



Tolerance in The Media

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Media at a Glance--It is said Science is good servant but bad master. Today we are living in the digital age of 21st Century. Apart from Print and Electronic media there are many other types of media in the practice ie social media eg Whatsapp, you tube, instagram, Twitter, Tik Tok, Face book , internet etc. Indeed these are very effective but it drains the valuable time, precious liberty and energy of a person . These days it has been noticed media is crossing boundary of ethics and are more concern about their commercial gain, more than that ignoring social responsibility and law of conduct. However media is supposed to be the leading player in making of a healthy and happy society rather than to do anything for their own positioning and status gain.

Effect of Media on Human Mind-Media plays an important role in people's day to day life. How the news is written, how it is published or how it is presented, at all the stages it is crucial. If the news are presented in provoking way, if unnecessarily glamorizing of the News is there then it directly affects the people and some where it derails young generation from their path. In the every morning you may go through a News paper full of sensational and criminal news, which force you to think or feel that "is this city or the country safe for living?"By seeing News of corruption or criminal act, questions of the law and order of the city raised your eyebrow and make you worried. The way NEWS OF Covid-19 were displayed in India it causes disturbance in the societies in many ways ,in the form of physical loss, financial loss, etc . Many people have lost their jobs ,many family lost its member ,of course it is due to situation arouse due to COVID 19 and person could not handle the stress, but role of media in making the situation worse can not be denied. One (IRS) revenue officer has commit suicide before test report(NEGATIVE) had come to him, similarly a police officer of paramilitary force shoot himself in fear of having corona (who was not confirmed till then) by these both the family are in unbearable pain. Whatsapp are actively creating panic between people. During the beginning phase of Lockdown in India, I received a news on my mobile phone from a fellow (who was saying that he is very close to Director WHO SEAR), about the crisis which is going to be occurred in near future and be prepared. For a moment I was scared little bit and assured own self by the word exchange between me and Director WHO SEAR on 16th march 20 in a dinner party at high commission New Delhi about the situation in

South East Asia where he had assured that all is under control and nothing to worry much more as all the Government are having close eyes on the situation. But again I was surprised when I got same message from two of my employee who reside in two different cities Lucknow and Kanpur of UP, a state of India. Then I understood that the man who send me news want to create panic in among the people. I called the main person who was spreading news to create panic and told him that I cross checked and found there is no problem in the market and warn him not to send this kind of messages. The purpose of this story to pay an attention about the news which are being operated on Whatsapp, instagram or face book are neither pre-viewed nor re-viewed and are circulated from one to another without any hindrances. This is irresponsible and illegal act as per me and these must come under regulatory authorities .

There was many epidemic in the past. 100 years back cholera was there, village after village vanished, then came Tuberculosis (TB) it was called “RAJ ROG” means a person got this disease will die definitely. People used to wait for his death, then Cancer and HIV Aids. Today we have medical solution to all these problems. Job of Media is not to create panic and tension in the mind of people. Media may put the fact, the News as it is. Media must tolerate to sensitize the News just to increase TRP, to receive more advertisements and revenue.

Social Responsibility of the Media;-- Information from Reliable sources are an important constituent of any democratic society. Since many decades media have influenced human life through its different forms and is doing at present in the similar way and providing information and entertainment to people across countries. Print media, being a leader over a considerable period of time has now got the competition from Television, which is reshaping many of the social responses. Radio apart from Providing news and views has also developed a flair entertainment, thereby getting a lot of acceptance. There is also the new media with internet being its flag bearer. Internet has indeed made it possible to disseminate information and ideas in the real time across the globe. However ,among all these development there is a cause of concern. Is media really fulfilling its social responsibility? Is a booming global mass media posing threats to the democratic way of thinking? Is it posing challenges to a country like India? where media has a greater role to play rather than providing information and entertainment only.



The normative view of the press argues that the conduct of the media has to consider public interests. The main public interests criteria that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, Culture and opinion, support for the democratic political system, support for the public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect of human rights and avoiding harm to individuals and the society. The social responsibilities expected from media in the public sphere were deeply grounded with the acceptance of media as the fourth estate, a term coined in England.

Freedom of the Press—In India with the formation of the 1947 commission on the freedom of the Press the social responsibility of media became a strong debating point. It was formed in the wake of rampant commercialization and sensationalism in the American Press and its dangerous trend towards monopolistic practices. The report was path breaking on its take on social responsibility and the expected journalistic standards on the part of the Press. The theory of social responsibility was backed by certain principles which included media ownership is a public trust and media has certain obligation to the society, News media should be fair, objective, relevant and truthful, there should be freedom in the Press but there is also a need for Self-Regulation. It should be adhering to the professional code of conduct and ethics and government may have a role to play if under certain circumstances public interest is hampered.

Democracy, Media and Public Sphere:--Informing the citizens about the developments in the society and helping them to make informed choices, media make democracy to function in its true spirit. It also keeps the elected representatives accountable to those who elected them by highlighting whether they have fulfilled their wishes for which they were elected and whether they have stuck to their oaths of office. Media to operate in ideal democratic framework needs to be free from governmental and private control. It needs to have complete editorial independence to pursue public interests.

There is also the necessity to create platforms for diverse mediums and credible voices for democracy to thrive. It has already been discussed that media has been regarded fourth estate in democracy. Democracy provides the space for alternative ideas to debate and arrive at conclusions for the betterment of society. The public agreed norms are weighed over that of actions on the part



of economic organizations and political institutions. This is close in essence to the concept of public sphere where rational public debate and discourse is given importance. Individuals can freely discuss issues of common concern. Media plays one of the crucial roles behind the formation of public sphere. However, in modern era the true sense of public sphere is getting eroded with the media of public debate getting transformed to mediums for expressing particular interests rather than general interests which are universally accepted. This signifies that public sphere which is essential for a vibrant democracy can actually be channelized to serve vested interests rather than public good.

Media and Indian Democracy:-- The political system in India is close in spirit to the model of liberal democracy. In the constitution of India, the power of the legislature, executive and judiciary have been thoroughly demarcated. The party system in operation is a competitive one with flexibility of roles of government and opposition. There is also freedom of the press, of criticism and of assembly. Indian democracy has always attracted attention worldwide and has made scholars to ponder over the secret of its success amidst considerable odds. In India diversity is almost everywhere and it is not a developed nation. The problems of poverty and inequality in distribution of income have been constant irritants. Nevertheless, till today democracy has survived in the country. The role of media in India, the largest democracy of the world is different from merely disseminating information and entertainment. Educating the masses for their social upliftment needs to be in its ambit as well. In a country where there is large scale of poverty, unemployment and underdevelopment media has a responsibility towards developmental journalism. It has role to play behind formation of public opinion which can force the political parties to address the core issues haunting the country's progress. However public opinion can be manipulated by vested interests to serve their own goals. Media can conceal facts and thereby the voting outcome. Values like objectivity and truthfulness in presentation of news and ideas can be totally done away with.

Ownership pattern of media is a crisis in the world, in India it is a cause for concern. There are big corporate houses who own newspapers and television networks. A higher concentration of ownership increases the risk of captured media. Media independence in such a scenario gives way to safeguarding the interest of the owners who may not serve social responsibilities.

Modern Global Media:--The global media sphere is changing with each passing second. New communications technologies such as camera-enabled mobile phones and laptop computers are giving journalist and opportunity to gather and disseminate information easily. This digitization of the news industry has led to compression of time and space and thus enabled us to see news and images of conflicts as and when they happen. The images broadcast in our living rooms are not only informing the global audience of the horrific happenings but might also instigate further violence in an existing violent situation. As a result, the media's reporting of a conflict become as central of unfolding of the conflict itself. With the evolution in technology, the tyranny of distance might have reduced but various hidden realities and factors still affect the reporting of conflicts.

Within India, religion has a large impact on the personal lives of millions of people. The country practices almost every other religion known to the world and this is one of the most important facets of country, as is politics. The politicians play on religious issues every now and then, and the media are used as the platform. The politicians communicate with the common masses through the mass media. The way in which we know and find out about our politicians is through the media. It is the media that serve as main channel of communication between the politicians and the public. Religion is a subject in India that the politicians intelligently used for their advantages.

Effect of Censor on Media:--The media, by nature, play an extremely important role for any socio-political Situation irrespective of the boundary they hold. **Example**—In the case of Punjab 1984, the local media were not supportive of the Sikh causes. Moreover, since the beginning of the problems in Punjab, The government had strict control on the media and imposed heavy censorship. Since independence until the invasion of cable television in India, the electronic media had served as the mouthpiece of the government.

The result of the multiple and complex interests of regions, states and various types of groups within them leads to economic, social and political conflicts. Such conflicts are difficult to handle and requires negotiations between the parties involved and in this amorphous age of media, the government are finding extremely difficult to handle such situations. Despite the increased

importance of communication, very few governments can speak about successful communication during conflicts because they fail to take into consideration the perception of the conflict in the minds of the common mass, the scientific analysis of the parties involved and the changing nature of the conflict itself. After analyzing, the media were criticized for not focusing on the Sikh plights and paying more attention to the assassination of the then Prime minister, Mrs. Indira Gandhi. The year 1984 was the time when electronic media were not flourishing as today with the existence of only one television channel, the state owned Doordarshn. Thus, it was largely work of print media to cover the issues but that was not happening for sure. A full day of mass bloodshed had taken place and there was hardly any media coverage of the same. The initial coverage was not through any media or newspaper agency but rather word of mouth.

During a communal riot, the media can even get the international perspective on the events and thereby create an environment where the worlds start to discuss the same.

Ultimately it might force the national and the state governments to act accordingly. The media have capability to provide a great deal of information during an ongoing communal riot. They can inform the public or communicate directly with victims and their families.

Film Media:--This is a very powerful media. India produce maximum film in the world. But 99% Film story based on dream world, far away from truth. It pollutes the brain of teenagers and youth. Many disaster incident took place, but under the umbrella of freedom of expression, film makers are on the job. Government is yet to bring any legislation. Very rare film makers made educational film, which is good for children and Youth.

Tolerance in the Media:-- The media should realize that they can either alleviate or aggravate the situation. Thus, controlled steps and actions should be taken in order to prevent the situation from further aggravation. We find that the media can play very significant role. Societal changes at the grassroots level are required for any type of violence to end forever but till then, the media through their responsible actions can certainly help prevent them from getting worse.

Media has responsibility which is deeply associated with the socioeconomic conditions. The present scenario is quite encouraging and certain areas need to be addressed. Media Organizations, whether in print, electronic, audio visual, radio, or web media have to be more accountable to the general public. It should be monitored in the way by which professional integrity and ethical standards are not to be sacrificed for sensational practices. The freedom of

press in the Country is a blessing for the people, but this blessing can go terribly wrong when manipulations set in. The self regulatory mechanism across media organizations need to be strong enough to stop anomalies whenever they occur. In India agencies like “Press Council of India” need to be vigilant to stem the rot.

BIG MEDIA CONGLOMERATES ARE A SERIOUS THREAT, to counter this problem pluralistic media organizations which are financially viable need to be encouraged. Community participation is a goal that the media should strive for in a country like India or anywhere in the world.

- i) **Paid news:-** Paid news is another complex phenomenon and has acquired different forms over the last six decades. It ranges from accepting gifts on various occasions, foreign and domestic junkets, various monetary and non-Monitory benefits, besides direct payment of money. Another form of paid news that has been brought to the notice in the form of private treaties between the media Company and another Non media company in which latter transfer certain shares of the company to former in lieu of advertisement space and favorably coverage.

Election time paid news phenomenon has three dimensions.1- the reader of the viewer does not get a correct picture of the personality, or performance of the candidate.2- Contesting candidates perhaps do not show it in their election expense account.3-The newspapers and television channels who received money in cash but did not disclose it in their official statements of accounts and violated the companies act as well as Income tax act besides other laws. This Paid News practice must be avoided by all the media houses.

- ii) **Hate Speech:-** Hate speech is an expression which is likely to cause distress offend other individuals on the basis of their association with a particular group or incite hostility towards them. Media must ignore to highlight such hate speeches to maintain peace and harmony in the society. The analysis of hate speech in different countries suggests that despite not having a general definition, it has been recognized as an exception to free speech by international institution. Media must discourage and avoid coverage of hate speech.

iii) **Yellow Journalism:**--The term yellow journalism is used to criticize journalists and their publications. It implies they use poorly sourced material, misleading headlines, overly fancy prose, faked interviews, scare tactics

Questionable science. Yellow journalism further implies that the journalists are more interested in gaining fame making money- by gaining readership or selling ads-than they are in accuracy, in informing their audience or discussion serious ideas and trends. All type of media must avoid Yellow journalism to provide correct information to masses.

iv) **New Media:**--New media is an umbrella-term which includes different technologies. In the opinion of some specialties are considerate as new media both blogs, podcast, Video games, virtual worlds, Wiki encyclopedia, and other mobile devices, interactive televisions and even the web-sites and email. Other

Consider that blogs and virtual words must be included in the category of social media because they are encouraging appearance of virtual communities and social networks. In spite of the differences, some research workers identified two common characteristics for majority of definitions.

These are: a) spreading the information to a number of receivers which is theoretical invites, in customized ways depending on specification for endorsed categories.

b) Tenure of un equal control about information both of transmitters and receivers. Other definitions are more vaguely, considering that new Media are represented by all the texts, sounds, images and graphic forms transformed by the computer.

In this new Media culture, people no longer passively consume media but actively participate in them, which usually means creating content, in whatever form and whatever scale. The impact of this new media on society is varied in both positive and negative outlooks.

Internet makes everyone a publisher and everyone a librarian, in that anyone can both produce and retrieve an unprecedented amount of information.

The gate keeping and agenda-selling functions of the traditional media establishments are bypassed in favor of search engines and directories. Ideally, this means that any person with internet access can gain information about any issue, event, or place,



without the restrictions of time, expense, geography, and politics that used to limit such information gathering. Sting operation is another Dangerous episode in today's media world.

This has profound implications for traditional business models in the media industry, which are based on aggregating large passive audiences and holding them captive during advertising interruptions. In the new-media era, audiences will occasionally be large, but often small, and usually tiny.

In fact, the Internet does provide ample opportunity to gain knowledge about faraway places, and offers a means of interacting across geographical expanses. In this sense, it is an ideal medium for establishing the sort of "Cyber Peace" that is so earnestly desired. By personalizing news portals, web search guides, etc, the user is able to completely isolated himself or herself from issues that require knowledge and experience outside his or her own.

At the end, I feel that, media may adopt self regulation to provide correct news and to maintain its credibility and reliability among the people.