approved by the advertiser, makes the necessary changes, bills the copies, and sends them for page making. Classified advertising is the most important of all ads for the newspaper as well as the public. The revenue earned by the advertising department depends on the popularity and extent of circulation of the newspaper, and also on the prompt services and quality of ads given by the department.

The circulation department is responsible for a proper distribution of the newspaper. All the other depts. bring their material in. the circulation department takes it out. If the reporters and editors do an excellent job but the circulation department fails to get the paper into the readers' hands in time, all the editorial work has gone waste. This department requires well-co-ordinated personnel and style of work. City editions as well as dak editions have to reach the reader in time before the news becomes an already known stale story. A metropolitan newspaper with many daily editions needs a complex set-up for circulation department, which includes road and air transport facilities. Giving excellent editorial work and quick, wide circulation at a low cost of price is indeed a great achievement of the newspaper management. Circulation department always works under tight time schedule.

Business activities of a newspaper include promotional activities and routine services like janitorial services, maintenance of stocks, mailing, sales promotion etc. Promotional services are inviting tourists and visitors, establishing rapport with readers and other sections of the public, advertising the newspaper through electronic media, in other papers, on billboards, organising shows and competitions etc.

The mechanical jobs in the newspaper organisation, are related to printing the newspaper. This involves type, setting, preparing the galley proof and printing of the approved dummy pages. The composing room has typesetting machines which transform copy into lead columns, set advertising matter, prepare headlines, and assemble this material for printing. There is the engraving room in which photographs are retouched and improved, and art- work is done, along with cartoons, comic strips and illustrations. The press room is the place where the actual operation of printing takes place.

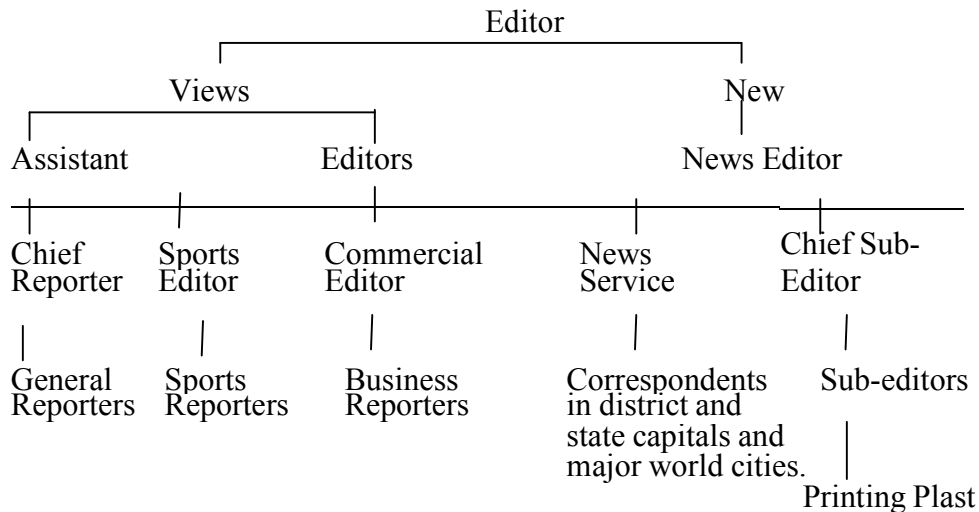
There is one more very important department, 'the Research and Reference Section. It is the place where all the information is stocked – i.e. cuttings, clippings, various reference books like encyclopedia, photographs, pictures and such things. Such documents and books help the reporters and feature writers. Clippings of news issues, biographies of important people come in very useful for writing obituaries, for quick reference work. Today, clippings and cuttings have been replaced with online databases. The progressive nature of a newspaper is usually dependent on how richly equipped is the Research and Reference section. This section preserves history and its links with the present. For instance, memories of the World War II came alive on the 50th anniversary of the attack on Normandy, which was widely covered all over the world by

the media. Old photographs were printed with new information, giving a new understanding of what the war meant to the world. Research and Reference Section is always a source of inspiration to investigative reporters, editors and, feature writers.

Finally, there is the Editorial Section, which makes the newspaper, in which we find the most hectic activity of reporting, editing, proof-reading and page- making. Whether the newspaper is metropolitan or country – based, the editorial department is always a busy department.

The editorial department usually includes news, art, and many other sections. The metropolitan newspapers have a large number of people working, compared to small, country newspapers. Reporters gather news- global, national, state a local; photographers, similarly employed, provide pictures, cartoonists supply cartoons. Editorial and special writers compose articles, special columns, and other features. Free-lancers too contribute features and articles. The editorial department, prepares the copy for the compositor and printer. Headlines are written, pictures and photographs are retouched and mounted. The editorial department has to work in coordination with the Advertising department to prepare complete pages.

The newspaper can be divided into two parts - news and views. The editor is, the head of the whole editorial team and is responsible for the paper as a whole. In practice, the News side is looked after by the News Editor while the Editor on the Views side and guides the News side. In very large metropolitan papers, there may be associate editors in charge of sports, financial matters. women's editions, editorial writers. librarians, Sunday editors. City editors. Science editors, editors for fine arts, columnists, literary editors etc. as well as specialised area editors like in aviation, 'travel and tourism, farming and gardening, movies and pictures etc. The editorial department also includes reporters, photographers, artists, clerks and other administrative staff. The diagram below can help a brief sketch of this department.



## CHALLENGES OF 21<sup>ST</sup> CENTURY FOR PRINT MEDIA

The 21st century is going to be a very busy age the space age, the age of electronics and computers. It will have an ever-increasing demand for instant communication networks and free flow of information round the clock. The print media, therefore will have to gear up to cater to the needs of quick supply of information for a busy civilisation of tomorrow.

The media today are growing. Their work and responsibilities have multiplied owing to the ruthless efficiency, norms and the constantly changing lifestyle. They have to maintain proper infrastructure and technology. Presently they face a dual pressure - that of an ever increasing population of readers and exploding, almost chaotic volumes of information flow coming to them.

Science and technology have revolutionised the process of news gathering and production of newspaper. The American and Japanese newspapers have changed almost beyond recognition because" of introduction of automation.

Gone are the days of drafting data from. the teleprinter into a news story, on paper with ink. In a fully automated modern newspaper the journalist's report or story reaches the computer straight from the reporter or sub-editor who use VDT (Video Display Terminal) to type or edit the copy. A small T. V. screen attached to the key-board enables the reporter or the sub-editor to see the copy coming up on the screen as he types it. After completion, each page can be stored and sent to the News Editor's desk.

Then, there is the CPU the Central Possessing Unit or the computer which stores all the typed material. The text on the VOT can be reviewed backward or forward or can be altered. News agencies regularly use computers to transmit messages to their client newspapers.

The news room has an electronic system of editing. Every story has a code number. As soon as the required story appears on the screen, the sub-editor can edit it on the VDT and give it a headline. The reporter also has a VOT which he uses for putting his story into a computer from where it goes to the sub-editor.

The printing room also has undergone changes today. Previously letters and lines were composed on monotype and linotype machines with molten lead. Today's typesetting is 'cold type'. The typesetter is a photo

composition device. Pages are created photographically, instead of physically in metal type. The typesetter sets type by taking pictures of letters, with the help of a computer. When the photo paper is developed, in high speed machine, the lines of characters make up the story as edited. In American and Japanese newspapers most of this work is computerized and automated. In future, the newspaper will soon be able to eliminate the process of posting stories on pages, as well as elimination of typewriters. Today we can get facsimile newspapers. Ready pages are sent by newsrooms to other offices by fax and are only assembled and printed there, thus enabling early availability of newspapers in distant places.

Computerisation and automation have encouraged research and reference work in newspaper offices. Maintenance of books, files, cuttings and clippings is no more a tedious job, as all this information is stored in floppies and compact discs. Communication is facilitated by computer networks for quick reference.

Nowadays databases or online libraries have come into existence. They can place an enormous amount of information to the reporter, with great specificity. Their data are so vast that it may take months to pick a particular bit of information. But these databases can be searched using specific key words and carefully crafted search phrases. So, the mass of accumulated literature in any field can be narrowed to the appropriate information within minutes. The database has the ability to search millions of pages of information in seconds to find a single mention, e.g., a person's name.

Online libraries are made up of the past editions of a variety of newspapers and magazines. A reporter in Hawaii can rapidly and efficiently search through hundreds of newspapers and magazines, news files in U.S., as well as news files and agencies in, Japan, U.K., or translations from the Soviet agency Tass. To report on a new disease, for instance, he can go through hundreds of medical journals and court records all over the world, in no time. In return he can question hospital authorities, pathologists, coroner, patient's statements and other recorded details. All this helps him to draw his conclusions from the widest range of public information and focus the result of his search on a pinpointed problem.

Information is electronically stored, digitalized. Articles, books, journals are stored into a binary electronic code which can be searched at a speed which is incredible. For example, locating a personality in who's who in India, in a print version would take a very long time for a reporter, but the online library locates within seconds. Till today, such information was stored in dictionaries, encyclopaedias, or clippings in a newspaper library. But today, all this becomes a small component of a mammoth electronic information resource.

This new system requires heavy investment which is possible for developed countries. Newspapers in the developing countries also face another problem training the editorial staff to use the electronic system

and to take care of it, for the 21st century challenges the newspaper to adopt new methods of operation and acquire proficiency in them.

### **WHAT IS NEWS, NEWS VALUES, NEWS GATHERING**

Today's world is a news-hungry world. Day in and day out the print and electronic media pool up and pour out volumes of information, and yet we say, 'So, what's the news?' We belong to a rapidly progressive world and feel we better find ourselves a niche by updating our minds.

What is 'news'? Is it something that is new to us? What is new to one person may be very old stuff for another. Can we define news as 'any freshly occurred event'? Everyday, the rising sun can become news then. The newspaper cannot take role of any fresh event that is trivial, is habitual or is predictable easily by common logic. And yet, a sunrise can become news, if the sun's eclipsed, even if the eclipse is predicted; for the element of 'news' here is how exactly the eclipse occurs and, its effect on environment and so on. So, the rarity of the eclipse makes it the news.

'The New York Times' carries a slogan. "All the news that's fit to print. The slogan is controversial, for the criteria of 'fitness' for print depend on the readership, their culture, attitudes and norms. A well-established periodical like *Debonair* can print pictures which are considered to be 'fit for print' for a considerable time and one fine day these pictures are confiscated as obscene. Newsworthiness or an event lies also in the eye of the reporter and the editor.

The reader's interest too makes an event news. Whatever creates amusement, surprise, alarm or caution, fascination and amazement in the reader can become news. The story of discovery of dinosaur's eggs or the corpse of an 6000 years old aboriginal man from icy mountains becomes news for the reader because it is connected to past history which is a subject of amazement, wonder, curiosity. Stories regarding frequent marriages and divorces of movie stars in royal families, life-style of the wealthy or those in the underworld become news because they create amusement and wonder.

They make the readers identify with characters in these stories and imagine what they would do in a given situation. Sometimes a personality fascinates the reader. e.g. stage performances of Mike Jackson created 'Michael Mania' and were given great coverage by media. A familiar personality for Indians today is Mr. T.N. Seshan, widely popular for his rebel-image. Such names make news.

Whatever has adventure and drama becomes news. Strange feats e.g. eating of iron pieces, television sets and pins and blades are news. Grand celebrations, wild ... life stories, discoveries regarding science and technology are full of wonder and amazement and thus become news. Adventure with romance make excellent theme for reader's interest, hence stories of war and peace, conflicting situations like hijacking and kidnapping, 'great' robberies and escapes, stories of sex and crime catch

the reader's eye fast because of the exciting 'how' element in them. Considering all these factors, we can define news in the following ways :

News is something revealed. This presumes that it was suppressed and not desired to be revealed. News is something which someone wants to suppress. Because of the 'someone' behind or in the story, the news becomes important'.

A more detailed definition is : news is any event, idea or opinion that is timely, that creates interest or affects large number of people in a community and that is capable of being understood by them.

Yet another definition: news is a compilation of facts and events of current interest or importance to the readers of the newspaper printing it.

News is anything and everything interesting about life and materials in all their manifestation.

News is information that is meaningful for the people. Sometimes a simple event becomes news because it has great utility for the readers; e.g. introducing new bus routes or local trains specially for lady-commuters. We can broadly categorise news as follows :

**Hard news:** News of important public events such as actions of government, social or economic trends, education, international relations.

**Soft news:** Information that is less important than hard news but often more interesting, even tantalising: gossip items about celebrities, offbeat incidents, sensational crime cases, items noted for reader interest.

**Straight news :** Presentation of unvarnished facts without an attempt to analyse, interpret or capture human interest.

**Spot news:** A sudden happening, such as a fire, a jury verdict. or a political decision, as opposed to trend stories.

A journalist must know to distinguish between a 'news issue' and a 'news event'. The 'news issue' is largely an ongoing situation or problem, like a long-standing dispute like the Enron project. It can begin with a dramatic, unexpected or accident-like manner; or it initially happens to be a minor issue but later assumes considerable importance, creating a kind of fever. News events have a comparatively short life. Sometimes the reporter's skill and perception can 'make' news out of a simple, ordinary event.

**News Values and News Gathering:** As said earlier, a newspaper office gets an unending flow of news items from news agencies and other sources. The editorial department has to select them and arrange pages of the newspaper. Selection and presentation of news is a hectic job, as the edition has to be completed by specified time schedule. Each newspaper organisation has a different kind of ownership, basic policy according to which news gets coverage. Dailies, weekly supplements, special editions, tabloid papers, are all designed differently and select news

accordingly. This selection is done also in consideration of what would appeal to the readership of that paper.

**Evaluation of news is based on the following factors:**

1. **Timeliness:** The reader wants to know the latest, the newest happening. If the story is followed up, it must say what new truth has been discovered by the reporters. The newspaper, which gives the already known details and fails to add new information cannot be considered efficient and its readership will decline. Today the print media have to face a tough competition from the electronic media, who broadcast or transmit several or hourly bulletins of news. Yet, the popularity of print media is not in jeopardy because they can cover the news in great details.

We find that afternoon editions in print have follow-up of the headlines of dailies, which are in turn followed up in greater details by dailies the next day. For instance, the story of an old chawl in Bombay collapsing in torrential rains. The story is covered with the details of the collapse either by dailies or by the evening papers depending on the time of the event. If it is during the day, we find the emphasis of the next day's dailies being given on the relief work and aid to the residents of the chawl, and not in the collapse as such, as it already a state news. Timeliness also means the need of the reader to know the event which has an effect on people's daily activities, such as shortage of milk, loadshedding schedules, cur in water-supply etc. have to be reported with priority.

**Proximity:** The second important factor to determine the value of news is proximity of the news to the reader. Any event which is 'close' to the reader, which the reader can 'recognise' gains value. Every reader has a framework of his education, his cultural, geographical boundaries within which his mind can respond to events. Anything that is alien, unfamiliar, unimaginable fails to get any response from him. An Indian who has never visited the West or read about it, may not be interested in or able to recognise the problems the western people. For instance, a news story which tells that an excess crop of oranges turned so unmanageable that oranges had to be thrown into the river making the river water orange in colour. A story of this sort may not be even believed by an Indian farmer. However exciting or 'hot' the story may, all the efforts of the reporter are in vain, for it is not understood fully on account of poor proximity. The Indian farmer's wife may not understand why the Russian woman farmer refuses to have more children although she may not have even a single son. Local problems get much more attention from readers than problems which are far away in time and space. For the simple talk of India, news having futuristic importance too, Similarly has poor value. The editorial desk has to understand this framework of the reader's ideas and evaluate the news.

**Size:** The size of the news is important. If the persons involved in it are eminent individuals, a tiny story too gains importance, like simple ailments of well-known leaders. If a regular commuter has a

suffocating journey in a crowded local train, it is no news; but if the railway minister travels second class in little discomfort it is news.

The size of the story implies the dimension or magnitude of the event. A natural calamity like flood or famine, a tornado or a hurricane becomes news for its capacity to destroy a vast area of land and kill many people. The World War II still appears in newspapers, for the extent of destruction it caused, the diplomacy and the lunacy behind it, the suffering and the agony of the victims have till today not been fully made known. Any new 'glimpse of truth about the Nazi killings still catches reader's interest. Sinking of a ship, an aeroplane crash, a colossal building collapsing in an earthquake make 'big' news. Riots, sudden 'bandhs', sudden failure of local trains or serial bomb blasts become big news on the front page because of their 'size'. Size indicates time span as well. An archeological find, takes the reader back in time by a few hundred years. The discovery of pillars in the deep ocean, near Dwaraka in Gujarat which were dated to be a few thousand years old become great news, because every Indian has Dwaraka in association with Lord Krishna and the myths surrounding him. Soon, the 2000th year after the death of Christ will be a great year, bringing back memories of the beginning of Christianity. Time and its legends remains in the collective unconscious of the readers and come out afresh with a small event connected to it.

**Importance:** News is evaluated on the basis of its importance. This term has a relative meaning for various readers at different places and at different time. It is for the News Editor to decide what is important for his readers and choose from a plethora of cuttings collected from the teleprinters. Therefore evaluating news's purely subjective. If we compare the front pages of any two leading dailies, what strikes us that they give priority to the same event differently. Every newspaper has a mental link with its readers, and its priorities are well- accepted by them. This is why most readers are habituated to a specific newspaper and do not get any satisfaction with a substitute paper. This mental linkage applies not only to what is considered as important but also to selecting details of the story, the language and the 'angle' of the story. There are certain issues, however, which are beyond any controversy of importance, like an outbreak of war or riots, deaths of eminent people, changing political scenario, changing policies in national economy, education, administration or such other matters. Local news too is sometimes much more important than state, national or global news.

Evaluation of news is difficult because of the sheer volume of news items that are made available to the editorial desk everyday. Here are the sources of gathering news :

- 1) One of the most important of all sources for a journalist is the news agencies like the Press Trust of India (PTI) and the United News of India (UN I). Newspapers subscribe to their services and receive news items through teleprinters or fax machines. There are syndicates like Asia Features which cover a wide span of



events and supply them. Newspapers can develop their own systems like the TOINS (Times of India News Service)

- 2) Various government departments issue press releases, brochures, etc.

Besides these papers, there is always the District Gazetteer. It gives a great deal of information about every district in a state, with places of interest, the history, culture and people of the district, their life-style, faith, customs etc. and also anything special about the district, administration of the district, etc.

- 3) The Secretariat is a source from where a journalist can gather news about policies and schemes undertaken by the government, all kinds of developmental projects. In mofussil areas, information regarding law and order, information about bureaucrats, ministers and their portfolios.
- 4) The Municipal Corporation is a source for all information regarding taxes, public health services, urban statistics, water supply and Sanitation, housing and other civic facilities.
- 5) Courts of law are the source for all minor as well as major judgements, important appointments, from bar and bench, enquiries and reports. etc.
- 6) Police coroner, Home Guards, fire brigade, hospitals are for information about disasters and tragedies;
- 7) The Legislature is a very important source on matters of public interest like the annual budget, various ordinances and bills.
- 8) All political parties have their headquarters in every city and town. They are a useful source for any enlightenment on political developments. The opposition party headquarters are the best source to collect any critique or commentary on policies or actions of the ruling party.
- 9) Universities and research institutes supply information the educational scenario in the state.
- 10) There are a great number of social service organisations, relief work groups and clubs, welfare projects, charity trusts, trade agencies, cultural organisations etc. which can help in matters of social welfare and rehabilitation of the weaker elements of society.
- 11) About commercial activities, we can approach various commercial corporations, trade chambers, stock exchanges, trade unions.
- 12) The Government of India runs information departments like the Press Information Bureau of the Union Government and the Directorate of Publicity in every state.

- 13) There are several Vocational Guidance Bureaus, the Employment Exchange, the labour commissioner's office. Ambulance services. Tourism departments at the central and state levels.
- 14) Then, there are the press conferences, cocktail parties and such other functions giving news about items which need to be published. These conferences are hosted by industrial manufacturers, political parties, social welfare organizations, trade unions and diplomatic representatives from foreign countries.
- 15) An extremely useful source for a journalist is libraries and reference sections maintained by newspaper organisations themselves. They include clippings of all happenings, personality details, pictures, photographs etc. These documents are immensely useful in making any comparative study of a news item, either for reporting or for writing features etc.
- 16) Sometimes information comes from anonymous individuals and eyewitnesses, sometimes the reporter himself is an eyewitness to an event.

A reporter has to check the authenticity of information, especially coming from the last source. As regards government documents, authenticity is not in Question.

News gathering is done from these sources in many ways. There are certain 'beats' which reporters cover everyday, for instance, the police beat or the crime beat. The reporter goes to the police control room everyday for instance, the police beat or the crime beat. The reporter goes to the police control room every day, to the coroner's court to hospitals to find daily happenings. Another reporter may cover the court beat, visiting jails and custodies, interrogating, the prisoners.

Reporters are assigned the job of attending meetings of service clubs, political meetings, to watch for news'. They are also asked to interview people. In any case, the reporter has to keep cultivating his sources, constantly keep looking for stories. He keeps contacts with important individuals and tries to establish rapport with them. These individuals may drop hints to sensational news to come. They may not always welcome him and may resent or resist him and certainly do not want to figure in the news that is unpleasant. The reporter has to convince them that he respects them as individuals. If he has a professional attitude and helps them he is respected too in turn. He must know how to keep certain information "off the record", keep the sources anonymous and refer to them as 'reliable sources' or 'informed sources'. This makes the reader know that the sources are authentic and it also keeps the individual informers happy and safe.

Like ‘beat’ reporter there are specialists who have expertise in certain fields like science, sports, medicine, arts, education, law, business and finance, culture etc. They provide understanding and perspective to the trends in their fields. Reporters are also asked to interview personalities.

Investigative reporting is also assigned to journalists by the newspaper. Various types of reporting are discussed elsewhere.

