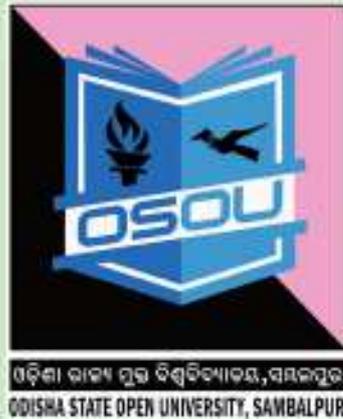


DJMC 1  
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ସମ୍ବଲପୁର  
**Odisha State Open University**  
**Sambalpur**

**Diploma in Journalism & Mass Communication**  
**(DJMC)**

# Media Organisation



Journalism & Mass Communication

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ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା  
Odisha State Open University, Sambalpur, Odisha  
Established by an Act of Government of Odisha.

## **DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**DJMC-1**

### **MEDIA ORGANISATION**

Block

**3**

#### **Media Organisation**

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**Unit-1**

**Press Council of India & International Bodies**

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**Unit-2**

**Media Regulatory bodies, Associations & Organisations**

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**Unit-3**

**Government Information Systems**

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**Unit-4**

**Media Support Services, Reference and Feedback**

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# **UNIT – I: PRESS COUNCIL OF INDIA & INTERNATIONAL BODIES**

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## **1.0 UNIT STRUCTURE**

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- 1.1 Learning Objectives
  - 1.2 Introduction
  - 1.3 Concept, Need, Roles and Objectives
    - 1.3.1 Press Council of India
    - 1.3.2 First Press Commission and its Recommendations
    - 1.3.3 Second Press Commission and its Recommendations
    - 1.3.4 International Bodies: IPI, UNESCO
  - 1.4 Check your Progress
- 

## **1.1 LEARNING OBJECTIVES**

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The objective of this unit is to understand the need, role and responsibilities of the Press Council of India.

Further, in this unit, the first and second press commission and their recommendations are also discussed.

After reading this unit you will be able to understand:

- The role and responsibilities of Press Council of India
  - The recommendations of first and second press commissions
- 

## **1.2 INTRODUCTION**

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Press plays an important role in a democratic country. As India became independent as a federal democratic country press was supposed to play the role of a guide and a watchdog, which to a large extent it did. However, it erred at places, which necessitated establishment of a body which could handhold the press in the right path, which could protect its interests and also could reprimand it when it deviated from its path of dharma. Thus on the recommendation of the First Press Commission, Press Council of India was formed in 1966.

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## **1.3 PCI: CONCEPT, NEED ROLE & OBJECTIVES**

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The press council of India (PCI) is an autonomous, self-regulatory, legal body formed to check the practice of media. It was constituted on 4th July, 1966 and started functioning from November 16 (therefore on this date, National Press Day is celebrated) 1966.

The first chairman of PCI was Justice J.R. Mudholkar, then a judge of the Supreme Court.

### **1.3.1 PRESS COUUNCIL OF INDIA**

For a strong and healthy democracy, press should enjoy all the freedom but with great responsibility. In the media practice and where the norms are breached and the freedom is corrupted by unprofessional conduct, a way must exist to check and control it. The control should come from within the profession and not from the government or any official authorities. And this job is done by PCI, properly structured representative impartial machinery. The main job of PCI is to ensure that freedom of press is maintained. However, it is also empowered to hold hearings on receipt of complaints and take suitable action where appropriate. It may either warn or censure the misbehaving journalists on finding them guilty.

### **OBJECTIVES OF PCI**

The main objectives of PCI as per the Press Council Act, 1965, are as follows:

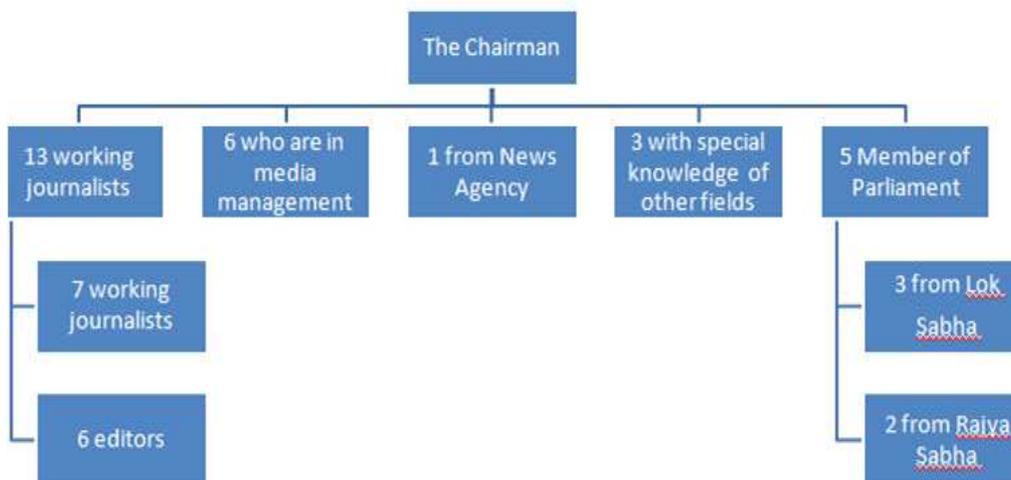
- to help newspapers to maintain their independence;
- to build up a code of conduct for newspapers and journalists in accordance with high professional standards;
- to ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship;
- to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism;
- to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance;
- to keep under review such cases of assistance received by any newspaper or

news agency in India from foreign sources, as are referred to it by the Central Government.

- to promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable;
- to provide facilities for the proper education and training of persons in the profession of journalism;
- to promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers;
- to study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies.

### STRUCTURE OF PCI:

Earlier PCI had a committee of 25 members. Today, it is a 28 members committee with the Chairman. The 28 members are selected as per the following chart:



### FUNCTIONS OF PCI

As you must have understood by now, that the main function of PCI is to check the media practice and to keep an eye on freedom of press. All this is given in section 14 and section 15 of the Press Council Act, 1965. Powers to censure are given in section 14 and some general powers are described in section 15.

**Section 14: Power to Censure**

PCI has a right to hold an inquiry or warn or censure the newspaper, news agency, the editor or any journalist if found guilty against the standards of journalistic ethics or public taste or professional misconduct. PCI can act so after receiving a complaint or otherwise also. The council may give the opportunity to newspaper, news agency, the editor or to the journalist to put their side before giving the final verdict on the case. The Council may not take cognisance of a complaint if in the opinion of the Chairman, there is no sufficient ground for holding an inquiry. The council can even ask the newspaper or news agency or editor or journalist to publish the any particulars relating to any inquiry with names. The decision of the Council is final and shall not be questioned in any court of law. And hence PCI enjoys highest powers regarding press freedom, however it does not have any punitive powers.

**General Powers of the Council under section 15:**

- (1) PCI enjoys same powers as are vested in a civil court in India while trying a suit under the Code of Civil Procedure, 1908. Following are the action PCI can take:
- ◆ summoning and enforcing the attendance of persons and examining them on oath.
  - ◆ requiring the discovery and inspection of documents.
  - ◆ receiving evidence on affidavits.
  - ◆ requisitioning any public record or copies thereof from any court or office.
  - ◆ issuing commissions for the examination of witnesses or documents; and any other matter, which may be prescribed.
- (2) Nothing in sub-section (1) shall be deemed to compel any newspaper, news agency, editor or journalist to disclose the source of any news or information published by that newspaper or received or reported by that news agency, editor or journalist.
- (3) Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code.

The Council may, if it considers it necessary for the purpose of carrying out its objects or for the performance of any of its functions under this Act, make such observations, as it may think fit, in any of its decisions or reports, respecting the conduct of any authority, including Government.

**1.3.2 FIRST PRESS COMMISSION (1952-54)**

Before independence majority of the Nationalist press was contributing to the freedom struggle against the British government as a mission. But after independence there was a lack of objective in front of the press. Many owners/editors started looking at press as a tool for their personal interest. It was found that there was a great deal of defamatory writing often directed against communities or groups, of indecency and vulgarity and personal attacks on individuals. It was also noted that some sections of press were involved in yellow journalism. Hence there was a need to map the status of the press in order to check the malpractices and to keep the professional standards high. The first Press Commission was appointed in 1952 with these objectives.

Justice G. S. Rajadhyakhsa was the Chairman of the first Press Commission. It was constituted on 23rd September 1952 by the Ministry of Information and Broadcasting (MIB). Some of the other members of the 10 member working group were Dr. C.P. Ramaswamy Aiyer, Acharya Narendra Deo, Dr. Zakir Hussain, and Dr. V.K.V. Rao.

After considering the recommendations of the Press Commission and the note submitted by the MIB, the Union Cabinet adopted a Resolution on 13 September, 1955, which became the basic policy document in regard to the Press in India.

**Need of the First Press Commission:**

The objectives of the first press commission were as following:

- 1) to secure freedom of speech and expression
- 2) to curb-yellow journalism, sensationalism, malicious attacks on public men, indecency and vulgarity, bias in presentation of news and lack of responsibility in comment
- 3) to inquire the control, management and ownership, the financial structure as well as other important aspects of the newspaper industry in the country.

**Recommendations of the First Press Commission:**

The recommendation of the first press commission for the first time provides idea of what a responsible press should be.

- ◆ To protect the freedom of the press and to maintain high standards of journalism, a Press Council should be established.
- ◆ To prepare the account of the press and the position of every year, there should be appointment of the Registrar of Newspaper for India (RNI).

- ◆ Price-page schedule should be introduced to protect the small newspapers from the fierce competition
- ◆ For maintaining a cordial relationship between the government and the Press, a Press Consultative Committee should be constituted.
- ◆ Working Journalists Act should be implemented.
- ◆ It recommended establishment of a fact-finding Committee to evaluate the financial position of the newspapers and news agencies.
- ◆ For protecting the main principles of the freedom of the press and to help the newspapers against monopolistic tendencies, a Newspaper Financial Corporation should be constituted.
- ◆ It had also recommended the conversion of the PTI into a public corporation.
- ◆ There should be indigenisation of both capital and the staff especially at the higher levels and it was highly desirable that proprietary interests in publication should vest predominantly in Indian hands.

### **Achievements of the First Press Commission:**

The first Press Commission has some commendable achievements to its credit. Its report led to certain significant measures towards regulating the newspaper industry.

- ◆ PCI was established in the year 1966 to regulate the press.
- ◆ RNI was appointed in July 1956 to prepare an account of the publications and titles.
- ◆ Price-page was scheduled in 1956 but later it was shot down in court.
- ◆ Press Consultative Committee was constituted on 22nd September 1962.
- ◆ Working Journalists Act was accepted in 1955 the working journalist and other newspaper employees (conditions of services) and miscellaneous Provisions Act was set up.
- ◆ A Fact Finding Committee on financial position of the newspapers and news agencies was set up on 14th April 1972. It submitted its report on 14th January 1975.
- ◆ The need of the Newspaper Financial Corporation was accepted in principle and on 4th December 1970, a Bill was also presented in the Lok Sabha, but it lapsed.

**1.3.3 SECOND PRESS COMMISSION (1978/80-82)**

The second Press Commission came barely 15 months after the first experience of government censorship that the Indian Press went through during Emergency, 1975-1977.

After the emergency was lifted, the new government of India constituted the Second Press Commission on May 29, 1978. The Commission was set up under the chairmanship of Justice P.C. Goswami but he and his colleagues resigned in January 1980, with the formation of new government. The commission was reconstituted in April 1980 under the chairmanship of Justice K.K.Mathew.

**Objectives of the Second Press Commission**

The second press commission wanted the press to be neither a mindless adversary nor an unquestioning ally to the government.

Its terms of reference included studying..

- ◆ the role of the press in a developing and democratic society.
- ◆ the present constitutional guarantee with regards to freedom of speech and expression; whether this is adequate to ensure freedom of the press, adequacy and efficacy of the laws, rules and regulations for maintaining this freedom.
- ◆ means of safeguarding the independence of the press against economic and political pressures from proprietors and management
- ◆ role of the press and the responsibilities it should assume in developmental policies
- ◆ ownership patterns, management practices and financial structures of the press, their relation to growth, editorial independence and professional integrity
- ◆ chain newspapers, links with industry, their effects on competition and on the readers' right to objective news and free comments
- ◆ the economics of the newspapers industry.

**Recommendations of the Second Press Commission:**

The commission submitted its report in 1982. It wanted free press works as a responsible and constructive critic of the government. The commission felt that the editors' authority should extend not only to the contents of the advertisements but also to the proportion of space devoted to them. The commission said that for development to take place, internal stability was as important as safeguarding national security. The commission

said that the press has a social responsibility and accountability to the public and it cannot enjoy absolute freedom at least in developing country like India.

The main recommendations were as follow:

- ◆ An attempt should be made to establish a cordial relation between the government and the press.
- ◆ For the development of small and medium newspaper, there should be establishment of Newspaper Development Commission.
- ◆ Newspaper industries should be separated from industries and commercial interests.
- ◆ There should be appointment of Board of Trustees between editors and proprietors of the newspaper.
- ◆ Price-page schedule should be introduced.
- ◆ There should be a fixed proportion of news and advertisements in small, medium and big newspaper.
- ◆ Newspaper industries should be relieved from the impact of foreign capital.
- ◆ No predictions should be published in newspapers and magazines.
- ◆ The misuse of the image of the advertisement should be discontinued.
- ◆ The government should prepare a stable Advertisement Policy.
- ◆ The Press Information Bureau should be reconstituted.

### **1.3.4 INTERNATIONAL BODIES:**

#### **Introduction:**

The free press is an expression of a free and open society. Free media can contribute to good governance and empowerment of the society. An independent press and news-media act as an important check on government and administrators. It can help to spread the awareness about the social issues and raise voice against any ill happening. Free media can through light on functioning of the public institutions. Media can be a catalyst in the process of change. Hence freedom of press is important for any society to function properly. The freedom of press should be protected and the journalism should be safeguarded. Out of this need some bodies/organisations were formed on the international level. And these international bodies are trying to create a safe and free space to the media practitioners to make sure the press is free and functioning without any pressure.

**INTERNATIONAL PRESS INSTITUTE (IPI)**

The International Press Institute is a global network of editors, media executives and leading journalists. The institute is dedicated to safeguard press freedom, the promotion of the free flow of news and information and the improvement of the practices of journalism.

IPI was founded on the belief that a free press would contribute to the creation of a better world post Second World War. In October 1950, 34 editors from 15 countries met at Columbia University in New York to form a global organisation. The headquarters of IPI is located in Vienna in Austria. IPI was dedicated to the promotion and protection of press freedom and the improvement of the practices of journalism.

Today it has members in more than 120 countries. This is world's one of the oldest press freedom organisations. IPI provides an international network for media personnel to work better with wider reach. In several countries IPI members have established National Committees that support IPI in its work to improve the situation for media. IPI enjoys consultative status with other international bodies like the UN, UNESCO and the Council of Europe. IPI is a member of the International Freedom of Expression Exchange, a global network of non-governmental organisations that monitors press freedom and free expression violations worldwide. It is also a member of the Tunisia Monitoring Group, a coalition of 16 free expression organisations that lobbies the Tunisian government to improve its human rights record.

The basic functions of IPI are:

- ◆ IPI publishes an authoritative yearly report on media violations: the World Press Freedom Review.
- ◆ IPI monitors press freedom around the world and responds to threats and attacks on journalists and media outlets by sending protest letters to governments and inter-governmental organisations.
- ◆ It collects Press Freedom Fund to react swiftly to violations. This fund gives the means to undertake missions to countries where press freedom is under threat.
- ◆ IPI organises annual World Congress and General Assembly. Top media representatives, politicians and academicians participate in them. IT is organised each year in a different country, and journalists share their stories and experiences.

- ◆ IPI does extensive research on issues relevant to the media and circulates several publications on press freedom.
- ◆ It scrutinises media laws and provide governments with recommendations on how to bring their legislation in line with internationally accepted standards on freedom of expression.
- ◆ It provides legal representation and support in court cases, negotiate with governments and institutions, and lobby embassies to pressure governments that violate press freedom.

For more information you may visit the website. <http://ipi.freemedia.at>

### **UNESCO**

The United Nations Organization for Education, Science and Culture famously known as UNESCO was founded on 16 November 1945. It was one of the international organizations formed after the destruction of the Second World War.

UNESCO was created in order to respond to the firm belief of nations, forged by two world wars in less than a generation that political and economic agreements are not enough to build a lasting peace. Peace must be established on the basis of humanity's moral and intellectual solidarity.

It works to create the space for communication among different civilizations, cultures and people, based upon respect for commonly shared values. In other words UNESCO works for the world peace. The headquarter is in Paris. It believes that through this dialogue world can achieve global visions of sustainable development. UNESCO works for the human rights, mutual respect and the alleviation of poverty. These things are at the heart of UNESCO'S mission and activities.

UNESCO's aim is "to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information"

Its priority areas are:

- ◆ Attaining quality education for all and lifelong learning
- ◆ Mobilizing science knowledge and policy for sustainable development
- ◆ Addressing emerging social and ethical challenges

- ◆ Fostering cultural diversity, intercultural dialogue and a culture of peace
- ◆ Building inclusive knowledge societies through information and communication

UNESCO has 195 Members and eight Associate Members across the world. The Organization has more than 50 field offices around the world. Its headquarters are located in Paris. It is governed by the General Conference and the Executive Board. The Secretariat, headed by the Director-General, implements the decisions of these two bodies



## **1.4 Check Your Progress:**

1.1 Why PCI was formed?

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1.2 What were the major recommendations of first press commission?

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1.3 Write short note on UNESCO.

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## **UNIT – II: MEDIA REGULATORY BODIES, ASSOCIATIONS & ORGANISATIONS**

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### **2.0 UNIT STRUCTURE**

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- 2.1 Learning Objectives
  - 2.2 Introduction
  - 2.3 Broadcast Regulatory Bodies
  - 2.4 Media Organisations:
  - 2.5 Check your Progress
- 

### **2.1 LEARNING OBJECTIVE**

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The objective of this unit is to understand the need, objectives and functioning of different media organizations in India.

After reading this unit you will be able to understand:

- The different organizations working in the field of media in India
- The objectives and functioning of different national level media organizations

### **2.2 INTRODUCTION:**

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Telecommunications deals with use of telephone, internet and television for communication. If we look at the telecom sector in India, it has developed very fast in the last 10 years. India is currently the second-largest telecommunication market and has the third highest number of internet users in the world. India has become second largest market for smart-phones in the world with 220 million users in 2016. According to the Department of Telecommunication of India (DoT), as on March 2015, India has 302.35 million internet connections. Major sectors of the Indian telecommunication industry are telephony, internet and television. India possesses a diversified

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communications system, which links all parts of the country by telephone, Internet, radio, television and satellite. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. Hence there was a need to regulate this increasing broadcasting sector and thus TRAI, BRAI and IBF such organisations were established.

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## **2.3 BROADCAST REGULATORY BODIES**

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### **TELECOM REGULATORY AUTHORITY OF INDIA (TRAI)**

There are many telecom service providers in India. And the number is still increasing day by day. As the private service providers increase the need of regularization is inevitable. The Telecom Regulatory Authority of India (TRAI) is the regulator of telecommunications sector in India. It was formed on 20th February 1997. It was established by an Act of Parliament called Telecom Regulatory Authority of India Act, 1997. It was established to regulate telecom services, including fixation/revision of tariffs for telecom services which were earlier vested in the Central Government.

TRAI is responsible to 1) protect consumer's right, 2) nurture the conditions for growth of telecommunications, broadcasting and cable services, 3) provide a transparent policy environment to telecommunication sector, and 4) facilitate fair competition.

The TRAI Act was amended and Telecommunications Dispute Settlement and Appellate Tribunal (TDSAT) was established on 24 January 2000. TDSAT was set up to adjudicate any dispute between a licensor and a licensee, between two or more service providers, between a service provider and a group of consumers, and to hear and dispose of appeals against any direction, decision or order of TRAI.

The goals and objectives are focused towards:

- Transparency in decision-making by affording an opportunity to all stakeholders.
- Providing consumer with adequate choice, affordable tariffs and high quality of service.

- Promoting fair competition among service providers.
- Access to world class quality telecommunications, broadcasting and cable services.
- Promoting efficiency in operations in all the levels of the industry.
- Adoption of emerging technologies within the framework of a technology neutral policy.
- Ensuring technical compatibility and effective interconnection between service providers.

TRAI is administered through a Secretariat headed by a secretary. All proposals are processed by the secretary. He/she organises the agenda for Authority meetings (consulting with the Chairman), prepares the minutes and issues regulations in accordance to the meetings. The secretary is assisted by various divisional heads.

For more information you can visit their website:<http://www.trai.gov.in/>

### **BROADCASTING REGULATORY AUTHORITY OF INDIA (BRAI)**

When TRAI was set up to regulate telecom sector at the same time a similar legislative proposal to create a regulatory body for the broadcasting sector was also made. As the broadcasting sector was increasing with huge speed it was necessary to have a kind of regulatory body. In 1997, the Broadcasting Bill was introduced in Parliament, with the objective to enable licensing and regulation of broadcasting.

The Bill sought to: “establish an autonomous Broadcasting Authority for the purposes of facilitating and regulating broadcasting services in India so that they become competitive in terms of quality of services, cost of service and use of new technologies, apart from becoming a catalyst for social change, promotion of values of Indian culture and shaping of a modern vision.”

But for various reasons, the proposal to create this independent broadcasting regulatory authority has never come into existence. The 1997 Bill was referred onwards to a Joint Select Committee, but it lapsed. Four years later, the Communication Convergence

Bill 2001 was introduced but this too lapsed due to the dissolution of the 13th Lok Sabha. In 2006, the idea of a Broadcasting Services Regulation Bill was again floated, in pursuance of the original idea of creating a regulator for the broadcast industry.

But the BRAI Bill never saw the light of day, presumably due to concerns expressed by the industry of excessive regulation.

### **INDIAN BROADCASTING FOUNDATION (IBF)**

There were 886 permitted Private Satellite TV Channels having valid permission in India in 2016. Out of 886, 399 were News and Current Affairs Channels and 487 Non-News and Current Affairs Channels. To regulate such an increasing sector and complex issues related with it, India needed some organisational structure and hence Indian Broadcasting Foundation was formed.

The Indian Broadcasting Foundation (IBF) was established in 1999 to primarily fulfil the need to create a healthy work environment between advertisers, media buying agencies and broadcasters. IBF believes that television broadcasters are committed to doing business in a culturally adept, socially responsible and governance-bound manner. The motto of IBF is "Responsible, free-to-express digital television broadcasting for all" As an industry body defines and protects the rights of its members. As a vision, IBF wants to grow broadcaster's revenues to US\$ 20 billion by 2020. IBF identifies and pursues growth opportunities for its members and ensures that they present a strong collective voice regionally, nationally and globally.

There are different committees working on different issues like advertising, credit and collection, legal, distribution and corporate social responsibility.

Presently in 2016, Punit Goenka and Sudhanshu Vats are the president and the vice-president respectively.

#### **Functions of IBF:**

- Promotes the interests of television broadcasters
- Fosters adherence to the most stringent governance norms

- Orchestrates television broadcasters to articulate a strong collective voice regionally, nationally and globally
- Promotes ideas that rapidly expanding component of media and entertainment and brings television broadcasters together to execute on these ideas
- Brings about consensus on important issues
- Secures governance-bound interests of television broadcasters
- Acts on behalf of its members to ensure credit is aptly and professionally managed between advertisers, agencies and broadcasters
- Focuses on broadcasting priorities such as digitization, statistically representative and accurate audience measurement, freedom of speech and freedom of expression in electronic media.

For more information you can visit their website: [www.ibfindia.com/](http://www.ibfindia.com/)

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## 2.4 MEDIA ORGANISATIONS

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### INDIAN NEWSPAPER SOCIETY (INS)

Various organisations, institutes or unions within media help to safeguard the journalists and media houses. One such organisation is Indian Newspapers Society. It is an organization which plays a major role in protecting and promoting the freedom of press in India. The society was founded in 1939. Its headquarters is at New Delhi.

INS is comprises the owners, proprietors and publishers of print media. INS mainly talks about the problems related to the newspaper industry and it also discusses the issue with the government. It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.

#### **History of INS:**

The history of INS goes back to October 11, 1927. Earlier it was known as ‘The India, Burma & Ceylon Newspapers’ London Committee’. Later the name was changed to ‘Indian & Eastern Newspaper Society (IENS)’ on October 4, 1935.

Then it was based in London and was working for newspapers, magazines, reviews and other journals published in India, Burma, Ceylon and other countries of Asia.

The Indian & Eastern Newspaper Society was inaugurated at a meeting of the representatives of the 14 founding publications on February 27, 1939, at the Statesman House in New Delhi. Mr. Arthur Moore, Editor of the Statesman chaired the meeting. The primary object of this society was of serving as a central body for promoting the common interests of newspapers in India, Burma and Ceylon.

Following publications were the founding members of INS:

1. Advance
2. The Leader
3. The Amrita Bazar Patrika
4. The Madras Mail
5. The Bombay Chronicle
6. The Pioneer
7. The Civil And Military Gazette
8. The Rangoon Gazette
9. The Hindu
10. The Statesman
11. The Hindustan Standard
12. The Times of India
13. The Hindustan Times
14. The Tribune

Post-independence with the separation of Burma and Ceylon the title of the organisation was changed again. And the word 'Eastern' was deleted and the society acquired its present name in 1951.

### Functions:

- ◆ To provide assistance to member publications in regard to monitoring the recovery of their dues from Advertising Agencies and Advertisers. And to solve their issues.
- ◆ To keep a close watch on all the developments related with the newsprint.
- ◆ To maintain relations with the industry and the government.
- ◆ To maintain the freedom of the press and takes up related issues.
- ◆ To conduct seminars and workshops from time to time for its member publications to keep pace with changing technology.
- ◆ To check the accreditation rules.

### Objectives of INS:

- To promote and safeguard the business interests of members are affected or are likely to be affected by the action of Legislatures, Governments, the Law Courts, municipal and local bodies and associations or organizations commercial or formed for any other purpose and to take such steps as may seem desirable to that end.
- To collect information upon all topics having a practical interest for members and to communicate the same to them.
- To promote co-operation in all matters affecting the common interests of members.
- To hold periodical conferences of its members to discuss and determine action on matters of common interest.
- To make rules to govern the conduct of its members, to provide penalties for the infringement thereof, and to provide means of determining whether there has been such infringement.

Today, INS has a three layered structure of administration with an executive body as top, then regional committee and sub-committee. The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines. Currently, Mr. P.V. Chandran is the president of the society.

### **OTHER ORGANISATIONS:**

#### **Editor's Guild:**

The Editors Guild of India is the only professional organisation representing editors across the country. It was established in 1977 just after the Emergency. It has nearly 200 members from national, regional and local newspapers, magazines and electronic media.

The objectives of Editor's Guild were as follows:

- ◆ upholding the freedom of the Press and other mass media
- ◆ striving for improvement of professional standards
- ◆ safeguarding editorial independence and
- ◆ taking appropriate steps to implement and further these aims and objects.

The guild works to protect the editors and journalist against the laws and executive actions which curb the press freedom and gag the press. It has successfully campaigned against passing of black laws like the Defamation Bill, POTA against journalists, Broadcast Regulatory Authority.

In 2015, Raj Chengappa, Group Editorial Director of India Today, was elected as president of the Editors Guild of India. PrakashDube, Group Editor of DainikBhaskar, was elected General Secretary.

The guild works on:

- Code of Practice for Journalists
- The freedom of the Press and other mass media,

- Striving for improvement of professional standards,
- Safeguarding editorial independence and
- Taking appropriate steps to implement and further these aims and objects.

Following are main points of the guideline given by The Editor's Guild:

- ◆ Verify facts and weed out inaccuracies from field reports with the help of an adequate reference library which the publication/channel must maintain.
- ◆ Segregate facts from direct or implied comments therein and put the facts in the space/time meant for facts. Confine comment to the space/time meant for comment to identify it as comment even if it has to be accommodated alongside the facts.
- ◆ Measure the right to publish against the relevant 'public interest' before according supremacy to the former.
- ◆ Weed out unsubstantiated allegations or innuendoes which are essential to the story or retain them only after measuring their defamatory potential.
- ◆ Give fair opportunity to the aggrieved party to replay or contradict, within reasonable limits.
- ◆ Where apology is called for, offer it readily, frankly and with dignity.
- ◆ Should proceedings for defamation follow, cover them fairly, and with due regards for law.
- ◆ Allegations against actions of public servants in the performance of their duties should be doubly checked.
- ◆ Suppression of facts under pressure is dereliction of duty.
- ◆ Statements and facts received on non-attributable basis should not be attributed.
- ◆ But anonymity should not be allowed to become a cloak for the source to dish out falsehood or calumny while the right to protect the source should be exercised to the full limit the law.

- ◆ In writing about religious controversies, all creeds and communities must be shown equal respect.
- ◆ In reporting crime, particularly crime of sex and more so crimes involving children, utmost care should be taken to see that the report itself does not become a punishment, which may blast a life without warrant.
- ◆ Information should not be obtained through the use of clandestine listening and photographing devices or by intercepting private telephone conversation. Or through misrepresentation or subterfuge (popularly described as sting operations) except when justified only in public interest, and when information cannot be obtained by any other means.
- ◆ Journalism must not accept favours for themselves or for any member of their families from persons and institutions whose activities they are reporting or commenting upon.
- ◆ The management should provide legal protection to the journalists working far-off-places away from the professional location.

### **INDIAN FEDERATION OF WORKING JOURNALISTS (IFWJ)**

This is one of largest journalist organizations in the world. It was founded in New Delhi on 28 October 1950. IFWJ is the first trade union of media persons after independence. It has now over 30,000 primary and associate members, working for electronic media, news agencies and 1,260 journals of 17 languages in 35 states and Union Territories combined. Overseas Indians, employed in other continents, are among its primary members.

#### **History of IFWJ:**

Until Independence in 1947, the majority of the country's journalists were active participant in the freedom struggle. After Independence, however, the anti-Establishment traditions of the community compelled it to tread a path different from that of the ruling politicians. Journalists found that the time had come to form a trade union organisation of their own. Twenty-three Working Journalists Organisations that existed at that time participated in the All-India Convention decided unanimously to form the All-India Federation and appointed a committee of seven members to frame a constitution.

Leading militant journalists, therefore, met at New Delhi in October 1950 and set up IFWJ with M. Chalapathi Rau as President. The federation, at its first session in Delhi, adopted a code of conduct for its members. It also demanded an enquiry into the conditions of working journalists and the repeal of the press laws. The demand was reiterated at its Calcutta session in 1952, when it formally demanded the appointment of a Press Commission to make a comprehensive enquiry into the entire working of the press. While the nation faced the Emergency and the beginnings of the coalition era, the IFWJ suffered a vertical split with the departure of a section of journalists. That we will discuss further.

### **Objectives of IFWJ:**

- ◆ To raise the status of members of the profession of journalism
- ◆ To promote a spirit of co-operation and understanding among working journalists
- ◆ To promote and maintain the highest standards of professional conduct and integrity
- ◆ To strive for the betterment of working conditions of journalists; specially salary, tenure of office and conditions of service and for prevention of society unrelated automation
- ◆ To safeguard and promote their interests generally, in particular to assist members where necessary in securing employment.
- ◆ To promote amenities for recreation and scope for social and cultural activities
- ◆ To build up and administer funds for the provision of legal aid, unemployment, disablement, retirement and death benefits of allied nature.

### **Activities by IFWJ:**

- As the only professional body of working journalists, having its branches in every city, town and publication centre of India, the IFWJ's regional and territorial units have set up press clubs, press academies, reference libraries,

training institutes and study circles. They publish professional journals and engage in activities like media researches, trade union struggles, human right campaigns, environmental protection and anti-war movements.

- The IFWJ is actively involved in the worldwide journalist movement. It has bilateral relations with over 47 national unions of the world.
- Persistent agitations by the IFWJ during these years resulted in several labour gains like the enactment of India's first-ever parliamentary legislation in 1956, fixing regular hours of work, improving other conditions of service and wage scales and many successful legal battles. Creation of two Press Commissions (1954 and 1980), periodic wage revisions since 1959 and formation of statutory Press Council are other IFWJ achievements.

### **Organisational Structure of IFWJ:**

The IFWJ is headed by its president, elected in a nationwide direct voting by thousands of its primary members every three years. The President is assisted by a Working Committee which has a Secretary-General, four vice-presidents, six secretaries, a treasurer and 17 members of executive.

### **INDIAN JOURNALISTS UNION (IJU)**

The journalism and press world changed dramatically in the decade of 70s in India. The Emergency has shown the extreme censorship on press, curbing the freedom of speech and expression. This is the time when so far the largest organisation of Indian journalists, Indian Federation of Working Journalists-FWJ, witnessed a split. A large majority of militant journalist members from IFWJ formed the Indian Journalists Union (IJU) in 1989 to safeguard the freedom of expression.

The Indian Journalists Union(IJU) was registered by the Registrar of Trade Unions in 1990 under the Indian Trade Unions Act, 1926.

The IJU, thus, is the natural successor to the militant movement of the country's working journalists and is determined to ensure the continuation of its militant traditions. It held its first official meet at Ranchi on December 27 to 29, 1991.

The head office of IJU is in New Delhi. And administration is looked after by Union's Executive Committee.

### **The Strength**

It has its affiliates in almost all the States and Union Territories. The total strength of the IJU is over 23,000 members, stated on its website. Well represented in Central and State Government institutions for journalists, such as the Press Information Bureau (PIB) and Press Accreditation Committees, the IJU has its members in the Press Council of India, too. The IJU is affiliated to the Indian Federation of Journalists (IFJ)

### **Organisational Structure of IJU**

The National Executive Committee looks after the day to day affairs and the funds of the Union. The organisation has one President, two Vice Presidents, one Secretary General, four Secretaries, one Treasurer and 13 elected members of the National Executive Committee (NEC). The NEC looks after day to day affairs and the funds of the Union. It holds a national conference after every two years.

### **The objects of the Union are:**

- ◆ To promote cooperation and understanding among working journalists;
- ◆ To promote and maintain the highest standards of professional conduct and integrity;
- ◆ To strive for the betterment of working conditions of journalists, specially salary, tenure office and conditions of service and for prevention of socially unrelated automation;
- ◆ To build up and administer funds for the provision of legal aid, unemployment, retirement and death benefits of an allied nature;
- ◆ To promote wage agreements on a provincial or an all-India basis by the Union acting between the employers and the employees and provide assistance to members of the Union in the event of a trade dispute
- ◆ To secure representation of the Union on national and international organizations and develop friendly contacts with them;

- ◆ To strive for freedom of the Press;
- ◆ To work for and promote legislation for the welfare of working journalists;
- ◆ To secure facility of training of journalists on a country-wide basis and for periodic exchanges of journalists abroad;
- ◆ To secure representation of working journalists through their representative organizations on delegations that are sent abroad by the Government of India or any state governments and also on commissions or committees set up by these on which representation of non-officials is desired and which are required to ascertain public opinion or make recommendations on the basis thereof;
- ◆ To affiliate unions of journalists abroad that conform to the rules and the constitution of this Union; and
- ◆ To engage in such other legitimate activities as are incidental or conducive to the attainment of the aforesaid objects.

### **NATIONAL UNION OF JOURNALISTS (NUJ-I)**

The National Union of Journalists was founded on January 23, 1972 in New Delhi by eminent journalists. The inaugural ceremony of the first national convention of NUJ (I) organised on January 23, 1972 in New Delhi. And it was addressed by eminent jurist M.C. Chagla and Frank Moraes, a well-known of The Indian Express presided over the ceremony. The organisation was formed to fight for the interests of the media-persons and also for establishing high standards in the field of journalism.

The NUJ(I) has stood and fought for improvement of the economic conditions of journalists, promoting their professional and trade union rights, freedom of the press, journalistic ethics, delinking of press ownership from other industries, and protecting and defending the journalists from all kinds of external and internal onslaughts on their independence. The NUJ(I) and its representatives have contributed in several statutory and executive bodies like the Press Council of India, Wage Boards for working journalists, committee on pension for journalists and Press Accreditation Committees at central and state levels etc.

### **The aims and objects of the National Union of Journalists (India) are:-**

- ◆ To promote, safeguard, and defend the professional interests, welfare, and status of working journalists;
- ◆ To promote and maintain the highest standards of professional conduct and integrity.
- ◆ To strive for and defend the freedom and independence of the Press;
- ◆ To strive for the betterment of working conditions of journalists, especially in regard to salary, remuneration, conditions of service tenure of office, allowances and facilities and privileges for the due discharge of their responsibilities without fear or favour;
- ◆ To safeguard and promote the interests of journalists generally, and to help members to secure employment where necessary;
- ◆ To establish benevolent and pension funds, employment, sickness and death benefits or other kinds of benefits for its members;
- ◆ To promote bipartite or tripartite wage agreements on an all-India basis;
- ◆ To work for and promote legislation for the economic and professional welfare of journalists, freedom and independence of the Press and self-regulation by the media industry and for the proper development of the newspaper industry free from outside control;
- ◆ To arrange for the proper training of journalists and improving their standards of work;
- ◆ To promote amenities for recreation and scope for social and cultural activities;
- ◆ To establish and maintain libraries for the use of its members;
- ◆ To collect, classify and circulate statistics and other information relating to the Press and to do all things conducive to the growth of a free Press;

- ◆ To conduct, maintain, and publish journals on behalf of the NUJ(I); to own, maintain, and run a printing press;
- ◆ To encourage, promote and invest in journalist cooperatives; to start newspapers and news agencies and electronic news channels;
- ◆ To build up and administer funds for the provision of legal aid, pension and other benefit;
- ◆ To own, construct and maintain buildings for the benefits of its members and the NUJ(I), to acquire property of every kind, to sell, mortgage, or otherwise alienate or convert them into money or to create or constitute, maintain or conduct trusts in respect of them, or to administer and manage trust for the benefit of its members;
- ◆ To conduct the affairs of the NUJ(I), and its constituent units on trade union lines without any outside political control or influence directly or indirectly in any manner;
- ◆ To develop contacts with organisations having similar objects within the country and other countries.
- ◆ To secure representation for journalists through their respective organisations or delegations those are sent abroad by the Government of India or any State Government.

### **THE NEWS BROADCASTERS ASSOCIATION (NBA)**

The News Broadcasters Association (NBA) represents the private television news & current affairs broadcasters. It is the collective voice of the news & current affairs broadcasters in India. It is an organization funded entirely by its members. As per the claim of the website, the NBA has presently 23 leading news and current affairs broadcasters (comprising 59 news and current affairs channels) as its members. The NBA presents a unified and credible voice before the Government, on matters that affect the growing industry. The mission of NBA is to serve as the eyes and ears of the private news & current affairs broadcasters, to lobby on its behalf and to act as a central point of joint action on matters of interest.

### **Objectives of the NBA:**

- ◆ To promote, aid, help, encourage, develop, protect and secure the interests of the News Broadcasters in the Indian television Industry and other related entities.
- ◆ To promote awareness about the latest developments in the television industry relating to News Broadcasting and to disseminate knowledge amongst its members and the general public regarding such developments.
- ◆ To provide for the members a place of meeting so as to enable them to work in consensus to achieve common goals for the overall betterment of their industry and to have a common platform/forum at which they may air their grievances and arrive at solutions.
- ◆ To promote the growth of friendly relations amongst the members and amongst persons engaged in the production and broadcasting of the television software and especially to encourage co-operation among the members so as to maximize mutual benefits.
- ◆ To protect all its members from persons or entities who carry on unfair and/or unethical practices or who discredit the television industry.
- ◆ No objects of the Company will be carried out without obtaining prior approval/ NOC from the concerned authority, wherever required.
- ◆ None of the main objects shall be carried out on commercial basis.

### **Functions of NBA:**

The objects of the Authority shall be to lay-down and foster high standards, ethics and practices in news broadcasting, including entertaining and deciding complaints against or in respect of broadcasters in so far as these relate to the content of any broadcast. In discharging its functions as aforesaid the Authority shall act consistently with the following precepts:

- To maintain and improve the standards of broadcast, and maintaining the independence of broadcasters, television journalists and/or news agencies ;

- To ensure compliance by broadcasters, television journalists and news agencies with the Code of Conduct and adherence by the said persons to high professional standards;
- To ensure the maintenance of high standards of public taste and fostering a due sense of both the rights and responsibilities of citizens;
- To foster and encourage the growth of a sense of responsibility and public service among all those engaged in and associated with the profession of television journalism and business of broadcasting ;
- To keep under review and scrutiny any developments likely to or having the tendency to restrict the gathering, supply and dissemination of news of public interest and importance

NBA has given a complete code for the broadcasters on its website. Following are some major codes of reporting:

- 1) The reporting should be Impartial, accurate, objective and balanced
- 2) Errors must be corrected promptly and clearly. Channels should also strive not to broadcast anything which is obviously defamatory or libellous.
- 3) TV News channels must provide for neutrality by offering equality for all affected parties, players and actors in any dispute or conflict to present their point of view.
- 4) News channels must ensure that allegations are not portrayed as fact and charges are not conveyed as an act of guilt.
- 5) Considering the impact and reach of the news channels it is more necessary that channels exercise restraint to ensure that any report or visuals do not induce, glorify, glamorize, incite, or positively depict crime and violence and its perpetrators, regardless of ideology or context.
- 6) The channels will ensure that no woman or juvenile, who is a victim of sexual violence, aggression, trauma, or has been a witness to the same is shown on television without due effort taken to conceal the identity.

- 7) News channels will ensure that they do not show, without morphing, nudity of the male or female form. Channels will also not show explicit images of sexual activity or sexual perversions or acts of sexual violence like rape or molestation, or show pornography, or the use of sexually suggestive language.
- 8) As a rule channels must not intrude on private lives, or personal affairs of individuals, unless there is a clearly established larger and identifiable public interest for such a broadcast.
- 9) Endangering national security: In the use of any terminology or maps, that represent India and Indian strategic interests, all news channels will use specific terminology and maps mandated by law and Indian government rules. (The depiction of the map of the territory of India will reflect official guidelines, as detailed in official literature). News channels will also refrain from allowing broadcasts that encourage secessionist groups and interests, or reveal information that endangers lives and national security. However, it is in the public interest to broadcast instances of breach of national security and loopholes in national security and reporting these cannot be confused with endangering national security.
- 10) News channels will not broadcast any material that glorifies superstition and occultism in any manner. In broadcasting any news about such genre, news channels will also issue public disclaimers to ensure that viewers are not misled into believing or emulating such beliefs and activity.
- 11) Sting operations: As a guiding principle, sting and under-cover operations should be a last resort of news channels in an attempt to give the viewer comprehensive coverage of any news story. News channels will not allow sex and sleaze, the use of narcotics and psychotropic substances or any act of violence, intimidation, or discrimination as a justifiable means in the recording of any sting operation.
- 12) All News Channels will on their website, create provision to receive consumer feedback. Further any specific viewer complaints will be responded to.

**THE BROADCAST EDUCATION ASSOCIATION-BEA**

BEA was established in 1955, initially as the Association for Professional Broadcast Education. The current name was adopted in 1973. It is an academic media organization, ‘driving insights, excellence in media production, and career advancement for educators, students, and professionals’.

BEA is concerned with electronic media curricula, placing an emphasis on interactions among the purposes, developments, and practices of the industry and imparting this information to future professionals.

As an organization it prepares students to enter the radio and TV business, the members share a diversity of interests involving all aspects of telecommunications and electronic media. Over 2,500 professors, students and media professionals are currently individual members and approximately 275 college and university departments and schools are institutional members. It serves as a forum for exposition, analysis and debate of issues of social importance to develop members’ awareness and sensitivity to these issues and to their ramifications, which will ultimately help students develop as more thoughtful practitioners. Corporate memberships are available for stations, manufacturers, cable systems, advertising agencies, law firms and industry professionals who share BEA’s interests and support its goals.

BEA also publishes the Journal of Media Education.

**ADVERTISING AGENCIES ASSOCIATION OF INDIA (AAAI)**

Advertising is a huge industry in India. A national level body named “Advertising Agencies Association of India” (AAAI) was formed in 1945 to safeguard the professional interest and keep the high standards of the profession.

The Association promotes professionalism, through its founding principles, which uphold sound business practices between Advertisers and Advertising Agencies and the various media outlets. AAAI today is representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business in the country. It is thus recognised as the apex body of and the

spokesperson for the Advertising industry at all forums – Advertisers and Media owners and their associations and Government.

### **History:**

Four agencies from Calcutta – D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service were the signatories in the Registrar's office to register it as a company in 1945. On 24th September, 1980, AAI was registered as a Society under the Societies Registration Act, 1860 and in 1981 it was registered as a charitable trust under the Office of Charity Commissioner, Mumbai. From seven agencies, AAI has grown manifold to its present strength of more than 100 Advertising Agencies.

### **Major Objectives:**

- ◆ To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.
- ◆ To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.
- ◆ To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.
- ◆ To question advertising that is wasteful and extravagant to make it possible for the small entrepreneur to grow through advertising and to compete with the biggest to encourage market and media research to serve society by meeting its social responsibilities.
- ◆ To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on advertising.
- ◆ To co-operate with Government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

**Organisational Structure of AAI**

The AAI functions through the active, voluntary services of a President, a Vice-President, an Honorary Secretary, an Honorary Treasurer and an Executive Committee assisted by a full-time Secretary General and his staff. The President and other office-bearers are elected every year by the General Body, which comprises of one representative of each agency-member of the Association. In addition, some members are co-opted to the Executive Committee and all zones and groups of agencies (by size) are represented on this committee. Assisting the above group are various Sub-Committees/ Task Committees, each looking after specific activity areas of the Association, and Regional Convenors who co-ordinate members' activities in different regions of the country.

**ADVERTISING STANDARD COUNCIL OF INDIA (ASCI)**

Advertising is one of the fastest growing sectors in India. Thousands of ads are made in a year and huge money is invested to target the consumers through advertising. Hence it becomes necessary to have self-regulation. Advertising Standard Council of India is a self-regulatory voluntary organization of the advertising industry.

It was established in 1985, and it is committed to the cause of self-regulation in advertising, ensuring the protection of the interests of consumers.

ASCI was formed with the support of all four sectors connected with Advertising, viz. Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc.

The Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people that has given tremendous impetus to the work of ASCI and the movement of self-regulation in the advertising.

The aim of ASCI is to maintain and enhance the public's confidence in advertising. Their mandate is that all advertising material must be truthful, legal and honest, decent and not objectify women, safe for consumers - especially children and last but not the least, fair to their competitors.

**ASCI's codes of self-regulation**

It is a commitment to honest Advertising and to fair competition in the market-place. It stands for the protection of the legitimate interests of consumers and all concerned with Advertising - Advertisers, Media, Advertising Agencies and others who help in the creation or placement of advertisements. Advertisements should be

- ◆ Truthful, fair and non-derogatory to competitors. Should not be misleading and plagiarized.
- ◆ Non-Offensive to public: Within the bounds of generally accepted standards of public decency and propriety.
- ◆ Fair in competition so that the consumer's needs to be informed on choices in the market place and the canons of generally accepted competitive behavior in business are both served.
- ◆ No advertisement should be used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.

**ADVERTISING AGENCIES GUILD:**

Twenty small- and medium-sized agencies based in Delhi came together to form the Advertising Agencies Guild in 2002.

These 20 members include Crayons Advertising, Crescent Communications, Centum Advertising, Chiranjani Advertising, Arms Communications, Pamm Advertising, Appeal Advertising, Cencer Advertising, UshakKaal Communications, Dhar&Hoon, Akshara Advertising, Themes Communications, Rana Bharat Mktg. & Advt. and Critique Communication.

The motto of AAG is to resolve, promote, encourage and develop the business of advertising on a single platform with total transparency. Kunal Lalani, the managing director of Crayons Advertising was the first president of Advertising Agencies Guild.

**WOMEN MEDIA BODIES****Introduction:**

As the number of women entering into the male-dominated journalism profession the need to create the healthy environment for women became extremely necessary. And hence the women journalists started coming together to safeguard their rights.

**Indian Women's Press Corps**

Indian Women's Press Corps (IWPC) is a reputed association of women journalists. Launched in 1994, it was set up to support women journalist in their professional work, in enhancing their knowledge and skills and to provide a forum for networking.

Any woman journalist from India who has completed three years in print media or electronic media can become a member. To be a member freelance journalist need to be a regular contributor to various publications. Foreign correspondents based temporarily in India can also join provided they fit the above criterion

Centrally located in New Delhi the centre has become an integral part of the capital's media scene. It now has a large membership of more than 700 journalists including reporters, editors, producers, anchors and cameraperson from across print, TV and Web.

IWPC organizes press meets and interactions with eminent personalities in the news, regular workshops, and background briefings as part of its professional activities to support its mission.

**Objectives of IWPC:**

- Dedicated to advancing the impact of women in the media by being a resource to members and to the industry.
- As a non-profit, nonpartisan, progressive, professional organization, IWPC aims to create a positive change for women journalists.
- To create a robust media network by making women's voices and bylines more visible.

For more information you can visit: [:http://www.iwpc.info](http://www.iwpc.info)



## 2.5 Check Your Progress:

2.1 What are some of the common functions of all unions of journalists in India?

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2.2 Give major codes of reporting given by NBA

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2.3 Write short note on ASCI.

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## **UNIT – III: GOVT. INFORMATION SYSTEMS**

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### **3.0 UNIT STRUCTURE**

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- 3.1 Learning Objectives
  - 3.2 Introduction
  - 3.3 Government Information System
  - 3.4 State Government Information system
  - 3.5 Check your Progress
- 

### **3.1 LEARNING OBJECTIVE**

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The objective of this unit is to understand the need of government Information system. Along with the functioning of many department/sections of this information system

After reading this unit you will be able to understand:

- The different departments/sections/institutes working for the government to disseminate the information for the central government
  - The state government information system
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### **3.2 INTRODUCTION**

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Government is a complex system of policy formulation and implementation through many ministries working together in co-ordination with each other towards the betterment of the country. Government takes a lots of policy decisions and it is working on many fronts. Hence any form of government needs a proper system of information to communicate with its citizens. The aim of the Government Communication and Information System is to play a coordinating, facilitating and strategising role for all government communication and to provide a cost-effective communication service to the general public. Private or commercial media can focus only on profit and hence

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may ignore the news from the government's side hence government information system is needed.

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### **3.3 GOVERNMENT INFORMATION SYSTEM**

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Need of Government Information System

Following are the major reasons why any government needs information system:

- ◆ To form favourable public opinion for the government.
- ◆ To give information to public about its policies, decisions and achievements
- ◆ To check the public's feedback
- ◆ To Improve the co-ordination, communication and co-operation of different ministries
- ◆ To create good will among the citizens.
- ◆ To keep control over opposition and critics.

#### **Organisational Set-up of Information System:**

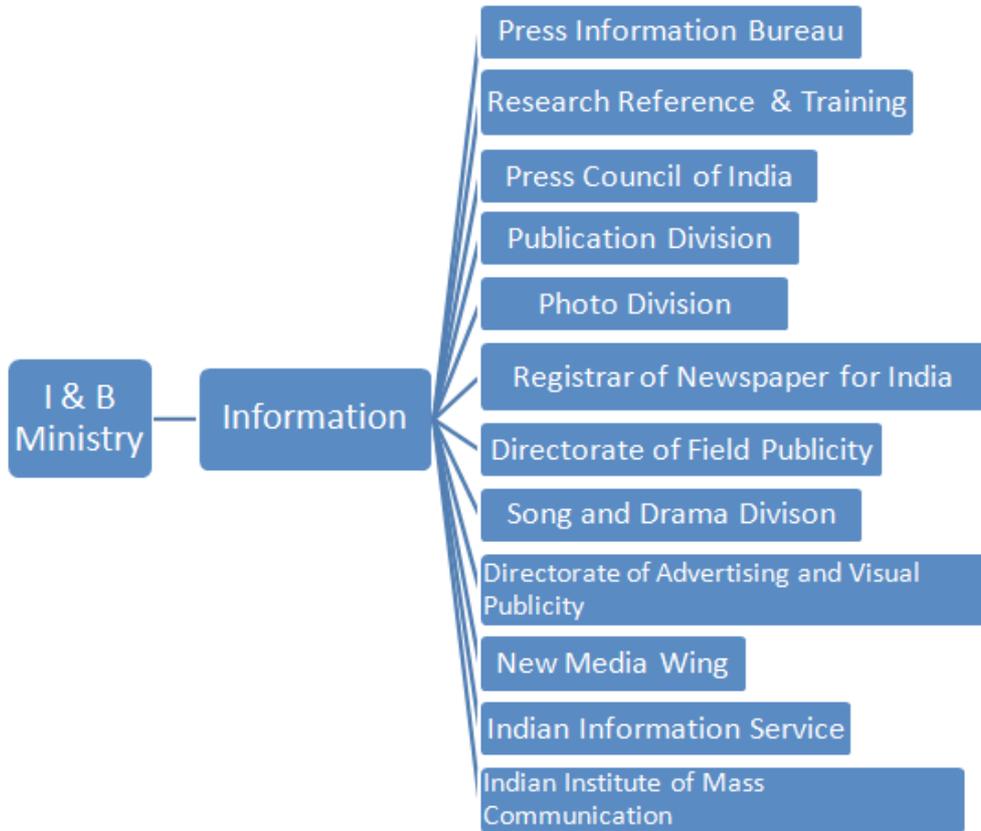
The Ministry of Information and Broadcastig (Ministry of I&B) is a branch of the Government of India is the apex body for formulation and administration of the rules and regulations and laws relating to information, broadcasting, the press and films inIndia. Information, broadcasting and Films can be major sections of I& B ministry

Under Information section there are many departments/sections working independently but in co-ordination with the ministry's given guidelines.

#### **PRESS INFORMATION BUREAU:**

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also serves to provide feedback to the Government on people's reaction as reflected in the media.

PIB uses different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs, database available on Bureau's website. Information disseminated is released in English, Hindi and Urdu and subsequently



translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country. It also organizes Press Conferences, Press Briefing, Interviews of the Minister’s /Secretary’s and other senior officers for sensitizing media persons on important policy initiatives of the Government. The Bureau also conducts Press Tours to successful project sites to enable media to have firsthand account of developmental activities going on in the country.

**Organisation Set Up**



### Objectives of PIB

- ◆ To collect and compare basic information on matters of national significance.
- ◆ To provide information and reference services to the media units of the Ministry of Information and Broadcasting.
- ◆ To provide research support in matters of interest to the Ministry of I&B and its Media Units.
- ◆ To convert the information available with other media units into reference material for use by press/officers.
- ◆ To provide, on demand, packaged information to accredited Indian and foreign media persons, researchers, academic institutes and other such bodies.
- ◆ To prepare and publish newsletters, research papers and journals, reference papers and reference annual like "India - A Reference Annual", "Mass Media in India", etc.
- ◆ To design and conduct in-service training programmes for IIS officers and other professionals.
- ◆ To oversee the training of IIS Probationers being conducted at IIMC.
- ◆ To conduct seminars, workshops and panel discussions for skill upgradation in various Media Units.
- ◆ To create communication channels to synergies the efforts of various Media Units to assist them in effective communication of plans, policies and programmes of the Govt of India.

### Activities of PIB:

- 1) It disseminates the information about government's policies, programmes, activities, decisions to the media. It prepares press releases and backgrounders and also arranges press conferences.

- 2) It arranges press tours to the location of government's project, plant or scheme to give more information to media.
- 3) Bureau's officers attached to various Ministry/Departments also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepares Daily Digests and Special Digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries.
- 4) The PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources.

### **RESEARCH REFERENCE AND TRAINING:**

The Research, Reference and Training Division was set up in 1945. It functions as an information servicing agency for the Ministry of Information and Broadcasting. It serves as an information bank as well as an information feeder service to the media units. The division helps in ministry's programming and publicity campaigns. It also studies trends in mass communication and mass media and maintains a reference and documentation service on mass communication. The Division also looks after the training aspect of the Indian Information service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

### **PUBLICATIONS DIVISION:**

Publications Division is publishing unit working under the ministry. It was set up in 1941. It publishes books and journals highlighting subjects of national importance and India's rich cultural heritage. The main function of the organisation is to preserve national heritage and disseminate the same through the production and sale of quality reading material at affordable prices. It publishes books in Hindi, English and other regional languages and marketing them through its nation-wide sales network.

Its books on art, culture, Buddhist literature, paintings, dance and music and also on Indian History and Freedom struggle, national and cultural leaders are considered valuable reading material for serious scholar of Indian history and culture

Yojana, a development related magazine, Kurukshetra, a rural development related magazine, Bal-Bharati, children's magazine are some of the examples of the division.

### **PHOTO DIVISION:**

Photo Division is an independent media unit which preserves and maintains the visual record of the government. This is the biggest production unit of its kind in the country in the field of photography.

It was established on 6th October 1959 as an integrated Photo Unit by merging two different units of PIB and Publication Division. It was renamed as Photo Division in the early sixties

The Division on an average covers 4000 News and Feature assignments annually. It handled about a lakh of negatives/digital images, transparencies. With the establishment of "News Photo Network", the Division is presently covering assignments in digital format and converting all the conventional images in the digital format and distributes photographs at the shortest possible time all over the country for publishing Government Policies and Programmes.

### **REGISTRAR OF NEWSPAPERS FOR INDIA (RNI):**

Printing and publishing of newspapers and periodicals within India are governed by the Press and Registration of Books Act, 1867 and the Registration of Newspapers (Central) Rules, 1956. Registrar of Newspaper for India looks after this activity to keep an account of the print media publications in India. Press Registrar is the head of RNI.

RNI came into being on 1st July, 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act 1867. RNI takes account of the total registered publications in India.

### **Functions of RNI:**

- ◆ Compilation and maintenance of a Register of Newspapers containing particulars about all the newspapers published.

- ◆ Issue of Certificate of Registration to the newspapers published under valid declaration;
- ◆ Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under Section 19-D of the Press and Registration of Books Act containing information on circulation, ownership etc;
- ◆ Informing the District Magistrates about availability of titles, to intending publishers for filing declaration;
- ◆ Ensuring that newspapers are published in accordance with the provisions of the Press and Registration of Books Act 1867 and the Rules made there under.
- ◆ Verification under Section 19-F of the PRB Act, of circulation claims furnished by the publishers in their Annual Statements; and
- ◆ Preparation and submission to the Government on or before 31st December each year, a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc.
- ◆ Formulation of Newsprint Allocation Policy - Guidelines and issue of Eligibility Certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint.
- ◆ Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials.

#### **DIRECTORATE OF FIELD PUBLICITY (DFP)**

The Directorate of Field Publicity unit is engaged in publicizing various programmes and policies of the Government. It has a network of 207 Field Publicity Units working under the control and supervision of 22 Regional Offices. Field Publicity came into existence in 1953 with 32 Field Publicity Units under the control of four Regional Offices. After the Sino-India war in 1962 and the Indo-Pak War in 1965, there were some radical changes in the approach and working of DFP. It became necessary in

view of the urgent need for boosting the nation's morale and for mentally preparing the people to meet any external threat. Accordingly, 34 more new units were created in 1963 and another 33 in 1965 for publicity exclusively in the border areas. Presently, out of the present strength of 207 Field Units, 61 are Border Units.

Field Publicity unit disseminate information about government schemes and policies, generates awareness and brings about the attitudinal changes in people. It also collects feedback and hence acts as a bridge between people and the government.

### **SONG AND DRAMA DIVISION:**

Song & Drama Division got an independent status in 1960 as a subordinate office of the Ministry of Information & Broadcasting. Prior to that, the division used to function as a unit of All India Radio during the period of 1954-1960.

The Division has 12 Regional Centres at Bhopal, Chandigarh, Delhi, Guwahati, Lucknow, Chennai, Pune, Calcutta, Bangalore, Ranchi, Dehradun and Raipur. It has nine Sub-Centres located at Bhubneshwar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla and Srinagar (Jammu). The division aims to promote the live performances including the variety of folk forms and traditional means of communication. Important aspects of the country's life and development in different fields are being showcased through drama, folk, traditional plays, dance-drama, folk recitals and puppet shows through this department. It organises drama festival, special singing and dancing programmes to talk about social issues.

### **THE DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY (DAVP)**

The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. As a service agency, it endeavours to communicate at grass roots level on behalf of various Central Government Ministries.

The origin of DAVP can be traced to the times of World War-II. Immediately after the out-break of Second World War, the erstwhile government of India appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of the Chief Press Advisor. A post of Advertising Consultant was created in June 1941

under the Chief Press Advisor. This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting. Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955. The office also assumed the name of Directorate of Advertising & Visual Publicity(DAVP). DAVP was further declared as Head of a Department on April 4, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP.

### **Role of DAVP:**

Following are some of the roles DAVP has to perform:

- 1 a multi-media advertising agency for the Central Government.
- 2 a service agency for Central Government ministries/departments to meet their publicity needs including production of media inputs as well as dissemination of messages/information.
- 3 an agency to help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support.

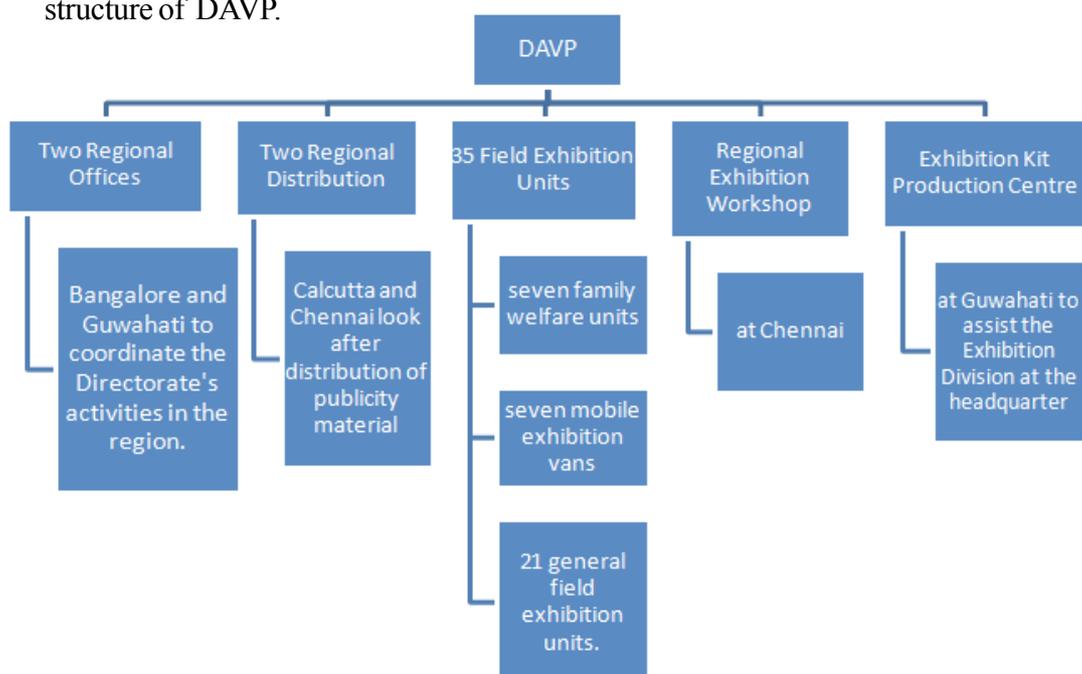
### **Following are the ways of communication used by DAVP:**

1. Advertisements - Release of press ads
2. Exhibitions - Putting up exhibitions
3. Outdoor Publicity - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc.
4. Printed Publicity - Booklets, folders, posters, leaflets, calendars, diaries etc.
5. Audio & Visual Publicity - Spots/Quickies, jingles, sponsored programmes, short films etc.
6. Mailing of publicity material - Distribution of publicity material
7. Digital media publicity through Bulk SMS website and other emerging Media.

The main set-up of DAVP at the headquarters consists of :

1. Campaign Wing - for coordinating publicity campaigns
2. Advertising Wing - for release of press advertisement
3. Outdoor Publicity Wing - for display of outdoor publicity material
4. Printed Publicity Wing - for printing of publicity material
5. Exhibition Wing - for putting-up exhibitions
6. Mass Mailing Wing - for distribution of publicity material
7. Audio-Visual Cell - for production of audio/video programmes
8. Studio with DTP facility - for designing
9. Copy Wing - for making copy
10. Coordination Cell - for coordinating PQs, VIP ref., Parl. Committees
11. Electronic Data Processing Centre - for processing of bills.
12. Accounts Wing
13. Administration Wing

DAVP has a network of offices spread all over the country. Here is the organisational structure of DAVP.



**INDIAN INFORMATION SERVICE**

Indian Information service Officers are official media managers of government of India. It was started in 1960. The officers are selected through Union Public Service Commission.

**INDIAN INSTITUTE OF MASS COMMUNICATION**

Indian Institute of Mass Communication is an autonomous mass communication teaching, training and research institute under the Ministry of Information and Broadcasting. It was started in 1965 in Delhi.

It offers regular courses in English, Hindi and Odia journalism, Advertising and Public Relations, Radio and Television from its headquarter located in Delhi and other regional campuses located at Dhenkanal, Aizwal, Amravati, Jammu and Kottayam. It offers communication training programme to different government and quasi-government organisations and undertakes research activities.

**NEW MEDIA WING**

New Media Wing was established in the Ministry of Information and Broadcasting for publicizing Government's Initiatives through Multiple Social Media platforms. The New Media Wing would address the communication and dissemination requirements of the Government on social media platforms. The wing integrates the communication tools horizontally and vertically through various social media platforms.

**FILM RELATED UNITS:**

Film is one of the most popular tools to spread information. The Union Govt. has an elaborate system to engage with film related activities.

**Film Facilitation Office**

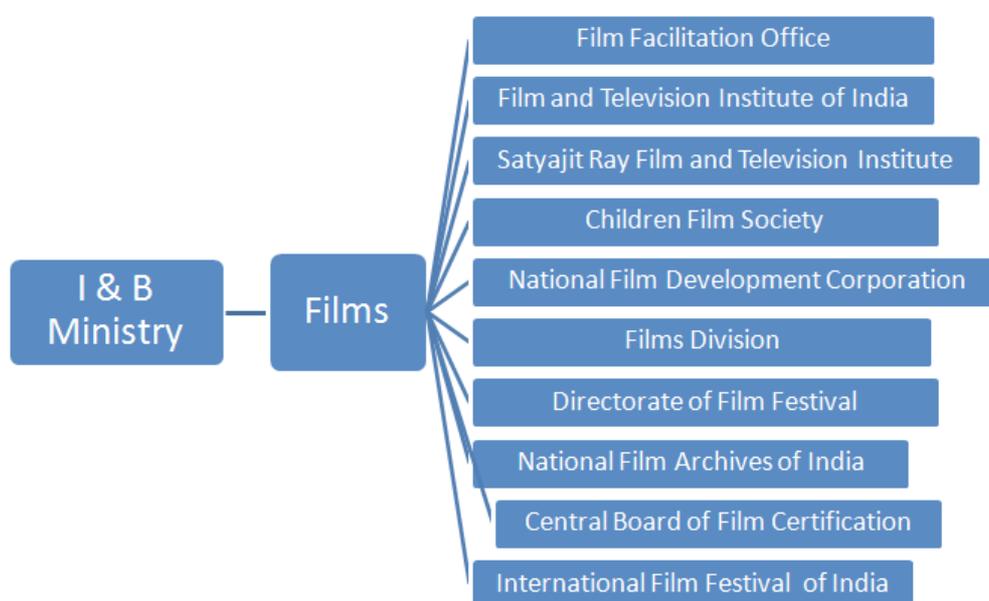
Film Facilitation Office (FFO) set up by the government was a step towards facilitating single window clearance for film makers, promote India as a filming destination and provide the platform for film tourism in the country. It acts as a facilitation point for film producers and assist them in obtaining requisite permissions, disseminate information

on shooting locales as well as the facilities available with the Indian film industry for production/post production.

Film and Television Institute of India (FTII) and Satyajit Ray Film and Television Institute (SRFTI)

Both are film and television training institutes. FTII was, established in 1960 in Pune whereas SRFTI in 1995 in Kolkata.

Both these institutes run courses on acting, direction, production, editing, sound designing, cinematography and several other short term courses.



### **Children Film Society of India (CFSI):**

CFSI produces, exhibits and distributes quality content for children: from feature films, shorts, animations to television episodes and documentaries. CFSI started functioning in 1955 as an autonomous body under the Ministry of Information and Broadcasting with Pandit Hriday Nath Kunzru as President. CFSI is committed to strengthening the children's film movement within India and promoting Indian produced children's films across the globe.

### **National Film Development Corporation (NFDC)**

National Film Development Corporation of India (NFDC) is the central agency established to encourage the good cinema movement in the country. The primary goal

of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian film industry and foster excellence in cinema. NFDC has provided a wide range of services essential to the growth of Indian cinema. It promotes Indian culture through films, develops talent and facilitates growth of cinema and builds a lean and flexible organisation responsive to the needs of film industry.

### **Films Division**

The Films Division of India was established in 1948 to articulate the energy of a newly independent nation. It produces films which is a kind of record of the social, political and cultural imaginations and realities of the country. It has actively worked in encouraging and promoting a culture of film-making in India that respects individual vision and social commitment. Film Division produces films, documentaries, animated films, holds festivals, gives space to local talent and preserves footages and prints. In its archives, it has more than 8000 titles on documentaries, short films and animation films.

### **Directorate of Film Festivals**

Directorate of Film Festivals was set up by the Government of India in 1973 to organize International and National Film Festivals within the country. DFF facilitates India's participation in Festivals abroad, arranges programmes of foreign films in India and Indian films abroad and holds the National Film Awards function.

As a vehicle of Cultural Exchange, DFF promotes International friendship, provides access to new trends in world Cinema generates healthy competition and, in the process, helps to improve the standards of Indian Films.

It organises:

- ◆ The International Film Festival of India.
- ◆ The National Film Awards and the DadasahebPhalke Award.
- ◆ Cultural Exchange Programme and organizing screening of Indian films through the missions abroad.
- ◆ Selection of Indian Panorama.

- ◆ Participation in International Film Festivals abroad.
- ◆ Special film expositions on behalf of the Govt. in India.
- ◆ Print collection and documentation.

### **National Film Archive of India:**

The National Film Archive of India was established in February, 1964 in Pune, Maharashtra. The mission of the National Film Archive of India is to safeguard the heritage of Indian Cinema for posterity and act as a centre for dissemination of a healthy film culture in the country. Promotion of film scholarship and research on various aspects of cinema also form part of its Charter.

The objectives are: 1) to trace, acquire and preserve for the use of posterity the heritage of national cinema and a representative collection of world cinema 2) to classify and document data related to film and undertake and encourage research on cinema 3) to act as a centre for the dissemination of film culture in the country, and to promote Indian cinema abroad.

### **Central Board of Film Certification (CBFC):**

Central Board of Film Certification (CBFC) commonly known as censor board is a statutory body under Ministry of Information and Broadcasting, regulating the public exhibition of films under the provisions of the Cinematograph Act 1952. To exhibit films publicly in India, certificate from censor board is mandatory.

The Board consists of non-official members and a Chairman (all of whom are appointed by Central Government) and functions with headquarters at Mumbai. It has nine Regional offices, one each at Mumbai, Kolkata, Chennai, Bangalore, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack and Guwahati.

Certification:

Films are certified under 4 categories. Initially, there were only two categories of certificates – "U" (unrestricted public exhibition) and "A" (restricted to adult audiences). Two more categories were added in June 1983 – "UA" (unrestricted public exhibition

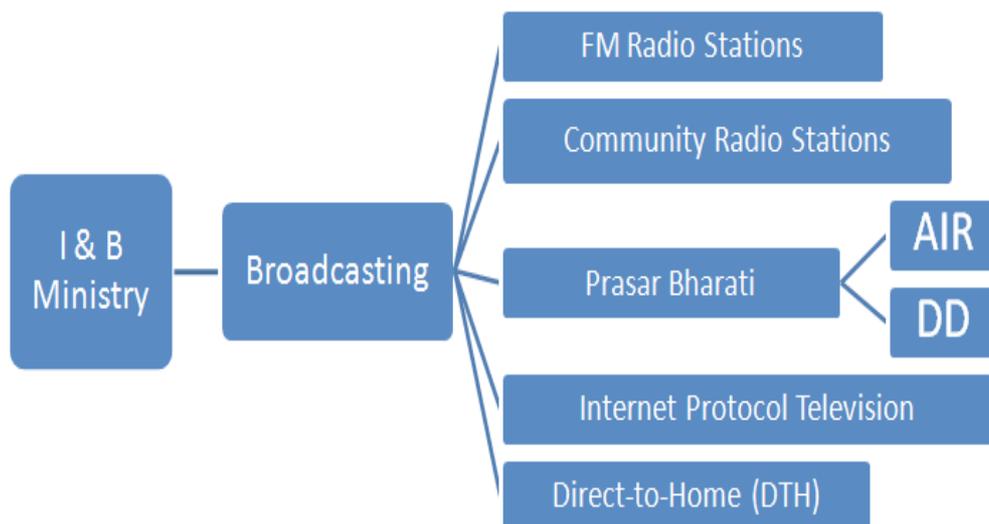
subject to parental guidance for children below the age of twelve) and "S" (restricted to specialized audiences such as doctors or scientists).

Additionally, V/U, V/UA, V/A are used for video releases with U, UA and A carrying the same meaning as above.

### **International Film Federation of India (IFFI):**

First International Film Festival was organized by the Films Division, with the patronage of the first Prime Minister of India. It was held in Mumbai from 24 January to 1 February 1952. In all it had about 40 features and 100 short films in first festival. Now it is a truly international platform to promote, discuss, support and understand films.

Since its beginnings in 1952 the IFFI has been the biggest event of its type in India. Subsequent IFFI's were held in New Delhi. From the 3rd edition in January 1965, IFFI's became competitive. In 1975 the Filmotsav, non-competitive and to be held in other filmmaking cities in alternate years, was introduced. Later, Filmotsavs were merged in IFFI's. In 2004 the IFFI was moved to Goa. Since then the IFFI has been an annual event and competitive.



**To get more information about these units of broadcasting please refer Block no 1 and 2 of second semester.**

### **3.4 STATE INFORMATION SYSTEM: ODISHA**

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The Information & Public Relations Department is a nodal agency for collection & dissemination of information & different activities of Government of Odisha. Like I & B ministry at centre, state information system of Odisha, serves as a link between people and the Government. This Department not only informs the public on the plans, policies and programmes of the Government, but also works to ensure people's participation in the successful implementation of different developmental programmes and schemes. To implement these Programmes and to make them people-oriented, the Department also functions at District and Sub-divisional levels.

#### **The Organizational Set-up**

The Department was created originally as a part of the Home Department and was named as Home (Public Relations) Department. Subsequently it was separated from the Home Department on the 8th July 1978 and started functioning as an independent Department of the State Govt. in the name of Information & Public Relations Department. At present 32 Publicity Districts (Including Bhubaneswar & Rourkela) each headed by District Information & Public Relations Officer are functioning under the administrative control of this Department. There are 3 Deputy Directors to supervise the work of D.I.P.R.O.s at 3 Revenue Divisional Head Quarters i.e. Cuttack, Sambalpur & Berhampur respectively.

The total staff strength of the Department is 1029 out of which Group-A officers are 21, Group-B officers are 97, Group-C personnel are 531 and Group-D personnel are 380.

#### **Activities of the Department:**

**Television News Production:** The T.V. Unit of this Department produces news items of day to day Programmes of VIPs, VVIPs, news capsules of important events and various developmental activities of the Government and also ensures their telecast on various electronic media channels including Doordarshan.

**Photo Service:** This unit keeps the visual record of the various activities of the government. It also releases photographs to different print media organizations daily

on various day-to-day Programmes of the VIPs, VVIPs and other important Govt. Programmes, pertaining to Government.

**Publication:** In order to create public awareness, this unit brings out two monthly Journals i.e. UtkalPrasang in Oriya and Orissa Review in English. These journals publish articles and features based on Art and Culture, Trade and Commerce, Science and Technology and activities of the Govt. Besides, the unit also publishes different types of folders, leaflets, booklets, posters on the occasion of Birth & Death Anniversary of eminent persons.

**Film Unit:** This unit is responsible to produce films on different issues to convey the message to illiterate mass living in the rural areas.

**Community Viewing Unit:** This unit ensures the community viewing of different government programmes. Radio Inspectors look after this unit. They also attend the recording of the important proceedings of the programmes including Assembly proceedings. Government has provided 972 T.V. sets to different Educational Institutions and Information centres and 857 T.V. sets to different Gram Panchayats.

**Audio Visual Publicity Unit:** Apart from organizing film shows at the field level, this unit makes arrangements of Public Address System at the meeting places.

**ADVERTISEMENT:** All government advertisements released by this Department to different publications.

**Research, Reference and Training:** The Research and Reference Unit of this department collects background materials, up-to-date facts and figures from various departments of the Government and keeps them intact for future reference.

**Oriya Translator's Unit:** This unit gathers feedback for the government through news, views and reactions published in Oriya Dailies. In extending its activities, the set-up of Oriya translator to government, is presently engaged in gathering daily feedback from Internet news.

**Information Centre-cum-Reading Room:** Information Centre-cum-Reading Rooms have been opened in Urban and Rural areas that play a significant role in disseminating information and enriching the intellectual growth of the society through books,

magazines, newspapers and other informative literatures. Besides, TVs and Radios have been supplied to the Information Centers. There are more than 85 Information Centre-cum-Reading Rooms are functioning throughout the State including one at the State Capital and one each at New Delhi and Kolkata.

**Exhibition:** Department organizes exhibitions on plans, programmes, policies and achievements of the government in rural & urban areas also showcases Orissan art, culture, tradition, handlooms, handicrafts, agriculture, industries etc.

**Special Celebrations:** The Department organizes Special Celebration like Independence Day, Republic Day, Orissa Day, Gandhi Jayanti, Birth & Death Anniversaries of eminent persons, National Press Day at the State, District & Sub-divisional headquarters. Besides, Information Centers are opened during Ratha Yatra at Puri.

**Song and Drama:** The traditional folk dance like, Palla, Daskathia, Ghoda nacho, Street play and Musical programmes highlighting plans, programmes and policies of the government are organized by this Department in rural and urban areas of the State.



### 3.5 Check Your Progress:

3.1 What are the different functions of PIB?

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3.2 Write a note on DAVP.

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## **UNIT – IV: MEDIA SUPPORT SERVICES, REFERENCE AND FEEDBACK**

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### **4.0 UNIT STRUCTURE**

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- 4.1 Learning Objectives
  - 4.2 Introduction
  - 4.3 Various Media Support Services
  - 4.4 Check your Progress
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### **4.1 LEARNING OBJECTIVE**

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The objective of this unit is to understand various support services of media, their importance and significance of feedback.

After reading this unit you will be able to understand:

- The role of media support services
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### **4.2 INTRODUCTION**

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Earlier in this block we have discussed about the government information system. We have understood the functions of different departments working to disseminate the information. Along with these departments, some other tools and platforms help media to get some more information. In this unit we are going to discuss various support systems of media.

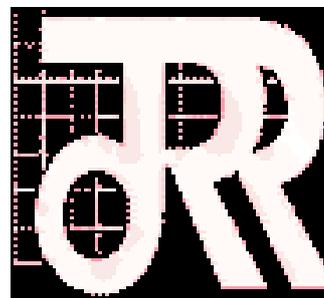
Media needs to collect feedback, references and background information for various purposes. It simply means that media needs support from other systems/units to give better coverage to any particular issue. This help could be of any form like more information in text, images or background information. This is called as the support system of the media. Let's take a look into the various Govt. units.

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## 4.3 VARIOUS MEDIA SUPPORT SERVICES

### RESEARCH, REFERENCE AND TRAINING:

This is one of the important units when it comes to providing information to media. It works as information servicing agency for the Ministry of Information and Broadcasting. It is not only an information bank but also information feeder service to media. The Division provides background, reference and research materials and other facilities for the use of the Ministry, its media units and others engaged in mass communication.



This unit converts the information available with other media units into reference material for use by press. It provides on demand, packaged information to accredited Indian and foreign media persons, researchers, academic institutes and other such bodies. It also prepares and publishes newsletters, research papers and journals, reference papers and reference annual like like "India - A Reference Annual", "Mass Media in India", etc.

The division works with the mission, to provide high quality research and reference services to the Ministry of Information and Broadcasting and its Media Units for planning media policies, strategies and campaigns for effective mass communication and to develop human resources of these media units to be at par with the best in the world.

### PHOTO DIVISION:

This division provides visual support to media. This is another unit of Ministry of Information and Broadcasting plays vital role as support service to media. This is the biggest production unit of its kind in the country in the field of photography.



The Division is responsible for visual documentation and the preparing photographs both in Black & White and Colour initially for both of internal and external publicity on behalf of the Government of India.

The Division on an average covers 4000 News and Feature assignments annually. It handled about a lakh of negatives/digital images, transparencies. The Division covers photographically almost all major events of National importance and also supplies on payment, Black & White and Colour prints to Non-Publicity Organizations and General Public under the Division's Pricing Scheme. With the establishment of News Photo Network", the Division is covering assignments in digital format and converting all the conventional images in the digital format and distributes photographs at the shortest possible time all over the country for publishing Government Policies and Programmes. The news photographs of the Division are available on internet on [photodivision.gov.in](http://photodivision.gov.in)

### **VARIOUS UNITS OF PTI:**

India's most popular news agency The Press Trust of India (PTI) provides many services to media other than news. It is a non-profit sharing cooperative of the Indian newspapers with a mandate to provide efficient and unbiased news to all its subscribers. It was established on 27 August 1947, after taking over the Associated Press of India and the Indian operation of Reuters and it started from February 1949.

Besides the news services in English and Hindi languages, the agency provides photos, features, graphics and publishes economy and science service journals. The features and graphics are offered as weekly mailer packets, and the economy and science services are fortnightly. PTI also brings out 'Data India' as a weekly India reference publication. In fact it is a good source for data journalism. In addition, the agency offers a news service on VDUs called news-scan. Stock market information can likewise be seen on screen in PTI-stockscan.

A network of 140 bureaus, over 400 journalists, about 300 part-time correspondents, and a support staff of 1,200 try to collect and provide information and back ground materials to its the subscribers.

### **VARIOUS UNITS OF UNI**

The United News of India (UNI) is another well-known news agency in India. It was registered as a company on 19 December 1959. As per one of the recommendations of first press commission, eight newspapers, Hindu, Times of India, Statesman, Amrit Bazar Patrika, Hindustan Times, Hindustan Standard, Deccan Herald and Aryavarta sponsored this news agency.

If we look at the news UNI provides news in English, Hindi and Urdu. UNI launched a full-fledged Indian language news service, Univarta, in Hindi in May 1982. This was followed up a decade later with the launching of an Urdu service on teleprinter for the first time in the world. Other teleprinter services of the news agency include Unifin, a specialised service for banking, financial and commercial organisations, as well as Unistock, a service for stock exchanges and brokers.

Other than news for print medium, UNI also provides clips to electronic medium including Doordarshn. In July 1986, UNI started its television wing. This wing provides news features, news-clips and documentaries for Doordarshan and other organisations. Another specialised service run by the news agency is Uniscan, a news service fed into television sets. A National Photo Service started in 1987 is another pioneering venture.

UNI has a number of mailer services, the oldest of them being backgrounders. In 1968, it introduced a weekly backgrounder service of well-documented, in depth backgrounders on current topics. UNI backgrounders in both English and Hindi, are issued once a week. Other mailer services are: UNI Agriculture Service in English, UNI Economic Service and UNI Energy News Service. In 1970, the UNI Agriculture and Feature Service was launched. The financial and commercial service was started in 1971. All the services were providing a steady flow of processed and factual information on a variety of themes and current issues.

It also supplies computer designed graphics and info-graphics in ready-to-use form on economic and other topical subjects on a regular basis.

### **WHAT IS BACKGROUNDER?**

It is an informational document often provided with a press release, press advisory or as part of a larger media kit. The backgrounder gives the press or other interested parties a more detailed background of an issue, event, institution or person.

It is provided because other press or media documents such as media advisories and press releases are necessarily kept short and succinct.

The backgrounder provides more information to the journalist or media outlet without compromising the readability or standard format of the media advisory or press release.

**INDIA NEWS AND FEATURE ALLIANCE:**

This is another communication agency established in 1959 by Durga Das, editor-in-chief of the Hindustan Times. INFA offers a daily fare of news and features and importantly analysis by top experts on Indian politics, business and economics. It also provides topical backgrounders and features on request. The service is available in English and Hindi. INFA's Parliament Spotlight provides the highlights of Parliament proceedings-debates, issues and legislatives,

**FEATURE AND RESEARCH AGENCIES AND INTERNET:**

There are numerous feature and research agencies, which support media by providing ready-to-use content and research on specific issues/events. Media house can procure content or data on specific aspects through these feature and research agencies. These agencies can provide content as per the demand of the media house.

With the emergence of Internet and social media, many platforms are available for media to collect different types of content. Websites on Internet can provide images, features, audio files, graphics and many more things to media.

Open source journalism is another emerging service mainstream news media can use. Open source journalism is another form of citizen journalism. When citizens contribute different type of content like information, features, opinion pieces, photos, audio, graphics and many more into virtual space and which is freely available to the users, that is called as open source journalism. Of course, one has to be careful of the selection and about the authenticity of the content.

Crowdsourcing is another tool to get opinion on certain issue. Coined in 2005 as a portmanteau of crowd and outsourcing, it is the practice of obtaining information or input into a task or project by enlisting the services of a large number of people, typically via the Internet. Journalists are using this to 'get a feel' on sensitive issues. It cannot be considered authentic, but it clearly gives an indication of the mood of the public. .

Thus, along with many Govt. departments and agencies, news agencies, Internet can also be used as a great reference and support system by the media.



## 4.4 Check Your Progress:

4.1 What is Media Support Service?

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4.2 What is Open Source Journalism?

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**FURTHER READINGS**

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**ANSWER TO CHECK YOUR PROGRESS**

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**UNIT - I**

1.1) PCI was formed to maintain the free and independent press; to build up a code of conduct for newspapers and journalists in accordance with high professional standards; to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism; to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance and to provide facilities for the proper education and training of persons in the profession of journalism.

1.2) The major recommendations of first press commissions are formation of PCI, RNI, Working Journalist Act, Press Consultative Committee and establishment of a fact-finding Committee to evaluate the financial position of the newspapers and news agencies. For protecting the main principles of the freedom of the press and to help the newspapers against monopolistic tendencies, commission suggested to constitute a Newspaper Financial Corporation

1.3) The United Nations Educational, Scientific and Cultural Organization (UNESCO) is a specialized agency of the United Nations (UN) based in Paris. It works to contribute to peace and security by promoting international collaboration. And for this it works through educational, scientific, and cultural reforms in order to increase universal respect for justice, the rule of law, and human rights along with fundamental freedom

### UNIT - II

2.1) All the unions of journalists work to safeguard the journalists and try to maintain the high standards of the journalism professions. All the unions try to protect the journalists legally and financially. They try to get representations in every delegation formed by the government. They work to create healthy environment for the journalists to maintain the nobility of the profession.

2.2) NBA says the reporting should be impartial, accurate, objective and balanced. Errors must be corrected promptly and clearly. Channels should also strive not to broadcast anything which is obviously defamatory or libellous. Allegations should not portrayed as facts and charges are not conveyed as an act of guilt. The care should be taken to report children and women particularly in the case of sexual violence. NBA suggests utmost care should be taken in the case of national security, sting operations and safety of the journalists

2.3) Advertising Standard Council of India (ASCI) is a self-regulatory voluntary organization of the advertising industry in India. It was founded in 1985 in Mumbai. The aim of ASCI is to maintain and enhance the public's confidence in advertising. Their mandate is that all advertising material must be truthful, legal and honest, decent and not objectify women, safe for consumers - especially children and fair to their competitors.

### UNIT - III

3.1) Press Information Bureau disseminates the information about government's policies, programmes, activities, decisions to the media. It prepares press releases and backgrounders and also arranges press conferences. It arranges press tours to the location of government's project, plant or scheme to give more information to media. Bureau's officers attached to various Ministry/Departments also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepares Daily Digests and Special Digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries. The PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources.

3.2) Directorate of Advertising and Visual Publicity division is the nodal agency of the government of India working on advertising by various ministries and other government bodies. In other words DAVP looks after the publicity of the government through the print-electronic and online media platforms. It also helps government to formulate communication strategy.

#### **UNIT - IV**

4.1) Media Support Service is the support required by the Media needs from external systems/units to give better coverage to any particular issue. The support can be in form of more information in text, images or background information.

4.2) Open source journalism is another form of citizen journalism in which citizens contribute different type of content like information, features, opinion pieces, photos, audio, graphics and many more into virtual space and which is freely available to the users.

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### **MODEL QUESTIONS**

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#### **A. Very Short Questions**

- Q1: What is the organisational structure of PCI?
- Q2: What is the main function of TRAI?
- Q3: What is IFWJ?
- Q4: Write a short note on Photo Division of India.
- Q5: What is the function of Censor Board?
- Q6: What is the significance of backgrounder?

#### **B. Short Questions (Answer each question in about 150 words)**

- Q1: Give the historical background of INS.
- Q2: What are the different objectives of AAI?
- Q3: Write a note on RNI.
- Q4: Write about the organisational set-up of DAVP.
- Q5: Write a note on the Information and Public Relations Department of Odisha.
- Q6: Write a note on PTI.

**C. Long Questions (Answer each question in about 300-600 words)**

- Q1: What were the recommendations of First Press Commission?
- Q2: What are the different functions of Indian Broadcasting Federation of India?
- Q3: Discuss ASCI's code of advertising with examples.
- Q4: What are the various departments/units working to disseminate information about government's activities?
- Q5: Explain various functions of Information and Public Relations Department of Odisha.
- Q6: Discuss various Government units that act as support service for Media.



**Comments**



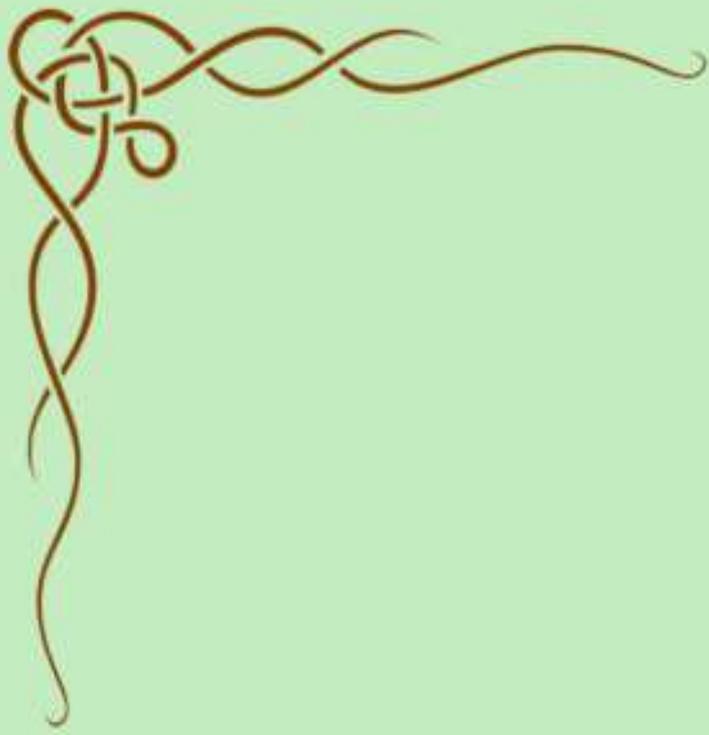
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**Comments**



**Comments**





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