

It can be inferred from the findings that media professionals from Vadodara and Ahmedabad cities of Gujarat are able to uphold democratic values while addressing literate masses through the popular medium of newspapers. The overall favourable perceptions of media professionals also indicate that while dealing with citizens they may adhere to and protect different democratic values which strengthen democracy.

There can be many reasons for the above findings. The state of Gujarat has around 5.06 crore of population. Its principal language is Gujarati followed by Hindi, Marathi, Sindhi and other languages in use. The Gujarati language press forms a mainstream here. So, the first and foremost reason could be rise in publications and readership of Gujarati newspapers. As per Media Trades Report, 2002, today there are 400 Gujarati language publications. Among dailies *Gujarat Samachar*, *Sandesh*, *Gujarat Mitra* claim a high readership. As per the media trades report of 2002, the top Gujarati dailies show that for the *Sandesh*, there are 33 lacs readers and for *Gujarat Samachar* 32 lacs readers, showing neck to neck competition. (Source-<http://www.medaiwareinfotech.com/newsletter/Gujarati/mainhtm #tvview>) So, trend of increase readership may reveal favourable perceptions of media professionals at their work for newspapers at a satisfactory level and within democratic framework.

Further, a nationwide trend also supports a similar trend. Chacko (2006) reported highlights of a recent report of National Readership Study (NRS) 2006. It revealed that India is showing increase for in the readership and circulation of language newspapers. Of the 18 major dailies with a five million plus circulation each, only the *Times of India* at number 11 is published in English. Six dailies are published in Hindi, three in Tamil, two each in Malayalam, Gujarati and Marathi and one each in English, Bengali and Telugu. Since India is a country with diversity of languages and dialects, these publications appear in more

than 100 languages and dialects. The growth of the language press not only helps to project the reality, but also make communication in true sense for wider masses a society. In democratic India, newspapers tend to be more pluralistic. Gautam, S. Alternative spaces in the broadcast media Quoted in: RAJAN N. ed. Practising Journalism – Values, Constraints and Implications, Sage Publications Ltd., New Delhi, 2005, Pg.273 states that, “In a democratic society, pluralism helps free expansion of diverse and contending ideas which provides a space for experimentation and innovation”. Besides it, the press in India is an oldest and privately owned organization of mass communication. The ownership pattern of the press shows that individuals followed by societies and associations own the majority of the English and other language newspapers (Cited in Murthy,2005). About the readership information provided by professionals other than the media reveal that majority of them read English newspapers. This could be reason of an impact of globalization on their perceptions. It is followed by a good majority of them who subscribe to Gujarati and other language newspapers. Thus, the private ownership pattern of newspapers, growth of language press and increasing readership shows that a newspaper is a medium of communication of the people, for the people and by the people. So, to fulfill different expected roles like imparting information, education and entertainment through reports, columns, stories and advertisements published in a newspaper, it allows them to reach to wider sections of the people in different region with its regional language. This may have lead media professionals selected for the present study to hold favourable perception about newspapers in a democratic context.

Another reason could be that in a representative democratic society like India people are supposed to be the prime rulers. However, for better governance of a democratic society, people select their

representatives from among them and give them a responsibility to govern a country. The expectation is to keep alive a healthy democratic regime. The representatives are supposed to keep in mind public and national interests while framing various programmes, policies. They have to try to accelerate development in different fields. In this context, people's opinion is utmost required for consideration. Public opinion is not readily available. In such a situation, mass medium like newspaper is expected to play a vital role. Newspapers are supposed to gather information and disseminate it to wider masses. Information, news, views are communicated systematically and strategically to people. So that they create good impact on people and help them to frame their own opinions. It may allow them a better freedom of choice and thinking. Today, both English and language newspapers offer free and fair flow of information on wide areas like politics, education, culture, economy, ecology and others. The responses received through qualitative and quantitative techniques of the study reflect and support these facts of coverage of wider areas of subjects in newspapers. Background information of the selected media professionals reveals that newspapers cover wider areas of subject such as politics, education, culture, transportation and others. The similar were the responses received when some of the media professionals under the present study were interviewed. One of the media professionals among them stated that, *'newspapers today form a family medium. They try to cater to interests of all members in a family whether child, youths, adults or elderly persons. It also shares a wide range of issues with people's understanding'*. Today newspapers in English and other languages collect and disseminate news, views and opinions including citizens' feedback and publish it under different sections of news, articles and editorial sections in newspapers. The views, opinions, articles of citizens reflect their appreciation or criticism and also indicate their opinions and attitudes. This shows how newspapers create and

crystallize a space for public opinion to express public consent that eventually strengthens democratic concerns. This could be the reason that media professionals assume their own role as transformative intellectuals and they treat their audience as reflective agents. They do not like to work merely as technicians who mechanically impart information package to readers. It may be essential in democracy. But most media professionals who were interviewed, expressed favourable perceptions regarding the contemporary role of newspapers in the democracy. One of the media professionals stated that *'Newspapers provide best room to its readers to read and re-read the information before / during framing of their opinion which is essential in the democracy'*. He also expressed that *'Today newspapers perform its various roles satisfactorily by keeping an eye on the rulers'*. Further, another media professionals mentioned that, *'Today, a newspaper is to increase awareness, educate, empower and motivate citizens in a democracy to bite at any wrong practices'*. It therefore indicates that though electronic media makes a giant stride in telecommunication today newspaper still occupied its unique position in common man's heart. It is because of its ability to articulate needs and interest of people and also to make public opinions.

Joshi (1999) expresses about the impact of newspapers that, *'Newspapers have shown impact in persuading people to support particular candidate, policies and programs. They get coverage in their front or editorial pages. At the same time some newspapers provide favourable or unfavourable coverage of institutions, candidates and issues. There is a great impact of function of information function performed by the newspapers. This function is alive and well served by the various parts of the newspapers which are devoted to news.'*

Another reason could be advancement of technology in the present era of the 21st century technological revolution has brought about tremendous change in the output of newspapers. It has helped newspapers to insert changes qualitatively and quantitatively. Further, the earlier trend indicated that publication of newspapers at metropolitan centers would to adopt latest technology in the expansion of newspapers. It is now changed. Today newspapers published from remote places now adopt a new technology of digital printing or photo-type setting. It indicates that with changing times, newspapers update the publishing for better output. Further, the present generation of media professionals use latest technological devices to improve quantitative coverage in terms of covering more of geographical areas. Technology helps them to include information in the newspapers which are not limited to the local or state areas but also across nations and the world. New technological means also have help to improve the accuracy of the information and messages by proximity and observation of media professionals on pertinent issues and information while its coverage. Some of the selected media professionals in present study reported at the interview that new technological devices has expanded vistas of information coverage geographically with speed and on varied developmental issues. Today, media professionals operate efficiently through their network in almost every place at local, regional, state and national levels and try to obtain immediacy and objectivity of the message.

According to Arvindkumar(1999) 'The continuing success of newspapers depends to a greater extent on their ability and willingness to develop and adopt new technology to carry out their information functions. The use of new methods and a technology is essential to their success and survival. Newspapers that change with the times can continue to be a important source of printed information and vital

participants in the continuing human story’.

Responses received during in-depth interviews of some of the media professionals throw light on upcoming scenario of the newspaper coverage. They expressed that growing emphasis on use of investigative approach helps newspapers to perform its gate-keeper role more effectively. One of the media professionals expressed, *‘Increasing competition and exposure of information through multimedia in common man’s life has made media professionals to use investigative journalism for detailed reporting, whether it’s bakery kand-Godhra kand or telgi kand or manikchand’*. Similar thoughts were shared by a few others who were interviewed. One of them expressed, *‘Newspaper is serving its contemporary role well for last six decades and keeps on improving everyday with the fast advent of technologies. There are more prying eyes and ears roving around every nook and corner of the country to expose a scam or corrupt officials’*. Thus, increasing use of investigative journalism may have lead media professionals to favourably perceive the role of newspapers in the democracy.

Sharma J.(2005) in his book *‘Ethics and Journalism’* reports that, *‘Investigative reporting is one of the most important contributions that the press makes to democracy. It is linked to a logic of checks and balance in democratic systems. It provides a valuable mechanism for monitoring performance of democratic systems. It also provides a valuable mechanism for monitoring the performance of democratic institutions as they are most broadly defined to include governmental bodies, civic organizations and publicly held corporations’*.

The findings of the present study present a varied picture in terms of its variables. The picture reveals that there was no significant difference noticed in the overall perceptions of the males and the

females media professionals regarding the role of newspapers in the democracy. The possible reason could be that journalism as profession has established over a period of time. Now it is taken as a career avenue in which males and females involve them irrespective of their sex and suited to their abilities to command job tasks. Shah and Shelat (2002) conducted a study on gender factor of journalism. Its major finding reveal that hundred percent of women journalists were of the opinion and felt that print journalism is women friendly. It offers many advantages and avenues to women. This indicates that newspaper as print media provide and promote democratic environment to work for both male and female equally. So, when female media professional receive democratic environment within and outside the organizations equal in a way the male media professionals get, they may have overall similar perceptions to that of the male media professionals. Thus, environment within the organization and environment outside the organization may have allowed them to perceive to similarly the role of newspapers in the democracy. As a result, no differences exist in their perceptions regarding the contemporary role of newspaper in democracy.

Age and work-experience of the media professionals are another variables that make no significant differences in overall perceptions of media professionals of younger and older and less experienced and more experienced about the role of the newspapers in the democracy. The probable reason could be that in the contemporary era profession of print journalism is joined by more and more of youngsters belonging to new generations. With growing awareness on importance of journalism as profession, many of them undergone a special training in the areas of communication, relationship of media and democracy during studies through graduation, post-graduation, diploma or certificate level courses. Even with less experience these media

professionals can have sound theoretical base and be well versed with fundamentals of communication theories to operate in a democratic and participatory society. This knowledge and awareness may lead them to perform their tasks satisfactorily in the context of democracy. However, older media professionals would be more experienced. They would be witness or be aware more about the history or about the contributions of newspapers of the time during the struggle for independence of our country. Further, it is possible that they are well aware of the role of newspapers in India's development days. Hence, for them it would not be difficult to understand the equation between newspaper as a mass medium and democratic state of India. Due to this reason in terms of age group and work experience, no significant differences were found in the perceptions of the media professionals regarding the contemporary role of the newspapers in the democracy.

Education plays a vital role in all fields of working to mark glaring differences. Considering education as significant variable for the present study overall perceptions of educated and highly educated media professionals regarding the role of newspapers in the democracy were considered. However, it too, marks no significant difference in the perceptions of the media professionals regarding the role of newspapers in the democracy. It might be because in today's globalised world the world is shrinking and becomes a global village. In such a situation, educated media professionals or highly educated media professionals, irrespective of their educational backgrounds, may require to satisfy citizens' hunger with enough information in a democratic context. Hence, the cognitive skills of both educated media professionals and highly educated media professionals, is put to equal tests in terms of demand for information. This may have lead them to perceive similarly the role of newspapers in the democracy.

There were no significant differences noticed in their overall perceptions of the media professionals with less, average and high democratic knowledge achievers groups regarding the role of newspapers in the democracy. The probable reason could be that information is like currency with which every citizen participates in the public life and governance of a society. Media professionals must have acquired minimum knowledge of democracy, as they are the chief players in the field of information and they have to guide masses about democratic values. Further, increasing awareness of 'Right to Information' also demands that media professionals need to be well versed with the fundamental of democracy.

Significant differences were noticed in the overall perceptions about the contemporary role of newspapers in the democracy in relation to media accountability of media professionals. The study reveals a very peculiar observation that the media professionals with less accountability held less favourable perceptions compared to the media professionals with more accountability. The reason for less favourable perceptions of less accountable media professionals could be perceiving democratic issues with their own judgement for pertinent issues. Gandhiji Quoted in : BHATTACHARJEA A.-Journalists with a mission, New Delhi, Vol.35, issue-1, 1998, Pg. 1 comments that, "The majority of journalists spoil by judging things. They will discharge their functions well if they will give unvarnished versions of events". On the other hand more accountable media professionals when criticize may have base their judgement on facts within their knowledge. This may help them to be more objective for pertinent issues and hence favourably perceiving the role of newspapers in the democracy. Another reason could also be that in a democratic society, newspapers are well known to be a good medium of communication among masses. Media professionals may think that in a democratic country citizens

should be enlightened on all aspects of country's developmental affairs. However, this may lead some media professionals to offer even so called uncensored information. It proves to be unhealthy and harmful to a society at large. This trend was supported by findings of the interviews conducted by researcher for the present study. In this finding a few of the media professionals stressed on a point that, '*In the contemporary era media professionals are intentionally ignoring their duties*'.

On the contrary, more accountable media professionals may perceive that newspapers carry responsibility to a society and hence, they should not simply become slaves to public opinion or influence by desires of masses only when they disseminate information. Such a gap in understanding relationship between mass medium like newspapers and a democratic society at large may lead both categories of media professionals with less accountability and with more accountability to perceive differently the contemporary role of newspapers in the democracy. This also concludes that accountability counts an important aspect to judge media professionals' performance.

The above discussion on overall favourable perceptions of the media professionals conclude on a point that even today newspapers remain the most powerful and important medium in a democratic society. It plays a very vital role in societal changes. It influences attitudes and opinions of people to affect changes in a society. However, the qualitative and quantitative data collected under the present study recommend that citizen's involvement with newspapers should be increased. As expressed by one of the media professionals interviewed for the study, '*More participation of public is needed on decision making issues.*' It reflects responsibilities of newspapers towards society have to increase although with manifold growth. They still ^{have} to achieve the objectives which the founders of the Constitution of India have set for the country. They have to contribute a lot by playing a

significant role for national development and hence, it is suggested that *'Commitment of media people is required more in the present time'*. When our country is passing through a transition with lot of transformation socially, culturally, politically, technologically and educationally, newspapers as a mass medium have to assume manifold responsibilities. The primarily of which is to generate awareness aiming each and every citizen about such transition to prepare him much for such needed transformation.

The founders of the Constitution of our country envisaged that media at large and newspapers in specific has to go a long way in fulfilling their responsibilities with playing effective role in the national development. One of the media professionals who was interviewed for the present study that, *'They should be more accountable to their work and the aim and vision of organizations ... should also be accountable to public service'*. The media professionals need to recollect what a glorious role media played during the freedom struggle and set for it higher standards of performance. In this context, some of them expressed that *... the actual events should be reproduced in a newspaper in a suitable form for related information and issues should be raised for review and analysis*. Media professionals also recommended particularly for media policy makers that they should frame a people friendly policy in which people's voice has to be valued. To meet the changing needs of the time, they recommended policy makers should obtain exposure to international norms. All these imply that citizens of a society, media professionals and media policy makers should rightly recognize and estimate the potentials that newspapers contain and by which they can contribute largely to acquire maturity status for democratic India. Thereby, newspapers can perform valuable role in India's journey from a developing country to developed country.

On the other hand, the present study reveals that the professionals other than the media held overall somewhat favourable perceptions regarding the contemporary role of newspapers in the democracy.

It can be interpreted through this finding that professionals other than the media from among citizens of a society are a recipient of media messages. They hold overall somewhat favourable perceptions regarding the contemporary role of newspapers in the democracy. However, the media professionals, who are senders of media messages had overall favourable perceptions regarding the contemporary role of newspapers in the democracy. This indicates that there may be some gap between newspaper readers and print media professionals. There may be reasons for professionals other than media to not to perceive newspapers as democratic medium regarding its role in the democracy.

In today's multi-media society, information is power. For the present study, the professionals other than the media covered from different walks of life are occupied in different fields like medicine, academics, law, finance, business etcetera. They need to update themselves in the areas of various information irrespective of social, economical, cultural biases. It may allow them better judgement for better decision. So, it becomes clear that each individual is in great need of receiving updated information as quickly as possible. In this case, newspapers seriously lag behind with its inherent characteristic to keep its readers to wait for 24 hours. It indicates that newspapers are unable to provide relatively quicker information on urgent basis. Waiting is inevitable for them. Television, Internet etcetera are ready on the other hand to cater to consumer's needs of information promptly on 24x7 basis that is round the clock on all days of the week. For that purpose they might use advanced electronic media and tools of the 21st

century. It gets to one many types of information just with a few clicks. In the present study, the background information of professionals other than the media reveal that, higher percent of the professionals other than the media use the television, are followed by internet users on regular basis. This could be because the television and the internet both provide very fast flow of information. This indicates that a role of newspapers to inform and influence people on time is better served by other sophisticated and fascinating electronic media. Thus, in today's world, shifting interests and fascination towards the electronic media may have lead the professionals other than the media to somewhat favourably perceiving the role of newspapers in the democracy.

Similar trend of somewhat favourable perceptions of media professionals was noticed in the findings of overall intensity indices. Further, the professionals other than media held somewhat favourable perceptions on the item that, 'Newspaper coverage concentrates excessively on the urban sectors'. The probable reason is that professionals other than the media might have paid visits to surrounding areas with their personal or professional requirements. Their better cognitive level and wider exposure about surrounding world may lead them to believe that newspapers today give more coverage to news and information about urban society. Rajan N. (2001), states that, 'When the media confine their attention to a small section of society, they deny right of democratic citizenship to a vast majority in the polity'. It reveals a fact that not only on local level but on global level too millions of literate Indians who read daily newspapers in several languages do look for balanced news from newspapers. It is a duty on the part of newspapers to reveals problems of a society and stark disparities in the same proportion that exist actually in the reality. However, when newspaper reporting does not allows citizens to a balanced view, it means that as democratic medium it contributes partly only for a

selected section of the population. So, such a reason may lead professionals other than the media to hold overall somewhat favourable perceptions regarding the contemporary role of the newspapers in the democracy.

Another reason that may arouse overall somewhat favourable perceptions of the professionals other than the media regarding the contemporary role of the newspapers in the democracy can be increasing complexity of the life. In every field in life things move faster than earlier. Due to it professionals other than the media in whom society holds many expectations on personal and professional fronts, can not devote more time for reading newspapers. So, in such cases they may treat newspapers just an extended link of the television. The reason is that they have many other sources to gather in-depth information on different matters. It is only for selected news or details that they prefer to read newspapers. This may have lead them to develop such a perception.

In the context of variable based findings, no significant differences were noticed in overall perceptions of professionals other than media regarding the contemporary role of newspapers in the democracy. The perceptions were reviewed in relation to the variables namely sex, age, educational qualification, occupational strata, newspaper utilization pattern and knowledge regarding democracy.

The present study reveals that on viewing with a variable of sex and occupation, there were no significant differences noticed in overall perceptions of the professionals other than the media regarding the contemporary role of newspapers in the democracy. The reason for it would be that work culture of their profession would allow them to think on several other issues of a society. Further, with a changing scenario with a trend of gender equality in a society, with a working class

segment, there seems to have fair information about different areas, whether it is educational, political, social or cultural. So, when male and female have common acquisition of the facts to dwell on with varied exposures through different professions they might share overall common perceptions on the role of the newspapers in the democracy.

No significant differences found however, in overall perceptions of professionals other than the media regarding the contemporary role of newspapers in democracy in relation to variables of their age and education. The probable reason would be that in the present century there is explosion of information. Every where people can find easy access to information to convey or receive communication for better purposes. However, due to this, it may happen that younger and older generation or educated and highly educated professionals other than the media, may have better accessibility of information. Again as the information is accessible to all citizens almost equally through the electronic media the educational status may have little to contribute to bring differences in their perceptions of the contemporary role of the newspapers in democracy.

The variable of knowledge regarding democracy marks no significant difference in overall perceptions of the professionals other than the media regarding the contemporary role of the newspapers in the democracy. De Fleur and Rokeach Quoted in BHATTACHARJEA S., Media and mass Communication, Kanishka Publisher distributors, New Delhi, 2005, Pg.58 states that "People located at similar positions in a similar social structure would be similar in personality because of similarity of their immediate social environment". This indicates that professionals other than the media of the present study were working class. In their working fields many of them were directly or indirectly connected with one another too. This similar social environment may have lead them to have similar perception regarding the role of

television in democracy irrespective of knowledge they possess about democracy.

No significant difference were noticed in overall perceptions of the professionals other than the media regarding the role of the newspapers in the democracy in relation to the variable newspaper utilization pattern. Perse and Courtright (1993) Quoted in : WIMMER R.D. and DOMINICK J.R. in Mass Media Research, 7th Ed., Thomson Wdsworth, Australia, 2003,Pg.312 states that “print media were seen as most useful in fulfilling learning needs but were not rated high for social arousal or companionship needs”. Thus, the heavy readers of newspaper utilisers of present study may not be finding fulfillment of their need of good companion. Thus, for democracy related issues their perceptions would have no difference than that of light newspaper readers.

The above discussion implies that newspapers should give readers more accurate sense for a society one lives in, then they would otherwise have. However, the professionals other than the media suggested that citizens should know their rights in a democratic society. This may help them to gain fair quality of scenario with balanced news in terms of all democratic aspects namely Justice, Liberty, Equality and Fraternity. This may help newspaper readers to imagine and understand the society without any biases of either the media professionals or media policy makers. This means an added responsibility of the readers to be alert. They also recommended that citizens should give a public opinion on much expected aspects of societal issues. Their active involvement with their views and opinions can build up constructive pressure on the authorities and media people too. They can be put on a system to revive conditions which have direct concern with democratic values of Justice, Equality and Fraternity to bring positive social changes in the society. This finding implies that the

media professionals are not only vigilant reporters, but also the researchers to finally publish correct information. They should become alert and expert in shaping the information into news for newspaper industry in an efficient manner that reader would not only develop strong sense of ethos from newspapers as a mass media which help in sustaining it for future. This may go a long way to make newspapers industry a real source of receiving information.

5.1.2 PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF NEWSPAPERS ON SELECTED ASPECTS OF THE DEMOCRACY.

5.1.2.1 Justice Aspect

The findings of the present study reveals that the media professionals held favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy. It can be inferred that the present study on the media professionals in the cities of Vadodara and Ahmedabad in Gujarat, while dealing with citizens of a society fairly represent and address information to different segments in a society. In other words, the media professionals under the study perceived that newspapers offer a platform to all people irrespective of social, political, educational, cultural and other bias to convey or express views, news, information and opinions.

The possible reason for favourable perceptions of the media professionals regarding the contemporary role of newspapers on the Justice aspect of the democracy could be its increasing circulation irrespective of geographical boundaries. The readership data of National Readership Study 2006 mentioned by Chacko (2006) reveals

that, number of newspaper and magazine readers in rural India stands at 110 million. It is extremely closer to a number of readers in urban India that stays at 112 million. Till today it is needed to say that India lives in villages. Hence, it is essential that communication flow should occur irrespective of geographical boundaries in the society. So, almost equal number of readership may allow citizens across the nation to have privileged of information.

The item-wise analysis of the present study also reveals a similar scenario. It shows that media professionals favourably perceive item on the Justice aspect that 'Newspapers provide information to people on issues beyond their immediate communities'. Further, it is observed that media professionals use graphic design and multi-coloured visuals and try out select an appropriate approach to emphasize and highlight information presented in newspapers. It ultimately attracts readers' attention for closer reading.

Further, in the present study media professionals reported that the present variety of information coverage through newspapers viz, politics, culture, sports, economy, transport, communication, education, public health and others does not limit local or regional level but the entire nation and world.

Moreover, there is great inflow of information from within and outside the country. With it, newspapers in English and other languages make good and constant attempts to accommodate changing taste of readers and to explore new groups of readers. So, it has to be noted that today newspapers organizations try hard to capture different clientele groups like businessman, homemakers, professionals, women, youth, children towards their dailies by offering them a wide variety of subjects and interesting information to read. Many newspapers take out supplements or separate sections covering wide areas of interests for

readers. There are supplements on health, recreation, real estate, business, sports and outdoor life and several other topics. Supplements become useful medium to cultivate personal bond with readers. These show meeting of new demands with wide variety of coverage of the subjects with new groups of readers.

These instances show that in democracy constant and regular flow of communication through mass medium is very important as people of the state need to be made aware about latest happenings. In this context, when dissemination of information is done to the people irrespective of geographical biases on wide variety of subjects, it may help citizens to be at receiving end of information and help them to form their opinions.

Hakemulder, Jonge and Singh (1998) preset a useful observation on this point that, 'Modern newspapers illuminate the mind through cartoons, illustrations, graphics, features and writing of human interest. They highlight or underline particular events by their headlines, leads, cutlines and column boxes. Their searching interviews, columnist writings and editorials furnish better comprehension of complicated events and affairs. There is readers' column in a newspaper. It captures readers' attention with noticeable columns, notices, advertisements etcetera according to what they need to know.'

Similar thoughts are presented by Padhy and Sahu (2005). They stated that 'Newspapers range far beyond the politics of their respective nations or even international politics. The literary and artistic life, the way ordinary people should live, goods that advertisers present for sell, the way the nation's children need to be educated and the way banks function, stories of criminals and burglars the behavior of the police in that regards, Justice of the courts, all these are found in newspapers. A newspaper thus becomes is a local daily to represent the culture of a

nation’.

Further, for the itemwise findings of the present study the media professionals reveals favourable perceptions on the item of Justice aspect that ‘Newspaper brings the social problems in front of the individual of the society’. A newspaper daily takes out its everyday issue in which it covers information related to civic amenities and related problems like water shortage, electricity staggering or construction of roads, social evils like dowry death by atrocities of inlaws, widowhood, child-labour, theft, etcetera. While covering such matters, the primary purpose is to inform and educate masses about victims’ conditions and also to pressurize bureaucrats to take prompt actions against such pertinent issues to resolve it in human interest. Newspapers facilitate deliberations and discourse on such public issues and reflection its presents status to community. It may also help to work out solution for such problems. Thus, it signify that newspapers today influence the thinking of millions of people in number of ways and affect a change in the social, cultural, political diversity in terms of class, caste, creed, language.

It is again apt to put Hakemulder, Jonge and Singh (1998) remarks that newspapers today occupy a prestigious position in the galaxy of media with their roles varying from the 4th estate to the 5th estate, that is from an informer to a critic, from a narrator to a commentator, from an investigator to an analyst, from a mentor to a teaser, from a peace preacher to violence or racialism baiter.

In the present study, variable-wise trends of the perceptions that emerge from the media professionals’ responses regarding the contemporary role of newspapers on Justice aspect of democracy project a skewed picture. The variable media accountability show significant difference in the perceptions of the media professionals

regarding the contemporary role of newspapers on the Justice aspect of the democracy. It shows that the media professionals with more accountability hold favourable perceptions on this aspect as compared to those with less media accountability. Sharma (2005) states that, "Journalists try to excuse their wrong actions by saying that these actions were not personally chosen but assigned to them by editors or supervisors". So, the reason for it could be that the actions of media professionals with less accountability might be largely followed as assigned by their superiors of their organizations. This may restrict them to be democratic in their thoughts. However, media professionals with more accountability might have achieved higher position in the organization and hence they may be independent in their work and action. This may allow them to have favourable perception regarding the role of newspapers in the democracy.

Another reason could be that, media professionals with less accountability may be socially less accountable. They intend to exploit this platform for those who can enjoy benefits to satisfy as per their personal interest or that of their organization. For instance, socially more accountable media professionals may naturally give preference to coverage of information on tribal persons' educational achievements over the coverage of an inauguration of any company owned by a famous politician for self or organization's motives. So, this variation in perception may have lead both the segments of the media professionals with more accountability and those with less accountability to perceive the contemporary role of newspapers in different manner in the context of the democracy.

Above discussion implies that newspapers owe lots of responsibility in a democratic society when they publish news on different development spheres of a society like social, cultural, political and the like others. Murthy (2006) too remarks in this sense that, since

the press exists to serve a society, the future of social accountability depends on the quality of the press's response to changing expectations of its social milieu. Hence, the press can have its own set of objectives to be socially accountable.

Media professionals must use this mass medium as platform with all correctness and completely for the survival of healthy democracy. They must represent vibrant information of varied regions and groups with proper projection keeping in mind the interests of a larger group of people in a society. They need to mould consciously man's power of understanding for adopting new ways of life.

In order to strengthen the role of newspapers in the democracy the media professionals selected for the present study recommend that citizens in a society should provide adequate information on various problems faced by them in daily life. They also expect citizens to participate and move to purposeful actions to resolve them. With reference to media community, they recommend that media professionals should be prompt in responding to needs of readers or viewers. They should emphasize on social values and inspire to cultivate moral values. For media policy makers they recommend that they must encourage reports that may be useful for social welfare and promotion of lower classes in a society.

On the other hand, the findings reveal that almost equal percentage of the professionals other than the media held both favourable and less favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy. However, scale tilted more towards less favourable perceptions. Further, the intensity indices analysis also indicates that, it was lowest for Justice aspect amongst all the four aspects of the democracy. Hence, this finding reflect that the professionals

other than media hold less favourable perceptions regarding the contemporary role of newspapers on the Justice aspect of the democracy.

It can be inferred from the above finding that the professionals other than the media perceive that today newspapers are not able to publish fair representation of information irrespective of their social, cultural, educational, economical, political backgrounds as it suppose to. It can also be interpreted from the findings that in the context of democracy the professionals other than the media from Vadodara city of Gujarat perceive that newspapers today may have less to contribute to strengthen different need-based areas like social, political, educational, cultural and other fronts of societal developments while they disseminate information using it as platform.

Democracy requires some reasonable level of understanding of issues among its people. Primary purpose of a newspaper is to gather and distribute to them news and other information in time or as things happen. When it informs people in time and it enables them to make judgements on the issues. This works in the direction of making a well informed state.

The reason for less favourable perceptions of the professionals other than the media regarding the role of newspapers on the Justice aspect of the democracy could be due to imbalance coverage of information on different subject areas by newspapers. Today newspapers seem to have excessive coverage of political information. Hence, it sideline and ignore information on other development fronts of a society. In democracy, citizens being main rulers need information from varied areas on varied subjects in equal proportion.

Joseph (2000) also expresses that, 'A conspicuous change that is found in today's newspapers is that politics i.e. national and international takes away maximum space. There is almost an obsession with political stories – hot news and spot news, as compared to stories on other aspects of life. We often neglect reporting on human sufferings, dangerous arms build-ups, peace movements, cultural socio-economic scenes, background stories, analytical pieces, exposing military adventurism, economic exploitation and so on'.

However, the Second Press Commission of India finds that most commercial newspapers in India do not pursue the Press Council guidelines. Rather they imitate the cheap that is currently known as popular journalism. It has been imported from the West. It highlights news about petty politics, politicians and their programmes. Their news holes filled with stories of crimes, violence and aberrations and display of creaking headlines and sensuous illustrations and ads. Equally questionable is the sense of 'human interest' in presenting news which often find reflection in the reporting of foreign news and photographs, foreign serials or syndicated features. (Dutta, 2005).

The itemwise findings of the present study revealed lowest intensity for this aspect among all the other democratic aspects. The selected professionals other than the media had less favourably perceived item on Justice aspect that 'Newspaper is impartial and unbiased in reporting events for public importance'.

In the present study background information reveals that high majority of professionals other than the media expressed that their purpose of reading a newspaper is to get acquainted with surrounding world through information followed by majority of them reading a newspaper to develop own self. In this context, less of utility of its

content would turn out with less of satisfaction which may have lead such perceptions in them.

In the background information of the professionals other than the media reveals that they liked to read information on topics of Science and industry. Gujarat has made a progress by leaps and bounds and it now becomes a leading industrial and progressive state in the country. The economic structure of Gujarat stays among the best in the country. This indicates that, educated and highly educated professionals other than the media certainly are interested in exchanging information, views to capture right opportunity to enjoy for better prospectus.

Atwood, Sohn and Sohn (1975) Quoted in : WIMMER R.D. and DOMINICK J.R. in Mass Media Research, 7th Ed., Thomson Wdsworth, Australia, 2003, Pg.312 reports study on daily newspaper contributions to community. The discussion of the study explains a significant correlation between the content of a local daily newspaper and what people in the community have to report as witness. It emphasizes that development agenda can be prepared effectively, if newspapers offer various information coverage to enlighten citizens thoroughly.

In qualitative finding of the present study, some of the media professionals reported how newspapers overlook a need of a common citizen. One of the media professionals states that *'Newspapers and the television require to keep unbiased approach to event happening. They need to ensure neutral truthful reporting, editing and publishing information for benefits of people at large through "Right to Information" facility to citizens'*.

Traber (1998) too has supportive view in this context. He acknowledges mass media in general are by and large autocratic rather than democratic. They are primarily concerned with the interests of the

elite rather than with aspirations of common masses whom we disparagingly call 'ordinary people' or in the terminology of the left, 'the masses'. They have no faces, no names and presumably no will of their own.

This would mean that the professionals other than the media may find English and regional newspapers to impart coverage with a principle of 'imbalance' particularly about the surrounding areas of social, political, cultural, educational and others in a society. This may contribute perceptions of professionals other than the media to less favourably perceiving the contemporary role of newspapers on the Justice aspect of the democracy. This indicates that a newspaper needs to check democratic principle of 'balance' in its coverage and while designing and publishing messages for the mass.

Another reason could be agenda setting of newspapers by influential or powerful people. In qualitative finding of the present study, some of the media professionals reported how newspapers overlook a need of a common citizen. As stated by one of the media professionals *'In today's newspapers, agendas are set by proprietors, editors who are largely either under the control or pressure of the powerful people, making them neglected the plight of the poor of the society'*. So, setting of media agenda by elite people or people in power would keep in mind his own vested interest for using this medium rather than interest of larger masse of the society. Due to this the coverage in the newspapers seems to be without proportion. A study conducted by Murthy (2005) on the media and its accountability presents a finding that in selected newspapers the three-fourths of the news items are allocated to other issues while less than one-fourth of news was dedicated to people's interest.

The Second Press Commission reports that an English daily devote minimum of 23.7 percent for an edited space, 36.5 percent space for economic development and government matters, 9.1 percent is devoted for sports and only 4.1 percent for issues related to women, society and human interests. However, Gujarati dailies devote maximum space of 22.5 percent for items related to entertainment and culture. (Dutta, 2005).

In this light Murthy (2005) describes the role of newspapers in earlier period. He emphasizes that, 'Earlier in 19th and 20th century till the country attained its independence, the Indian press had played a missionary role. It also played a key role in national development during that period. They exposed social evils like casteism, child marriages, ban on remarriage of widows, social, legal and other inequalities for which women were subjected. It also helped them in carrying out a massive campaign to educate the people on the eradication of untouchability. But today, Indian Press is influenced by the Western news, values of sensationalism, scandal, gossip and conflict. The news values of the third world like development, national integration, and social responsibility are relegated to the backseat. Scoop is the most sensational world in the journalistic profession. Journalists vie with each other to out beat their professional rivals rather than to consider their relevance to society'.

So, ideally, in a diversified and pluralist society like India, newspapers can play a great role for the development of a society. According to Aggarwal and Gupta (2001), 'Development in socio-economic terms means improvement in material welfare, especially of persons with the lowest income, eradication of mass poverty, illiteracy, controlling diseases, early death, changes in the composition of inputs and outputs in agriculture and industrial production. It is a process of accelerating growth and greater social justice aiming at utilizing of

resources and opportunities in order to improve quality of life of people with special reference to weaker section of society. The economic betterment of large sections of development society can not be achieved without social transformation involving structural changes, educational development, growth in awareness and changes in outlook, motivation and attitudes. All these can not be streamlined without democratization of communication'.

Variables related findings of the study reveal that there was significant differences found in the perceptions of professionals other than media regarding the role of newspapers on Justice aspect in relation to their sex. The findings indicate that mean score of female was higher than male. This can be interpreted as professionals other than media amongst females hold favourable perceptions regarding the contemporary role of newspapers in the democracy than their counterparts. Female professionals other than the media of the present study were either from working class or occupied in business. In this manner, they were trying to maintain a balance in their career with their household duties. This dual role may restrict them to read hardly one newspaper and that is for limited period of time. This lead them to have limited exposure of information from newspaper. However, on the other hand male professionals other than the media may be read newspapers for longer period of time. A finding of the study 'Are new communication technologies changing life style?' conducted by Rao S. (2003) support and reveals above view. It shows that male spent a significant longer time reading the newspapers compared to females. Further, the study also highlights that, gender as a significant difference to the number of newspaper read by an individual. It reflects that a larger percentage of female read one newspaper compare to male while a larger percentage of males read two or more newspapers compared to females. Thus, exposure from more than one newspaper and spending of more reading

time may have lead male media professionals to less favourably perceive the role of newspaper in the democracy as compared to female media professionals.

Another reason could be females of the present study belonging to working class may have interest in receiving some information related to home and family life. They look into newspapers for opportunities to nurture healthy growth of family too. Further, they may also look for career related information in newspapers. Gaining information through newspapers to up-date their know-how could be a regular feature. With them while reading articles on subjects like human rights, financial planning, laws related to working women etcetera may enhance their understanding for better future prospectus. Hence, they may find that a newspaper is a medium that offers an opportunity to think and take benefit in different areas. However, in a male dominated society women may never come across with feeling of being insecure or discriminated. And such kind of information may hardly influence their areas of interest in reading. So, females may hold high favourable perceptions than their counterparts. While reading newspapers man may look for more items pertaining to his professional front or politics. Hence, they may have limited exposure on different information provided for day to day living. This may have lead him to form less favourable perception about the role of newspapers on the Justice aspect of the democracy.

The above discussion implies that professionals other than the media in the Vadodara city hold much higher expectations from newspapers. It also indicates that they are vigilant and value importance of information from various areas of development. The finding also shows a red signal that this democratic means has to be used by its owners or proprietors as a means of communication across the nation to circulate balance flow of information in different spheres of developments of the society and it is not meant for governance

purpose. This finding suggests that media professionals and media policy makers need to understand right usage of newspapers as a medium for affecting people's welfare. They may provide information to readers on progress and failure of various developmental schemes. They may affect improvements in the areas of social, cultural, economical and educational at state and national levels.

The professionals other than the media selected for the present study recommended that newspapers must develop and make more sensible humanitarian aspect in each of its reader. Further, the media professionals should collect and scrutinize information from around different sources. They should ensure transparency and maintain objectivity in reporting. This is supported by a theory of social responsibility of the press which emphasizes that the press should play an activist role in accelerating development.

In a good society, citizens' minds and hearts should be moulded in right direction when they receive any information. Social order can be established in a society if and only if the proper coordination among the various constituents exists. In addition that proper coordination can be established when the constituents are arranged on the basis of democratic and rational principle. So mass medium like newspapers should adopt democratic and modern notions in its functioning to ensure credibility of what they do or trust and faith of individuals in them shall be hampered seriously.

5.1.2.2 Liberty aspect

The present study highlight that the media professionals held favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy. It can be inferred from the findings that the media professionals selected from the

cities of Vadodara and Ahmedabad in Gujarat uphold the right to speak on popular and unpopular opinions and enjoy special privilege in the context of democracy. It means that they do carry with them freedom and responsibility to discuss, question and challenge actions and utterances of the government, public and private institutions. This encouraging finding was supported by several studies by Agarwal H.(1995), Roy and Pahad (2002) and Murthy (2005). In the study on 'Sociology of Journalism' that Agarwal conducted it was found that more than three-fourth of the journalists were satisfied with freedom of expression that they have in their profession to work, write or report. Roy and Pahad conducted a study on 'Enhancers, reasons, problems, future recommendations and training needs of journalists in the city of Baroda'. They explain freedom of expression as one of the reasons to opt for and sustain in the profession by journalists. It reveals that high majority of the journalists liked freedom to work in journalism profession followed by majority of them reported that they liked freedom of expression allowed in this profession.

The probable reason for such a finding could be that newspapers and the press in India is an independent organization. There is no government interference involved. Under this condition, media professionals Gujarat also can use newspapers to offer free and fair flow of information to all people. For this reason media professionals enjoy facility of communication of all different levels, whether with bureaucrats or with eminent public personality.

Padhy and Sahu (2005) denote meaning of freedom of expression in press. They state that the Freedom of press is the freedom intended and implied. It is the freedom of anybody connected with the press. It means to carry on professional jobs without any kind of interference or harassment from outside agencies and more particularly by any government or semi-government authorities. The freedom of

Press further implies the right to report, write, publish or print freely and without fear of anything and from not forbidden by law and everything within the limits of professionals ethics. Such a freedom has been guaranteed by the Constitution to the press with expectations that the press will effectively serve the public interests as well as the national interests. Through the freedom of press, each newspaper and other printed publications are empowered to express views and to criticize views of others freely. But it has to be within the bounds of laws and the limits of professional code of conduct. However, it may be notes that though every one of them is free to express his or her views and opinion, yet no one of them should 'mix up' higher views and opinions with any news item. Factual news must be reported faithfully and truly without mixing up any kind of views or opinions as it may have an affect of distorting facts.

The itemwise findings of the present study reveal favourable perceptions of the media professionals on the Liberty aspect of the item that 'Newspaper provides information on meaning and significance of events'. It could be because media professionals perceive that meaning and interpretation offered by them on various subjects like festivals of different cultures, politics, pre-poll election, effects of global warming, growth and use of technology help an individual to comprehend the scenario in right sense. It helps newspaper to perform its role as interpreter of the democratic norms for citizens on different issues and information.

There are several instances wherein English and regional dailies justly projected use of freedom of expression on behalf of people. For instance, the son of the chair man of Gujarat Electricity Board (GEB) was exposed for corruption scandal. Some teachers were involved in a rape case of adolescent girls at Patan in Gujarat, Zahirabanu's involvement in the Best Bakery-kand at Vadodara are a few cases that

draw active involvement of media professionals to take on hand the investigation. The indirect constitutional provision of freedom of expression has been offered to them under Liberty value of democratic India and they may use it for the purpose of fair journalism. This it self shows how the press in Gujarat enjoys freedom of expression and also how it acts as a guard against misrule by those in power and ensure preservation of human dignity. So, whether it is Gujarati dailies like *Sandesh* and *Gujarat Samachar* or English, it disseminate information using investigative approach when ever required on social, political, educational, cultural issues and expose several eye opening facts to its readers.

To communicate effectively, the messages are treated through a unique structure of newspaper. Today newspaper takes out a daily as every day issue with several different sections and columns. It reflect views, opinions and information for the people, of the people and by the people in a society. Everyday in newspapers the editorials are published as a special column reflect the opinions of the newspaper houses. Several articles are published in newspapers. They may express an opinion which may or may not agree with that of a newspaper. Articles are more of exhaustive, analytical and informative kinds than the editorials as they throw more light on issues, facts and figures and make readers more informed educated and enlightened. Letters to the editors are usually more precise and specific in approach to various problems and issues. They reflect perceptions of readers. This indicates that today newspaper is able to help a society in to voice people's problems and highlight their concerns through columns in a newspaper. Media professionals in their interactions with the bureaucracy or the policy makers like a politician bring problems to the notice of administration, as they enjoy free access to the administration which they are supposed to utilize it for the purpose of doing good to a

society.

Infact, the press organizations are almost unanimous to keep alive this Liberty value which could be one of the reasons for this favourable attribute. Agarwal and Gupta (2001) report in this light that the Indian press has been able to maintain its freedom and whenever, there was a threat to freedom of press from the legislative or otherwise, journalists came out on streets like one community to protest against any move to snatch freedom of expression from the press.

The present study highlights variablewise differences in the above context. The findings reveal significant differences that exist in the perceptions of media professionals regarding the role of newspapers on the Liberty aspect of the democracy in relation to their variable of media accountability. It highlights less favourable perceptions of less accountable media professionals regarding the role of newspapers on Liberty aspect of the democracy. The reason could be less accountable media professionals may have blurred the line of their professional and personal relationship with the people. Hence, power of Liberty they discretely use and try not to publish any thing against friends. Mustafa (2005) "Journalism is a touchy and exciting profession. It is important for the journalists to keep a certain distance from those in the news, so that 'good friends' does not become a euphemism for 'how do we write about him/her they are such great friends?'

Another reason could be that the media professionals with more accountability may perceive their professional freedom and its use as helping to articulate citizen's interests on various problems and needs and portray an accurate and fair picture while informing people and commenting on the matters in public interests. While doing it they keep a check on the other three major pillars of democracy namely executives, judiciary and legislatures, so that they transparently render

daily account to the public. The media professionals with less accountability could use freedom in an unacceptable way, as allowed by editors or management. They may keep preconceived notions and hence use their own personal remarks for inaccurate, un-fair reading and analysis of issues. Thus, with professional accountability, the media professionals need to use their freedom for the sake of larger interests.

Padhy and Sahu (2005) throw light on restrictions on freedom of press when they comment that, the owners or the management of the press often force their editors and reporters and influence their line of thinking. Thereby they threaten freedom of the press to a greater extent. Proprietors increasingly assert themselves and seek to reduce editors and journalists under them to the position of mere subordinates like managers and clerks. The unskilled bossism of proprietors of the press have ties with top grade business groups and so mean business motives very often poses threat to freedom of the press.

Hence, above discussion on the findings of the favourable perceptions of the media professionals on Liberty value of democracy indicates that the Constitution of India guarantees the freedom of expression. Ideally, the press is an important medium of the free expression of opinions in the democratic polity of India. The Press serves as the watchdog to safeguards people's interests by controlling arbitrary acts of the government. Today, the Press enables citizens to know what is really happening in the country, especially what the government does or it does not do for them. Whenever a government takes an arbitrary decision, newspapers function as a vehicle of social checks and balances to set right the government.

This finding implies that newspapers and news reporter i.e. media professionals should report on all sides and aspects of an event with fair and objective reading with citing sources, verifying facts, providing

necessary contextual background. Where it is possible they may offer their eyewitness observation, analysis and interpretation without editorializing. The concept of 'objective writing' has to be clearly defined and understood.

In the present study the media professionals recommended important points for media professionals groups. They suggested that media professionals must use more of investigative journalism when an issue is related to facts and findings. One should not give his comments while presenting news. One has to be free from any vested interest of people of power or possession. Instead of being a party to them, they should stay neutral and objective in their reporting. They should exhibit a clear sense of responsibility for people in a society. As regard to policy makers too the media professionals in the present study suggested that they must keep alive the freedom of media at all costs.

There were somewhat favourable or less favourable perceptions of professionals other than the media regarding the contemporary role of newspapers on Liberty aspect of the democracy. The intensity indices of the study reveal somewhat favourable perceptions of the professionals other than the media for the same aspect. Hence, the professionals other than the media held somewhat favourable perceptions regarding the contemporary role of newspapers on the Liberty aspect of the democracy.

Freedom of speech and expression are the rights constituted under the Liberty aspect of Indian democracy. By it, it reflects its basic values of a free society to which the people are united to by the virtue of the Constitution. So, it can be inferred that professionals other than the media perceive that newspaper as a mass medium neglect Liberty value to be upheld while discharging its duties.

Singh remarks in his book 'Mass Media and Information Technology – Issues for 21st Century' (2002) that freedom involves, freedom to know i.e. the right to get the information that we need in order to organize our lives and take an intelligent part in governing. In view of this, the first of these is a social right that belongs to all people. The second is the one that we can most commonly describe as 'freedom of the press'. The third right is delegated to the fact finders in our society who are associated with the mass media.

There could be many reasons for somewhat favorable perceptions of professionals other than the media regarding the contemporary role of newspapers on Liberty aspect of the democracy. With the changing times, it is observed that newspapers today abuse its very freedom by using more of negative news. This was presented by facts presented in background information by media professionals. It reveals media professionals reported the highest percentage of coverage on topics of crime to form daily coverage in a newspaper. A study conducted by Murthy (2005) supports this observation. He also reports that news stories on crime and moral problems get considerable attention on the front page. Stories on theft, burglary, cheating and law and order problems appear more frequently on the front page. Such issues earn news values easily among readers cause boost in circulation for a newspaper. In the present study the findings indicate that significant number of media professionals agreed that while framing a message for newspapers, they keep an eye on its potential to cause good impact on its sale. A readership survey for leading Gujarati dailies in Baroda was conducted by Desai (2002). It reports that publication of news related to rape and robbery form the negative image of *Gujarat Samachar* and *Sandesh* dailies.

The itemwise findings of the present study too report that professionals other than the media held favourable perceptions

regarding the item that 'Newspaper present misleading role models'. This reading may be formed due to the more focusive coverage of negative news that may affect on their psychology and hence did not favour such reading.

Besides these, today newspapers also seem to present information using sensational, provoking or instigating language. This was also reported by a few of the interviewed professionals who expressed their concern on misuse of freedom by press. One of the media professionals stated '*Today newspaper publish spicy information, for the purpose of selling it. The news has become commercialized*'.

The itemwise findings and analysis also support this reading where, professionals other than the media less favorably perceive the item that, 'Newspaper helps even to change orthodox attitudes of people'.

Further, qualitative data too support this finding. It was expressed by a few of the media professionals interviewed for the study that, newspapers should stop disseminating messages with a sensationalisation that publishing information like '*Ganapti dudh piye che* (Lord Ganesh's idol sipping milk)'. They expressed that such news may arouse blind faith in superstitions among people. Instead, newspaper should cultivate scientific and logical reporting.

In fact, in Gujarat and in India, during last three decades, there are several instances where newspapers distort information exploit for any advantage of their freedom of the expression. For instance, Khemchand (2000) reported in his book '*Journalism and Human Development- Making of the Global Newsperson*' about a news of Roop Kunwar committing Sati (1988) which was published in two leading dailies of Gujarat that claim a large circulation. They pursued the news

with 'double-edged policy'. Theoretically they expressed through the editorials they expressed their disapproval of the Sati custom, but in practice the reports of the news are written in sentimental, glamorized language. Their eye appears to be on increase of the sale. This study in its findings shows that the news that deserved to be condemned was used as an opportunity to earn more money.

Another incident cited by Padhy and Sahu (2005) about a senior reporter of Indian Express, published a story on February 13, 1996. It was supposed to be based on the High Court judgement, 'that had not even been dictated'.

P.B.Sawant, the Chairman of Press Council of India, Quoted in : AGGARWAL V. and GUPTA V., Media Policy and Nation Building-Select Issues and Themes, Concept Publishing Company, New Delhi, 1996. Pg. 117, mentions that there are 6246 complaints bonding against the press mainly about publishing unverified fact and using abusive language also projecting obscene pictures or images communal and castiest writings and attempting to instigate communal passions, refusing to publish replies, encroaching someone's privacy, distorted and prejudiced reporting, suppression of facts, sensational and misleading headings completely at variance with the contents of the report, malicious reporting and writings, non-publications of the other side of the views expressed, mixing comments with facts, fratricidal conflicts, plagiarism and others.

Another reason could be discouraging trend of lately seen in newspapers of shrinking of editorial space in both English and Gujarati dailies against commercial motives. Most upsetting instances reported often are that editorial space in newspaper is sold to someone in power or possession. In the present study, almost one-fourth of them reported as in background information that they demand that newspapers appear

clean without errors with writing of letters demanding the basis of the items. This indicates their active participation with newspapers. So, it is possible that they do write letters to the editors and regularly read editorial sections in newspapers but shrinking of space for readers' columns or awakening information through editorial columns may have allow professionals other than the media to less favourably perceive the role of newspapers in the democracy.

Above evidences clearly reveals how Liberty value is affected when power of freedom of expression misused by newspaper organization and its personnel. This also reflect that professionals other than the media perceive abuse of freedom offered by newspapers by allowing powerful people to use it for their own vested interests. In this context, Padhy and Sahu (2005) comment that when press has right to speak on behalf of a society and its people, it should not distort facts with provocative and sensational headlines. When headlines are framed it has to go in justification of the matter printed below them. Figures of casualties should be reported on the lower side and allegations made in statements should identify a person or an organization to make them responsible for what ever happened.

However, the above finding expressed anxiety that when readers are the pillars of democracy yet this influential tool is mishandled by a few powerful people for vested interests and the readers are ignored and deprived of the truth. Further, when such a scenario prevails it leads a democratic society to become an autocratic society. It curtails on its free power of exchange of information because control of information lies in the hands of the few. This is a dangerous situation for a democratic country. It is because of these handful people that a democratic medium like newspaper that is expected to raise voice for the voiceless is being diminishing with such were the perceptions of the professionals other than the media in the Vadodara city of Gujarat.

The variablewise findings of the present study highlight that significant differences were noticed between educated and highly educated professionals other than the media as regards the contemporary role of newspapers on Liberty aspect of the democracy. The professionals other than the media involved with higher education held less favourable perceptions as compared to that of educated professionals other than the media. The obvious reason for it could be that professionals other than the media possessed higher education and with it they possessed critical analytical skills to judge and understand the equation of relationship between newspapers and democracy. In this respect, they may hold better expectation from newspapers to fulfill its role a democratic country. The educated group of professionals other than the media may be relatively less critical in evaluating the role of newspapers in the democracy. Hence, differences exist in the perceptions of the professionals other than the media regarding the role of newspapers in the democracy with respect to their educational qualification.

The above discussion implies that in order to preserve a democratic way of life, it is essential that people should have the freedom to express their feelings, form their views and present them to people at large. In view of the health of democracy, access to information is essential for at least two reasons. First, it ensures that citizens make responsible and well informed choices rather than acting with ignorance or wrong information. Second, information serves a 'checking function' ensuring that elected representatives do their duties to keep democratic spirit alive. It also implies that the press become a very powerful institution in both India and the world today. When a country becomes independent the press becomes all the more powerful. When there is freedom, there can be no restrictions on the press as regards reports and news to be published. But public opinion

can be very useful for citizens and policy makers to make agenda for a nation. However, denial of the freedom of press to citizens would necessarily undermine the power to influence public opinion.

This finding implies that media professionals should remember that crisis should not be encashed for self motive. Journalism is a profession and not a business. They should not forget their code of conduct and professionals ethics. When they enjoy freedom, they have to act it with responsibility. They should know that they are more accountable to people. Hence, it is their duty to be more accountable to their society people. In this light the press needs to enforce self-censorship or self code of conduct vigilantly. Further, this finding also implies that readers incline to know achievements equally as about negative information or happening of disaster in the society.

The professionals other than the media selected for the present study recommended that if citizens in a society are better informed, government will have to be prompt at responding to people and less responsive to any special interests. For this, they need to accept information in a right manner with understanding of coverage and should have neutral eye while judging the information coverage. Whereas for the media professionals, professionals other than the media made recommendations that they should focus more on positive events. They should communicate messages by strictly adhering to the by-laws particularly while reaching to a larger mass. They must follow ethical norms prescribed for the media profession and should exert censorship on certain news which may be indecent to the society.

5.1.2.3 Equality Aspect

The findings of the present study reveal a significant point that there was less favourable perceptions of the media professionals of the Vadodara city on Equality aspect regarding the contemporary role of newspapers in the democracy. It can be inferred that the media professionals strongly perceived that while communicating news and information to people in a society newspaper as a mass medium largely neglect Equality values to be upheld in a democratic state.

The reason for such a finding could be lack of vision among the media professionals to prepare a report or an article to articulate development related issues. So, they lack skills to design and disseminate messages on hardcore realities. These two could be big obstacles for them. Further, lack of exposure and in-depth analysis on the part of reporters, editors operating in the urban areas many times lead them to present issues from their purview and, hence they are unable to focus on real problems to convey its intensity. When they know that the importance of an issue is diluted, it tend to less favourably perceiving the contemporary role of the newspaper on equality aspect of democracy. Bhattacharjea A. (1999) views about it that, 'Development is a process; crime etcetera are events. And news is normally about events. Topicality is essential. The standard format is that such and such event occurred today or at least recently. That formula is not available when trying to put across the plight of the poor. It can be done, but requires much greater professional skill, study and field work than covering a murder or a political development. The reward is to contribute to the process of social change.' Mathew G.(2002) reports in this light that, the problems in our country are immense and diverse and if newspapers do not report on them it becomes a dangerous situation to be in'. He thus hints at possible

danger in view of lack of vision in reporting. In the above context, Murthy (2005) reports on his observation that, Issues like poverty, homelessness and unemployment are no longer projected on front pages. What you find, instead are odd stories of sex and violence to keep up the flag of investigative journalism flying high'.

The reason for such findings also could be increasing concentration and control of industrialists and capitalists on the press. This may curtail Liberty value of newspapers in terms of restricting free flow of information and its exchange to keep alive interests of a larger mass. Today, powerful people try to capture the media more and more either to create a better image for them or to expand their business gains. Newspapers do not remain out of this race. In Gujarat, in view of Gujarati dailies, the Media Trades reports (2002), reveal the scenario that Bajaj Auto, Hyundai Motor India Limited, Sandesh Health Care, Samsung India Electronic Limited, Hero Honda Motors Limited remain top five sponsorers to the print media.

Few of the media professionals who interviewed in the present study too supported this changing trend in media profession. One of the media professionals states *'Inflation affects hikes in prices of all commodities. Likewise, even pay scales of journalists also have increased. Technological advancement is required to collect information fast and accurate. Media owners have to try to raise revenue through collecting more and more advertisements from markets, when revenue is insufficient, media owners fall to obligation of political leaders or industrialists to survive in a competitive business. This kind of obligation compel them to present a biased view in favour of sponsorers of advertisements or political parties or leaders or industrialist. These people interfere to have a big say in deciding agendas and issues, as they provide finance. Ultimately, it affects their professional credibility and thus credit of the fourth estate is lost'*.

In this context, Bhattacharjea (1999) comments that, the real threat to the freedom of the press comes from its owners' who are ready to sacrifice the reputation and credibility of the newspaper they own for the sake of personal profit and influence with those holding positions of power. The reason could be that growing inflation and entry of new electronic media make survival of newspapers quite challenging. It is observed that, to survive in the market today newspapers bring in are flooded with sensational information on matters like page-3 celebrities, sex scandal, rape, murder agitation etcetera as they help to increase their circulation or readership figure.

Mathew G.(2002) in his article 'Rural People – Are They on the Media's Agenda?' remarks that, 'In the era of consumerism, media has become extremely image conscious and covers only what it sells. Growing competition, tougher markets situations and high technology have posed challenges for not only small but even well established newspapers too. The impact of the growing number of publications and the emergence of the visual media adversely affect the advertisement revenue of many newspapers. Even the biggest and most powerful publications are struggling to push up circulation. This leads one to believe that today survival of a newspaper depends on circulation and advertising. Because circulation is a key factor for attracting advertisements, newspapers adopt various strategies to boost circulation. In the process newspapers identify themselves as commercial enterprises'.

Ghosh^A(2000) remarks in this light 'As long as media is dependent on advertisement revenue, it can't become independent'.

So, these instances indicate that selected powerful people owning newspapers may force media professionals to follow their ideology and interests by compromising with public interests. Due to it media

professionals may less favourably perceive the contemporary role of the newspapers on the equality aspect of democracy.

Further, this reading explain on fact that in the light of considering such commercial issues, the media professionals may lack an opportunity or interest^{to} write on important issues concerning people in a society. So, when they lack opportunity to report in newspapers, they may less favourably perceive the contemporary role of newspapers on the equality aspect of democracy.

As mentioned by Murthy (2005) in his study on 'Media and Accountability', 'Only little more than forty percent of the print media journalists reported that they get an opportunity to report about the people's issues. The study findings also highlight the possible reasons for inadequate coverage of developmental news in the Indian press. It was reported that it may be due to keenness of newspapers to cover political, sensational and entertainment news to boost circulation, lack of research or in-depth study by journalists on covering developmental news'.

However, in this situation it is apt to put thought of Reston J Quoted in RAGHVAN J., A Media Perspective, Vidura, Vol,38,issue 4, 2002,Pg.19 a noted journalist. He says 'Today, news may be true but it is not truth and reporters and officials seldom see it the same way'. Dr. APJ Abdul Kalam the former President of India Quoted in: LAL R., Judging the book by its cover, Vidura, July-Sept.2007, Pg. 28 remarked, 'Journalism is truth expressed in intelligible language for information and education of the readers. True journalism vitalizes the nation. There is no room for sensationalism in it even if in the short run it might sell. It will be sacrilege. True journalism is courageous, truthful, inspiring and exalting'. But the situation that prevails in journalism today goes contrary to these inspiring words of an eminent scientist.

However, Shea (1998) states that totally impartial media is not possible. Most newspapers and television channels survive on political or ideological or monetary patronage. Padhya and Sahu (2005) too supported it and remark that, the Indian Press has come under the control of the 'monopolistic capitalists' either by design or by accident. Through this powerful medium, they intend to expand their business empire and indirectly help the growth of newspaper industry too. So, the press for these industrial barons is a means as well as an end in itself. The reason is quite obvious that in democracy a newspaper holds power to influence people. Through its influence, it can mould people's opinions and attitudes. So big newspapers set up their own monopoly. *The Times of India* for instance, operates under the control of the Jains. *The Indian Express* too operates under the Goenkas and the *Hindustan Times* under the Birlas and the *Statesman* under the Tatas, Mafatlals and the like.

Above instances show how democratization of communication gets affected. As Rajan (2005) states in this regard that the democracy gets consolidated only when the media is capable of to signaling weaknesses prevailing in a society.

Mathew G.(2002) observes that, earlier newspapers used to infuse in people sense of responsibility to nation. They were seen as nation builders who were involved in generating a public debate through writing articles in their newspaper to put pressure on policy makers. They invited articles from prominent writers too and debated on various important developmental issues through their editorials to change perceptions of masses and to inspire them to work for nation building. The contemporary situation is very grim in this regards.

This discussion leads to conclude that the observations indicates unhealthy sign of how of this democratic medium is exploited by its

main actors. Such a gloomy picture needs to be changed as fast as possible. It has to follow larger public interest. For it must frame development agendas in accordance with needs of the people. When pressure is raised from citizens through this medium it certainly compels bureaucrats to act decisively against permanent crisis of the state and nation. It also needs to highlight that when millions of people suffer from poverty, malnutrition, unemployment, the press has no sense to ignore them. Further, development is a priority issue in the millennium development goals spelt out by the United Nations in the current context. So, it certainly has responsibility to support the government's plan and priorities. Information is key factor in national development. It requires a better coverage of development related issues. It also implies that instead of disseminating developmental information flatly, the media professionals need to use this platform to facilitate participation and public dialogue on issues concerning society. Unless civil society gets all its acts together, public advocacy will fall short of enabling newspapers to be a legitimate tier in contribution for a democratic society and its development.

So, the above observation implies that the press as the fourth estate in the democracy has greater responsibility to play a constructive role. The theory of social responsibility emphasizes that the press should define issues and set the public agenda. The authors of agenda-setting model of the press like McCombs and Shaw (1972) Quoted in : AGGARWAL and GUPTA, Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi, 2001, Pg. 37 observe that, 'The agenda setting role of the press is one of the civic mobilization. The press helps focus our attention on the key problems of the day. It sets the agenda for action.' People depend heavily on newspapers for day-to-day information in view of their needs. So newspapers need to be updated with current information to inform and

educate people on their needs. A socially responsible press informs citizens on issues of immediate concern and hence a degree of the media attention has to be focused on social and developmental issues. It would leads people to believe that these issues are important.

In light of the above facts, media professionals of the Vadodara and Ahmedabad cities of Gujarat need to revive and reorient their objectives with media owners. Further, media owners must focus in their agenda primarily on informing people about different opportunities available in their areas or state. They should set an agenda keeping in mind the millennium development goals. For this they should plan agenda with the government as well as with people and invite them participate in national development with intensity.

Media professionals selected for the present study suggested that citizens in a society should encourage unbiased media by actively responding to the media. They also recommended that government should support the newspaper industry financially.

The professionals other than the media under the present study held somewhat favourable perceptions regarding the contemporary role of newspapers on the Equality aspect of the democracy. In Democracy, people are the ultimate masters to whom even the government is accountable. They therefore, have a right to know about policies, programs, doings or misdoings of their representatives and public servants whom have seated in power. The aim of freedom of communication in a democratic society ultimately is to secure a better society for future.

The reason could be lack of sensitivity of media professionals towards permanent crisis of the state or nation. This could lead them to act less accountability for democratic state. Few of the media

professionals who interviewed in the present study too supported this changing trend in media profession. One of the media professionals states *'Newspapers operate in today's competitive age to some extent to fulfill its role as watchdog and to provide entertainment. But the missing part in its approach is "sensitivity and authenticity". Many media houses seen to ignore these aspects. Another thing it is influenced adversely with a threat of the electronic media with which business and revenue collection has also got affected in many national and regional newspaper agencies'*.

The item wise analysis for the present study supports above fact and project picture of in-equality. The professionals other than the media revealed less favourable perceptions on the item like, *'Newspaper reduce urban-rural divide impact through its coverage in various sections and it bridges inequality between information rich and information poor people'*.

In this context, Rajan (2005) stated that, *'As journalism draws its numbers from the educated elite, all discomforts extent to the media. The us and them divide in recent trends in the choice and packaging of content, helps boosting its circulation and viewership but it can not shape the nation or society'*. It may get material gain, but no value gain is assured.

The former President of India, Dr. APJ Abdul Kalam Quoted in : SANJAY B.P., Media for a billion-Kalam's legacy, July-Sept.,2007, Vidura, Pg.27-28 states that *'In a billion people of our country, seven hundred million people living in six hundred thousand villages, the events and news have to be unique and large when compared to other countries. Hence our print media has got a great challenge. Our news reporting is mainly urban based in many of our States. This situation needs change...'* Dr. Kalam comment presents an idealistic version of how

newspapers can act with responsibility to society by covering achievements of small and marginalized sections of people or long term pending issues. Mathew G.(2002) supports Dr. Kalam's arguments and regrets with a remarks that "Though all newspapers have pages marked for politics, sports, business, leisure, lifestyle and city news, none carries a sections on grass root issues or alternate development models being experimented with".

Bhattachrjea A. (1998), Aggarwal and Gupta (2001), raise a point that 'Role of media in crisis has been discussed a lot but what about permanent crises which are largely ignored by the media. Poverty, hunger, illiteracy, employment, social injustice have become permanent features of the Indian society. Because they are permanent crises, they do not take headline news until situation like riots or famine or crime arises. Unless the media constantly covers these problems, the prospects of ameliorating them through democratic means are remote. In absence of the pressure of public opinion, administration and legislators will not do anything. How better the media would do in other areas, how advanced its technology would be and how attractive its appearance would be, how much money it may raise, it fails its obligations if it fails to contribute to public awareness in the times of social crises. We realize the true condition of our country only when the global human development index of the United Nations marks India nearly at the bottom of the scale. But it soon gets out of people's memory as there is no follow-up. In any democracy, media finds a special status for it because it is expected to play a vital role in creating public awareness to at large. It may make money no harm for financial stability, it may even cater to the tastes of the creamy again no harm for patronage but when this becomes the primary objective and obligations to society are overlooked, it no longer deserves a status of grace and glory and the respect and facilities it is provided'.

Another reason for this finding could be increasing coverage of advertisement in the English and language newspapers of Vadodara city. Increasing interest of media owners or editors in encashing every inch of its space with more and more money may cause shrinking of space for information, reporting and some special coverage in a newspaper. However, increasing in coverage of advertisement readers' contribution in terms of receiving or expressing views and opinions on different development related works too get reduced. An inch of advertisement means an inch less of information useful to readers. So, when more space is kept reserved for advertisement in newspaper it is readers who ultimately suffer. Their scopes to speak and express get limited to use this medium to represent their voice. In one way, it may appear to act to suppress public voice for business. Moreover, newspapers have to depend on sponsorers for finance and so they have to pursue the agenda that sponserers impose on them. This works to sideline a real agenda of public service. For this reason citizens may find dissatisfaction with the services provided by this medium. This may have lead them to somewhat favourably perceiving the role of newspapers in the democracy.

Some of the efforts organized by some English and Gujarati dailies are really noteworthy. The 'Save Girl Child', 'Lead India', 'Green Baroda Clean Baroda' and such other campaigns were undertaken by some newspapers in the city and it generated awareness among masses on various issues. Further, such a finding also could be with reason that content in a newspaper allow analytical articles based on news and educative features on social concerns like girl child, child labour, literacy and others. It helps to create awareness among public and also compel policy planners to initiate policy formations and debates on such issues. In this light, professionals other than the media may have somewhat favourable perceptions regarding the role of

newspapers on the Equality aspect of the democracy.

The above discussion implies that disquieting trend of newspaper advertisement coverage needs to be reviewed. The media professionals must follow a ratio offered by the government to cover advertisements in the media. Further, it is a duty of media professionals to provide adequately researched information on developmental aspects of communication through newspapers. Because, it is through media like newspaper which serves a mirror to a society, that people understand and keep them informed about current developments. Further, it also implies that when newspapers are able to function freely, they can become important building blocks of democracy. In addition to serving as a watchdogs on local institutions and alerting public to safety issues, they can also help citizens to understand and evaluate the government and its functioning in the interest of democracy. And so, if democratic government is to be valued correctly, because it is accountable to the people, we require free and independent media particularly in newspapers. Freedom is essential to this process.

This finding in a way implies and greatly emphasized a need to strengthen developmental journalism approach in this profession. It in a way implies it. So, to strengthen equality value in a democratic society through medium of newspaper, professionals other than the media recommended that, citizens of the society should evaluate and rate programmes analytically. On the part of media professionals it was recommended that they should avoid any political affiliation or pressure of influential people and allow better discourse to people for democratization of communication in democracy.

5.1.2.4 Fraternity Aspect

The media professionals expressed favourable perceptions regarding the contemporary role of newspapers on the Fraternity aspect of the democracy. The Fraternity value in Indian democratic Constitution mean assuring dignity of an individual, unity and integrity of the nation. It can be inferred from the findings that media professionals perceived, newspaper as a mass medium that enables to enforce Fraternity value. In other words contributes to social goods and humanness in a society. In the present study content and validity of news and stories become the prime criteria on the basis of which media professionals frame messages in the newspaper.

The reason that favourable perceptions are imparted by the media professionals regarding the role of the newspapers on the Fraternity aspect of the democracy could be a glaring progress that the Gujarat state has made with socio-economic development. The itemwise finding of the present study reflects favourable perceptions of media professionals on the item that, 'Newspaper helps on implementing socio-economic development objectives'. As per the Media Trades report of 2002, even after frequent disasters in the state of Gujarat, progress has been attained by the state in leaps and bounds and it has become a leading industrial and progressive state in the entire country. The economic structure of the Gujarat remains is amongst the best in the country. The economy of the Gujarat grew at a rate of 4.91% during 1980-91 and at 13.2% in 1993-94. Among various sectors of economy of Gujarat, growth has remained particularly strong, in respect of agriculture (36.3%), manufacturing (8.5%), trade and transport (10.2%) and public administration and other services (12.9%). This would not be possible without the contribution of newspapers with need based thoughts and offering of opportunities as democratic medium.

Another reason for favourable perceptions of media professionals on the Fraternity aspect could be that during hours of crisis, newspapers try to mobilize masses. Gujarat is a land facing manmade and natural disaster. However, when appeal for funds is made through different newspapers like *Indian Express*, *Sandesh*, it arouses good support from public. Newspapers in selected cities of Gujarat may not render their services to disseminating information but they do assume their social responsibility greatly by joining the relief fund campaign and helped the sufferers. Amartya Sen Quoted in AGGARWAL V. and GUPTA V., *Media Policy and Nation Building- Select Issues and Themes*, Concept Publishing Company, New Delhi, 1996. Pg.174 correctly says that India has not witnessed famines after independence because of the democratic polity and the free press. The Chinese government however, did not wake up to the nature and magnitude of calamity for quite a long time, and disastrous policies were not revised which resulted in death of some 23 to 30 million people during the famines of 1958-62. The informational failure in China was linked with the controlled press. Amartya Sen means that it is freedom of the press that shows a way through calamities with minimum of death toll and challenge.

Further, note worthy efforts were made by a Gujarati newspaper *Janamabhoomi* published from Rajkot (Cited in Mathew P.,2002). It organized a five hour peace march of several thousand concerned citizens in the city particularly, when the city was in a grip of communal violence. It was an attempt to harness humanness through newspapers. The peace march contributed a great deal to cool down tension and restore peace. This set an example for the other media people that apart from average of information there are other ways too that they can contribute to maintenance of communal harmony in a society.

Gupta (1995) explains in this light that, media communication is like a kind of temperature controlling agent. Through the stimulation of aspirations “social temperature” can be raised and the other way round, by providing explanation, the temperature can be lowered.

Newspapers assume social responsibility by allowing coverage of various disaster occurring often in life. It is also expressed by media professionals that during the time of crisis when the national unity is at risk, they can publish information to inform, educate and persuade people about the issues through newspapers.

The variablewise findings of the present study reveal that, there were significant differences found in the perceptions of media professionals regarding the role of newspapers on the Fraternity aspect of democracy in relation to their media accountability. The findings revealed that, media professionals both with less and somewhat accountability held less favourable perceptions regarding the contemporary role of newspapers on Fraternity aspect of democracy as compared to the media professionals with more accountability. Philipose P. in her article, ‘Coverage of Gujarat Carnage – The eye as witness’ states that “Every reporter has to deal with the fact that he/she is writing/ filming in the heat of the moment, reflecting the rush of events, even while being totally ignorant of what is going to happen next. To that extent, there could always be the possibility of overstating or understating an important aspect”. Hence, the probable reason could be that media professionals with less or somewhat accountability could be lacking human dimensions and touch. They might have more use of conflicting dimensions, provocative headlines and statement using inflammatory language on several burning issues of the society while covering information in newspaper. This kind of approach in communication helps them to easily capture readers’ attention and also to sustain their readership and circulation. However, they fail to act as

main actor in this communication cycle as they do not offer any solution or alternative strategies to the readers. They do nothing except highlighting issues negatively. Further, media professionals with less accountability may however, identify and report about a person making an offensive remark in obsession of his caste, religion or community. He may satisfy his vested interest using caste, creed, community, etcetera as a dividing force among citizens and use newspaper for the purpose.

On the other hand, the media professionals with more accountability use more of persuasive approach to deal with the issues with positive mind. They also impart to citizens alternative solutions pertaining to any problem too. With reference to the democracy, if this variable is analyzed, it is needed to be put like this. Indian diversity, under its national unity aspect include different elements like culture, religion, language etcetera. The media professionals with more accountability use all these elements in its varied colours through different groups on different occasions, different contexts to use this feature. This projection helps one to believe that interest of the nation is more important than interest of any individual or groups living within it. As these media professionals use this unifying force to emphasize that although diversified in several respect India is one in spirit. Hence, the basic difference in their perceptions may lead them to perceive differently the role of the newspapers in the democracy.

The above discussion implies that Fraternity value can be emphasized through newspapers by balancing of dissemination of truthful and objective information or writing that indicates spirit of human dignity and national unity. So, when media professionals hold favourable perceptions on this aspect they must emphasis on diversity of opinions, views, ideas and ideologies to enable citizens to arrive at an informed judgement on issues concerning them. Increasing expansion of newspapers must allow expression of varied views and

information that can provide enough ground for thinking to readers. Further, media professionals associated with the print media like newspaper need to be more responsible and objective when they write in any situation on any subject. The code of conduct need to be followed by a newspaper personnel.

In view of strengthening the role of newspapers in a democratic society, media professionals selected for the present study suggested that citizens in a society must appreciate and support only those programmes that are useful to public in their coverage through the medium. For media professionals, they recommended that they should believe in integrity and diversity. They should foster patriotism and must control personal feelings by giving balanced reporting during crisis. For policy makers the media professionals suggested that they expect that their policy formation requires force and focus on strengthening the unity of a state or nation.

The selected professionals other than media held less favourable perceptions on upholding Fraternity aspect by newspaper medium for its role in the democracy. The Fraternity of an individual relates to human dignity and in turn unity of a society or a state. So, the inference of this finding suggests that the professionals other than the media held high expectations as far as contribution of newspapers to humanity and unity is concerned regarding role of newspapers on the Fraternity aspect of the democracy.

The reason for such a finding could be that there may be a clash in the interests of readers and the media professionals. There is no common interests noticed in what readers and the media people say. It seems that because the newspapers are owned and operated as per changing market trends, the media people might hold commercial interests to promote them. The audience as readers may expect

information on different matters that would help their understanding and decision. However, what the audience expects does not make a main item on the agenda of the media. This may have lead the professionals other than to perceive merely consumers. Hence, they may have somewhat favourable perceptions regarding the role of newspapers on the Fraternity aspect of the democracy.

More recently, Bernt, Fee, Gifford and Stemple (2000) Quoted in : WIMMER R.D. and DOMINICK J.R., Mass Media Research, 7th ed., Thomson Wdsworth, Australia, 2003, Pg.313 compared editor's estimates of reader's interest on certain news matters with actual estimates made through a regular survey. The results demonstrated that editors showed overestimate about readers' interests in crime, religion, stock market and local business news. These findings suggest a gap between perception on the part of editors and expectations on the part of readers.

Gladney (1996) Quoted in : WIMMER R.D. and DOMINICK J.R., Mass Media Research, 7th ed., Thomson Wdsworth, Australia, 2003, Pg.312 explored on a matter whether editors and readers agreed on what makes a good newspaper. A survey revealed that both the groups agreed on an importance of keeping journalistic standards. But readers did not value professionals' goals and enterprise reporting as high as the editors did.

Bogart (1989) Quoted in : WIMMER R.D. and DOMINICK J.R., Mass Media Research, 7th ed., Thomson Wdsworth, Australia, 2003, Pg. 312 conducted a research on the editor-reader comparisons, where a group of editors was questioned about a certain matters and their responses were compared to those received for the readers. It was to see whether there is any kind of common thinking between the two groups. The resulting data indicated that readers expected more of

specific content like consumer news, health, nutritional and medical advice, home maintenance, travel etcetera and that were getting more of topics like school news, crossword puzzles, astrology, sports news, human interest stories etcetera. In the present study the findings on background information also support that they do not like much to read information on astrology, crossword puzzles etcetera. Their preferences were clear on matters that would concern their lives realistically, focus on their problems and concern and help them resolve them. They would not like any imaginary or speculative kind of material to read.

Another reason for the above finding could be that even in the time of crisis newspapers keep commercial motive in mind when they present information in news or reporting. The professionals other than the media from Vadodara city in the present study witnessed conditions during the time of earthquake, communal conflicts and some such disasters in the last decade. There are instances when newspapers took a stand by communicating distorted and provocative information created divisive force. K. J. Reddy (2002) the Chairman of the Press Council Quoted in: BHARGAVA G.S., Coverage of Gujarat Carnage Sensationalizing the news, Vol39, issu-2, 2002, Pg.4, expressed that 'A large number of newspapers and news channels in the country and, in particular, a large section of the print and electronic media in Gujarat has, instead of alleviating communal unrest, played an ignoble role in inciting communal passions leading to large scale rioting, arson and pillage in the State concerned.' He emphasized on a use of 'proper norms and standards and not to distort or exaggerate and not to employ intemperate, inciting and unrestrained language'. Rajan (2005) comments that, 'The national media coverage of the 2002 Gujarat carnage has been justly praised for its honesty, integrity and humanness. However, the coverage of the same experience by leading newspapers in state lacked both truth and humanity'.

All these evidences indicate that in times of crisis the professionals other than the media might have turned to newspapers with greater intensity with expectations to read news about what was happening in a surrounding community. Hence, they had expectation from newspaper to offer truthful, objective and neutral information by covering comprehensive and analytical views on pertinent issues. When they did not find newspapers following these lines during crisis, they held less favourable perceptions on the contemporary role of the newspapers on Fraternity aspect of democracy.

Above discussion implies that 'media is like a two-edged sword'. It needs to be used with care and caution. It also indicates that the role of the print or electronic media in situations of conflicts needs to be determined by a particular newspaper organization too. It has to be borne in mind that newspapers like other media can arouse strong, positive or negative emotional reactions particularly in times of crisis. Media practitioners should realise it and that they need to facilitate a solution of the conflict and try to promote better understanding among conflicting ethnic groups.

In order to strengthen the role of newspapers in the democracy, the professionals other than the media suggested that citizens in a society should be alert and vigilant while receiving information from the media. They further recommended that media professionals should be accountable towards public and society. They should protect democratic interests of people by properly editing the coverage for a newspaper. They should develop a sense of responsibility for their profession.

5.2 Perceptions of the media professionals and professionals other than the media regarding the contemporary role of the television in the democracy.

5.2.1 OVERALL PERCEPTIONS OF MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION IN THE DEMOCRACY.

The findings of the present study reveal that higher percentages of media professionals held overall favourable perceptions about the television regarding its contemporary role in the democracy. It can be inferred that media professionals in the cities of Vadodara and Ahmedabad of the Gujarat state held favourable perceptions as far as it concerns to uphold and strengthen various democratic values namely, Justice, Liberty, Equality and Fraternity. They may honour these values while disseminating information to the people using the television as useful medium.

There could be many reasons for such a finding. Today, the television occupies a prominent place in the Indian households. It exerts tremendous influence on viewers to the extent that they even reschedule their lifestyle on the schedule of television programmes.

The reason for overall favourable perceptions of the media professionals could be that now the government owned television channels operate under an independent autonomous body called the Prasar Bharati. After 1990s, a public broadcasting channel like the Doordarshan has been operating this independent autonomous body of Prasar Bharati. The feature of independence provides better functional autonomy to the media personnel working within national television channels. In a democratic society, public broadcasting is a forum where

ideas can be expressed freely and from where information, opinions and criticism get into circulation. This is possible only if the medium enjoys autonomy and independence. Freedom of public broadcasting has to be assumed against commercial pressures or political influences. On the other hand, the cable, satellite or local channels run on private ownership. So, this picture shows that clearly the television in India is free from the government control and it stays in the hands of people in general. This condition allows media professionals to perform a sensible role through the television as desired in the democracy. Hence, favourably they perceive the contemporary role of the television in democracy.

Further, increasing accessibility of national and satellite television channels in Gujarat and India by the citizens could be another reason. A public telecast through the medium of the television rests on a principle of universality. In this context, telecast must be accessible to every citizen throughout the country. Media Trades (2002) reports, highlight that television expansion has reached up to 46 percent in Gujarat, among which 72 percent has occurred in urban area and up to 31 percent in rural areas of Gujarat. This encouraging trend is seen at the national level too. Chacko (2006) report of National Readership Study 2006 report which reveals that, with a viewership of 230 million individuals watching television, that has gone from that of 207 million in 2005, the reach of the television exceeds the reach of the print media. It also estimates that 112 million households now have the television. Further, in Gujarat the penetration of government and private channels remains 50%. (<http://www.mediaware-infotech.com/newsletter/Gujarati/main.htm#tvview>). However, at national level too, Cable and Satellite channels have also grown from 61 to 68 million. So, not only national channels but also satellite communication provides private broadcasters an 'access' to audiences which they could not do previously. So,

universality feature of this democratic medium may allow the media professionals to perform various functions of the mass media conveniently. They may feel that, it puts all citizens on the same platform whatever their social status, region or income may be. And it also forces a media announcer to address the entire population. The public forum that provides is not to be restricted to any single group. Hence, they favourably perceived the cotemporary role of the television in democracy.

Further, in a major city or a town in a state there is ample flow of domestic and satellite channels. Television viewers also increasing choice with multiple options in terms that on subscription different network companies offer services with a wide variety of channels and facilities. Today, in the Vadodara city, citizens can make a choice from different network systems like cable operators, Direct To Home (DTH) services, Airtel, Reliance Big Television, Tata Sky and many others offering to viewers ample scope of selection and better services options at their doorstep. Subscribers have their own pattern of selection of channels. So, availability of wider choices for selection of channels at reasonable subscription and better services shows that the television is emerging as a contemporary medium to suit the present time. With increasing scope for television viewers in terms of better services offered may have lead the selected media professionals in the present study to favourably perceive the contemporary role of the television in democracy.

The responses that were received through in-depth interview of media professionals selected for the present study reveals overall favourable perceptions of most of the media professionals regarding the contemporary role the television in democracy. One of the young media professionals stated, *"The television is a diversified medium in the present time. As it cover variety of information from different*

perspectives, it brings closer the world to a common man". Another experienced media professional who perceived the role favourably also reported that, "television programmes are telecasted and they require good audible sound and clear picture quality. This makes media professionals more vigilant and alert before releasing any information in democratic nation like India."

Democratic practices are valued at best when there is free, regular and constant flow of information available to all its citizens. It gives citizens right to accept or reject and arrive at particular decision. This makes them rulers in real sense. The democracy has very much to do with choices. So, multiple sources in terms of communication services are essential to avail information in a democratic society. Increase in universal access of the television as medium wider choice of subscription services and independence of the television are strong reasons to convince professionals to perceive favourably the contemporary role of television in democracy.

Another reason for such a finding could be, unwavering trend of stable viewership of Gujarat, reflected in the watching regularly on the television news and current affairs programmes by the citizens. Dixit R. (2007) has an observation that viewership of the television in Gujarat is stable with 5.2 million individuals in homes watching television through cable and satellite, spend an average of 3.2 hours on a normal day in front of the television. It seems to fulfill entertainment and information requirements of urban Gujarati people. He also states that most favoured genre of their choice is public entertainment and such channels capture almost 33% of the total viewership. Watching Hindi movies is the second favourite choice of viewers and this genre of programming captures about 18% of the viewership. This is followed by viewing the television through local cable channels which amounts to 14%. So, these evidences indicate that programmes on different

channels present combination of varying degrees of social, political, cultural values. It enables people to have access to a variety of programmes for information, education and entertainment purposes. So, citizens find the television as good source of information about the surrounding situations. Centre for Media Studies (CMS, 2002) carried out a research in Gujarat and found that television happens to be a primary source of information in Gujarat used by the people. This may have lead media professionals to overall favourably perceive the role of the television in the democracy.

The variable wise findings of the present study reveal a kind of similar picture in relation to variables like age, sex, educational qualification, work experience and knowledge regarding democracy. No significant differences were found in overall perceptions of media professionals regarding the contemporary role of the television on the democracy in relation to its variables.

On reviewing overall perceptions that media professionals held regarding the contemporary role of the television in relation to the variables age and work experiences, no significant differences were found to be existed in them. The reason could be that sizeable number of media professionals selected for this study expressed their desire to contribute something significant to their society and thus, to be a part of reforming movement in a society. So, while reaching this common goal when media professionals, irrespective of younger or older age groups and less or more experienced, put in their efforts, there could be a chance of getting similar perceptions from these varied groups under the study.

In view of variable sex, no significant differences were noticed in overall perceptions media professionals regarding the contemporary role of the television. The reason could be that today women are no

longer missing from the Indian media whether as media professionals, subject or even sources of news. Joseph and Sharma (2006) reports there has been perceptible increase in gender consciousness in the media, not only among individuals but among journalists of both the sex.

Further, in view of variable educational qualification no significant differences were noticed in overall perceptions of both educated and highly educated media professionals regarding the role of the television in the democracy. The probable reason could be that the level of education between the two types would mark a marginal difference of level of matured thinking. Otherwise, basic cognitive skills of writing, reading, speaking and listening skills would be found in both the types.

In relation to the variable knowledge regarding democracy, there were no significant differences existed in overall perceptions the media professionals regarding the role of the television in the democracy. The reason for it could be that all professionals being citizens of a democratic country like India are supposed to have basic knowledge about democracy.

However, significant difference existed in the perceptions of the media professionals with less media accountability as compared to that of more media accountability as well as that of somewhat media accountability. The findings of the study reveal that the media professionals with more accountability were favourably perceiving the contemporary role of the television in democracy as compared to those with somewhat media accountability as well as those with less media accountability. The reason could be that media professionals with more accountability might have higher job satisfaction that could allow them to disseminate constructive messages in the welfare and interests of the larger masses through this medium. So, certainly they tend to be more accountable expressing overall favourable perceptions about the

television. Media professionals with somewhat accountability and less accountability on the other hand, might receive less job satisfaction. Dissatisfaction of their mind may affect adversely in their work practice too. It may lead them to become somewhat or less accountable in the work with little or no responsibility of work. This causes in them less favourable perceptions about this medium for a democratic setup.

Agarwal (1995) views that, there is directly proportional relationship between job satisfaction with reference to power, prestige and special privileges. Para journalists or professionals and free lance journalists writing freely show less job satisfaction compared to those on regular assumptions. Less job satisfaction may lead media professionals to become less accountable and as a result, less favourable perceptions may emerge from their expressions as regards the contemporary role of the television.

This finding implies that the television which causes mesmerizing effect on viewers need to be used with care as a potent instrument to generate social change in a developing country like India. Further, when media professionals give out favorable perceptions, it would be all the more important that the strength of this democratic medium is put to efficient use keeping in mind larger interests of masses.

In the present study, the selected media professionals from Vadodara and Ahmedabad cities of Gujarat recommended that media professionals should, get help from the government to strengthen organisation financially. Media professionals further suggested for the policy makers that they should keep national interests in mind. They should keep an eyes on various newspapers and channels with vigilance and while forming policy seek advice or views from qualified personnel, religious leaders and other think tank operating in various fields.

In case of the professionals other than the media they imparted overall mixed perceptions regarding the role of the television in the democracy, and yet the scale tilted more towards less favourable perceptions. So, it can be inferred from this finding that the professionals other than the media hold lot more expectations that the television may fulfill. It may go as far as considering different roles either as a mass educator or a development agent by upholding various democratic values are concerned.

The first reason that professionals other than the media of the Vadodara city have overall less favourable perceptions could be that viewers do not find of common interest with the television content. A good majority of professionals other than the media reported that they watch Hindi channels followed by English and Gujarati. However, television in its coverage does reflect effects of liberalization and globalization. So, when professionals other than the media may notice effects of liberalization and globalization in Indian society. They may find that the television projects more of western culture and deviate masses from the Indian culture. The respondents of the study might find that due to modernization and increasing western culture the television has reduced considerably cultural and religious programmes based on Indian context. It repeatedly telecasts programmes based on the western culture. Thus, it can hardly give out any traditional messages. Cultural values may also be given in mixed combinations with modern values. Further, the qualitative responses received during interviews of some of the media professionals comment that, *'Today the television has lost its originality. The big channels are imitating western channels and regional channels are copying the big channels'*. Such an observation puts viewers in a quandary position, not to accept or not to reject these information. One study was conducted by Desai M. (2002) on "Intra and Inter-Cultural Diversities in the Era of Globalization:

Transnational Television in India". The study reported that, Gujaratis as more "cosmopolitan" community and with better socio-economic status were found to be more close to their cultural-community affiliations. They perceive negative influence of satellite channels on families. They may be more concerned about the programming content of transnational television. So, this may lead them to perceive that, this democratic medium does not reinforce Indian values. Hence they expressed their overall less favourable perceptions regarding the contemporary role of television in democracy.

In democracy, generally news and current affairs programmes should revolve around social and cultural subject and political reportage of different parties and their healthy criticism which the television as mass medium needs to present. Further, work performance of democratic representatives should be regularly shown on the television so that citizens can check them with vigilance. In the present study, good majority of the professionals other than the media expressed their interest in watching news and current affairs programmes. However, manipulated or one sided information may put citizens to perceive this medium with less favourable perceptions. So, one sided views or lack of objectivity in reporting of social, political and other coverage through television programmes may have lead professionals other than the media to have such perception.

When the overall Intensity indices were calculated in view of the perceptions of professionals other than the media, it confirmed and supported less favourable perceptions of professionals other than the media of the television regarding its role in the democracy.

There may be yet another reason that professionals other than the media who used to watch more of Hindi and English channels would find that mainstream channels offer more and more scopes to the

issues or information of popular or known people and ignore largely unknown people in a society. This would make respondents to perceive that mainstream television channels have coverage in which common men is excluded with regard to their feedback or expressions. In such circumstances, when television channels follow un-democratic ways of importance in its coverage, professionals other than the media have reason to perceive that this medium is used by and for selected section of the society and hence, may less favourably perceived the role of the television in the democracy.

Dhuliya (1999) comments that when news reports have to rely on official sources they tends to make reporting centered around prominent people. These people are 'the known', 'the reputed' in a society and most of them hold power and influence in various walks of life. The 'unknown' millions get media coverage only when there is a disaster. This explanation is partially an attempt to answer the question why the real issues troubling by common people and the country are somehow neglected and superficial issues get prominence'.

The reason for such a finding could be that professionals other than the media, being educated citizens, might perceive that the television has to provide diversity of opinions and information from varied perspectives on several different subjects and topics. Today, the Indian society is increasing in its complexity day by day and it leads to a more complex life. In this context, the distance between what one know and what one needs to know has to be bridged as fast as possible. So, the professionals other than the media who deal with human or business related affairs in their daily lives, a need of fast and varied perspective is felt for information for correct decision making. It seems to be greater in the present time than any other time. However, it is observed that though expansion of television channels occurs on a wide scale almost all channels seems to pushup their programmes by

copying each other's formats. Besides it even news every minute is presented in a coverage of different channels but they appear largely to be duplication of efforts. Such instances lead the professionals to perceive that the media lacks neutral information on several important issues to arrive at some conclusion. There are respondents who are highly sophisticated. They seek ways to cope with the world which is getting increasingly complex. Such people make heavy demands on the television and at the same time they expecting high standards of performance. Hence, they may find that, the television as a mass medium lacks democratization of communication in a democratic set up of India.

However, one of the interviewed media professionals of the present study stated, *Newspapers and the television cover a variety of information from various perspectives, but they jump at once to conclusion without analyzing situation. Infact, the media focus only on verbal jugglery to impress viewers. It needs to be avoided.* So, the reason for overall less favorable perceptions of the professionals other than the media could be shallowness in information coverage. The lack of in-depth analysis on pertinent information or issues may cause confusion among people regarding understanding or acceptance of message. However, as viewers get authentic information from other reliable sources they understand the shallowness of the information that they disseminate through the television. The television is a powerful medium. It has capacity to turn any small event into bizarre, whether it is a coverage of election under political agenda or rescue of an ordinary small village boy, prince from a deep drainage hole. Yet, new issues rarely emerge from a reality of people's lives. Infact, inaccuracy, repeated flow of information, 'hyphening phenomena' of highlighting information as breaking news further distrust among viewers' for this medium. Traber (1998) highlights that, "The media constructs some

kind of surface over the social reality which has very little to do with the real world of majority of people.” This may have lead them to less favourably perceive the role of the television in the democracy.

Further, in the present study, the variable-wise findings, reveal that there were no significant differences found in the overall perceptions of professionals other than the media regarding contemporary role of the television in the democracy in relation to the variables namely, age, sex, educational qualification, occupational strata and knowledge regarding democracy.

No significant differences found in the overall perceptions of the professionals other than the media regarding the contemporary role of the television in the democracy in relation to the variables age and sex. Such a perception could be because of similar attitudes held by the by males and females irrespective of their age. With it they held similar overall perceptions regarding the contemporary role of the television in democracy. Mody (1996) observes in this light that differences in attitudes towards the medium may lead them to differences in an individuals’ exposure, comprehension and retention of media messages. The findings further reveal that majority of the young and the old as well as males and females held less favourable perceptions regarding the contemporary role of television in democracy.

No significant differences were found in overall perceptions of professionals other than the media regarding the contemporary role of television in democracy in relation to the variables educational qualification and occupational strata. The reason could be that the level of education between the two categories would mark a marginal difference of level of matured thinking. Otherwise, basic cognitive skills of perceiving, interpreting, analyzing would be found in both the types. Further professionals other than media in the present study were

belonging to working class. Hence, their exposure to outer world may have contributed to have similar perceptions on the role of the television in the democracy.

No significant differences found in the overall perceptions of professionals other than the media regarding the contemporary role of the television in the democracy in relation to the variable knowledge regarding democracy could be the democracy in India is sixty years old now and most of the respondents from the present study are born after the Independence. So, democracy is not a new system for any one. In addition, the television make it a live experience for every citizen through prompt reporting and live telecast of changes that occur in democracy.

Significant differences were found in the overall perceptions of the professionals other than the media regarding role of the television in the democracy in relation to the variable television utilization pattern. It was found that heavy television utilisers held favourable perceptions as compared to those with less television utilisers regarding the contemporary role of the television in the democracy. The probable reason could be light viewers may have selective exposure to information as per their attitudes. Thus, they may either ignore or misinterpret those information which conflicts with their attitudes and expectations. Hence, they may have less favourable perceptions for the same. On the other hand, heavy viewers may have exposed to wider subjects. These help them to clearly demark the role of the television in the democracy. Individual difference theory of communication as stated by Aggarwal and Gupta (2001) too supports it. It states that individual's needs, attitudes, values, prior beliefs and other cognitive and emotional states play an important part in screening and selecting media exposure and information.

The above finding implies a need to understand that television as a medium of communication in the Indian democratic society has to be expected as a mean of communication for public. The professionals other than the media should be informed and update about the issues or information of the day. Keeping in mind the democracy, the expectations of professionals other than the media held from television also indicate that television should act as conveyer of information which citizens need in order to make informed judgements of social, political, cultural environment of their state and nation. It should also lead them to participate effectively in the proper functioning of a democracy.

Professionals other than the media may have expect that the television should create a public sphere in which citizens can meet each together, debate and discuss issues of importance to the country. Through it, they can also convey their views to their elected representatives. It is expected that the television should provide a critical check on government functioning and other democratic constituents to restrict possible abuses of political power to prosper and ensure that decisions and decision-making machinery is expose to public criticism and scrutiny.

It implies that the media professionals have to maximize possible utility of television and also bring to the public notice the overview of society. They should explain to people how knowledge through the television would help them to play a decisive role in the democracy. They should therefore acquire ability and hold willingness to provide relevant information to people and a place that information to general discussion and turn into a democratic consent. They must exhibit no partisan interest on the specific outcome keeping a neutral eyes and mind and bring it under democratic process.

Professionals other than the media selected from the Vadodara city for the present study recommended that citizens in a society should be more interactive with media and reminds media people that because of citizens media is able to operate its enterprise. With regard to media professionals, they recommended that they should be committed to their profession. About media policy makers they suggested that they should provide a clear and proper guideline for local or national media organizations with strict rules and regulations. They should immediately raise a voice of protest against newspapers and channels that do not show correct picture of the Indian culture and may be which is harmful for the society.

5.2.2 PERCEPTIONS OF THE MEDIA PROFESSIONALS AND PROFESSIONALS OTHER THAN THE MEDIA REGARDING THE CONTEMPORARY ROLE OF THE TELEVISION ON DIFFERENT ASPECTS OF THE DEMOCRACY.

5.2.2.1 Justice Aspect

The findings of the study reveal that the media professionals held somewhat favourable perceptions regarding the contemporary role of television on the Justice aspect of the democracy. It can be inferred that the media professionals, who are involved in framing policy, producing programmes and telecasting various programmes on the television did not completely favour dissemination of information from the television irrespective of social, cultural, educational, political and other biases.

The first reason for above finding could be conflicting interests of media professionals and media owners. They might feel some kind of obstacles in using the medium to bring closer a society socially, culturally and politically through dissemination of information.

Particularly when the purpose of joining this profession with majority of them was to comment to public welfare, as they mention in the background information. Such a condition could be disturbing. This means that media professionals of the Vadodara and Ahmedabad cities of Gujarat, infact expressed their ability and willingness to use this medium to offer democratization of communication to some extent only.

The reason for such a finding could be over load of information coverage in today's globalised world. It seems that now a days media professionals keep receiving information from various sources for coverage particularly on the television. In the present study, high majority of the media professionals reported that they give preference to the content while framing messages for a television channel. So, in such circumstances, the media professionals may select information keeping in mind a prominent position the sender holds in a society, particularly when the sender is a politician, an industrialist or a bollywood or sports star. The information once selected is released to the audience without looking in to any reason or logic. The consideration here is also assumption that it might helps them to receive better viewership for their channels. While determining a criterion of prominence, media professionals have to keep in mind that it cannot be applied only to people, but also to towns, countries and organizations. It works while designing messages for television channels. This restricts them to select or accommodate any requests or suggestions of an ordinary man to include for communication to a larger mass.

Traber (1998) remarks that, "Prominence is an anti-democratic principle. Following this criterion of news, the mass media makes people holding in power also socially prominent. Power, of course, is measured not only in terms of political responsibility, but in terms of money and material possessions to be able to sponsor power play that

goes on in politics and economy. Adding to this the prominence awarded by the mass media adds 'glamorous' status to beauty of queens and dignity of kings. Heroes of our entertainment industry and sports too emerge with the television glamour as a few men or women of rarity and truly qualify as celebrities for public. Those who are either politically powerful or economically strong can consolidate their position to sponsor sports or world of entertainment".

Further, some of the media professionals interviewed for the study also expressed their concern for increasing use of television by the selected groups of people. One of them said, *"There are many issues which are not at all covered in their agenda, which ultimately deprive larger masses of the right to information"*. Another media professional stated that, *"Today's media professionals intentionally ignore their duties"*.

This indicates that increase in number of television channels leads to a greater competition among channel owners to capture attention of viewers. This could be another reason for the finding.

Chakravarthy J. (2004) remarks that, 'Since Doordarshan sells the air-time on the basis of a size of the viewership and not on the basis of quality or band association, it began to look for ways of increasing viewership. In a competitive marketplace, this means increasing emphasis on inane sitcoms, film based programs and count-down show, all at the cost of public-service programming'.

Some of the media professionals interviewed showed concern in this regard. One of them expressed that, *"Today newspapers and television channels are commercialized. They have made this profession a business to earn profit, which leads them to divert their attention from the ideal of democratic role fulfillment"*. Yet another of

them felt that, *"Aajna media garib ke middle class mate rahya nathi, karanke media ma temno aavaj rahyo nathi"* (Today's media is not meant for the poor. It does not allow their voices to be heard).

The item-wise analysis of the present study reveals that the media professionals favourably perceived the item that "The television gives a space to a common man to make him/her a celebrity". The reason for this could be increasing number of reality shows and game shows on different channels like 'Indian Idol', 'Kaun Banega Crorepati', 'Sa Re Ga Ma Pa', 'Boogie Boogie' and others. They offer to a common man a chance to explore his potentials and emerge as hero. The present study also reveals that the media professionals held favourable perceptions on the item that "The television brings the social problems in front of the individuals of society". This means that besides informing on world issues, the television deals with societal problems at local, state or national level. It addresses issues like dowry, child marriage, women's education, water problems etcetera. The television makes people aware about all these problems which would further help in bringing about a change in the society and a better society can be formed.

Variablewise finding of the present study reveals significant differences were found in the perceptions of the media professionals regarding role of the television on Justice aspect of the democracy in relation to the variable media accountability. The reason could be that media professionals belonging to more accountable category may be constantly updating themselves with the development in varied areas as they are main players of information dissemination. Further, they may have their wide networks of contacts and ears-to-the-ground attitude which allow them to use this medium at its optimum in democratic set up. On the contrary, less accountable media professionals hardly put effort for updating oneself. They may have

limited contacts. So, this may lead them to develop less favourable perception regarding the role of the television on Justice aspect of the democracy.

To sum up, this finding reveals the truth that media professionals, who are mainly involved in framing, producing and releasing various programmes, were not completely satisfied with a job of dissemination of information through the television. Irrespective of social, cultural, educational, political and other biases, there may be many factors to affect work like pressure from the television owners or broadcasters, information overload and others. However, media owners are reminded here to neglect power of anti-democratic principle of prominence while designing and disseminating information to a larger mass. It also indicates that a presenter needs to ensure that, “prominence of the prominent” should not be undermined at the cost of ordinary men, women and children in a democratic society. The media owners must offer the media professionals enough scope to present realities by giving the powerless a chance. In a democratic and developing society of India, they are not just individuals but they form groups and associations. Hence, it is essential that the television strive with sincere efforts in the direction of building a nation and lives of those marginalized groups are provided with due share of representation to raise their voice through the television. This helps to achieve not only democratization of communication, but also leads nation to a developed society.

The media professionals in the present study suggested that citizens in a society should have ability to strengthen the truth. For media professionals they recommended that they must give a space to coverage of common man’s issues and for policy makers they suggested to make and use media as an neutral agency.

Professionals other than the media on the other hand showed somewhat favourable perceptions regarding contemporary role of television on the Justice aspect of the democracy. It can be interpreted from the data that for the democratic aspect of the Justice the professionals other than the media also revealed similar perceptions of somewhat favourable kind regarding the role of the television in the democracy.

The item-wise analysis of the present study reflect favourable perceptions of the professionals other than the media on the item that, "The television mobilizes various social groups to take quick action". The reason could be advancement in technology. The television has its network with other media as well as also has network by keeping correspondents at different places, whether small or big cities. This helps them to understand issues and mobilize people for right action. For instance, during earth quake disaster in Gujarat, to mitigate the quake aftermath pain, stress and shock television did their utmost efforts. Twenty four hour news channels of the global television networks was updating the audience non-stop with a death toll almost instantly and showed how relief and rescue operations were carried on. The channels were also providing telephone numbers and list of addresses where other citizens can approach their help in terms of money, materials or voluntary service. So, this may lead professionals other than the media to have somewhat favourable perceptions regarding the contemporary role of the television on Justice aspect of democracy.

The probable reason for not having completely favourable perceptions could be on lack of reality in the television projection and, releasing senseless things in a programme. In the present study, high majority of the professionals other than the media stated that they watched news and current affairs programmes regularly. There were

few programmes which liked to watch regularly on the television. This might be for the reason that either they did not find programmes upto their taste. It is also likely that they might be perceiving programmes far from any real situation in a society.

One media professional interviewed for the present study agreed to the above observation saying that, *"With changing scenario, the television has converted its role to a means for 'infotainment' and 'edutainment'. Today, the television is acting more like a super market stores category to citizens' needs. Different channels lure citizens by feeding a variety of interests and with fantasy. In this context, educational and developmental issues are missing seriously, and good documentaries are missing to the extent that public broadcasting interest is seriously missing."* Another media professional showed concern saying that, *"In democracy, to understand societal scenario, people rely on the media, and when it fails to analyze things ethically and religiously people will lose faith from it"*.

Chakravarthy J.(2004) states that, 'In present competitive environment, media professionals instead of seeking to and develop a taste for quality programmes, increasingly sought to feed on 'mass' tastes. This necessarily leads to a lowest-common- denominator approach, with programmes competing at a base level of taste. In a diverse society, the simplest common tastes are violence, sex, fantasy, pop music, gossip shows etcetera. As competition grows sharper for the moment primarily in television, many of the new satellite channels this formula.'

Further, the item-wise analysis under the present study reveal less favourable of the professionals other than the media for the item that, "The television is impartial and unbiased in reporting events for public importance". It indicates that the professionals other than the

media perceive that today television is partial and biased in terms of its reporting on events for public importance. It ultimately shows less credibility of this medium for the professionals other than the media. They may find that television channels lack things to contribute to bring about a social, political, cultural change in a democratic society of India.

The responses received through in-depth interviews with media professionals revealed less favourable perceptions of some of them regarding the contemporary role of television in democracy. One of them stated that, '*television garibine glamorized kare che ane tethi tenu deshna problem ke issue tarike nathi batavatu*'. (Television glamorizes poverty and hence it does not represent it as serious problem with human touch and as a problem of nation.) So with this reference it may be understood that the professionals other than the media felt that television seek to encash on crises or disasters lacking sensitivity to portray those ground realities with human sense.

In a high competitive era, getting good revenue remains the priority for television channels. They compete for it by offering consumerism approach in their programme format, whether it is a daily soap, news or reality shows. It has been observed that different television programmes showing conflicts in situation are used for the purpose it at its optimum. However, conflicts in its presentation of programmes seemed more planned, instead being a real one which ultimately upsets viewers. Probably, the professionals other than the media also carry similar feelings for that reason and, hence, less favorable perceptions are given out on the role of the television in the democracy. This may generate less sense of credibility among viewers for this medium and hence such perception may have held.

Traber (1998) acknowledges in this regard that 'we have become so obsessed with the news value that we capitalize on any

event that contains even the slightest element of it. A certain phrase of a politician may somehow be interpreted as aiming at his political rivals and thus, what is uttered innocent statement now turns into an open salvo of an alleged power struggle between politicians. The language is highlighted with warring abuses and allegations in political reporting intensify the element of conflict. This mostly happens during the election time. Further he reports that, "Ministers throw back challenges"; "government to fight to the last drop" such statements make usual conflicting headlines. In the media, if there are no real conflicts to report on, they are created artificially as a form of media entertainment. So, there is a little space or time left for the media that can be devoted to real problems and issues and achievements. They cannot easily be framed in terms of conflicts. Consequently matters concerning 'ordinary' men, women and children are to a large extent, excluded from the media'.

The present study also sought to highlight the variable-wise trend of the perceptions of professionals other than the media for the Justice aspect of democracy. It reveals that there were significant differences in the perceptions of professionals other than the media regarding contemporary role of television on Justice aspect of democracy in relation to their sex and television utilization pattern.

With respect to sex, the findings reveal that females held favourable perceptions than male professionals other than the media did. The reason for it could be that females professionals other than the media might have their daily schedule more structured for their personal and professional life. In that, they also have to adjust their regular schedule of watching the television. It would be their regular viewing that may help them to favourably perceive the contemporary role of television in democracy than their counter parts would do. Consistent viewing of any program would get to her continuity of happening and

help her to form more realistic view about it. Viewing as whole counts more here than viewing parts and that too inconsistently. Regular viewing helps in such cases to concentrate well and form more realistic perceptions. Males professionals other than the media on their part are constantly running for jobs or business and so they may be unable to concentrate because of their pre occupations and hurry-worry-curry kind condition.

In respect of television utilization pattern there were significant differences noticed in the perception of professionals other than the media on the Justice aspect of the democracy. Significant differences were noticed among all the three categories i.e., light television utilisers of the professionals other than the media, average television utilisers of professionals other than the media and heavy television utilisers professionals other than the media. The findings reveal that professionals other than the media belonging to light television utilizers category held less favourable perceptions as compared to those with average television utilizers. The reason could be being light television utilisers they might be ignorant about social responsibilities that the television carries in relation to the welfare of a society. Further, the same finding also indicate that the professionals other than the media belonging to heavy television utilizers held less favourable perceptions as compared to those of average television utilisers. The reason could be professionals other than the media who were heavy utilisers might get a chance to be critical and analytical in evaluating various programmes with respect to social responsibility that television carries as a mass medium. And thus, while categorizing they might find that according to the Justice value, television might lack adequate inputs in the context of a democratic society.

Summing up, this finding suggests that in a democratic set up, a communicator should not take people for granted. The 'bullet theory' of communication highlights that a communicator may shoot any message to a person and a person falls to its hit as message is no longer valid. One should not forget that the receiver is as active as the sender. The audience does not remain passive in the current context. Even with best of communication techniques the communicator cannot thrust upon one any message against unwilling mind and heart and his needs in real.

It implies that the professionals other than the media in the city of Vadodara perceive that television programmes are still far from fulfilling their expectations. The programmes have to be unbiased and should relate to diverse matters related to social, cultural, political affiliations and patterns of the Indian society. Else television could become superfluous to their lives. They want television to be related to the social fabric. In other words, they want television to perform its original role for which it was primarily introduced in India for 'national development'. According to Joseph (2000) "Public service broadcasting in India should serve as a vehicle of social awakening, to open up the minds and synthesize different possibilities and choices available to the people. This is what was probably intended by the founding fathers of our democracy when they nurtured public service broadcasting in the early years of our independence and made substantial investments for putting up a fairly extensive infrastructure for the television in India".

The professionals other than the media of the Vadodara city selected for the present study suggested that citizens of a society should actively participate and use the media as platform to express their views or opinions on related public matters. They should provide regular feedback on different social, political, educational issues pertaining to their own lives. Media professionals should be clear, simple, honest and forceful in conveying information and should not manipulate information for commercial gain.

5.2.2.2 Liberty aspect

The findings of the present study reveal that perceptions of the media professionals were found favourable regarding contemporary role of the television on Liberty aspect of the democracy. The constitution of India refers to Liberty as a democratic value. It implies freedom of thoughts and expression, belief, faith and worship. In the present study it can be interpreted as freedom of media professionals to communicate right thing from a common man to a person in power holding with highest authority of the nation. The television as a medium provides an official platform to media professionals to communicate, interpret or analyze situation for any individual person in a society.

The reason for favourable perceptions of the media professionals regarding contemporary role of the television on Liberty aspect of the democracy could be increasing coverage of the functional pattern of the television on different democratic institutions. The role of the television in democracy is of a gatekeeper. In this context, today, most parliaments in the world are televised nationally and some internationally too. Nothing is hidden from the people. Everybody can see the functions of the parliaments. In the national television telecast, the programs like 'Aap ki Adalat', 'Rubaru' etcetera reflect on government authorities and individual persons too by putting a witness box and people see it as live telecast. The person in the witness box has to answer questions in front of the television audience. These programmes also give a scope to discuss government policies and reports, as all are placed on the table of the house and are kept open for public scrutiny. This helps to bring transparency of matter in democratic spirit. It enables people to govern democracy well. Satellite and Cable networks have caused a change in needs of information, education and entertainment of the viewers through out India. Thus, it is

because of freedom of expression that media professionals can avail this opportunity to inform citizens about their democratic choices. A democratic society is supposed to be a self-governing society that makes its own choices and decisions. In order to make a better decision for governance people need an access to information with an open exchange of views. So, by bringing transparency the television can play an important role to promote democratic principles in a society.

A few of the media professionals interviewed for the purpose also visualized a changing trend bringing transparency on social and political fronts while disseminating information. As stated by one of the media professionals, *“Media (by referring Newspapers and Television) is a critic in present time, be it about a court proceeding or a film. Media reports are discussed and debated in all assembly sessions of a parliament. It has been serving its contemporary role very well for the last five decades and keeps on improving everyday with the fast advent of technology.”*

An item wise analysis of the present study shows that media professionals held favourable perceptions on the item that, “The television increases audience horizons by diffusing new practices, skills and technology”. So, the reason could be information dissemination with distinctiveness in programmes offered by telecasting through television channels. It is observed that it is not merely a matter of producing a type of programs. It is infact a matter of doing things differently, without excluding any genre. This leads media professionals to become innovative and creating new slots, new genres etc. For instance, a game show like Kaun Banega Crorepati is both informative and entertaining. Programs like Asian sky shop generate awareness and skills about new technology. Moreover, various formats of the television also promote art, culture, creation of original work, music and other prevailing feature of the Indian society. With distinguished formats the

television can leave its marks on citizens' mind and make sure of better combination with use of creative expression through its freedom to communicate it to the masses.

Rao and Vasanti (2005) remarks in this light that, 'as India becomes globalised, its mass media witnesses a phenomenal change in its very structure, growth pattern, role and relevance to the people of the country. The television which remained as an entertainment medium earlier is now becoming a prime news source with a deluge of 24-hour news channels'. So, more and more people rely on the television to get acquainted with the surrounding world and to become its member through participation. They may overcome their limitations of access and reach. This shows that growing importance of the television in the heart of the citizens could be one of the reasons to leads media professionals to favourably perceive the contemporary role of the television on Liberty aspect of the democracy.

The present study reveals that variable wise, significant differences existed in the perceptions of the media professionals regarding the role of the television in the democracy in relation to the variable media accountability. The findings of the study reveal that the media professionals with more accountability held favourable perceptions as compared to those with less accountability regarding the role of television on the Liberty aspect of the democracy. The reason could be more accountable media professional may have acquired higher positions. At higher positions they may have better advantage of using their resources hence could effectively use television in a democratic set up. So, their perceptions could be favourable on this aspect. However, the junior media personnel may have to struggle a lot and hence more struggling environment to reach out to democratic norms may lead them to have less favourable perceptions for this aspect. Mody (1996) remarks that the position of a media professional

in the hierarchy of a media organization frequently determines a level of organization resources and support that s/he can command to make her/his programs effective. Senior producers and artists may find it easier to get access to good audience researchers, transport for field work and large budget sanctioned with junior staff. So, this could be a reason that media professionals with higher position enable to use their power and position. Hence they favourably perceive the contemporary role of television in democracy.

Another reason could be that media professionals with less accountability may abuse their Liberty in the name of demands and expectations of people for their personal vested interest. However, while doing these wrong tactics, they may be well versed of their professional code of conduct. Thus, it may lead them to less favourably perceive the contemporary role of television in democracy.

This means that media professionals have Liberty in the collection of information, opinion and comment. They have Liberty on interference by public authority, Liberty to criticize, oppose governments and political bodies and also Liberty in the dissemination of news in all forms through the news media. Thus media, particularly the television gets freedom with Liberty in all the above mentioned forms along with equally as vital factor of accountability in their course of conduct.

This implies that the television should take a more active role in public debate. Through investigative reporting, it should campaign for specific policies or reports of the governments. Further, it requires to act like a torch to remove darkness of the democratic society from its each corner. Hence, it needs to be focused duly particularly when it has got a hold of Liberty value allowed by the Indian democratic constitution. It should also serve as a forum for organizations and individuals on societal matters to express their opinions and present divergent points

of view to build up a healthier democratic state.

In the present study, the media professionals recommended that, citizens of the society should raise a voice against that media exploits information for undue advantage. It should not be to gain cheap publicity. Media professionals in present study recommended that they should support and encourage subordinates for better coverage of media content. For policy makers they suggested that they should promote those media which are fair, honest, objective and accountable, keeping in mind national interest and welfare of the people.

Similarly, the professionals other than the media held favourable perceptions regarding the role of the television on the Liberty aspect of the democracy. The first reason for such finding could be increasing use of investigative approach by television. Corruption is a social vice that simply means use of public office for private profit. Thus, it is unjust act particularly in the democratic set up. It is a betrayal of people's faith. So exposing corruption through sting operation is a recent project carried forward by the media. It proves an essential instrument to restrict corruption in public functions. This empowers the democratic machinery to uphold Justice in its own right.

Further, diversity of various programmes and subjects from various channels may have lead them favourably perceive role of the television in the democracy. Today, it is observed that television channels are diversified in different ways in terms of the formats of the programmes it offers. Viewers form its target audience and the subjects can be discussed. The programmes are offered by television channels in various format namely quiz, news, debates, reality shows, documentary, cultural programme etcetera. Further, it is observed that the television is one of the most powerful medium enabling persuasive through face-to-face in discussion. It deals with an almost every kind of

information and subjects like agriculture, health, education, fashion, economy, ecology etcetera. Moreover, television with its audio-visual effect can convey information in interesting and effective formats like drama, interview, discussion, documentary, animation and others. Due to freedom of expression, programs in different formats appeals and lured the viewers. For instance, serials like Humlog, Buniyad or Tamas were of low budget production that created a history with a mission. They left their marks on their viewers' mind for long as it provided an opportunity to deal with cotemporary matters of people's interests. Mythological productions like Ramayana, Mahabharata, etcetera may serve to teach lessons of life based on the past to improve things for the present generation. Thus, the television is able to bring to its audience live programmes right in their living room. It offers them a direct experience of participating in the event. Further, this feeling is equally reinforced by private, public and local channels, which satisfy democratic façades irrespective of region, class, caste and other bias. Moreover, no other medium can be compete for its immediacy too.

Further, availability of variety of private and government channels in regional language enables viewers to satisfy their cultural and linguistic taste. The professionals other than the media might have felt that through its various programmes based on different believes, faith and worship the television promotes linguistic culture and respect spiritual values and wisdom of others. The television too has programmes to present a composite national culture and perspectives on India's rich cultural heritage and diverse thinking. They represent various religious and cultural expressions and activities of people that may belong to different parts of India and reflecting diverse Indian culture. With socio-cultural diversity, India has a total of sixteen official languages and wide disparities in living standards. With these complexities, the way Indian television market uses its liberty to reach

out region wise, confirms that television is no longer remains a national but also becomes regional and local mediums which is accessed by any individual. Different states and cultures in programmes like Bengal in 'Kasauti Jindgi Ki', Gujarat in 'Baa, Bahu aur Beti' and the like highlights different dressing styles, languages, food patterns and even songs and music in those serials. They depict diversified ethos of democratic India with its multi-culturalism, multi-lingualism and multi-regionalism. This reinforces traditional Indian and cultural values among viewers. Hence, they favourably perceived the contemporary role of the television on Liberty aspect of the democracy.

Chakravarthy J.(2004) say that today a variety of television channels reflect diversity of public interests by offering different types of programs from news to light programs. So, it is through diversity of subjects of discussion, media professionals of television channels may seek to respond to a varied interest of the public and reflect a whole range of current issues in a democratic Indian society.

With globalization, liberalization and privatization, there are increasing number of media channels and their increasing coverage. It may lead professionals other than the media to believe that by and large the television is free and fair.

Another reason for favourable perceptions of the professionals other than the media on Liberty aspect of the democracy could be increasing interactivity with the audience through television medium. The programmes like 'We the People', 'Big Fight', 'Face the Nation' etcetera give viewers good satisfaction that they can raise their voice in democracy at least through the media and then freedom of speech and expression acquires real sense. So, the telecast of such kind of programmes could be one of the reasons, that professionals other than the media favourably perceived the contemporary role of television in

democracy.

As reported by Joseph (2000), "The issue of freedom of information has bearing on the universal human rights programme. It requires to seek, receive and impart information and ideas through the media regardless of frontiers. An open society, a democratic society in which there is a roughly equal chance of access to power and wealth. It depends on free flow of information, education and entertainment. Markets can only operate effectively if buyers and sellers have access to information. Freedom of information is linked to economic information and that means freedom of access to business information as well as political information".

The reason for such a finding could also be that the television offers to an individual a link with various groups in society. The professionals other than the media selected for the present study are comprised service and business people. For them, it is very much essential to keep abreast with the latest development at local, state, national and international levels. The item wise analysis of the present study emphasizes that professionals other than the media held favourable perception on the item that, "The television links together elements of society" that are not connected through interpersonal channels. As television channels operate through informative programs, which are useful to the common man like shares and stock, live discussions or entertainment programmes, live coverage of the Olympic games and desire for cricket and other games and educational programme like those produced by the University Grant Commission. They satisfy consumers' information adequately. The power of acquisition of information helps them to gain confidence by clearing their doubts and more aptly help them to make up their mind to affect betterment of the life.

In relation to the variable of television utilization pattern, the present study highlights that there were significant differences in the perceptions of the professionals other than the media regarding the role of television on the Liberty aspect of the democracy. The findings reveal that professionals other than the media who were light television utilisers held less favourable perceptions compared to those who were heavy television utilisers. Cultivation theory of mass communication states that individual who watch television simply to pass time or because it becomes a habit appear to be more affected than people whose viewing is planned and motivated. On this basis professionals other than the media from light viewers category may have their planned schedule of television watching and hence less affected in their perception. Thus, they may have less favourable perceptions regarding the contemporary role of television on Liberty aspect of the democracy. However, the professionals other than the media who belongs to heavy viewers category may have more affected perceptions due to their regular habit of watching television. This helps them to categorize various programs on democratic norms. Hence, they may have favourable perceptions regarding the role of the television on Liberty aspect of the democracy.

It implies that when liberty of thoughts and expression allow to figure on the television harmful information or ideas, vulgarity with vested interest of self glorification and profit for the media organizations, government has insist to know and population should also agree, that there has to be discrimination between freedom of expression and licentiousness that may be harmful. The government must activate the legal systems to prohibit subjects which are perceived as harmful to population or the state like hateful material encouraging seduction that encouraging criminal behavior, that spreading sensation of violence, and pornography.

The professionals other than the media in the present study recommended that, media professionals in a society should avoid yellow journalism. They should enforce self-censorship and should avoid coverage of vulgar advertisement. They should infact erect a bridge between public and governing authority.

5.2.2.3 Equality Aspect

The perceptions of the media professionals were found less favourable on Equality aspect regarding the role of the television in the democracy. Media professionals in the present study held less favourable perceptions regarding the role of television on the Equality aspect of the democracy.

The first reason for the less favourable perceptions of media professionals could be that they were unable to meet the financial requirement of the television organizations. The media professionals may have to collect revenue by approaching the corporate and other big private companies for advertisement. So, these financers may try to dominate on their freedom and authority of a channel. They might have to produce programmes and formats as per the demands of the sponserors whose main objective is profit earning. This may curtail the freedom of the media professionals who strove to successfully compete in the media marketplace. Rao and Vasanti (2005) remark that, in case of television channels advertising has been` the primary source with 70% to 80% of collection. Hence, to the greater extent they influence on determining the priorities and preoccupations of different programmes on the television channels. This indicates that to fulfill a necessity for more and more money, the television professionals often try to maintain their viewership at any cost for the survival. This may lead them to adopt propaganda or yellow journalism. In this context, they agree with what most people want to hear points of view by

loosing its credibility. In essence, they often give the public “what they want to hear” and the eye is on increasing the revenue. By appealing to many viewers, television channels can not only increase their TRPs, but also charge advertisers more money because their audience reach has expanded wider. Such acts with conscious attempts lead media professionals to realize curtailment of status and opportunities related communication for larger masses against selecting what the few suggested.

Villanilam (2005) remarks that, ‘Modern media lean heavily on advertisements. Some sociologist think that the media exist mainly for advertisers and their own monetary benefit and not for the betterment of the society. Heavy dependence on advertising can influence independence, honesty and impartiality’.

The media professionals interviewed for the present study reflected their concerns about financial crunch in the television organizations in the present time. One of them also stated that, *“Due to inflation, price of every commodity has gone up. Likewise even the pay scales of journalists also have got increased, more technological advancements are required to collect fast and accurate information. Due to this media owners have to try to raise more revenue through advertisement from market. When revenue is insufficient, media owners take obligation of political leaders / industrialist to survive in the competitive business. This obligation lead media owners to be biased either with that sponsorers of advertisement / political party or leader / industrialist. They have their big say in deciding agenda / issues for that medium, as they provide finance. Ultimately it affect on their professional credibility and hence, credit of fourth estate is lost”*. Another media professionals stated that, *Samachar medavvani aandhari dot chali rahi che, nani vatone mota svarupe batavi, mota muddao tarfthi lokonu dhyan hatavay che*. (Doing first’ is the only

motive that seems to guide media professionals using the television as medium to impart information to masses. In that rat race they care less for standard and credibility.)

So, increasing competitions and inflation from Indian and foreign markets lead media professionals to offer people what they want. Some of the responses that were received through in-depth interview of media professionals selected for the present study too support this trend.

Another reason for less favourable perceptions of media professionals of the Vadodara city perceive could be the unequal distribution of programmes on the television. Most of the time, all the channels focus more and more on offering entertainment program, however in that they neglect other two major role of the television like imparting information and education of larger masses. Further, increasing competition also forces media professionals to adopt consumerism based entertainment programmes. Hence due to it even though they want to offer various programs on equality of status and opportunities to various classes and caste groups, they are unable to do so. Whether it is local Vadodara News Magazine which has their views, news and entertainment package for one hour or there are E-TV Gujarati or other channels operating round the clock. Basically, it is an attempt to attract viewers by offering them more and more through entertainment programmes. Sarma (2002) remarks her article, 'Changing Face of Indian Media' that, "Entertainment constitutes about 51% of the total television programme contents whereas news and education constitute merely 13.3 % and 9.6% respectively. This ultimately reduce the airtime for other need based programmes which offer better opportunities to need population."

One of the media professionals interviewed for the study stated that, *"With globalization control of common man on media is lost ...*

most of the channels in India are imitating the American media”.

Another reason for less favourable perceptions of media professionals could be lack of trained staff who can articulate various developmental messages skillfully. In the present study some of the media professionals of local channels were interviewed. They reflected that, they were earlier working for a newspaper and then after having rich experience of working with the print media, they have now shifted to the television medium. So, this could be one of the reason that language of the medium was not learnt though working for same and hence, may find it difficult with lack of skill in preparing development themes related to issues for television channels.

According to Bhattacharjea A.(1999), any journalists know how much it is difficult to cover human development problems than to do politics, or crime, or even cricket. The reason is simple. Development is a process and crimes etcetera are events. News is normally about events. Topicality is essential. The standard format is that such and such event occurs today or at-least recently. That formula is not available when trying to put across the plight of the poor. It can be done but it requires much greater professional skill, study and field work than that to cover a murder or a political development. The reward is to contribute to the process of social change.”

Further, now a days more and more youngsters are interested in soft and glamorous formulas like interviews of celebrities or reporting on a happening without interpreting. They may not appealing and moreover such formats may not have any contribution to the development of a society. This may be due to the lack of skill in articulating development related messages and may not appeal to the audiences.

The item wise analysis of the present study reveals that media professionals held favourable perceptions on the item that "The television reduce urban-rural divide impact through its coverage in various sections". This could be due to the fact that, though media professionals as a part of their duty may heap information about rural areas to serve their purpose. But it possibly their educational background they tend to concentrate more on urban exposure. They perhaps lack sensitivity towards certain very basic developmental issues which the rural masses grapple with. Hence, their lacking may come in their way of making program focus on marginalized section of the society. So, he may perceive from his point of view that through television rural-urban divide impact is reduced considerably.

One of the media professionals interviewed for the present study mentioned that, *"Today in television, hard core issues of rural India are rarely highlighted, if at all rural masses are addressed, they are from urban perspective and so information given is far away from facts. The television while telecasting information neglect one's level of understanding, one's level of emotion and also representation which sparks common man's life"*.

Another probable reason for the above finding could be lack of sensitivity of the presenters. According to Mody (1996), "Neglect of producer, content, media, audience and contextual factors can lead to communication materials that fail to communicate television drama, where the format / treatment is inappropriate to the culture of the audience or a community".

Rao and Vasanti (2005) remark that, "If national Hindi television news channels running for 24 hours are analyzed, one gets the feeling that rural India does not exist for these news channels. Coverage for rural India is consistently less than two percent in news bulletins. But 60

percent of their news is from the four metros (Delhi, Mumbai, Chennai and Kolkata) of the country. They also add that, today, hardly four percent of the total news bulletin time is devoted for social development issues to do with basic needs of people like health, education, environment, gender and children when put together”.

Variablewise finding of the present study is revealed that, significant differences were existed in the perceptions of the media professionals regarding contemporary role of the television on equality aspect of democracy in relation to their sex and knowledge regarding democracy.

Sex-wise finding further reveal that, female media professionals held favourable perceptions compared to those by male media professionals regarding Equality aspect of television in democracy. The reason could be at the thinking pattern of a male member, who is already well accepted and established in an Indian society. So, they may perceive the contemporary role of television in global context whereas for females path is bit difficult. Peoples’ attitudes, their perceptions for females are becoming positive but the change is very slow. Now due to globalization, women are able reach those positions which ~~are~~^{were} upon a time, were difficult to think even. Not only that, even in journalism schools too, the entry of girls opting for mass communication. Journalism courses are increasing, which may reason for females to favourably perceive the contemporary role of the television in democracy.

Philipose P. Quoted in: RAJAN N., Practising Journalism- Values, Constraints, Implications ed. Sage publications, New Delhi, 2005, Pg.7 states that “Coverage of gender issues in both print and broadcast, since independences has varied from almost total absence in 1950s and 1960s to moderate coverage during the height of feminist activism

in the 1970s and 1980s, to dilution of gender concerns during the 'backlash years' of the last decade of globalization and liberalization". This shows that efforts of female media professionals to bring gender equality using television medium are considerable. Such attempts too have contributed female media professionals to feel less discriminated. On the other hand, because Indian society is male dominated, they never face any problem of discrimination. Hence, they would not find any difference in the perception regarding the role of the television in the democracy.

The findings on the variable of knowledge regarding democracy seem to be quite strange. The average possessor of knowledge regarding democracy perceived the contemporary role of the television favourably than the high possessor of knowledge of democracy. The reason for it could be that an average democratic score achievers in the area of democracy may not be completely aware about the media and its relationship with governance in a democratic set-up. According to Mody(1996) "Differing knowledge on the subject could affect perceptions of an individual. She expressed that in addition to individual differences of opinions that go with personality differences, audience segments approach the media with difference of life experiences".

All the above argument suggest that the media professionals must be endowed with a skill to project reality by using journalistic principles like accuracy, factuality, objectivity and truthfulness which play a key role. Further, media professionals essentially require management, editorial competence, writing and presentation skills to maintain credibility and pursue social objectives.

This implies that the television as medium must be used to safeguard interest of larger mass by imbibing Equality based value while telecasting programmes. The media owners must remember that

television was introduced with an aim that the oppressed and the downtrodden groups would be empowered by making them visible to the world and making them aware their basic rights like rights to good living with freedom, adequate livelihood, good health and education. In addition to it reservation and employment, private property and gender equality etcetera are the rights which are assumed as fundamental rights enshrined in the Constitution of India. It works to safeguard rights of all citizens from exploitation by anyone or by the state. The Constitution also envisages stronger enforcement of these rights to ensure protection of interests of the marginalized and weaker segments of a society who in fact form a vast majority of the country's population.

In the present study, the media professionals recommend that citizens in a society should be provided with prompt and affirmative coverage to citizens especially in social, political and economic spheres. For media professionals suggested that they should undergo training to be able to make the best use of media practices for the purpose. They also suggested that media policy makers should not be political person or members of any political party or group. The media presentation has to be free from any kind of politicization on any issue.

On the other hand professionals other than the media showed their less favourable perceptions regarding contemporary role of the television on Equality aspect of the democracy. It can be inferred from the above finding that professionals other than the media perceive that the television is unable to uphold equality value of the democracy when they disseminate information to people in a society. Further, according to them the television is ineffective in catering to needs of people in a society as far as bridging a gap between status and opportunity is concerned.

The reason for less favourable perceptions of professionals other than the media could be that because all the professionals selected for the study might be occupied with their respected business or organization, they would not find much relevance of equality based programme with their own life. In a globalised society however, in whatever position are they may be in, they would not suffer about such issues. So, their limited exposure to development oriented programmes and content released on the television might arouse in them less favourable perceptions regarding the contemporary role of the television on equality aspect of the democracy.

According to Mody (1996), "If messages are being designed for the sake of communication, then to know the meaning is a goal for both a sender and receiver. Attention, interest and perfect comprehension are the desired responses to a message. When messages are designed to support national transformation in behaviours and attitudes, then with a desired sequence of audience the output becomes longer and more complicated".

Another reason for such a finding could be undue importance given by the media professionals on the important issues. It has been observed that in television channels the permanent issues get significant attention only with a presence of influential person, following 'timeliness' projection of powerful personality to attract more viewers in their programme. Traber (1998) explains that, " 'Timeliness' signifies an 'event' that happened yesterday or last week or recently. However, its coverage tends to lose what in reality is an 'events' and project is as 'status quo' or 'permanent'. The difficulty or inability to determine the time frame of a process or trend or status quo or 'permanent' makes us reject a great deal of news. One might have witness the drought situation in some African countries years ago. For months it did not qualify as news, until some television cameramen stumbled over some

hunger victims and shot their pictures. What is really happening in factories, ports, railways etcetera? Nothing, counts unless a politician visits them and certifies it in his speech or unless some major accident occurs there with heavy death toll. It is partly because of a rule of 'timeliness' as a criteria for news that reporting on rural matters and on people-centered industrial problems find it so difficult and take just third or fifth place in selection of news items".

The reason for such a finding could be that highlight of unusual aspects help to catch more viewers for channels. Today, television channels offer coverage to an ordinary person provided s/he is unusual or unique in some respect or she is a victim of some kind. This reflects that, a voice of a common man is missing today on channels in normal conditions. Traber (1998) describes it as, "The 'man bites dog' condition that is still traded at journalism schools as an example of the unusual. How odd, extraordinary and bizarre becomes an event and appears to qualify as news? It is in this category of news, in which ordinary people are covered by the media. If they do something particularly bizarre, like standing on their heads for four hours or drinking twenty mugs of beer, they at once become news makers. If they figure otherwise in the media it is usually as victims of accidents, conditions or catastrophes".

Further some of the media professionals interviewed for the study expressed deep concern regarding changing trend of increasing commercialization of television channels. One of them stated, "*The television has not matured in India and becomes commercialized*". Another expressed that, "*Aajni chaannelo paisabhimukh che, amuk ne vadhu highlight kare che, ane amukne baju per rakhe che, tethi loko sachi mahitithi vanchit rahi jay che*". (The television channels today are crazy about money. They highlight something more and by pass some things. This deprives people of correct information.) So, due to this, the professionals other than the media feel television channels today may

be more loyal to those who offer them more money and hence, opportunity in terms of using the air time in one's favour may not be spared for a common man.

However, in the context of democracy, Rao and Vasanti (2005) remarks about the judgement of the Indian Supreme Court that mentions that, "Air waves are public property and it should not be allowed to be used for personal profit".

So, above finding implies that the rule of framework of time needs to be changed. The media professionals should offer a balanced programme to its viewers in terms of information, education and entertainment. Further, they should not only deal with what happened yesterday or last week but also with what is a 'permanent'. Matters like slow development have to be highlighted in a developing state like India. This finding very strongly recommends that commitment to plights of the silenced and the marginalized makes reporting more demanding. Thus, participatory and developmental communication is much needed to strengthen democratization of communication through this medium.

In the present study, professionals other than the media recommended that media professionals should strike balance an coverage between different issues and should co-operate with citizens in efforts to tackle grass root level issues with effective results.

5.2.2.4 Fraternity Aspect

Media professionals held favourable perceptions regarding the contemporary role of the television on the Fraternity aspect of the democracy. Fraternity is referred in Constitution of India as assuring dignity of an individual and the unity and integrity among people of the nation. In the present study, the media professionals favourably perceived the contemporary role of the television on the

Fraternity aspect of the democracy. It can be inferred from this finding that the media professionals perceive that today television sustain human dignity and its communications imbibe nation building and integrity and unity values.

The reason for such perceptions could be referring how television enjoys power in the democracy to ensure Justice by maintaining human dignity. For instance referring about the recent contribution of television if one look back there are several instances one may find where campaigns were organized in several high profile cases like Priyadarshini Mattoo's murder case by Santosh Yadav, Nitish Katara murder case by Vikas Yadav and the Justice was granted to the victims and the accused were duly punished. Such instances help to restore people's faith in the judiciary and also enhance credibility of the television as people's medium. Because in such instances, the accused were mainly members of the high profile elite class who had enough scope to misuse money and muscle power to escape justice. However, regular and effective coverage and persistent comment on these issues compelled the involved legal parties to provide justice to the right person. Further, talk shows like "We, the People" provided a platform to hail Justice and the whole country was united to appreciate the judgment. In the burning of Nitish Katra case despite changed statements by Bharti Yadav statement about her relationships the Justice was gained. Common people did not surrender easily. In all news, be it audio visual or print, public outrage was visible.

This proves that a voice of a common man is significant for the country as a whole. So, these may lead media professionals to conclude that they would sustain media accountability by not only using its power to reinforce human dignity and values. In the absence of strong democracy and also free press, media cannot question on such discrimination.

Another reason to the perception could be Gujarat is a land of crisis. In the last decade, many natural and man made disaster occurred and they offered the media like television channels receive ample information to exploit and use at its best for survival of humankind.

The item wise analysis under the present study also support the above finding. It reveals that media professionals held favourable perception on the Fraternity aspect. They agreed that television portrays essential values like patriotism, unity, honesty among people through various programmes. The reason for it could be that when national and private television channels relay programs on the republic day, or freedom fighters etcetera the basic purpose is to promote nationalism and use the television as a unifying force and not a divisive force for masses. This is also essential that even as per the guidelines and objectives for this public medium telecasting the television should keep harmony among the nation's people and maintain standard and objectivity while broadcasting public welfare in any circumstances. So, when media professionals under the study may be able to implement this guideline they may favourably perceive the contemporary role of the television in the democracy.

So, in all, the degree of media attention is focussed on human dignity and national unity. With these subjects the media professionals may affirm strengthen their favourable perceptions regarding the contemporary role of the television on the Fraternity aspect of the democracy.

The variable-wise findings of the present study further highlight that there existed significant differences in the perceptions of media professionals regarding the role of television on the Fraternity aspect of the democracy in relation to the media accountability only. The findings

reveal that the media professionals with more accountability perceived the contemporary role of the television favourably compared those with less accountability regarding the role of television in the democracy. The reason for it could be that the media professionals with more accountability might possess better skills in the production of media messages in the context of public welfare and interest in the Fraternity aspect. Whereas on the other hand, the media professionals who might have less production skills of media messages of democracy would become less accountable with less favourable perceptions for the contemporary role of the television on Fraternity aspect of democracy. Mody (1996) too views that, 'Media production skills may differ between individual producers'.

The television is a powerful instrument in the hands of rulers. Since people are the rulers in the democracy they should be given priority on the television. It has to act as an eye and ear for the public. The 'right to know' of larger mass should be duly fulfilled by influencing the television with great accuracy and objectivity.

The media professionals of the Vadodara and Ahmedabad cities selected under the study recommended that citizens of a society should be alert and vigilant. They suggested that media professionals should be honest in giving information to masses. They should be unbiased and provide accurate information. Further, they should provide information without any exaggeration or sensationalism. They should verify information when required. They also have to be ethical, fearless and impartial at reporting. They do not have to be influenced by a politician or a rich person. They should never instigate anyone in a society by providing distorted news. They should never highlight incidents that may cause disharmony. They should not take undue advantage of power of information. The media professionals further recommended that media policy makers should encourage reports on

neutral grounds. They should be unbiased, impartial and should never favour single party. They have to strictly ban the media which shows violence and nudity repeatedly and hyphens any coverage. They should develop a strategy which generates ethical values among people.

In case of the professionals other than the media mixed perceptions were expressed regarding the contemporary role of the television on the Fraternity aspect of the democracy. However, the perception scale tilted more to somewhat favourable perceptions of professionals other than the media. So, it can be inferred from the above finding that professionals other than the media though not completely, yet held favourable perceptions regarding the role of television on Fraternity aspect of the democracy.

This reflects positive contribution of the television by facilitating a public dialogue on number of channels. It invites cross sections of a society to uphold social causes through dialogues and interactions. For instance, there in one talk show called 'We, the People' hosted by Barkha Dutt. It discusses social topics like impact of creativity upon religious sentiment. This was shown at a time when a fatwa was issued by one Islamic section on account of a blunder committed by a Danish cartoonist. He painted Prophet Mohammed in an insulting manner. The said talk show also took up for discussion on relevance of beauty pageants and its impact upon Indian society.

The itemwise analysis of the study shows that professionals other than the media held favourable perceptions on the item that, "The television identifies and ranks public agenda". In light of this, it is imperative to say here that there is a great debate called the 'Big Fight' that is telecast regularly. It becomes significant by enlightening common people with important social and political views like the impact of Indo-china relation or Indo-Pak relations and Indo-US relations on the Indian

economy. It also dealt with desirability or undesirability of Foreign Direct Investment in different sectors. As it is said an enlightened citizen works as oxygen for the democracy. Debates of this kind reflect that the television facilitates realization of democratic ideas by allowing public a participatory role in an act of nation building. Programs like 'India Matters', 'Face the Nation', etcetera prove to be very effective in giving a voice and platform to general public.

Further, the coverage of natural calamities in India and elsewhere, Earthquakes, Floods, Droughts, Tsunami type cyclone in coastal areas are the calamities that the people witnessed cause great extent of devastation and loss of life and property. Moreover, the television is also instrumental in evoking humanitarian attitude among people across the globe to be united and inspire them and contribute with open heart. It may invite a good flow of relief for affected people victimized by mishaps and calamities. It, thus, apply an ointment on their wounds causing them soothing sympathy. There may be another reason too that is a balanced coverage by television channels of the Godhra Carnage of 2002.

Above instances lead to conclude that, slowly and gradually people have become more conscious about their rights and duties and about day to day happenings, be it at local, national or international levels. The information which is obtained through media mobilizes people's thought process and help their opinion building to measure situation in the country. The media empowers the present generation and by it nurtures the maxim 'Man is a thinking animal' is sufficiently with conscious and well alert efforts. Thus, to conclude, the media continuously seeks to render valuable services in the interest of ascertaining the dignity of a common man in a power structure of a society. As society is evolving day by day the reach of the media has also to extend and expand simultaneously.

The findings of the present study of variables revealed significant differences in the perceptions of the professionals other than the media regarding contemporary role of television on Fraternity aspect of the democracy in relation to their knowledge regarding democracy and television utilization pattern.

The finding related knowledge regarding democracy shows that low knowledge score achievers among the professionals other than the media held favourable perceptions whereas high knowledge score achievers of them held less favourable perception regarding the contemporary role of the television in the democracy. The reason for it could be that better knowledgeable professionals other than the media might hold higher expectations from the television as they can articulate the contemporary role of the television keeping in mind the Fraternity aspect of the democracy.

The findings in relation to variable television utilization pattern, reveal that professionals of other than media belonging to heavy television utilization pattern held favourable perceptions as compared to that of light television utilisers. Mody (1996) remarks in this respect that 'Constant exposure to a particular kind of media content can create an environment supportive of the values it epitomizes, be it supportive of media controller's personal values, the law and order maintenance values of state-controlled media or the materialistic values associated with advertiser-financed media'. This reason might have lead heavy television utilisers professionals other than the media to favourably perceive the role of the television in the democracy. However, in the case of light utilisers, as they view programme with less intensity, in terms of time and habit, obviously they lack that constant exposure. Hence, may have less favourable perceptions regarding the role of the television on the Fraternity aspect of the democracy.

The professionals other than the media suggested that, citizens in a society should reject the media that gives biased views and spreading wrong messages. They recommended that media professionals should portray values like patriotism, unity, honesty among people.

CONCLUSION

The present study focuses on the perceptions of the media professionals and the professionals other than the media regarding the contemporary role of newspapers and the television on the selected aspects of democracy. It leads to conclude that newspapers and the television are democratic media as perceived by the media professionals and professionals other than the media. It highlights prominently favourable perceptions of media professionals for both the mediums i.e. newspapers and the television. On the other hand, professionals other than the media show higher regards for the newspapers for its responsible behavior to reinforce essential democratic values while keeping people in a society informed on democratic environment, though television is a much faster medium as compared to newspapers.

The qualitative and quantitative findings of the study reveal that media professionals and professionals other than the media held favourable to somewhat favourable ^{perceptions} on the democratic aspects of Justice, Liberty and Fraternity regarding the role of newspapers and the television. However, distinctly it reveals less favourable perception on the Equality aspect of the democracy.

The present study reflects that the media professionals selected for the present study highlight that changing time, pace and advancement of technology and modern tools have changed the face of newspapers and television journalism. They perceived that these media have changed their role from collecting facts to first and fast server of information, from reporter to vigilant interpreter. This indeed has changed the functions performed by today's newspapers and the television too. So, it seems that in the present world, the media namely newspapers and the television are increasingly playing the role that was once played by a family, community, religion and formal education. It

concerns not only to disseminating information and knowledge but also to shaping values and inculcating attitudes and behavior to influence positively the process of living.

Further, the study highlights that newspapers and the television are autonomous organization with freedom of its working team. Further, the Liberty value of democratization of communication is seen when these media use power of freedom of expression in the interest of the people. Today, the media appear to be focusing widely on issues of injustice in the judiciary, corruption in the executive functionnaires, mal-practices in co-operative bodies and exploitation at cultural and religious levels. It is found to be making sting operation to expose wrongs in the society. The objectives of such sting operations ought to be cleaning and cleansing of public affairs and system in the interest of public welfare. This objective poses an ideal for the media professionals. However, professionals other than the media seem to raise doubts and suspicious about the media professionals.

When media seems to be coming out with excessive reporting with highlights of trivial matter and it may possibly arouse common viewers to sensational effects. Many of the media professionals reported that they enjoy Liberty to write and report but in many cases they found to be exploiting violence, manipulate facts through one side presentation just to increase total rating point or readership. It is on the part of professionals other than the media that they being elite class from among general readers and viewers understand the situation better when they understand wrong, the professionals other than the media may feel dissatisfied and like complaining about it.

Another point of suspicion is the media dwell on trivial matters so heavily and get their excessive projections on report. This is with a view to sensationalizing the effects of the reporting for increasing total rating

point for business. Such things raised a kind of aversion in people's mind about genuineness of media professionals' working.

Next point which is widely noticed is imbalance priorities and projection allow to rural sector programmed and reports. This imbalance seem to cause absence of communication and communication gap between urban and the poor. The television and networking facilities are yet to reach the innermost parts of rural areas. This causes rural people to be poor about information and understanding of current affairs. The government television channels however stress upon rural programming and attach priorities to certain issues concerning rural people. Recently in states like Gujarat, Andhra Pradesh telecommunication facilities have been extended to inner most parts of rural areas and villages. Their people and the local self governments like panchayats are connected with the capital of the state and some other important centre through teleconferencing and videoconferencing. But this remains the efforts of government only under the Constitutional objective of Equality. But majority of private channels seem to indulge widely in profiteering business motives through increasing advertisements, sponsorship and increasing total rating points or readership at the cost of people's interest. If for the government media is remains a mission, for private owners of newspapers and television channels, the media happens to be a lucrative business.

In order to consider this aspect positively some sort of reasoning need to be worked out. It may be in the form of restrictions or reasonable emphasis with reasonable priorities and equality based equal distribution of time allocation to common man including rural sectors even by private channels or owners. This might change the face of India to arouse appreciative response from viewers. Further mass media like newspapers and the television must do 'sorting' of information efficiently to reflect on needs and expectations of a rapidly

changing society. To strengthen the Justice value of the democratization communication in both the mediums, media professionals and policy makers should together do efforts to enhance increase social, political, cultural accountability of mass communication.

In sum, the study reflects on conflicts between tendency to popularize verses serious solutions of democratic issues, the unwanted verses the essential in the present context. When conflicts dominate editors' interests verses public interest it becomes hurdles in the path of democratization of communication in newspapers and the television. Further, influence of anti-democratic factor of timeliness in democratization of communication in newspapers and television cover information of the plight of the poor during the time of crisis or with visit of any celebrity. This strikes on the Justice value of the democratization of communication. Other factors like prominence to the person, state or nation also work against democracy in today's time during discourse of media related practices. This directly affect on Equality value of democratization of communication in newspapers and the television in the present context. Besides, sensationalisation of trivial issues, creation of conflicts, coverage of unusual information further, creates imbalance in Fraternity value of democratization of communication in newspapers and the television.

In such environment, it is the pious duty to raise a voice of protest against unreasonable ways of media professionals and media owners both and look for cleansing of the motives and performance in the interest of readership or viewership in common. It is their voice that may restrict the powerline of media on one hand and the line of understanding of common readers and viewers on the other. If this happens the mind of a general readers and viewers in a in a democratic setup like India would come out with responsible reading of facts and current events and better responses.

It has to be understood very clearly that the media is the only agency to provide a platform to people in a democratic society where they can place their problems, express their views, argue about some development and seek solution through public interaction and debate.

Hence, media being a mirror of the society, expected to provide a direction where democratic constituents are imbalances. But if the media in itself loses its spirit and diverts its working for democratic ways how would it impart messages about the democracy? The capacity of our common media system is to serve and support democratic processes for the benefit of the people as a whole. It earns strong validity even today. Printed newspapers and media telecasts on the television serves as vital players in democracy like of the present time. Quantitatively and qualitatively, information has to be circulated and it has greatly increased. The health of the democracy in the course of the twenty first century is linked basically to the health of the system of communication that it keeps. Hence, the present study stress on a point that our communication system requires to be reclaimed and made efficient and effective as early as possible for the growth of democracy.

IMPLICATIONS OF THE STUDY

A) For Citizens

- Citizens must raise their voice and debate as and when media like newspapers and the television allow them. They may put on their opinion on the air or in printed letters.
- Citizens should be able to choose between options that the media offers to them rather than relying on only one source or medium.
- Citizens should be able to receive media content that is reasonably balanced. They should have a choice from news analysis programming content and advertising content for a better medium of exposure.

- Citizens should have convenient access to information about identities of persons and organizations as regards to the media ownership, management control of the media, sources of funding to media and other financial aspects of the media.
- Citizens should receive acknowledgements or replies from the media when they address them through letters or complaints to the media about is certain aspects.
- A comparative presentation of contents or information with respect to state, culture, religion should be reflected in the media. This will facilitate citizens to analyze information in a more comprehensive manner.
- Citizens should carry out a campaign to affect changes and improvements in the media, its laws and regulations to ensure that the media function freely and in a fair manner respecting the laws of the country. When the media is allowed to function freely across regions, and across the globe it has to function with responsibility. A citizen needs to be vigilant about it.
- Citizens may also formulate a useful content and contribute to the media content. They should not restrict them to be passive consumers of media output but also create and innovate content that can contribute to enhancing democratic spirit in a society.
- Citizens should monitor the media ownership and the cross-media ownership to prevent undue concentration of media power like of state power or corporate power. They can do it by converting the media market to become consumer oriented for honour its receivers' responses.
- When citizens approach the media or appear in the media, they should promote truth and accuracy and discard any chance of distortion and miscommunication.
- Citizens should help protect the media and media practitioners from physical violence or assault by compelling the police for adequate

security measures and the government and the judiciary for adequate legal protections.

B) For Media Professionals

- Media professionals should first feel imaginatively the impact of what they report, wrongly or rightly about the concerned communities. For this, interactions among local, national and private media should be arranged to prepare journalists to respond to the challenges of reporting event in divided societies.
- Media should not be left to their own devices and blamed for everything wrong. General public (civil society organizations, trade unions, mass movements etc) should continue to exert pressure on the media and even challenge it to ensure that they will continue to carry on their tasks with responsibility.
- Independent media should provide more and more outlets for public aspirations, concerns and frustrations representing duly various groups in a composed and rational manner. It may be possible through devices like allowing a space in newspapers for readers' correspondence and interactive talk-shows like 'Big Fight', 'We the People' etcetera.
- Media like newspapers and the television should encourage diverse communities to honour and celebrate their diversities. Through publishing regular columns or coverage, they should foster unity by encouraging dialogues and interactions among people. The media should promote a more enlightened understanding of cultural heritage and traditions of the country. They should arouse the various communities to the aspirations and genuine grievances of other communities and portray them as real human beings with real problems.
- People's participation should be strengthened at its optimum level in various formats of these democratic media of newspapers and the

television.

- Media professionals need to strengthen a watchdog role by using more of investigative approach in newspapers and television.
- Media owners must keep a check on strict enforcement of code of conduct, not only in cases of government newspapers and television but also for private and foreign newspapers and channels.

C) For Media Policy Makers

- Concentration of ownership of the media lies in the hands of a small and big groups must be monitored to ensure no monopoly of ownership.
- Broadcasting corporation of India should strengthen reinforcement of development and civic approaches by various channels in their program formats to strengthen democratization of communication in these areas.
- Broadcasting corporation of India must compulsorily allow regular and fix airtime for coverage of developmental issues and couple cable operators and satellite channels to release them to public.
- The media ombudsman/ regulatory mechanisms need to enforce laws more strictly to curb the ill practices against democratization of communication.

RECOMMENDATIONS FOR THE FURTHER STUDY

- Perceptions of media professionals can be studied in detail of media accountability difference for the same.
- The same study can be conducted by selecting different samples and other variables to explore a different angle or focus.
- A comparative study can be conducted with media policy makers, media owners and media professionals for the same.
- An analytical study can be conducted to study perceptions of respondents with respect to :
 - a) English newspapers Versus Gujarati newspapers
 - b) Doordarshan programme versus Programmes on other satellite channels.
- The content analysis can be carried out with each of the aspect of democracy to understand and assess the role of newspapers and the television in democracy.