

# Knowing the Media

Dr Vartika Nanda  
Department of Journalism  
Delhi University  
vartikamedia@gmail.com

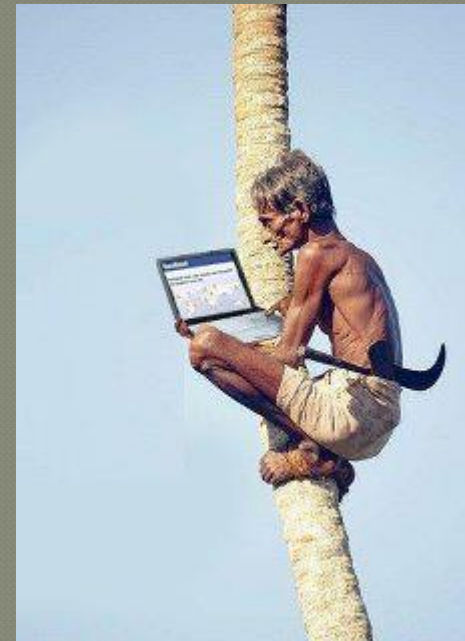


# Present Tense

HICKEY & GAZETTE

NEW MEDIA

Media and the masses





# COMMUNICATION

BLACK

- **News Media**

WHITE

- **Advertising**
- **Branding**
- **Publications**
- **Events & Promotions**



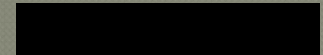
# NEWS MEDIA



Television



Newspapers



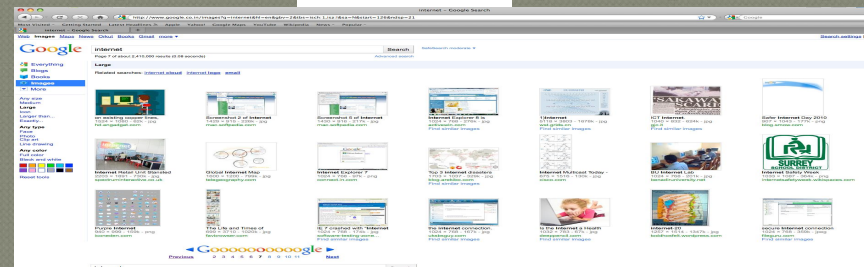
Radio



Magazines



Internet





# The year was 2006

---

- Army spent over 50 lakh rupees
- Role of PMO
- And the business of media . prayers & smses





# In the year 2007

## MCD SCHOOL TEACHER

- Topped the TRP chart
- Stinking stings
- Scandal, lies and a live camera

## HASTY REACTION





# Aarushi Talwar Case

## POLICE & JUDICIARY

- Faulty investigations
- Called the high-profile case
- Still unsolved

## MEDIA TRIAL





2012

MEDIA HAS LOST SENSE  
OF PROPORTION

---



ETHICAL DEBATES VS  
POLITICAL DRAMA

---





# Media dynamics and its growth

FICCI 2015

---

- Print . 8 %
- TV . 15.5% per annum
- Radio . 18%
- Film . 10%
- New Media . 30%
- Dependence on ads . 90%



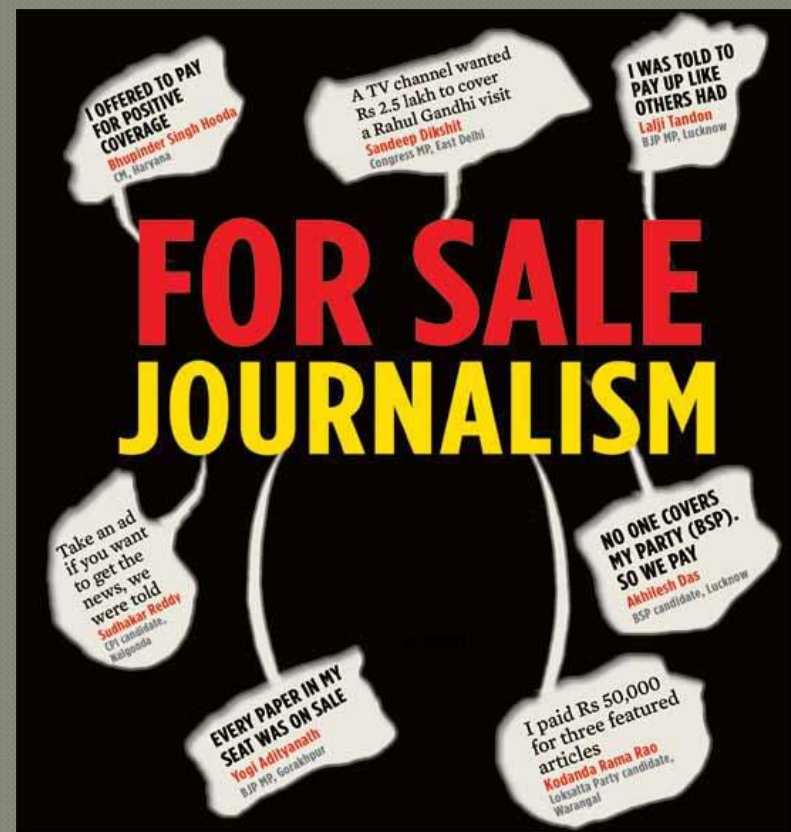


# Result

## MEDIA AS ENTERTAINMENT

- Paid news journalism
- Manufacturing consent
- Media ownership pattern
- Issue of licensing . I&B

## MANUFACTURING NEWS!!!





# The commercial media

---



- TRP
- Competition
- Business
- 400 channels/  
55,000+ print /FM



# The public service broadcaster

## JOURNEY

---



## CREDIBILITY

---





# Doordarshan



- 30 channels and a DTH service
- 91.4 % population is covered
- 64 DD Kendras/ Studios
- 1399 transmitters



# The big fight-DD

- Puppets in govt hands
- Lack of freedom
- Own calibre under question-from Hum Log to Ramayana, Mahabharata, Buniyad . did not belong to PSB
- Out of 31 DD channels, only DD 1 could earn profits
- Pace . yrs to get an OB van, color TV etc



# All India Radio

---



- AIR is "a Government organ, it is going to remain a Government organ+

Indira Gandhi : 1975



# All India Radio



- Network of 237 broadcasting centres with 149 medium frequency, 54 high frequency & 177 FM transmitters.
- Coverage is 91.85% of the area , serving 99.18% of the people in the largest democracy of the world.
- Covers 24 Languages and 146 dialects in home services.
- Covers 27 languages; 17 national & 10 foreign languages in External Services



# Points to Ponder

---

- News on AIR
- Privatisation of air waves





# Community Radio



The Tsunami Factor  
Helped in locating people  
Easy to maintain & sustain



# The milestone

---

- First community radio launched in India called Anna FM
- Programs were produced by the students of Anna University
- Year 2004
- AD . Rs 4/ps/ 5 min in 1 hour



# LSTV

- First channel to be run by legislature
- Opening windows of Lok Sabha
- Changing the image of Parliament and Parliamentarians
- Going beyond 90 days
- 3 lakh per year package



# Sansad se Sadak Tak





# The big fight-LSTV

- ◉ LS control
- ◉ 90 days a year
- ◉ Ruling party interests may crop up
- ◉ Simple approach-less eyeballs
- ◉ Huge infrastructure, poor quality
- ◉ Arm chair discussions, massaging egos



# Second phase Business of bad, ugly, awkward





# FUNCTIONS OF MEDIA

“ Mirroring Society (Good, bad, ugly & awkward)



“ Inform, Educate & Entertain : (The urban mass society)



“ Credible-Informational, Adversarial / Manufacturing Consent & Propaganda:





# UNDERSTANDING

A woman with long dark hair, wearing a white shirt and blue jeans, is sitting in a wooden chair in a library. She is leaning forward, resting her chin on her hand, and reading an open book. The background shows bookshelves filled with books. In the foreground, there is a blurred image of a book.

" Media\$ role

" Authoritiesq  
perception

" Media\$ self  
perception

" Journalist & news

" Media handling lessons



Role perceptions vary





## WHAT PUBLIC AUTHORITIES NEED TO LEARN...

- “ That the news media is supposed to be the
- “ Watch dog of the rich & powerful.
- “ That between the State & the individual, media side with individual; among individuals, with the underdog.
- “ That news media can not become their image multiplier and do PR role for them.
- “ That only a close dialogue between media and authorities is the first step.





# **REPORTERS' PSYCHOGRAPH**



## *Lethal Mistakes*



- “ Fudging, skirting & spinning the issue.

- “ Believing reporters are friends.

- “ Afraid to say *“I don’t know.”*

- “ Forgetting everything leaks.

- “ Presuming reporters can find out.

- “ Saying *“No comment.”*

- “ Not returning reporters’ phone calls.

- “ Never using organization’s name.



## UNDERSTANDING REPORTERS AS A CLASS:

*Avoid saying a reporter*



What's your angle?

Let me send you  
free tickets.

Here's my cell number.

I'm not a crook.

I'll tell you off the record.

Did you get the fax?

You weren't supposed to find  
out that.

To tell you the truth.

Can I see the story before it is  
published?



Third phase

## **NEWS AS A PRODUCT**







## NEWS PRODUCT



- News is when man bites dog; Dog biting a man is not news-
- Non-habitual perceptions form basis for exclusive news.
- Popular imagination does count.



# WHAT MAKES NEWS



- Dog bites man
- Mug shot of a celebrity.
- Hypocrisy of powerful.
- Dethroning of idol.
- Rich people's cheapness.
- Annual Reports.
- Underdog's struggle & victory.
- Bad crimes in nice neighborhood
- Spirit of the age
- Powerful people's arrogance.
- The first, last, biggest, smallest, youngest, oldest.
- Disaster stories.
- Flavor of the moment.

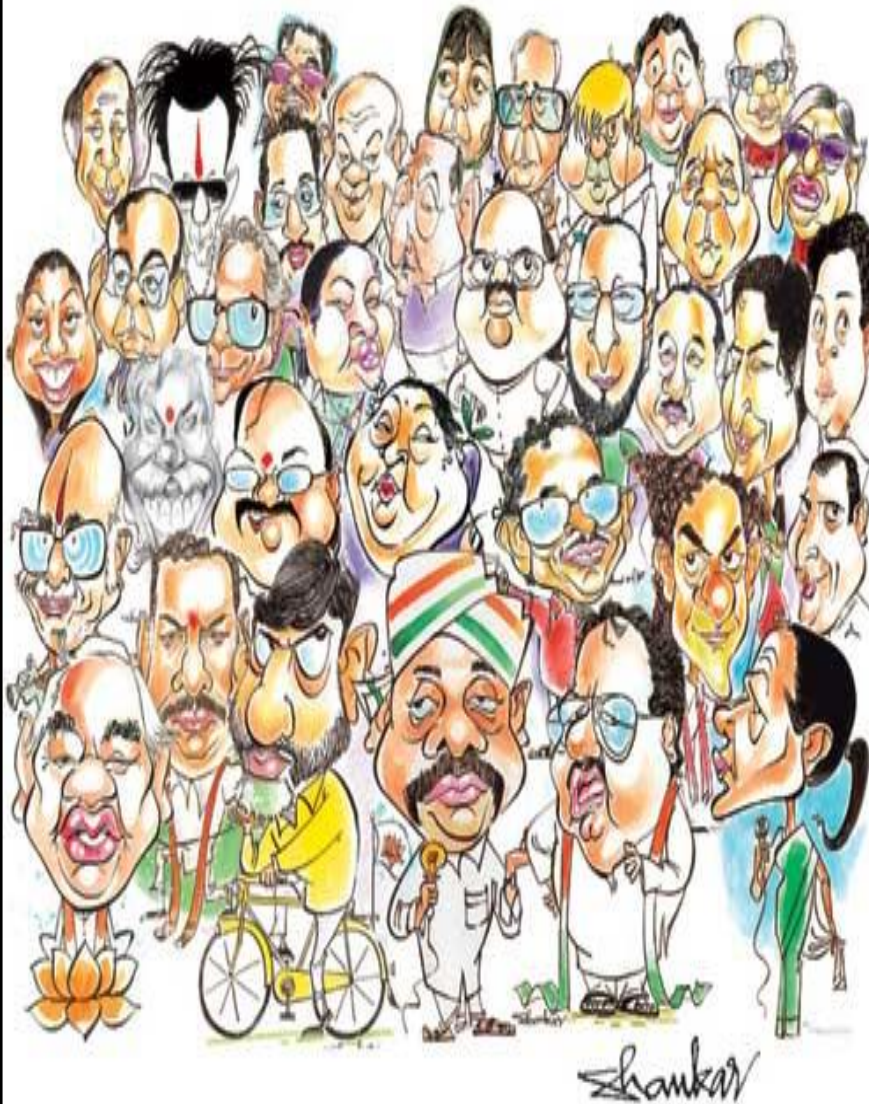


# Silent criticism





## Indian Politicians



GRANDPA AT PLAY

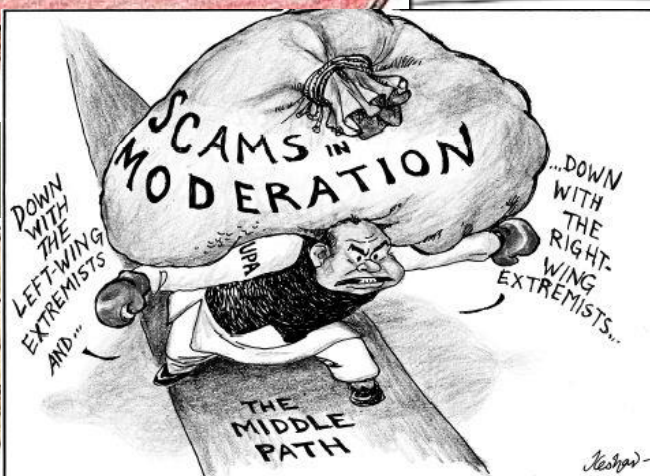
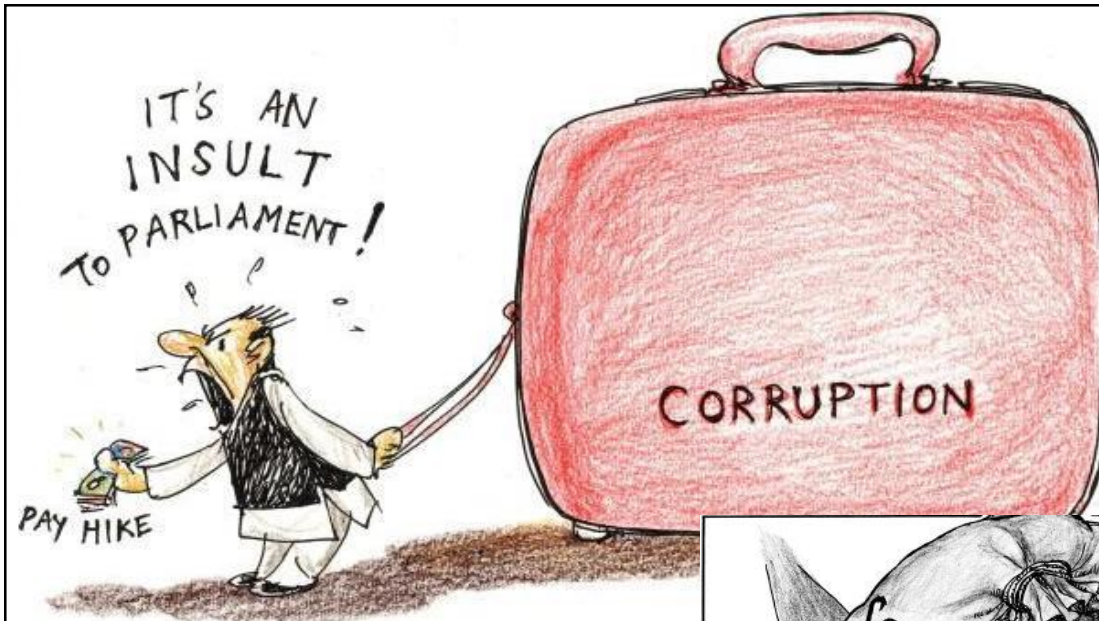
Janua



Nehru has expressed his pleasure in receiving children and letting them play in the spacious gardens at his residence

When PM Nehru became Chacha Nehru







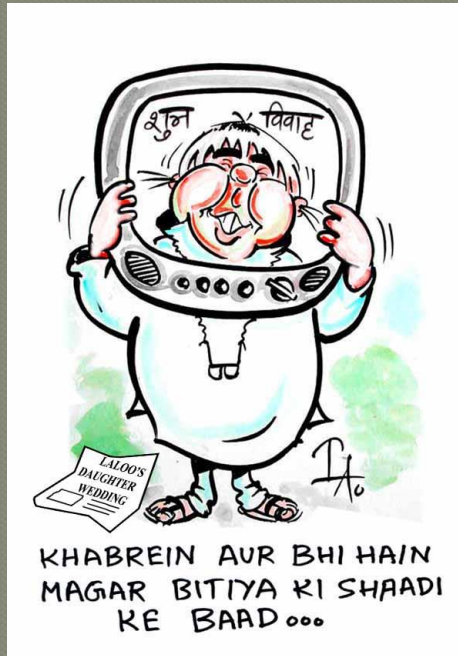
© The Times of India



To survive in our cities,  
one needs to cultivate a  
3D mindset!



## MUG SHOT OF A CELEBRITY





## UNDER DOG' VICTORY

# SC orders retrial in Best, shifts case to Maharashtra

**Tears into Modi govt, says, 'The modern-day Neros were looking elsewhere when Best Bakery and innocent children and helpless women were burning, and were probably deliberating how the perpetrators of the crime could be protected'**

**TIMES NEWS NETWORK**

**New Delhi:** In a searing indictment of the Modi regime in Gujarat — described as “Neros” who were looking elsewhere when innocent children and helpless women were being burnt — the Supreme Court on Monday quashed the acquittal of all the 21 accused in Vadodara’s Best Bakery massacre.

The apex court took unprecedented step of ordering a re-investigation and retrial of the case after both the trial court and high court had acquitted the accused charged with burning alive 14 during post-Godhra riots in Gujarat. Not only this, in a clear vote of no-trust in the state’s jurisprudence, the court transferred the case to Maharashtra.

Slamming the Gujarat government for its laxity in bringing the guilty to book, a two-member bench comprising Justice Doraiswamy

### THE WORST OF BEST

■ **March 1, '02:** Best Bakery at Hanuman Tekri in Vadodara is burnt down by a mob of around 1,200 persons, killing 14 Muslims

■ **March 21:** Zahira meets NHRC team, demands justice

■ **May 9, '03:** Case comes up in fast track court of judge H U Mahida

■ **May 17:** Zahira, the main witness, turns hostile. Says she can't identify the accused, and that she had not given their names to the police

■ **June 27:** Judge Mahida acquits 21 accused, citing lack of evidence.

■ **July 7:** Zahira says she was intimidated into turning hostile. Asks for the case to be heard again outside Gujarat

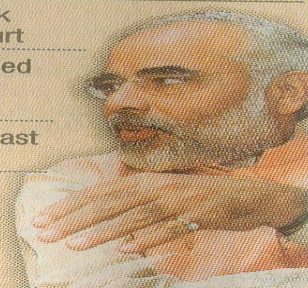
■ **August 7:** Gujarat government challenges the fast track court's acquittal order in Gujarat High Court

■ **September 29:** Gujarat files amended appeal in the HC after the first one is described as 'flimsy'

■ **December 26:** High Court upholds fast track court's order

■ **January 12, '04:** SC admits Zahira's appeal against HC order

■ **March 12, '04:** SC admits Gujarat government's appeal against acquittal



Raju and Arijit Pasayat said: “The modern-day Neros were looking elsewhere when Best Bakery and innocent children and helpless women were burning, and were probably deliberating how the perpetrators of the crime could be protected.”

In the communal violence which gripped Gujarat in the aftermath of

the killing of kar sevaks aboard the Sabarmati Express at Godhra, a mob set fire to Best Bakery at Vadodara on March 1, killing 14 persons.

The subsequent acquittal of all the accused by a fast track trial court raised questions about the sincerity of the state government in punishing the guilty.

● **SC slams Modi govt: P13**



## BAD CRIME IN NICE NEIGHBOURHOOD

# Swiss diplomat raped near Siri Fort

**Attackers abducted her from Iffi parking lot; Delhi in shock again**

**TIMES NEWS NETWORK**

**New Delhi:** A 36-year-old Swiss diplomat was abducted and raped on Tuesday night in her own Toyota Qualis from the Siri Fort complex parking lot by two men. She was beaten up, robbed and then dumped along with the vehicle a few kilometres away.

Just one hour later, a 27-year-old filmmaker was attacked and robbed at the same parking lot.

The diplomat had stepped out of the Siri Fort auditorium after watching a film at the International Film Festival. For 10 p.m., the parking lot was quite busy, with people going in and out of the auditorium and the restaurants in the complex. However, the area is poorly-lit.

As the diplomat was about to get into her car after unlocking it, she was pulled backwards. One of her attackers (she later said she was too stunned to shout for help) opened the rear door, while the other pushed her in and then got in himself. He pinned her hands down and kept slapping her — the diplomat also got scratched on her

neck — while the other man drove out of the lot. Then the man in the backseat raped her while her car was driven around the Safdarjung Development area.

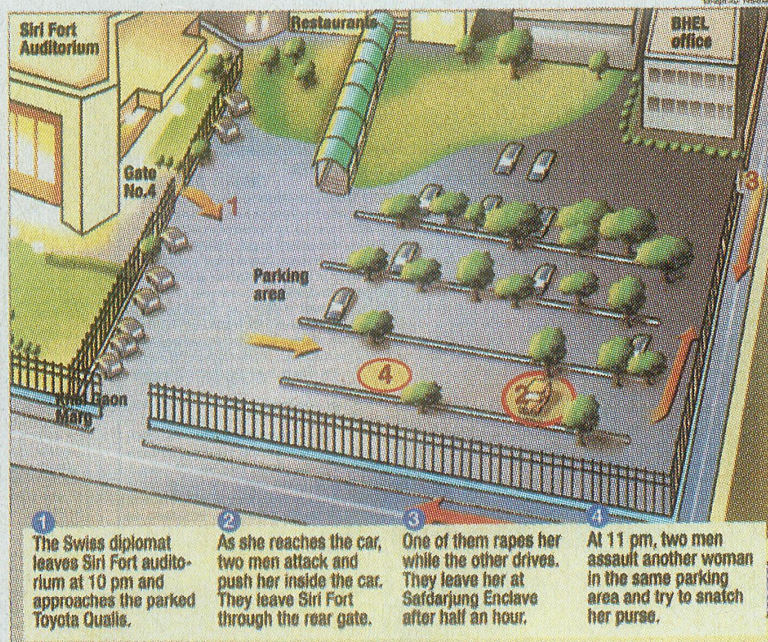
At about 10.30, the two men left the diplomat in her car at Safdarjung Enclave, after taking her credit card and a diamond ring.

Deputy commissioner of police (south) Vivek Gogia said the two men "initially took Rs 2,500 from her but returned it". They also gave her directions to her home. Once home, the woman called her friends, who called the police at about 11.30 p.m.

The diplomat later described the two men to the police (both are 28, she guesses) and told them that they seemed to have been unarmed.

Almost 12 hours later the lieutenant-governor and the police commissioner visited the Siri Fort parking lot and the diplomat's house.

Red-faced, the police, in view of the two incidents in the same area within an hour, have suspended five policemen who were on duty, including an in-



**An hour later, a near repeat at the same place**

**TIMES NEWS NETWORK**

**New Delhi:** Barely an hour after the Swiss diplomat was picked up from the Siri Fort complex parking lot, a 27-year-old documentary filmmaker was accosted in exactly the same fashion at the same spot, but managed to escape.

As she was getting into a Maruti 800, she was pulled back by two men. However, as they were trying to force her into the back seat, she threw her car keys into some bushes nearby.

She was luckier than the diplomat. While her attackers were looking for the keys, "a delegate was leaving the parking lot. As soon as his car took a turn towards the lane where the filmmaker's car was parked, the accused got scared and left the woman on the road," said a police officer.

When the delegate saw the injured woman, he took her to Apollo Hospital.

© Siri Fort deserted, unsafe: P3

spector. Police have also released sketches of the two men and announced a Though over 300 cases of rape have been reported this year, with several complaints in the past couple of months, in most cases, the victims were minors; of the 300, only 25 of the women were over 25. However, Tuesday's incidents show that Delhi's criminals are becoming only bolder.





**"We super-rich are few in number. People should value us instead of always picking on us!"**



# And the journey continues...

Thank you for holding on !

Vartika Nanda