

Broadcast Journalism Regulation in India: A study on Content Analysis

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Abstract

The term electronics was not present while the basic law relating to electronic was made in India. The honourable Supreme Court made an observation that it is high time to make law relating to the electronic media.¹ In the words of Frederick Williams "We are in the centre of an electronic explosion that is bulging beyond a radius of 80 light years, perhaps this explosion would signify the creation of life, the termination of it or some other great evolutionary step."² Today electronics has permeated to every area of life. The study is related to electronic mass media. Sometimes the narrowcasting, webcasting or simulcasting when it is reaching the people at large may obtain the status of broadcasting. For Example, delivering a voice message in the telephone is narrowcasting. But if the ringtone is audible to the general public and it contains a particular message it is considered as broadcasting. In general broadcasting laws are related to the radio, television and broadcasting part of internet according to The National Telecom Policy 2012. Though this law does not explicitly define 'telecommunications service' and 'broadcasting service', the Telecom Regulatory Authority of India Act, 1997, defines communication service in Sec 2(1) (k) as: "Service of any description (including electronic mail, voice mail, data services, audio-text services, video-text services, radio paging, and cellular mobile telephones services, which is made available to users by means of an transmission or reception of signals, writing, images, and sounds or intelligence of any nature, by wire, radio, visual or any other electronic means but shall not include broadcasting services.

The regulatory system over the media is reckoned under the category of public utility service in India. The objective of such a regulatory system is to increase the efficiency of the service along with safeguarding the economic interest and making sure a more or less equitable distribution of the advantages of the service. In a country like India where the system of political justice prevails the 'moral policing,' 'cultural protections' etc are not in the purview of the regulatory practices. In spite of the legal control through various scattered laws the contemporary regulatory system is more or less a commercial practice or administrative procedure.

Electronic media is the most dynamic form of all interactive media. In modern times, it stands as the most powerful means of accessing information. It has changed the way people live and relate to each other. The most important electronic mediums today are Television (TV), radio and the Internet. With the revolution in information and communication technology, new mediums have been evolved and the old ones have been improved. Due to the diverse choices offered to the consumers, they have switched from one medium to another to satisfy their needs. This paper evaluates the changing trend in electronic media.

Keys- Authority, Television (TV), Regulation, (All India radio) AIR, The Press Council of India (PTI)

Introduction

The first broadcasting of Radio was started in 1927 with two private transmitters in Bombay and Calcutta. In 1936, Delhi station started and in the same year, The Indian Broadcasting was named All India Radio (AIR). During the time of independence, six radio stations came to light – Bombay.

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Calcutta, Delhi, Madras, Lucknow and Tiruchi. From 1957, All India Radio was known as Akashvani. In 1957, Vividh Bharti, the All India Radio variety programme service was started at Bombay. In 1969, a new channel „Yuva Vani“ was started at Delhi. The sponsored programmes on the commercial service were introduced in 1970. In 1976, Radio and television were separated and became two independent corporations.

Television set up was called Doordarshan. Radio gives information, education and entertainment. Radio is made effective as an agent for development, especially in the rural areas, 40% people in India are below the poverty line and half the population is illiterate. Radio being the medium of the spoken word uses conversational, simple and direct language. Rural programmes have been able to help the farmers in agricultural work. TELEVISION Satellite revolutionized television broadcasting from 1962. In that year appeared the first satellite called the bold bird. In 1965 came Intel sat, a big international communication system. Another such system, Intersputnik was added in 1971. Television came to India on September 15, 1959. The declared aim was to discover what television could achieve in community development and formal education. Entertainment programmes were stated on August 15, 1965. Programmes like Krishi Darshan, Chaupal, Humlog or Chitarhaar were telecasted from Doordarshan. In late 80's and early 90's Ramanand Sagar's epic 'The Ramayana' and later BR Chopra's 'The Mahabharata' was started. Radio in India- Radio broadcasting in India began as a private venture in 1923 and 1924, when three radio clubs were established in Bombay, Calcutta and Madras (now Chennai). The Radio Club broadcast the first radio programme in India in June 1923. The daily broadcasts of 2 to 3 hours consisted mainly of music and talks. These stations had to close down in 1927 for lack of sufficient financial support. It was followed by the setting up a Broadcasting Service that began broadcasting in India in July 1927 on an experimental basis at Bombay and a month later at Calcutta under an agreement between the Government of India and a private company called the Indian Broadcasting Company Ltd. Faced with a widespread public outcry against the closure of the IBC, the Government acquired its assets and constituted the Indian Broadcasting Service under the Department of Labour and Industries. Since then, broadcasting in India has remained under Government control. In 1936, a radio station was commissioned in Delhi. In the same year, the Indian Broadcasting Service was renamed All India Radio (AIR) and a new signature tune was added. The Delhi station became the nucleus of broadcasting at the national level.

All India Radio has come a long way since June 1936. When India became Independent, the AIR network had only six stations at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirappalli with 18 transmitters - six on the medium wave and the remaining on short wave, Radio listening on medium wave was confined to the urban elite of these cities. Radio broadcasting assumed considerable importance with the outbreak of World War II. By 1939, the entire country was covered by a short-wave service and the program structure underwent a change to meet wartime contingencies. During this period, news and political commentaries were introduced and special broadcasts were made for the people on the strategic northeastern and northwestern borders. After Independence, the broadcast scenario has dramatically changed with 198 broadcasting centers, including 74 local radio stations, covering more than 97.3 per cent of the country's population. Presently, it broadcasts programmes in a number of languages throughout the day. The function in of All India Radio is unparalleled in sense that it is perhaps the only news organizations, which remain active, round-the-clock and never sleeps

The Indian Telegraphic Act, 1885: The Government had exclusive privilege under this Act in respect of telegraph and power to grant licenses. The definition of telegraph in this Act is very wide as it later covered all other means of communication depending on electromagnetic waves, including teleprompter, telephone, fax, radio and television. It provides for interception of messages and

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takeover of licensed establishments by the Government in any public emergency or in the interest of public safety.

The Indian National Congress was founded in December 1885. Its formulation was hailed as a major event which added importance of the Indian Press as a whole.. Press became more and more nationalistic in attitude and political in tone. The writings of the press of Bengal came under close scrutiny of Government during the last days of Lord Dufferin. Press started publishing secret documents. So Government came out with new legislations titled as the Indian Official Documents and Information Act, 1889. The Act was framed so as to prevent disclosure of official documents and information. The Act was needed more for the Anglo-Indian Press than for the Indian Press because the Anglo-Indian papers were in the habit of publishing official secrets which used to make the Governor uneasy

Television began in India way back in 1959 as a part of All India Radio when it was formally commissioned on September 15 as an experimental service. Its aim was to promote social education and general awareness. It was not until Mrs. Indira Gandhi was in charge of the Information and Broadcasting Ministry that television was commissioned as a regular daily service from 15th August 1965. Now television transmitters carry Doordarshan signals to almost three fourth of the country's population. On August 1, 1975 a Satellite Instructional Television Experiment (SITE) was launched with the help of an American Satellite for a period of one year when 2400 villages in six states - Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka were exposed to area specific programmes beamed with the help of the satellite. The experiment was successful and was universally lauded. The programme content had the three necessary ingredients of entertainment, education and information.

Conclusion

Media is very strong pillar of our democracy. It has great influence on the minds of citizens. Therefore, it is very important that it should be honest and true to all respective of current events. So, it should have transparency and accountability.

For this, the need of the hour is to constitute an independent body like media council to frame and implement standards keeping in mind the freedom of speech and expression. Council should be an autonomous body free from any type of political or government interference. It should also check the recruitment of journalists. It should have power to penalize those who don't follow the prescribed standards and norms. Our constitution guarantees us the freedom of speech and expression under reasonable restrictions like it should not affect the Sovereignty and integrity of India,

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