



Trinity Media Review

Advisors

Dr. R.K. Tandon

Chairman, TIPS, Dwarka

Ms. Reema Tandon

Vice Chairperson, TIPS, Dwarka

Dr. L.D. Mago

Director General, TIPS, Dwarka

Editor-in-Chief

Dr. J.P. Singh

Editorial Board

Shri A.D. Lamba

Deputy Registrar, G.G.S.I.P.U, Dwarka

Dr. Ravi K. Dhar

Director, JIMS, Vasant Kunj

Dr. Amrish Saxena

Professor & Dean, VIPS, Pitampura

Dr. Geeta Bakshi

Sr. Producer, Model Town

Ms. Shruti Chopra

Assistant Professor, TIPS, Dwarka

Ms. Poonam Sharma

Assistant Professor, TIPS, Dwarka

Ms. Manmeet Kaur

Assistant Professor

Ms. Nisha Rani

Assistant Professor

**Role of Negative
Campaigning in
Legislative Assembly
Elections in Delhi 2015**

Ms. Arpan Rai

1

**Role of Community Radio
in Women Empowerment**

Ms. Ayushi Dimri

10

**Press Regulation during
19th Century in India**

Ms. Ridhi Kakkar

16

**Not Larger than Life Hero
in Indian Cinema: Amol Palekar**

Ms. Manmeet Kaur

25

**Role of Media in Development
of India**

Dr. J.P. Singh

30

Trinity Media Review

Trinity Media Review (TMR) is a bi-annual online journal brought up by Department of Journalism and Mass Communication of Trinity Institute of Professional Studies. It covers the articles, case studies, reviews, research papers and other contributions that are made by academicians and media professionals on the various media issues.

Disclaimer: The views and opinions presented in the articles, case studies, research work and other contributions published in Trinity Media Review (TMR) are solely attributable to the authors of respective contributions. If these are contradictory to any particular person or entity, TMR shall not be liable for the present opinions, inadequacy of the information, any mistakes or inaccuracies.

Copyright © March 2015 Trinity Institute of Professional Studies, Dwarka. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the under mentioned.

Trinity Institute of Professional Studies
An ISO 9001:2008 Certified Institution
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Sector-9, Dwarka, New Delhi-110075
Ph: 45636921/22/23/24, Telefax : 45636925
www.tips.edu.in, tips@tips.edu.in

**STATEMENT ABOUT OWNERSHIP AND OTHER DETAILS OF TRINITY MEDIA REVIEW
FORM 5 (RULE 8)**

1. Printer's Name : Dr. R.K. Tandon
Nationality : Indian
Address : Trinity Institute of Professional Studies
Sector -9, Dwarka, New Delhi -110075
2. Place of Publication : Delhi
3. Periodicity of Publication : Quarterly
4. Publisher's Name : Dr. R.K. Tandon
Nationality : Indian
Address : Trinity Institute of Professional Studies
Sector -9, Dwarka, New Delhi -110075
5. Editor's Name : Dr. J.P. Singh/ Dr. L.D. Mago
Nationality : Indian
Address : Trinity Institute of Professional Studies
Sector -9, Dwarka, New Delhi -110075
6. Name and Address of the : CHAIRMAN
individual who owns the journal
and partners or shareholders holding
more than one percent of the capital. Trinity Institute of Professional Studies
Sector -9, Dwarka, New Delhi - 110075
7. Hosted at (url) : www.tips.edu.in
- .
- .
- .
- .

I, Dr. R.K. Tandon, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dr. R.K. Tandon

Trinity Media Review

ABOUT US

The Trinity Institute of Professional Studies (TIPS), Sector-9, Dwarka, an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Singh Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.



TIPS is offering courses / programs across various disciplines, such as Management, Commerce, Banking & Insurance, Information Technology and Journalism & Mass Communication. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty at the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

COURSES OFFERED:

Programme	Annual Student Intake	First Shift	Second Shift
BJMC	120	60	60
BCA	120	60	60
BBA(G)	120	60	60
B.COM	160	60	60

Role of Negative Campaigning in Legislative Assembly Elections in Delhi 2015

Ms. Arpan Rai*

ABSTRACT

This study examines the consequential role of campaigning in elections and impact of the same in influencing the voters. Negligible and omnipresent at the same time, it is one of the most run-of-the-mill activity and inevitable in decision making. This research focuses on the Delhi Legislative Assembly Elections 2015 and the campaigning done by contenders in the race to win the elections. The campaigning has always played a key role but in the recent two elections, India witnessed a fight fought on the ground of campaigning. Post the heat generated by the vigorous campaigning in General elections in 2014 by political parties on all the spheres of media, the impact of campaigning was sublime and influential. This instrumental force was recognised by political parties and used to their advantage in the Assembly elections 2015. However, the campaign done by the political party Bharatiya Janta Party (BJP) was termed as negative which led to their downfall and historic loss in India by the Aam Aadmi Party (AAP). The study tests by using content analysis of various news articles and editorials published during the campaigning and elections and after the campaigning and elections. This study has been further compressed into a tabular and statistical form. Code sheet has been made to get the result in the statistical form.

Keywords: Political parties, Political Campaign, Negative Campaign, Politicking, Delhi Debacle

INTRODUCTION

The democracy allows referendum and it allocates power in the hands of the civilians. Democracy further restores the power of choosing a leader after assessing his capabilities. India gained this privilege post-independence from colonial rule

and has exercised the right to vote. Article 326 in the Constitution of India 1949¹ states that elections to the House of the People and to the Legislative Assemblies of States is to be on the basis of adult suffrage permitting free and fair decision making.

India has recently witnessed historical elections and equally historical outcomes in the recent years. The electoral landslides of May 2014 and March 2015 attests to the fact that the perspective of the new tech savvy generation looks at the elections has changed. From voting for a leader in order to use ones vote to scrutinizing a leader, listening to what the political party and nominated candidate of the political party, following the candidate on Twitter and liking pages on Facebook that remove the information barrier, the voter in India has been empowered.

In Pakistan, when we want to change the government, we bring in the army; in India, you just use the ballot box.

(Rajdeep Sardesai, 2014; The Election That Changed India)

The power of ballot box or rather the electronic voting machine (EVM machine) has delivered some of the most remarkable and notable election verdicts. All the 16 general elections have been unique in some manner but some have been very significant than others. The first election was an achievement and it marked the democracy in India. The second election that highlighted the power of a ballot box was 1977. After the brutal emergency that shook the national capital and adjoining areas, the 1977 election restored faith in democracy and a symbol of intolerance for dictatorship rule.

It is a terrible cliché but the truth is that every Indian election is a constant reminder of the genius of our democracy.

2014 was no different.

(Rajdeep Sardesai, 201; The Election That Changed India)

General elections 2014

General Elections 2014 have also entered the same ambit after a ruling coalition government was uprooted from power in centre and the opposition won a clear majority. “The biggest defeat was of the congress. The mighty party of the freedom movement was down to just 45 seats, its worst ever performance. Not even the 1977 post-emergency debacle had been this terrible. The Bharatiya Janta Party, on the other hand, had quite remarkably won 282 seats on its own, the first instance of single party majority since 1984.”

The strategic formulation of every move to win the General elections by clear majority was acknowledged by media gurus and notable politicians alike. The political party had conquered all the media spheres in a grand manner and no other party could compete on the grounds of presence. Every newspaper carried a full page front advertisement with the Prime Ministerial candidate of BJP with a two line message replete of promises of optimism. This helped the political party gain an upper hand in the argument of convincing voters. The party was visible to every citizen of India irrespective geographical barriers and technological barriers. The generation empowered by technology was in touch with every political move BJP made with the tweets. It was exactly the kind of communication the youth wanted. The same youth is involved with the rest of the world online. For the first time in India, social networking and politics had come together and the collaboration was remarkable. It had set out an example of the kind of communication the current generation needed.

On the television, perennial debates were telecasted every hour and this form of media kept the every generation of India engaged. In a stark comparison, no other political party had emerged on the media this strongly.

The political contenders from every state were

hardly present on social media. The six recognised national parties Congress, the Bharatiya Janata Party, the Communist Party of India (CPI), the CPI (M), the BahujanSamaj Party and the Nationalist Congress Party were contesting the General elections 2014 but except for BharatiyaJanta Party, no other political party exercised control over media to portray itself as a suitable winner except for one.

After coming to power in India, BJP has been more active on social media with frequent updates. It has taken to social media to establish a constant contact with their ardent followers and control the information that surfaces in the public domain to a large extent. The twitter handles Narendra Modi @narendramodi and BJP @BJP4india are commonly trending. Narendra Modi has made it a point to constantly update his twitter account with every move he is making towards the road to development. All the foreign trips made by Narendra Modi have been shown in bits and pieces to the followers in the form of tweets.

AAMAADMI PARTY

AamAadmi Party (AAP) emerged into the picture post the popular movement India against Corruption (IAC), where millions of Indians united to oppose the corruption simmering in India. The movement was led by anti-corruption crusader Anna Hazare and it quickly spread all over India like a forest fire. After the movement came to a halt, the picture was clear. The countrymen were not interested in buying the false claims of goodwill and service political parties offered in manifestos. Scams involving huge amount of money had circulated in the public sphere and newspapers carried stories everyday where involvement of leading business tycoons and members of Parliament was confirmed. The IAC movement commonly targeted the ruling coalition government United Progressive Alliance (UPA) and all the ministers, including Chief Minister Sheila Dixit and became the mouthpiece of a common man. The movement gravely affected India and was one of the significant common man's revolutions against government post-independence.

However, as the movement partially achieved its aim of mobilising people, the duo of Anna Hazare and Arvind Kejriwal saw fallout. As Anna Hazare wanted to not politicise the movement, Arvind Kejriwal was of the point of view that to achieve IAC's objective, they will have to form a political party.

This led to the formation of AamAadmi Party. The key members included Manish Sisodia, Shanti Bhushan, Prashant Bhushan and Yogendra Yadav. It always had a clear agenda and fought every election on the ground of corruption and good governance.

As a result, every household from middle class and lower class connected with the AamAadmi Party. The basic amenities and their disrupted supply to common man's household became the ulterior motive and the party promised the water and electricity supply in an organised modus. This gained attention of every sector of the population.

Another reason why AAP had appealed the youth was because they connected to them during the anti-corruption movement. A wide range of networking was established on social networking and the chord was struck here by the movement volunteers who are now a part of AAP. This formally announced the arrival of social media in political domain. AAP was the first party to utilise and exploit social media to connect with the tech savvy sect of Indian population.

THE CAMPAIGNING BATTLE **The History of Campaigning in India**

The political campaigning in a varied country like India has changed several folds depending on the demography. The times have changed where illiteracy played a significant role in deciding the method of campaigning and strategy to address within public reach.

An organized election campaign first emerged in India under the leadership of young and western educated Rajiv Gandhi. The modus operandi of campaigning changed after that and a systematic and professional approach was introduced.

Election Campaign 2014

General elections 2014 were the first elections in India to see a widespread use of social media as a ground for campaigning. It marked the era of campaigning on new media and social networking sites, precisely, Twitter and Facebook were swarmed with campaigning content floated by the political parties. The voters responded to the social media campaigning experiment and responded with a greater force.

Introduction of social media in mainstream politics is solely credited to Barack Obama, The President of USA. The landslide victory of Barack Obama in the United States Presidential Elections in 2008 marked the history, for social media played a huge role in it. Similarly, in the General Elections in 2014 Narendra Modi was visible on social media as the alternate hero for the country and it grew convincing because he was tweeting and making Facebook posts which was unusual for a political leader in India. As he BJP to a historic win in election history thus enabling his party to form a stable government, he was among the iconic personalities in 2014. The impact of an iconic personality tweeting about embarking of various rallies and campaigning activities developed a personal touch or personal contact with the voter.

Moreover, it created a lasting impact on the first time voters 2.3 crore² voters, a major chunk of which is highly active on social media.

The campaigning for Lok Sabha elections 2014 saw a dramatic shift from ground to internet. Along with rallies, political parties such as BJP and AAP were highly active on Facebook and Twitter. Among other pieces of information by news websites, the political parties were also omnipresent on a portal where a direct and quicker communication method was already recognized.

In an exceptional scenario, Indian National Congress (INC) was the least present party on social media.

There was no official Twitter handle of Indian National Congress which could directly engage in a dialogue with its supporters resulting in losing a large portion of young and debut voters. On the other hand, BJP and AAP were continuously striking a discussion on social media in the form of pictures and 140 characters. This shift was seen in the outcome of elections as well. Congress suffered a setback and settled at mere 44 seats out of 543 seats all over India. It failed to secure seats in even 10 states and had to face an embarrassing consequence of not having a two digit seat count in any seat.

Now no serious politician is seen as being able to avoid social media altogether.

(Shashi Tharoor, Member of Parliament, Lok Sabha)

Election Campaign 2015

Elections for vidhan sabha or the legislative assembly were scheduled for February 7, 2015 after almost a year of Governor's rule. The primary political contenders included BJP who had experienced its first grand victory in general elections 2014 and was experiencing a political wave-Modi wave, AAP and Congress. Where AAP was still struggling to convince Capital to give them a second chance and bring the political party back to power on the grounds of their previous stint where the government lasted for 49 days, Congress was slightly visible as compared to its previous performance in the campaigning round. Congress tried to generate a homecoming sentiment for the voters with campaigning.

*Toot gayivikaskidor, firchale
Congress kiaur*

Owing to the corruption charges and involvement in multiple scams like 2G scam, Commonwealth games scam, Coalgate scam and Railgate scam, Congress was the one government Capital wanted to get rid of. On the other hand, Congress, in the form of campaigning was trying to establish a dignified relation Delhi shares with the grand old party from the times of Independence struggle (1947). However, it had conquered

little on social media. Where on one side BJP and AAP argued and counter argued, Congress did not retaliate and was on the receiving end of puns and political gibes. This absence on a media platform and dearth in communication did not help in image building of the party.

Meanwhile, the other two political parties BJP and AAP were engaged in a dialogue on Twitter and did everything in the scrutiny of public.

Negative Campaigning

After a distant gap, the politics saw negative campaigning in complete public glare. The campaigning was restricted to rallies, Facebook posts, Tweets and advertisements on media platforms in the form of latent remarks and commentaries on an individual or a political group. In the 2015 round of electoral campaigning, the politicking was termed as negative. BJP released a four part series of the advertisement where in every advertisement; there was a direct attack on Arvind Kejriwal, the AAP chief. The advertisement was carried out in leading national dailies for four days on front page and back page. The advertisements contained satirical commentary on the AAP chief, his family, anti-corruption crusader Anna Hazare and mocked at his political ethics. Following this, the political party BJP was in the spotlight for negative campaigning and was criticized for the extreme step in election campaigning. The name calling was also there in the campaigning where Narendra Modi, the Prime Minister of India called Arvind Kejriwal an Anarchist, asked him to join naxalites other than accusing him of being a runaway Chief Minister. As compared to this, Aam Aadmi Party's political campaign was focussed on the electoral victory propaganda. By asking voters to choose his political party and offering them a corruption-free party which has been AAP's USP, the AAP chief played the politics of opportunism.

Hence, the key difference in political campaigning ideology of both the visible contenders was visible. This research study aims at investigating the contentious role of

negative political campaign in the legislative assembly elections 2015.

HYPOTHESIS

H1: The negative campaigning done by BJP caused a dent in its vote-share and was one of the reasons why it lost the legislative assembly elections.

METHODOLOGY

This study investigates the role of negative campaigning in the context of electoral performance and how gravely it is associated to the outcome of elections that took place in Delhi in the year 2015 which ultimately led to the formation of majority government by Aam Aadmi Party. Attesting to the popular conception, campaigning in the right form plays monumental role in changing a voter's belief. The more direct the assault to the voter's mind, the greater the impact. The Indian media covered and it was meddled seamlessly with an overall political campaign that is believed to have been the largest such exercise to have been witnessed in the capital. Post the negative campaigning, BJP witnessed the critical assessing by the political media experts and the conclusion of introspection of poll debacle amounted to various grounds for failure on the part of BJP.

The content analysis process was used for this study. Various articles and news stories have been analysed. Data were analyzed quantitatively and tables and graphs were made for detail analysis. To some extent, qualitative method was also used to understand the effectiveness of negative campaigning.

LITERATURE REVIEW

A day after poll verdict in The Indian Express, BJP State President Satish Upadhyay clearly mentions that the party could've avoided the campaign around Arvind Kejriwal as it helped him in gaining public sympathy. Moreover he agrees negative campaign could've been avoided.

Tripti Nath in The Free Press Journal retells

her anecdote with a man who blamed negative campaigning done by BJP for its tragedy and in turn voters had no option but to choose former Chief Minister and give him a second chance. Along with accepting the defeat with humility, P C Chacko, the General Secretary in charge of Delhi from Congress believes BJP lost due to negative campaigning, their arrogance and changing horses mid stream referring to the parachute landing of Kiran Bedi for the nomination of Chief Minister candidature.

In their analysis of why BJP lost the Delhi election to AAP, Archis Mohan and Somesh Jha for Business Standard, cite various reasons as for why BJP suffered a slew of missteps and perception problems. Among reasons like consolidation of anti-BJP vote and declaring the Chief Ministerial candidate, negative campaigning is also considered as a strong argument for the Delhi debacle faced by BJP.

Maninder Singh Sirsa, the leader of political party and BJP's ally Shiromani Akali Dal (SAD) holds various reasons accountable for BJP's defeat but believes negative campaigning did irreparable damage in an interview to NDTV. He further states that negative campaigning melted away the majority of Muslim votes referring to Sadhvi Niranjan's remark about how every Indian woman should have 4 children. Along with that he mentions the disconnect between the senior BJP leaders and ground reality.

Tabereh Ahmed Neyazi, states in his study how voters making the most of internet are more aware about political scenario and make up their mind for voting at the early stage of campaigning. He further agrees that negative campaigning may not be the right move as the remark making strategy of BJP is quite contrary to the positive agenda of development and good governance during the 2014 General elections. Analysing the after effects of negative campaigning, Neyazi adds that negative advertising is easily noticed and recalled without much efforts, its effect may not always benefit the instigator. Yashwant on the contrary, applies the winner takes all theory to the poll debacle and the news stories that were published

citing the analysis. He draws attention to his experience of the same tragic loss during his tenure in 2004. He further narrows down the consolidation of non-BJP votes in favour of the common man's party than getting dispersed in a multi-cornered contest. There is however no reference to negative campaigning.

The literature review attests to the notion that negative campaigning on the part of BJP affected the outcome of legislative assembly elections 2015 and caused some amount of damage to the vote share held by party in the capital.

CONTENT ANALYSIS

To ascertain the effect of various factors including negative campaigning were assumed as variables. Against these parameters, over 30 articles were analysed. The 12 parameters against which the consequences of electoral campaigning were measured are:

1. Negative campaign
2. Kiran Bedi's parachuting
3. Freebie promises of AAP
4. Lack of pace in reforms
5. Disconnect between senior BJP leaders and ground reality
6. Focus on Hindutva
7. Narendra Modi & Amit Shah duo
8. Arvind Kejriwal's leadership
9. Consolidation of non-BJP votes
10. Delay in holding elections
11. Congress leadership crisis
12. Four advertisement series by BJP

For the purpose of ascertaining the various factors that led to the Delhi debacle in legislative assembly despite the political party being the ruling party which came to power with clear majority, the news stories and editorials which reflected on all viable reasons were analysed.

Negative campaign

The campaigning for elections in Delhi began

after Arvind Kejriwal resigned as the Chief Minister. Post his resignation, he campaigned against Bharatiya Janta Party and constantly demanded that elections be held in the capital. BJP, on the other hand went a step ahead and campaigned against Arvind Kejriwal, focussing on just AAP Chief by referring to him as an anarchist and asked him to become a part of naxal movement in India.

Kiran Bedi's parachuting

The parachute landing of Kiran Bedi for the candidature of Chief Ministerial post was strongly criticized by the party members, various political leaders and the religious institution RSS (Rashtriya Swayamsewak Sangh) which claims to be the mother organisation of BJP. Moreover, she was considered to be an outsider who was once with Arvind Kejriwal. It was considered as a contentious move by BJP which might have impacted the poll results.

Freebie promises of AAP

Political party AAP was promising changes on ground level unlike Indian National Congress which was involved in various scams and yet promised development and opportunity for the poor. AAP promised free electricity and free water supply which is highly crucial for all the citizens who are inhabitants of slums areas. For the middle class and upper class, it restored the faith by offering the plans of smart city enabled with Wi-Fi connection.

Lack of pace in reforms

Narendra Modi led government came to power in May, 2014 and it came riding on the high hopes and expectations of people regarding development who voted for him and his party. Nearly 8 months after taking the charge, BJP had little to offer on the role model of development or promise citizens.

Disconnect between senior leaders of BJP and ground reality

the political leaders ascertained that there was a huge disconnect between the senior BJP leaders, the Amit Shah and Narendra Modi duo and the expectations of the Delhi voters.

Focus on Hindutva

The change of focus in ideological goals of BJP was observed post BJP came to power as the ruling party in centre. MP's like Yogi adityanath and SakshiMaharaj gave public lessons on how a hindu woman should give birth to four children to keep the hindu factor of India together. This was believed to not go down well with the Delhi voters.

Narendra Modi and Amit Shah duo

The winning faces of General elections 2014 were once again believed to take modi wave to another level by winning Delhi elections 2015 with their infamously known strategies. Contrary to the popular beliefs, the duo failed to formulate the appropriate strategy for decoding their way to victory.

Arvind Kejriwal's leadership

Similar to the role played by Narendra Modi in 2014 General elections, the role played by Arvind Kejriwal was recognised by his leadership skills. From being a part of India against corruption movement to contesting Vidhansabha elections for the second time after apologising, the Kejriwal's leadership was a perfect formula for the Chief Minister paving way for AAP victory.

Consolidation of anti-BJP votes

The vote bank politics is a fool proof technique every political party recruits pre elections and during campaigning. However, the vote bank politics played by BJP which is not known for favouring the minority sects in India. Moreover, a strong consolidation of the anti-BJP section votes was considered by many political leaders.

Delay in holding elections

AAP party spoke vehemently for the re-elections within days of resignation by Arvind Kejriwal. BJP, conversely, did not rush into the elections and responded rarely to the demands of contesting the elections in Delhi. This was also pointed out by analysts citing the reason of decline of Modi wave which was considered responsible for General elections victory.

Congress leadership crisis

Congress has had the history of strong political leaders and dictators like Indira Gandhi and Rajiv Gandhi. The positioning of a leader always helps in providing the voters with an insight of leader. Congress faced a leadership crisis post General Elections in 2014 making AAP the best alternative to BJP.

Four series advertisement by BJP

BJP, in the final days of campaigning, released a 4 advertisement series of advertisement making the campaigning a negative activity in form of cartoons. The series of advertisement was not received well by the voters putting BJP in a bad light.

These factors were documented and well familiar with all the sections of society as a common reference to the reasons which explained why BJP failed to secure a fair amount of vote share. Significant phases of elections and election campaigning were mentioned in news articles highlighting the right and wrong actions of the political parties. The articles analysed were published immediately after the poll results were announced providing all the substantial arguments for and against the verdict delivered by referendum. The word variables refer to the varying factors that were considered significant in deciding the outcome of Legislative assembly elections 2015.

All the variables were considered as coding units for measuring the influence of each factor individually.

FINDINGS

Out of 30 articles that were analysed for finding what caused the historical defeat of BJP and reduced the power share of the party to 3 seats in the Vidhan Sabha elections, the frequency of the variable is attesting to the hypotheses of the research question. Along with that, certain more factors that led to the downfall of BJP rule and reducing it to mere 3 seats have been determined. Annexures have been categorized in Table no. 1. In Table 2, variables with their percentage have

Table 2 also shows that freebie promises of AAP stand at 13.33% whereas lack of pace in reforms is at 10%. Disconnect between political leaders and the ground reality leading to miscalculations touched 3.33 with just one news article making the reference to the difference in understanding the ground reality. Focus on Hindutva shows 6.67% of mentioning in the content analysis whereas failure on the part of Modi and Shah duo has been mentioned in 4 articles and stands at 13.33%. Percentage of Arvind Kejriwal's leadership is at 20%.

Variables	% age	Frequency	No. of articles reviewed
Negative campaign	40	12	30
Kiran Bedi's parachuting	40	12	30
Freebie promises of AAP	13.33	4	30
Lack of pace in reforms	10	3	30
Disconnect b/w BJP leaders & ground reality	3.33	1	30
Focus on Hindutva	6.66	2	30
Narendra Modi & Amit Shah duo	13.33	4	30
Arvind Kejriwal's Leadership	20	6	30
Consolidation of non-BJP Votes	13.33	4	30
Delay in holding Elections	13.33	4	30
Congress Leadership Crisis	3.33	1	30
Four advertisement series by BJP	6.67	2	30

Table 1

been specified along with the frequency with which the variables or the reasons specifying the defeat of BJP have been mentioned in the articles reviewed. This table shows that negative campaigning has attained 40% of mentioning all the articles reviewed and it is among the two reasons which are pointed out to be the significant factors of creating a dent in the vote share of BJP. Kiran Bedi's parachute landing into the BJP during elections is also considered equally responsible for the loss caused to the vote share of BJP at 40%.

Moreover, consolidation of anti-BJP votes and delay in contesting elections have been mentioned in four news stories making the percentage share of both the variables 13.33%. Congress and the leadership crisis faced by the party has little significance as the percentage share for the same is 3.33%. Four series advertisement, also termed as negative campaigning has contributed to the decline in vote share of BJP by 6.67%.

CONCLUSION

Hypothesis refers to the notion that the negative campaigning done by BJP caused a dent in its vote-share and was one of the reasons why it lost the legislative assembly elections. The research findings support the hypotheses as among the 30 articles that were reviewed, 12 articles blamed the negative campaigning done by BJP for losing out on its voters. Further, the explanation is given of parachuting Kiran Bedi for the post of Chief Minister. The same amount of news stories refer to this reason for creating a dent in the Delhi debacle. In their first time attempt of negative campaigning, BJP failed to create a positive impact on the mind of voters and hence, the consolidation of anti-BJP votes proved to be stronger.

NOTES

1. Article 326 in The Constitution Of India 1949

Elections to the House of the People and to the Legislative Assemblies of States to be on the basis of adult suffrage The elections to the House of the People and to the Legislative Assembly of every State shall be on the basis of adult suffrage; but is to say, every person who is a citizen of India and who is not less than twenty one years of age on such date as may be fixed in that behalf by or under any law made by the appropriate legislature and is not otherwise disqualified under this constitution or any law made by the appropriate Legislature on the ground of non-residence, unsoundness of mind, crime or corrupt or illegal practice, shall be entitled to be registered as a voter at any such election.

2. 2014 Lok Sabha polls will see most first-time voters, The Hindu, February 21, 2014

3. A study titled Media Campaigns and Influence in Elections, predict that such negative campaigns, particularly on the social media, can influence a voter's choice of candidate at the last minute. Voters who use internet can play a key role in swinging voted in favour of a candidate, as they are more informed, the study said.

BIBLIOGRAPHY

1. <http://www.socialsamosa.com/2014/03/social-media-strategy-review-aam-aadmi-party/>
2. <http://www.socialsamosa.com/2014/03/social-media-strategy-review-bharatiya-janta-party/>
3. <http://gadgets.ndtv.com/social-networking/features/did-social-media-really-impact-the-indian-elections-527425>
4. <http://www.bbc.com/news/world-asia-india-26762391>
5. <http://indiankanoon.org/doc/1620503/> India's social media election battle, BBC, 31 March 2014
6. <http://indiafacts.co.in/debacle-delhi-beware-termites-around-mr-modi/>
7. <http://blogs.economictimes.indiatimes.com/et-commentary/delhi-elections-2015-why-bjp-really-lost/>
8. <http://www.dnaindia.com/india/report-shiv-sena-continues-tirade-against-bjp-claims-aap-reduced-party-to-dirt-2060102>
9. http://www.business-standard.com/article/opinion/delhi-elections-a-lesson-for-bjp-115020500588_1.html
10. <http://www.thehindu.com/news/national/aap-reduced-bjp-to-dirt-in-delhi-polls-says-shiv-sena/article6882291.ece>
11. <http://www.mid-day.com/articles/delhi-elections-2015-3-reasons-why-bjp-lost-and-aap-won/15981172>
12. http://www.business-standard.com/article/elections/10-reasons-why-the-bjp-lost-the-delhi-elections-to-aap-business-standard-news-115021000305_1.html
13. <http://www.elections.in/blog/why-bjp-lost-delhi-elections-2015/>
14. <http://www.firstpost.com/politics/not-just-kiran-bedi-5-reasons-why-bjp-could-lose-delhi-assembly-polls-2069787.html>
15. <http://www.rediff.com/news/column/delhi-polls-5-reasons-why-the-bjp-got-it-wrong-in-delhi-/20150210.html>
16. <http://indiatoday.intoday.in/story/delhi-elections-result-unofficial-reasons-bjp-defeat-kiran-bedi-raman-singh/1/418734.html>
17. <http://blogs.lse.ac.uk/indiaatlse/2015/02/18/the-aap-and-the-power-of-positive-campaign/>
18. <http://linkis.com/YkCXo>
19. http://articles.economictimes.indiatimes.com/2015-01-03/news/57633933_1_sitaram-yechury-vote-bank-upper-house

Role of Community Radio in Women Empowerment

Ms. Ayushi Dimri*

ABSTRACT

The aim of this research is to study the role of community radio on the issue of women's empowerment. This research work takes the position that the issue of women empowerment has a significant weightage in the programming schedule. This study also states the need and importance of community radio and impact or effectiveness it has on the society. Three different community radios have been observed for this research-Jamia Milia Islamia, IMS International, Noida and Amity University, Noida. Qualitative research methodology is used to conduct the research. To study the weightage and significance of this social issue, programming schedules of these radio stations were observed and analyzed. Informal interviews with the local residents were done to examine the impact of programs on women empowerment. A systematic way is used to conduct this research which includes, selecting an appropriate topic for the research, selecting the area, collection of information, deciding upon the techniques and methods of the research, analyzing the data and then drawing appropriate conclusions.

KEYWORDS: Community Radio, Programming, Empowerment

INTRODUCTION

Community Radios are the latest initiative happening around the world. The word 'community' in terms of community radio, means people who listen to the same kind of music, who live in the same area, who have the same cultural background or who have the same educational needs. Community Listeners are the people living in the Coverage Zone of the Community Radio Stations i.e. in the broadcasting service of the licensee and having interest in the content.

Community Radio

Community radio is an initiative where the community helps themselves to become a better society. Community radio helps giving poor people 'a voice', enabling them to instigate their own change such as advocating for their rights or promoting social learning and dialogue. It acts as a catalyst in development efforts of the rural folk and the underprivileged segments of urban societies. Community radio has the exceptional ability to share timely and relevant information on development issues, opportunities, experiences, life skills and public interests.

It has three aspects: non-profit making; community ownership and control; and community participation. It is not about doing something for the community but about the community doing something for itself, which means the community is owning and controlling its own means of communication (AMARC website).

Need for Community Radio

The conventional media like the newspapers or televisions usually furnish the problems essential for the nation. Moreover, these traditional Medias run with profit-making motives due to which the problems or needs of the community are neglected.

In this scenario, comes the need of community radio through which the views and problems of a community is addressed. It empowers people at the grassroots level and helps in strengthening democracy. Decentralized community radio maintains close ties with the local community and provides local people the opportunities to voice their opinions and ideas, share their knowledge which enables them to solve their own problems.

Community Radio in India

India being a developing country is in terrible need of community radios which actually come across as a very appropriate medium for responding effectively to the development issues at stake. Community radio is the third tier of communication in India, print being the first and television the second. The programs broadcasted through community radio deal with local issues like health, education, environment, agriculture, culture, women, children, family, improving sanitation and hygiene, fishery, discouraging superstitions, elections, social welfare, HIV/AIDS, etc.

RESEARCH QUESTION

This research study is intended to studying the effectiveness of community radio in promoting women empowerment¹ in India and the significance of this issue in community radio programming. This study aims at answering the following questions:

- What type of programs is broadcasted through community radio?
- What is the programming pattern of different community radio stations?
- Why do we need programs on women empowerment?
- How much weightage is given to the programs related to women empowerment?

RESEARCH OBJECTIVE

- To study the programming schedules of different community radio stations
- To examine the pattern followed in the programming schedule
- To study the importance of women empowerment in programming schedules and the weightage given to it.

RESEARCH METHODOLOGY

The research methodology used in this research is Qualitative methods. Different observations such as participant observations and direct

observations, Interviews both formal and informal were done for this research work. E-mail conversations and interviews were also conducted.

STUDY AREA

For this research work, programming patterns of three community radio stations: Radio Jamia of Jamia Milia Islamia, Salam Namaste of IMS International Noida, Radio Amity of Amity University Noida was observed.

HYPOTHESIS

The hypothesis that supports the prediction is alternative hypothesis (H_A) while the hypothesis that describes the remaining possible outcomes is the null hypothesis (H_0). My hypotheses for this research are:

H_A : The programs related to women empowerment have some significance in the programming schedules of community radios stations.

H_0 : The programs related to women empowerment have little or no significance in the programming schedules of community radio stations.

LITERATURE REVIEW

According to Community Radio India website, Community Radio is the radio broadcasting with the objective of serving the cause of the community in the service area by involving members of the community in the broadcast of their programs.

The word 'community' in terms of community radio, means people who listen to the same kind of music, who live in the same area, who have the same cultural background or who have the same educational needs.

Community radio responds to the needs of the community it serves, contributing to its development within progressive perspectives in favor of social change. Community radio strives to democratize communication through community participation in different forms in accordance with each specific social

context.

(Source: World Association of Community Broadcasters (AMARC), 1998)

Community radio is a social process or event in which members of the community associate together to design programs and produce and air them, thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighborhood, or agitation for the election of new leaders.

(Source: Carlos A. Arnaldo, Community Radio Handbook UNESCO; p1)

Radio Stations	University	Frequency
Radio Jamia	Jamia Milia Islamia	90.4 MHZ
Salaam Namaste	IMS, Noida	90.4 MHZ
Radio Amity	Amity University	107.8 MHZ

Table 3.1 Selected Community Radio Stations

RESEARCH METHODOLOGY

The methodology used in this study is Qualitative. This research required the observations, analysis and in-depth knowledge of the types of programs broadcasted in community radio stations. It involves literature reviews of various studies and publications on community radio broadcasting, observation of the programs broadcasted and interviews with the representatives and the listeners of the community radio.

DATA COLLECTION

After selecting the topic for the study, the concerned authorities were contacted to gather the required information. I got in touch with the representatives or authorities of the community radio stations of Jamia Milia Islamia, IMS Noida and Amity University so as to collect relevant information.

SAMPLING

Three community radios that are run by educational institutes – *Radio Jamia* of Jamia Milia Islamia, *Salaam Namaste* of Institute of Management Studies (IMS) and *Radio Amity* of Amity University were selected.

Since, radio station of Jamia Milia Islamia is one of the oldest and the popular one in the city, it was selected because of the historic value. Radio station of IMS Noida is a very first community radio station in the Noida-Ghaziabad region and the radio station of Amity University is the newest

one. All these radio stations were selected because of their freshness and their innovative program styles. Radio Jamia began show on 6th March 2005 for one hour length of time. It not only caters the needs and concerns of all the sections of the society but also entertains them. Radio Jamia being one of the oldest in the city has a good listenership. The station at Jamia has involvement of those in settlements, colleges and even slum-occupants.

Salam Namaste of IMS Noida was established in the year 2009. It is the first community radio station in Noida - Ghaziabad region, based at the internationally renowned academic hub- IMS Noida. It was suspected that a Community Radio Station in Noida can connect with all the segments in both Noida and Ghaziabad to provide for them a solid voice of being listened.

Radio Amity was founded on October 2013 by Amity School of Communication, Amity University Noida. It is broadcasted for 24 hours over a radius of 15 kilometres, covering a thickly populated neighborhood of the university. It is operated by the students of Amity University.

Technique or Method of Research

Having determined the research problem, topic and the sample of research, the next step is to determine the best data collection method. For a research like this, qualitative technique is the most appropriate one. The data was collected through

observations and by conducting informal interviews of the representatives and the locals. In order to know the reputation of the radio stations interviews and one-to-one conversations were carried out.

CONDUCTING RESEARCH

Having obtained the consent to interview the representatives of the respective universities collected the required information. Furthermore, the programs that are being broadcasted at the radio stations were also analyzed in order to know the importance of the issue women empowerment in the programming. It was observed that in the programming schedules of all the three radio stations, there were programs related to women, the problems faced by them and their success stories. The students and the locals were also interviewed to know their knowledge on this issue and what they think about the programs that are being broadcasted.

ANALYSIS

After the information gathering the following step is to mastermind preparing and breaking down of the information so that the inductions can be made. The source of data collected for this research study was mostly primary data. For some information, secondary data was also referred. Primary data included observations and interviews of the locals and authorities at the radio stations.

Radio Station	Area	Hours	Language Used
Radio Jamia	8-10 kms	6 hrs	Urdu, Hindi, English
Salaam Namast	10 -15 kms	12 hrs	Hindi, English
Radio Amity	15kms	24 hrs	Mostly English

Table 4.1
Programs in Community Radio Stations

Secondary data included various books and websites on radio and broadcasting. The websites of the radio stations was also referred to get basic and additional information. The locals were asked questions regarding the community radio stations in their vicinity to know about the popularity of these radio stations. This helped me draw conclusions on the reputation and impact of the selected community radio stations. They were also inquired about women empowerment. Informal face-to-face interviews were conducted. Following analysis was made:

- Most of the locals knew about the community radio station of their area. They had pretty good knowledge of the programs broadcasted.
- The residents near the community radio stations had good knowledge of the issue of women empowerment. Most of the locals were avid listeners of the programs broadcasted on women.
- All the selected community radio stations had good reputation amongst the locals.

The representatives of the community radio stations of respective universities and the students involved in the process of programming were also interviewed to get a better understanding of the programming process of the radio stations. Programs that are broadcasted at the radio stations were also observed.

Issue based programs at Radio Jamia

Parwaz: This program is dedicated to issues concerning women. The different episodes this year covered issues of women's health and empowerment, such as “Women and HIV”, “Women and Heart Disease”, “Domestic Violence”, and “Women and Education”.

Yeh Janna Zaroori Hai : This program which deals with health and hygiene issues. It is broadcast in a two-presenter format wherein they discuss fundamental issues concerning human health and hygiene.

·Fikr-O-Nazar: In this program the focus is on the moral values and the philosophy of life.

Trinity Media Review

Butterfly and Pratham: Radio Jamia broadcasts some special programs in collaboration with BBC and other NGO's like Butterfly and Pratham. They take part in the live programs which deal with the issues of child labour and women empowerment.

Issue based programs at Salaam Namaste

Career Express: Different career options are discussed in this program. A listener can also call and ask their queries

Tal to Doc: Health issues and their remedies are discussed. A specialist is called and the listener seeks remedies from the doctor.

Tank Jhank: It is a program that focuses on the different problems faced by the people living in the NCR and Ghaziabad region. Problems related to women are also discussed in this segment.

Chill Maar NCR: This program lets the listener know about successful life stories of the famous people or people living in the region.

Issue based programs at Radio Amity

Heroes: Success Stories of people are discussed for example: A woman Auto Driver.

Earth matters: In this program, different environment problems are discussed and the solutions are also provided.

Womania: Issues related to women are discussed, the listeners are asked to give their opinion on the issue. The reasons and solutions are discussed.

Legal Aid: In this program, legal problems and their solutions are discussed.

According analyzing the above, it was clear that the community radio stations give good weightage to the issue based programming especially of women. All the three community radio stations had programs related to women or women empowerment.

It was analyzed that the radio stations broadcasted more of the issue based programs rather than

entertainment programs. The programs concerning an issue had more impact on the listeners than the entertaining programs.

HYPOTHESES TESTING

According to the analysis of the data collected, following analysis was made: Community Radio stations give good weightage to the issue based programs, especially of women in their programming schedules. The programs related to women empowerment are liked by the listeners and have good impact on the listeners.

So, according to the points mentioned above, for this research study the null hypothesis is rejected and the alternative hypothesis is accepted. The programs related to women empowerment are significant in the programming schedules of the radio stations.

CONCLUSION AND DISCUSSION

It was clear that community radio has great impact on the listeners as it caters the needs and concerns of a particular community. Community radio allowed the listeners and the residents to voice their opinions on the problems they face.

Community radios reflected the problems of the people living in that area and provided a platform where they can express themselves and voice their opinions. Community radios are called a great instrument for democracy as they are operated by the people of that society and are established for the society.

The radio stations have minimum one program that is focused entirely on the problems faced by the women. The regions selected had women listeners who strongly felt that more such programs should be broadcasted in order to aware and educate not only women but the society as a whole. Also, programs involving the participation of the women residing in slum areas are also being made in order to educate and aware them about their rights, health and hygiene.

The interviews with the representatives concluded that even the authorities at the radio stations are keen in discussing the problems faced by the society. This is the reason that more issue based

programs are being broadcasted than the programs that are focused on entertaining people. Even the authorities have realized to have programs that can involve illiterate or slum people.

After interviews with the locals and the representatives it was clear that the programs that are being broadcasted have great impact on the listeners. The concept of community Radio is getting popular amongst listeners because it discusses the problems faced by the society. Hence, it was concluded that Community Radios play a very important role in tackling the issues faced by the society, especially the issue of Women Empowerment.

1. Empowerment means increasing the social, political, economic, educational, spiritual strength of an entity or entities. It is the process of obtaining basic rights and opportunities either directly or with the help of other peoples. Empowering includes encouraging and developing the skills for, self-sufficiency, with a focus on eliminating the future need for charity or welfare in the individuals of the group.

BIBLIOGRAPHY

- 1. AMARC Africa and Panos Southern Africa 1998, What is Community Radio, A Resource Guide, London.
- 2. Malik Kanchan K. Vidura, Journal of the Press Institute of India, Concept and Worldwide Practice, Vol.44, Issue No.1, Jan-March 2007
- 3. International Communication Association, 1998 (UNESCO)
4. AMARC 2007 Community Radio Social Impact Assessment .Removing Barriers, Increasing Effectiveness, World Association of Community Broadcasters.
5. Ankita Chakaborty, Community radio – a stimulant for enhancing development through communication, West Bengal, University of Burdwan , available at http://www.caluniv.ac.in/global-mdia-journal/student_research-june-2010/ankita-bu.pdf

6.Series of articles available at www.audienceialouge.net accessed on 22/8/14

7. Buckley, Steve, 2006 Giving Voice to Local Communities, CR and Related Policies, UNESCO

8. Colin Fraser and Sonia Restrepo Estrada, 2001, Community Radio Handbook, UNESCO

9 . I n f o r m a t i o n a v a i l a b l e a t www.communityradioindia.org accessed on 20/8/14

10. ·MIGISHA, Contribution of Community Radios in Rural Areas Development, National University Of Rwanda, 2011 available at <http://www.memoireonline.com/11/11/4928/Contribution-of-community-radios-in-rural-areas-development-case-study-of-Habwa-Ijambo-program-aire.html>

11.Frances J. Berrigan, Community Communications- the role of community media in development, 1981, Paris, UNESCO.

12. Esther .S. Kar, Social Impact Of Community Radio Stations In India, Indian Institute of Management Bangalore, 2008-2010 available at http://www.cse.iitb.ac.in/synerg/lib/exe/fetch.php?media=public:students:zahirk:gv:cr_impact_esther_kar.pdf

·13. Mrs. K.Jayashree, Empowerment of Women through Information and Communication Technologies, 2007, Puducherry.

·14. Carlos A. Arnaldo, Community Radio Handbook, UNESCO

Press Regulation during 19th Century in India

Ms. Ridhi Kakkar*

ABSTRACT

The present study aims to review the history of press regulation during nineteenth century in India. It traces the history from eighteenth century to nineteenth century.

Keywords: Press, Regulation, Vernacular Press, Censorship, License

INTRODUCTION

The press marked its beginning in India in late 18th century and in no time it started expanding that created an urgent need to regulate that untamed growth. Traces of press in India can be found prior to British rule in India i.e. during Mughal era, news writers are appointed in various administrative units to disseminate news from different part of province to the headquarters. East India Company also continued this practice and setup printing press in Bombay in 1674. But one may be surprised to know that first newspaper in India came in 1780 (Bengal Gazette) though printing press was established a century before. Hickey's two-sheet newspaper contained defamatory attacks on company's officials. As there was absence of established press regulations therefore Hickey was sued only for libel and Bengal Gazette was deprived of general postal privileges. After Bengal Gazette many newspaper came into existence. But even till the end of 18th century there were no formal laws associated with press. Newspaper was started with official references and incase of displeasing government their postal privileges were revoked hence lead to discontinuation of paper. By the beginning of 19th century the demand for press regulation was felt, as it was difficult to control a large number of newspapers and the libelous content against the government with other laws of sedition. Marquess of Wellesley come forth with rigid almost war time regulation in press.

Wellesley's regulation was amended many times by his successors to suit various interest groups in whom government interest was prioritized. Earlier there were two major interest groups in press i.e. government and Anglo-Indian newspapers which rarely attempted to offend government. Rise of Indian language newspaper gave birth to new set of regulation, as their owners were natives of India and government official were concerned about the content they publish, as they fear it to be rebellious. Revolt of 1857 shook the administration of East India Company though Indians were defeated; Lord Canning blamed the press and circulation of opinions among native Indians through seditious writings in newspaper. 1857 not only marked the regime change i.e. from East India Company's to British India but also shaped press regulations according to different interest groups. Government attitude also changes towards Indian newspapers and more difficult and rigid laws were framed which continued till 20th century. Government understood the power of press and started taking precautionary measures to avoid and rebel through press in their reign.

OBJECTIVES

This paper will address the various press regulations during 19th Century. While describing the press laws of that era I would try to explain the reason behind the imposition of a particular regulations and what changes were brought up in every succeeding law as compare to the preceded one. The paper would also address the regulations in two broader categories of content and infrastructure, Native Indian and English press of that era.

Hickey's Gazette and Origin of press in India 1780-1799

Although company had installed printing press in Bombay in 1674 and provided a generous types

and paper and also established press in Madras in 1772, it is significant to note that the first attempt to start newspaper in Calcutta was made in 1776 (Natrajan, 1955, 5). William Bolt who first made attempt in 1776 was made to resign from Company's service after censure by Court of Directors for private trade under the Company's authority. Bolt made it known he had "in manuscript many things to communicate which mostly intimately concerned every individual". (Rau, 1974, 10) This causes resentment among company's officials and Bolt was ordered to go back to Europe. After 12 years i.e. 1780 James Augustus Hickey started the Bengal Gazette or Calcutta General Advertiser. Hickey's Gazette specialized in exposing the private lives of company's officials including the Governor-General Warren Hasting and his wife and Colonel Thomas Dean Pearse, Simeon Droz, John Zachariah Kiernander. He had no intention to attain literary attainment and his paper was highly devoted to scandalous attacks on company's servants. Because of his writings Hickey soon landed in trouble. Content of the Hickey's Gazette became predicament for those who was attacked by Hickey in his two-sheet gazette. In the absence of press laws initially attempts were made so as to create conditions in under which, it was difficult of Hickey to run his press. Hickey was denied the privilege of sending his newspaper through the channel of General post office. Not only this, types of the press were sold to other rival newspaper Indian Gazette by officer Kiernander against whom Hickey also filed complaint.(Natrajan, 1955,5-7) Privileges from Hickey's newspaper were denied and rival newspaper (Indian Gazette) was benefitted. By following Hickey and learning from his experience Messink and Reed started Indian Gazette in 1780.

They obtained consent for starting publication and postal concession from Governor- General with the assurance would abide by any regulations the Governor- General might lay down. They obtained consent by which they were appointed as printers to the Company at Calcutta. In 1784 Calcutta Gazette was published under direct patronage of the Government. In the following years many publications were started – Bengal Journal and a monthly, the Oriental magazine of Calcutta Amusement in 1785, the Calcutta Chronicle in 1786.

The new editors were cautious after Hickey's example and were loyal to company's regulations. He was arrested and could not release, as the bail amount was Rs 80,000/-. He kept on editing his Gazette from jail and Chief Justice awarded Warren Hasting a compensation of Rs 5000/- that Hickey could not able to pay. Hickey courageously practiced journalism till he was reduced to poverty and distress. (Chanda, 1987). Meanwhile, first newspaper in Madras, the Madras Courier came into being in 1785 as an officially recognized newspaper founded by Richard Johnson, the Government printer. By an order it was stated that advertisement couldn't be published in the newspaper without the official signature either by Secretaries of Government or any other officer duly authorized. Through this government can have regulate the revenue of the newspaper hence can regulate the content of the paper. Publication without authority led to cease of newspaper that happened in the case of Indian Herald started in 1795. **Censorship was first introduced in Madras in 1795** when R. Williams who started Madras Gazette was ordered to produce general orders of the Government before Military secretary before publication (Natrajan, 1955,7).

There were no newspapers in India before 1780. The European community in India had to rely on newspapers coming England that often took nine months to a year to arrive in India. The earliest attempt to start a newspaper was made by disgruntled ex-servants of the Company who exposed evils and malpractices occurring at that time. Later newspapers were started with direct or in direct government patronage (Rau, 1974).

The circulations of these newspapers never exceeded beyond two hundred so there was no danger of public opinion getting subverted and very occasionally spare copies reached another territory. The first exchange took place between Calcutta and Bombay only in 1786 when, James Hatley, Secretary in Bombay, wrote to Secretary Bruere in Calcutta, saying that the President in Council wants Governor General to order printers of Bengal Gazette to send a copy of the newspaper regularly. The problem was that these newspapers might reach London rather than they have any affect in Bengal and that would blot the image of the Company's official at Bengal. (Natrajan, 1955, 10)

Press regulation was imposed in May 1799 which included- newspaper have to carry in imprint **the name of the printer, the editor and the proprietor**, to declare themselves to the Secretary to the Government and to submit all material published in the newspaper for prior scrutiny. James Mill describes the position of the press before the arrival of Marquess of Wellesley:

...in the early portion of its career, the Indian press had been left to follow its courses, with no other check than that which the law of libel imposed. The character of the papers of early days sufficiently shows that indulgence was abused, and that, while they were useless as vehicles of information of any value, they were filled with indecorous attacks upon the private life and ignorant central issues of public measures.

(History of British India, Vol. III, 1856, p. 58. In Rau, 1974)

Press was not a big threat for the Company in late 18th century that why even till end of the century no strict press laws were made. Hickey was heavily fined not only because of his scurrilous writings but also because even after revoking all government privileges he kept on writing in his paper. Company want to reduce him to the position where he has no funds to run his paper and that what they did. European based in India other than Hickey were ready to obey the regulations laid by Company on press or else they would be deported to Europe. Moreover it is interesting to know, during that period newspapers contained material exclusively interest to or related to European population in India.

Wellesley Regulation of 1799

The policy in India during that era often corresponds to the mood of the dominant class in Britain. Marquess of Wellesley¹ was expecting a war with Tipoo Sultan of Mysore and rival French power in India. So he wanted to regulate press and Europeans in Calcutta by imposing almost war time regulations. He also did not want that any piece of information regarding war circulated through press and received by enemy as editor of Asiatic Mirror² published the estimates of European and Indian population in the newspaper.

So he took precautionary measures and wrote a letter to Commander-in-Chief promising to lay down “ rules for conduct of the whole tribe of editors.” And suppress the editors of mischievous papers and send them back to Europe (Rau, 1974) to the Government and to submit all material published in the newspaper for prior scrutiny. **Publication on Sunday was prohibited.** The prescribed punishment for the breach of the regulation was immediate deportation. The Secretary was vested the **power of Censor**. By separate set of rules he was require to exclude from newspapers information in regard to the movement of ships or the embarkation of troops, stores or specie, all speculation in regard to relations between the Company and any native powers, information likely to be use to the enemy territories. In addition, he was to **exclude all comment on the state** of public credits, or revenue, or the finances of the company, or on the conduct of Government officers, as also private scandal or libels on the individuals. He was also **required not to permit the publication of extracts from European newspapers** that were likely to constitute a breach of the above restrictions (Natrajan, 1955).

Court of Directors approved the rules. Censorship, which was earlier introduced in Madras in 1795, was introduced in Bengal after 1799 regulations. As well as pre-censorship was also introduced. Wellesley did not want circulation of any unclaimed newspaper, so he made compulsory to print the name of editor and proprietor so that in case of breach of regulation immediate action could be taken. Publication on Sunday was banned so as to limit the readership. Information related to the state was highly controlled so as to avoid misuse by enemy. Even Wellesley himself directed the editor of his official dispatches for the press in India. Wellesley feared that highly controlled information about government activities would increases the chance that newspaper might publish information taken from European paper. But this fear seems to baseless as there is evidence stating that arrival of European newspaper took more than nine months that marked the beginning of newspaper by European natives in India, and if editors publish nine month ago news extracted from European newspaper I believe, by no reason it would pose threat to the government. The rule was only press run by Anglo-Indians not people

born in India. Indian players in press had not arrived by then.

The Regulations on the press were so stern at that time that the Governor-General himself found that editors were not submitting to their proofs of examination and he released an order on May 22 1801 stating, “ the Editors of the newspapers be directed on no account to publish the newspaper of which they are respectively the Editors, until they shall have been received by Chief Secretary of Government or in his absence, by the Secretary in Public Department, and that they be further informed that any paper sent for inspection after three o'clock will not be returned until the following day” (Natrajan, 1955).

On April 9 1807 Governor-in-council banned public meetings. The extreme restriction on press led to the growth of an underground press. Pamphlets were published which did not bear the name the author or the printer. Immediate amendments were made in the regulations requiring all the presses to publish name of the printer on all the literature printed.(Rau, 1974)

Hasting Regulations of 1814

After Wellesley, Lord Cornwallis was given the charge followed by Lord Barlow (temporarily) and then by Lord Minto. The regulations on the press remained the same.

Hasting overtook as Governor- General of Bengal from Minto in 1813 as per his regulations; he issued instructions requiring all printing presses to submit proof sheets of the newspapers, supplements, extra publications, notices, hand bills and other ephemeral publications to the Chief Secretary for scrutiny and revision. The Rules laid by Wellesley was still intact.(Rau, 1974)

There were significant developments in press during 1813-1818. The first Indian newspaper was started by Gangadhar Bhattacharjee, The Bengal Gazette that only lasted for a year, publication of newspaper on Sunday was again started with a condition that all the work should be finished by Saturday night and no working late hours. John Adam was made the Chief Secretary.³

Once Chief Secretary John Adam was not well and William Butterworth Bayley, the acting Chief Secretary was performing his duties. He had a conflict with Heatly proprietor-editor of Morning Post newspaper. Bayley wanted to exclude few paragraphs from newspaper as per pre-censorship rule but Heatly refused by saying that the press regulations was only meant for Europeans in India whereas he was an Indian native as his father was European subject and his mother was a native Indian. Bayley example showed that press laws were powerless dealing with Indian born.

Hasting reaction to this was bit unpredictable, instead of making changes in the rule he altogether **abolished the pre-censorship law** and left responsibility on editors of the paper not publish any material that affect the authority of Government and to be inadequate for public interest. Regulations to this effect were issued on August 19, 1819. (Natrajan, 1955)

Liberal policies of Hasting were both appreciated and criticized. Hasting was aware of the fact that the Court of Directors would not approve total withdrawal of all the restrictions. Adam including Court of Directors, Mountstuart Elphinstone Governor of Bombay and Governor of Madras considered freedom of press as threat to the Company's rule in India. Whereas Hasting believed that a responsible attitude of public opinion would foster a sense of responsibility in press while other opposed this thought. Even at one point of time there was a difference in opinion between Court of Directors and Board of Control⁴ Court disapproved Governor-General orders and directed Board of Control to direct Governor-General to take his orders back, but Board of Control never dispatched that orders during Hasting's term. (Rau, 1974)

James Silk Buckingham was a European and was recognized as the man of principles by all in Calcutta including Governor-General Hasting. He was an editor of Calcutta Journal, bi-weekly eight pages newspaper in which, he criticized the faults of Governors in performing their duties and to tell them the bitter truth. He also had a column open for public grievances. He set new standards of journalism his newspaper was best-produced newspaper of that time. In 1823, Thomas Fanshaw Middleton, Bishop of Calcutta was attacked in

Calcutta Journal's article that stated that divine practices were not conducted during Christmas because Chaplains were busy conducting marriages. Bishop felt offended and Buckingham's license to stay in India was revoked. He was ordered to leave Calcutta. Hasting followed a liberal policy and stood in the favor of Buckingham. But Adam raised a campaign against Buckingham and filed criminal libel suit against him. For that he was fined for Rs. 600/- and was deported. Hasting's term came to an end and Adam was succeeded for a time being. (Natrajan, 1955)

Press in first two decades of 19th century saw rigid almost wartime regulations imposed by Wellesley and liberal attitude towards press by Hasting. Not only was this opinion on freedom of press divided both in India and England. Hasting favored liberal press policies and also went against the Members of Council. This was because of Hasting, that standard of press raised and editors like James Silk Buckingham and Raja Ram Mohan Roy valued public opinion and openly criticized Government actions and social evils in the society.

Adam's Press Ordinance – 1823

After acquiring the position in Governor-General in 1823 after Hasting, Adam immediately sanction the ordinance duly approved by Court of Directors on December 18, 1823. The ordinance required that all the matters printed in the press or published thereafter except the commercial matters (shipping intelligence, advertisements of sales, current prices of commodities, rates of exchange) should be published under the license from Governor-General in Council signed by Chief Secretary (designation which was abolished by Hasting when he revoked the pre-censorship law) of the Government. The application for the license must have name of the printer and publisher and of the proprietors, their place of residence, location of the press and the title of the newspaper, magazine, pamphlet or the other printed book or paper. If there is a change in the address of any of them or printing house was changed a fresh application of the license has to be submitted. Governor-General has all the rights to call for a new application and to revoke the license whenever there is a need. A penalty of Rs 400/- would be charged for printing without license. The penalty of infringement for

fine is of Rs. 1000/- or six month imprisonment. This act also laid special procedures for applying for the license in which, copy of publication has to be presented before the magistrate for the approval of the application. (Rau, 1974)

In Adam's press ordinance, Government for the first time made policy to regulate and control the infrastructure required to run a press. Pre-censorship was still banned during Adam's regulation. But licensing proved to be an indirect way of controlling the content of the newspaper or protecting other laws associated with the preventing seditious writings. This can be seen in the case of Raja Rammohan Roy's and five other newspapers in which, his license to run a newspaper Mirat- Ul- Akhbar was revoked when he cited few paragraphs from other newspaper in his own newspaper. Which was against the press laws so as to control spreading of content as much as possible. Roy and other editors applied even at Supreme Court and Kings in the council but that was of no use. Mirat- Ul- Akhbar was ceased and application of fresh license was needed to again run that newspaper. (Natrajan, 1955)

The Freedom of press was matter of debate in the British Parliament. Government doesn't rely on the editors of the newspapers in India and therefore the publication of debates in Parliament could not be done without the prior permission to the chief secretary. There were strict instruction given to all the newspaper to publish the exact content in the of the speeches without any personal interpretation by editors. (Natrajan, 1955)

Although Adam's regulation was uniform to both the Indian own Press and English own press but it was known for distinguishing between the two categories that is Indian-owned Indian language paper and English owned paper. There were higher number of cases of cancelling the license and warnings given to Indian owned newspaper than Anglo Indian newspaper. Indian newspapers mostly criticize the policy of Government and talked about social reform and politics. On other hand English newspapers were loyal to government and enjoyed concessions. With strict ban on the newspaper run by company's employ by Court of Directors, there left only two category of ownership i.e. Indian owned or Vernacular

Newspaper and English owned newspaper. With this it is apt to say that the Adam's Regulations were precursor to Vernacular press act.

After John Adam, Lord Bentinck came to the power in 1828. He showed liberal attitude towards press. He saw great potential in Indian language newspaper for bringing social reform in the society. He encouraged newspapers beyond Calcutta, as he knew that the newspapers won't have any sales without Government assistance. (Rau, 1974)

Metcalf Act of 1835

Metcalf was a member of the Council-of-Governor General he was against the decision of the Court-of-Directors to exclude the employs of the company to own and run a press. According to him exclusion leads to the press in the hands of those who were loyal to the British in India and left no space for the dissatisfied employs to express their opinions. (Rau, 1974) Metcalf also wanted reconsideration of the licensing of the press. He wanted to refrain the entire press laws in India and hence formed a press commission. But the Governors of Madras and Bombay did not accept the some of suggestions. He invited Macaulay, the Legislative Member of the Supreme Council, to draft press act and to incorporate all the suggestions of the press commission. He favored that the license act should be repealed and wanted liberal laws for press knowing that Court-of-Directors preferred to impose rigid restrictions on the press. Similar to Bentinck, he also wanted to encourage native press beyond Bengal.

Macaulay wrote to Metcalf, "that the licenses to print and publish ought not to be refused or withdrawn except under very peculiar circumstances" and added, "the Act which I (he) propose is intended to remove both evils, and to establish a perfect uniformity in the laws regarding the press throughout the Indian Empire. Should it be adopted by every person but no person will able to publish or print sedition or calumny without imminent risk of punishment."

Natrajan quoted H.T. Prinsep and Lt. Colonel Morrison, were of the opinion that excess of liberty to the press may create a problem in the long run.

...H.T. Prinsep, senior Member of the Governor-General's Council, ex-pressed disagreement with Metcalfe's view on the new press Act, he emphasized the importance of Government keeping a watchful eye particularly on the 'native' press. "I do not contemplate entirely without apprehension the encouragement of the growth of the native press, which, judging from the spirit of discontent produced by our first experiments in the work of education threatens to be hostile. He added: "I dread that in its consequences the native press may be subversive of good order and discipline: but the experiment has been commenced of leaving this press free, and we have, therefore, now only the choice of endeavoring to influence it, and to, and to give it a proper direction, or of abiding the result, leaving it to pursue its own course, in the confidence that we shall be strong enough to cope with it when we see danger.

...Lt. Colonel Morrison, another Member of Council, also expressed apprehension at allowing freedom to the "native" press. He suggested the appointment of a responsible officer to watch the operations of the Indian Language press and he urged it should be made clear to all printers and publishers that Government had the power of putting a stop forthwith to the operations of any press which in its publications indulged in sedition or in discussion dangerous to public tranquility.

(Natrajan, 1955)

After all the debates and discussions, Governor General with the unanimous support of his Council passed Metcalf Act of 1835 and **implied it over all the Presidencies and rule of East India Company in India.** M. Chalapathi Rau stated the Metcalf Act in his book 'The Press'-

...This act called for the repeal of all the regulation in other presidencies as well including Bengal press regulations of 1823 and Bombay press regulations of 1825 and 1827. The new Act was applicable in the

operation to the territories of the East India Company. It provided for a declaration by the printer and publisher of any newspaper or periodical, giving a true and precise account of the premises of publication. In the event of a change in the place of printing or publication or the printer or publisher leaving the territories of the East India Company a fresh declaration would be necessary. The penalty for non-declaration was a fine not exceeding Rs. 5,000 and imprisonment for a term not exceeding two years. It was open to a printer or publisher to cease to function as such by a similar declaration to that effect. It was required that every book or paper printed in a press after due declaration should bear the name of the printer or publisher and the place of publication. The penalty was the same as the penalty for non-declaration.

(Rau, 1974)

The act gave clear indication that the licensing was no more needed to run the press. But there was no clarity whether the company's servant are allowed to own or to run a newspaper, therefore, Madras Government on receiving the copy of the new Act asked for the interpretation by the Governor-General in council of Court of Director's order of 1825 prohibition. Metcalfe's liberation policy with the consent of the Court-of-Directors revoked the prohibition against the connection of company's servant with the press. But Court of Director warned that Government should have certain emergency powers so as restrict the misuse of the press. (Rau, 1974)

After Metcalfe Lord Auckland in 1836, took steps to keep press inform about all the press laws and to avoid any misuse of the Government order. After Lord Auckland, Lord Ellenborough ordered the officials of the company not to make any of the official documents and papers public or to communicate it to the people without prior consent. This action was taken when; Colonel William Sleeman published some official documents belonging to him in the newspaper. Government also feared about the leaking and publicizing of any official secret. This leads to the formation of the **Official Secrets Act** and later the idea of Government's official publicity of information to the press. (Natrajan, 1955)

Canning Press Act of 1857 (the great rebellion and after)

The apprehensions of the Metcalfe Act of 1835 can be seen in war of independence. Growth of 'Native' press was blamed for this rebel and 'Sepoy Mutiny'. Native periodicals of that time consisted of political and social questions. The Government was too much involved in making laws against unjust social and religious practices of the Indians and also encouraged these laws through native press that hurt the sentiments of the people. (Chanda, 1987) Government was however curbed the rebel but was shook by this extent of attempt. East India Company handed over the control of India to British Government and India became a colony of British Government. Lord Canning who was earlier the Governor-General of India became the first Viceroy of India.

Lord Canning after his speech in June 1857 introduced rigid press laws. He was backed by Lord Elphinstone; Governor-General of Bombay who had least problem with the press in his area. The Act reintroduced the Adam's licensing regulations 1823 this time for whole India. No distinction was made between Indian press and English press. The license had to be renewed every year with the same procedures as in the beginning. Lord Canning set-up an editor's room where some papers were inspected for information of journalist and type of content that newspaper publish, on random basis. Canning also suggested the omission of seditious content section in the Indian Penal Code drawn by Macaulay because he thought it would attack the freedom of the press. Then the act containing omission was adopted in 1860 but the act was amended in 1870, which added the omitted section. After that seditious writings was an offence under Indian Penal Code and defaulter was fined or imprisoned up to three years and Europeans settled in India was deported to England. (Natrajan, 1955) After rebel it was for the first time it was seen that such rigid punishment was imposed on the content of the publications.

Vernacular Press Act of 1878

Nil Durpan a Bengali drama on the indigo cultivation was published in 1861. That was the highly controversial. The Hindu Patriot was founded in 1853 that was considered as a terror to

the bureaucracy, as well as to the white colonists and planters in Bengal. 'The Bengalee', founded in 1868 by Girish Chandra Ghosh who fearlessly published his views on public grievances (Rau, 1974). The most striking feature of the Indian press was the diversity of language. The knowledge of English was only restricted to educated and urbane community in India. Vernacular newspaper was published in every region in different language. Growing political consciousness was the one of the major reason behind the growth of the vernacular newspaper in every district and village of India. The newspaper had readership on the basis of the name of the person who published article that newspaper. When in seventies when there was increase in the postal rates information travelled through word of mouth. The Government less aided vernacular newspapers and major advertisements went to Anglo-India newspaper. According to a general estimate of 1873 –vernacular newspaper had 1,00,000 readers with the highest circulation of one newspaper about 3000.(Gupta, 1977)

The India Council Act of 1861 was passed to stimulate Public Interest in the government activity as large number of publications was discussing the working of the government. By this act the Governor General's Council and the Governor's Council at Madras and Bombay was enlarged by the addition of European members and inclusion of Indian non-official members of purely advisory capacity. (Rau, 1974)

In 1876, Lord Lytton became the Viceroy, he had with him the findings of Sir George Campbell had conducted an enquiry about Indian-owned press. He invited opinions on improving relations between government and press. Traditional views were to impose rigid regulations. Robert Knight the founder of The Statesman was of views that, "attitude of press could directly be derived from the attitude of Government towards press." Government never showed sympathy and never consulted persons belonging to press before taking any decision. He suggested to set up press Bureau with a Director whose job is to inform about the writings of the press and built a good relation with press as well. (Natrajan, 1955)

The Indian press caused concern and uneasiness to the Government and acquired a reputation of

disseminating seditious content, the same way it did before the great rebellion. The increasing political consciousness among people increased the apprehension once again in the minds of British related to the press.

In the following year, the Vernacular Press Bill was introduced in the Governor-General's Council and passed as Act IX of 1878. Briefly its objects as stated by Rau were to place newspapers published in the languages of India under –

... "Better control", and to furnish the Government with more effective means than the existing law provided of punishing and repressing seditious writing calculated to produce disaffection towards the Government in the minds of the ignorant population. It was also claimed to be intended to prevent unscrupulous writers from using their papers as a means of intimidation and extortion. Although the bill was introduced by Sir Alexander Arbuthnot, Sir Ashley Eden, the Lt. Governor of Bengal, was the figure round whom there was a storm of controversy. It will be remembered that the chief grievance of the European community in India against Lord Canning was that he refused to discriminate between "the disloyal native and the loyal British" in the press Act. (Rau, 1974)

Serious objections were raised for this act as it discriminated between the Anglo-Indian press and Vernacular press. This act was also called by the name of 'Gagging Act'. By this act once license to run a press got revoked could not be reapplied and this meant closer of press

... Sir Ashley justified this unjust act by saying that, "he did not allude to personal attacks, for personal abuse, falsehoods, scurrility and exaggeration could be left to the courts, but the measure was necessary to deal with license, amounting to sedition. He conceded there were exceptions among the Indian languages newspaper, but the proposed law would not injure them. The distinction between English language newspapers and Indian language newspapers was justified because the English language newspapers were written by a 'class of writers' for a 'class of readers' whose education and interests would make them naturally intolerant of sedition." (Natrajan, 1955)

The act was not able to bear the strong agitation of

the people. In 1880 it was noticed that some improvements were made in this act and finally the act got repealed on December 7, 1881.

CONCLUSION

Indian press is a multilingual press unlike British and French. At the time of beginning of press in India most of the newspapers were in English but later large number of Indian language press grew. In the initial phase (19th century or before vernacular press act of 1878) of press policy, there has been an underlying unity in the policies and common conditions for both English language and vernacular language newspaper that subsequently leads economic unity along with commonness in development of newspaper. Content in the newspaper was a major concern of the British government especially in vernacular language newspaper, as Indians generally publish seditious content against British government and owned most of the vernacular language newspapers. Moreover regulation of infrastructure of the press i.e. Indian and Anglo-Indian was an indirect way of regulating the content in the newspapers both Indian and English language newspaper.

NOTES

1. Marquess of Wellesley: 1798-1805, Governor- General of the Presidency of Fort William (Bengal), the office was created in 1733, the officer had a direct control only on Fort William, but supervised other British East India Company officials in India. Complete authority over all of British India was granted in 1833, and official became Governor-General of India.

2. Asiatic Mirror: Proprietor- Charles K. Bruce and John Schoolbred. Editor: Charles K. Bruce

3. Chief Secretary has duties of press Censor as appointed by Wellesley's regulations of 1799.

4. Court of Directors based in England looked after the activities in all the British colonies, Board of Control was above the designation of Governors in India and looked after the activities in all the Presidencies and later whole India only as the British Colony.

5. Members of the Council- Official advisors of the Governors in the Presidencies.

⁷ Growth of Native press after 1835- As per calculations, six million readers or hearers for the 6,00,000 copies of hundreds of Bengali books published in 1857, at the rate of 10 per book. Of the newspaper printed for sale, the estimates 2950 copies with about 30,000 readers at approximately the same rate. In the North West Provinces the 1850 report lists 28

newspapers with a total circulation of 1497; in 1853, 39 newspapers and periodicals are shown having a circulation of 1839 and in 1854 the same newspapers have a total circulation of 2216 while in 1858. 12 publishing newspapers and periodicals, account for a total circulation of 3223, it must be remembered that newspapers in the North West Provinces with large circulations (between 200 and 250) were almost invariably supported by Government purchasing as many as 200 copies of each issue for distribution.

BIBLIOGRAPHY

Chanda, M. K. (1987). *History of the English press in Bengal 1780-1857*. Calcutta: K.P. Bagachi and Company.

Gupta, U. D. (1977). The Indian press 1870-1880: A small world of journalism. *Modern Asian Studies*, II(2), 213-235.

Natarajan, J. (1955). *History of Indian journalism*. New Delhi: Publication Division.

Rau, M. C. (1974). *The press*. New Delhi: National Book Trust.

Not Larger than Life Hero in Indian Cinema- Amol Palekar

Ms. Manmeet Kaur*

ABSTRACT

One of the finest and suave artists in the Indian Cinema Amol Palekar has completed more than 50 years in the Industry who has contributed in the parallel or The Indian new wave Cinema by giving full of life and memorable performances. During 1970s and 1980s Parallel Cinema gets the publicity of Hindi Cinema to a much wider extent. Parallel Cinema during this time gave chances to new comer artists who had shown their dazzling performances and took the non commercial cinema towards a new ray of hope.

INTRODUCTION

The Indian Film Industry is one of the largest industries in the world offering fair priced tickets in the world. India is a land of great diversity where as many as 750 languages are spoken with 22 official languages spoken by people living in different states and areas. The largest movie studio is Ramoji Film City located in Hyderabad. With all these diversities and wide cultural acceptance, every region has its own Film Industry like Bollywood (Maharashtra), Kollywood (Andhra Pradesh), Malayalam Film Industry (Kerala), Sandalwood (Karnataka), Tamil Film Industry in Kodambakkam area of Chennai. Also India has lots more regional film industries like Punjabi, Marathi, Bengali, Gujarati, Bojpuri, Manipuri, Assamese and many more where films are made as per the target audience. A Film has been constructed, put together in certain ways for certain reasons and in order to attempt to achieve certain effects.

Cinema is the medium to provide entertainment in the form of movies to the masses. The common man living most of the times in stress and strains of the day to day life has always looked to mode of relaxation by watching cinema and television.

The themes of movies are none other than the real issues existing in the society. The drama, motion pictures, songs, fights all put together in one theme and we are able to watch a three hour movie on big screen. Apart from commercial Cinema or Bollywood, another form of Indian Cinema that aspires to seriousness of art is 'New Wave Cinema' or 'The Indian New Wave'. This class of Cinema contains elements of realism, naturalism, and has an overall more serious nature than Standard Indian Cinema. The films under this class of Cinema are rife with cultural & Political nuances and aim to have more substance to them than just entertainment. Though New Indian Cinema neither a precise nor a particularly illuminating term, it points to trajectories in Indian Cinema that is identified with the emergence of certain aesthetic sensibility, a political awareness and engagement with new political realities with a new style of film making.

Unlike popular Cinema, New wave Cinema is always concerned with the common man. The heroes are not supermen with extraordinary ambition who have to rise from poverty, impress and marry the rich girl and fight the evil landlord, but ordinary men and women acting under the pressure of ordinary living. Art Cinema or Parallel Cinema is different from mainstream Cinema and began around the same time as the French New Wave and Japanese New Wave. In India, this was led by Bengali Cinema with Satyajit Ray's Apu Trilogy (1955). Film makers like Mrinal Sen, Hrishikesh Mukherjee, Basu Chatterjee, Ritwik Ghatak are renowned filmmakers who have chosen to present the real side in the Cinema despite of all odds and difficulties. Before 1930 who have think of such a big screen with moving characters, songs, emotion, fight, drama and above all a truth behind the theme?

One of the finest and suave artists in the

Indian Cinema **Amol Palekar** has completed more than 50 years in the Industry who has contributed in the parallel or The Indian new wave Cinema by giving full of life and memorable performances. During 1970s and 1980s Parallel Cinema gets the publicity of Hindi Cinema to a much wider extent. Parallel Cinema during this time gave chances to new comer artists who had shown their dazzling performances and took the non commercial cinema towards a new ray of hope. During that time actors/actresses like Naseeruddin Shah, Shabana Azmi, Om Puri, Amol Palekar, Farooq Sheikh, Deepti Naval, Kulbhushan Kharbanda, Samita Patil, Pankaj Kapoor and also from Mainstram Bollywood like Rekha and Hema Malini ventured into Art Cinema.

Although Amol Palekar is not a mainstream actor, his movies always appreciated by audiences. He has always been the part of realistic (New Indian Cinema) where the theme revolves around the life and struggle of a common man. His movies reflected the changing middle-class culture where director plot the scene on middle class lives that attract the Indian audiences towards his Middle class vibrant comedies. His simple acting on the large screen leaves a positive impact on the minds of people. Viewers have this basic habit of relating their own lives with the character of any film. Palekar's movies did so as all depicts the simple yet realistic life of a viewer. His natural full of life acting on the big screen always makes the audience to see themselves as the character of the respective story. This is the reason that he is accepted as a middle class lovable jovial common man on streets. His popularity is because of not larger than life presentation on screen and above all for the first time a hero would travel by a bus or a local train. His soft comedies like “**Golmaal**”, “**Baaton baton mein**”, “**Chitchor**”, “**Chhoti si baat**”, “**Rajnigandha**”; with “**Gharonda**”, “**Bhumika**”, “**Agar**” where he has played a negative role and got full appreciation. As a filmmaker also, he has grappled with different shades of sexuality and questions the labels that society has put on man-woman relationship. His main concern is to find various characteristics of man-woman relationship; explore as many as aspects of sexuality as possible. He has always tried to put ideas that project the self being of a person. Justified roles and logical plot of the scene to be

made is his main concern.

Brief Biography

Amol Palekar was born on 24 November 1944 is an Indian actor and a director /producer of Hindi and Marathi cinema who was successful in fetching acclamation for his work and contribution in the Industry. He always considered himself as the part of Art Cinema where he has put his painstaking efforts to explore the hidden issues of the society. He studied Fine Arts at the Sir JJ School of Arts, Mumbai, and begins his artistic career as a painter. As a painter, he had seven one-man exhibitions and participated in many group shows. He has been active in the Avant Garde theatre in India. His involvement in Marathi and Hindi theatre as an actor, director and producer is seeing predominantly since 1967. Though he is the successful theatre artist of his time, but his contribution to modern Indian theatre often gets overshadowed because of his popularity as a lead actor in Hindi films. He was famous in Indian Cinema for over a decade on 1970s. His popularity still reminds us the “boy next door” image irrespective of the demand of larger than life hero during that time in films. He received three Film Fare and six State awards as Best Actor. His performances in regional language films in Marathi, Bengali, Malayalam and Kannada fetched him critical acclaim as well. He decided not to act after 1986 in order to concentrate on filmmaking. As a director, he is known for the sensitive portrayal of women, selection of classic stories from Indian literature, and perceptive handling of progressive issues. He has directed several television serials on the national network such as “**Kachchi Dhoop**”. “**Mrignayani**”, “**Naquab**”, “**Paool Khuna**” and “**Krishna Kali**”. He began in Marathi experimental theatre with Satyadev Dubey, and later started his own group, Aniket, in 1972. Amol Palekar started his film career in 1971 with Marathi film Shantata! Court Chalu Aahe directed by Satyadev Dubey, which started the New Cinema Movement in Marathi. In 1974, he was signed as an actor by Basu Chatterjee in 'Rajnigandha', and in the surprise low-budget hit, 'Chhoti Si Baat'. This led to many other such roles in “middle-class” comedies, mainly in alternative cinema. Alternative Cinema movies were mostly directed by Chatterjee or Hrishikesh

Mukherjee, like 'Gol Maal' and 'Naram Garam'. He won the Filmfare Best Actor Award for 'Gol Maal'.

Palekar is noted for his image of the “middle-class everyman” who struggles to get a job (Gol-Maal), his own house (Gharonda), a girlfriend/wife (Baaton Baaton Mein), and appreciation from his boss.

In 1982 he played the role of Ravi in the Malayalam movie 'Olangal'. He turned to directing with the Marathi film 'Aakriet'. He proved himself as a capable director with his movie 'Paheli' which was India's official entry for Best Foreign Film at the 2006 Oscars. The movie, however, did not make it to the final nominations. He has also given his voice to an HIV/AIDS education animated software tutorial created by the nonprofit organization TeachAIDS.

Amol Palekar as an Actor

Amol Palekar has done Movies which revolves around the common man who is in search of solutions of his day to day life problems. Although problems are very common but way of presentation was unique when screened by Amol Palekar on big screen. Here is the list of his noticeable work as an actor and Director.

As an Actor

1. Shantata, Court Chalu Aahe (Marathi) (1967);
2. Bajiraocha Beta (Marathi) (1969)
3. Rajnigandha (1974)
4. Chhoti Si Baat (1975)
5. Chitchor (1976)
6. Tuch Maazi Raani (Marathi) (1977)
7. Gharaonda (1977)
8. Taxi Taxi (1977)
9. Bhumika (1977)
10. Safed Jhoot (1977)
11. Agar (1977)
12. Damaad (1978)

13. Baton Baton Mein (1979)
14. Do Ladke Dono Kadke (1979)
15. Gol Maal (1979)
16. Meri Biwi Ki Shaadi (1979)
17. Solva Saawan (1979)
18. Jeena Yahan (1979)
19. Aanchal (1980)
20. Naram Garam (1981)
21. Olangal (Ravi Chattan) (1982)
Malayalam
22. Shriman Shrimati (1983)
23. Rang Birangi (1983) (Parveen Babi)
24. Aadmi Aur Aurat (1984)
25. Khamosh (1985) (Naseeruddin Shah, Shabana Azmi)
26. Jhuthi (Rekha)
27. Tarang (Smita Patil)
28. Aks (2001)

As a Director:-

1. Aakreit (Unimaginable – Marathi) – 1981
2. Anakahi (Unspoken) – 1985
3. Thodasa Rumani Ho Jaye – 1990
4. Bangarwadi – 1995
5. Daayraa (The Square Circle) – 1996
6. Anahat (Forever)
7. Kairee (Raw mango) – 2001
8. Dhyaas Parva (Kal Kaa Aadmi in Hindi) – 2001 (based on Raghunath Karve's life, won the National Award for Best film on family welfare)
9. Paheli (Riddle) – 2005
10. Quest (Thaang – English) – 2006 (won the National Film Award for Best Feature Film in English)
11. Samantar (Marathi) – 2009 (with Sharmila Tagore)

TV serials

1. Kachchi Dhoop – 1987
2. Naqab – 1988
3. Paoolkhuna – 1993
4. Mrignayanee – 1991
5. Kareena Kareena – 2004

Noticeable characters

Rajnigandha (1974) was considered to have a realistic outlook on cinema. That time was an era when artistic work lacking reality and naturalism and were ruling Bollywood. Commercial cinema was ruling the minds of audiences. Chhoti Si Baat (1975) is a soft Hindi romantic comedy film directed by Basu Chatterjee. This movie is considered one of the best Hindi comedy films of the 1970s; it is a nostalgic favorite for its quirky take on overcrowding of Bombay city. The film became a box office hit. It also established Amol Palekar as having an uncommon comic talent for playing shy and timid characters, a role he would go on to repeat several times in his career. Adding to it, Baton Baton mein in 1979 was another soft comic movie featuring Amol Palekar. Gol Maal (1979) till now remains as popular and favorite among the audiences as it used to be and is regarded as one of the finest comedy films of Indian Cinema.

Amol Palekar has always been the part of non mainstream Indian Cinema and it is matter of consideration that he is consistently doing work in Parallel Cinema. During his visit in Delhi as the head of jury of Vatavaran Film Festival, he argued about lack of ideas on environmental protection issues in mainstream Cinema. Even after completing 100 years in filmmaking, there is still a gap between the reality and drama. Only commercial success of the film takes into consideration. Parallel Cinema and even regional Cinema are still far behind from the commercial filmmaking. Even media doesn't often reflect regarding the change and need of some revolutionary ideas to bring about change. Discovering different shades of man –woman relationship is his focus on which he has worked upon. Like his directorial movies “**Daayra**” is about transvestite, “**Anahat**” is about female

sexuality and “**Quest**” is about homosexuality in the backdrop of man – woman bond. . Anaahat was the first Marathi film released only in multiplexes across the country with English subtitles. Amol Palekar has deeply chosen non mainstream Cinema and wants to present different ideologies of human beings without taking care of box office market response.

Woman Portrayal in His Films

Position of Woman in the society has been an underlying theme of most of my films. Palekar has chosen to depict simple but autonomous, unconventional female characters such as a rural girl Lachchi in PAHELI (The Riddle) who accepts a lover knowing that he was not her husband; Queen Shilavati's awareness of her sexual desire in ANAAHAT (Eternity) set in the 10th Century B.C.; Malati Karve in DHYAAS-PARVA (An Era of Yearning) who voluntarily rejects motherhood while supporting her husband's lonesome crusade for birth control; Tanimaushi in KAIREE (The Raw Mango) who inspires an orphan not to waste her life in living a selfless existence predestined for women; a victimized nameless girl in DAAAYRAA (The Square Circle) who chooses to love a transvestite; Binni in THODASA ROOMANI HO JAYEN (Let's Be Romantic) who asserts that marriage is not an ultimate and sole aim for a girl; Sushma in ANKAHEE (The Unsaid) who steadfastly challenges the dictates of blind faith; or Ruhi in AAKRIET (Misbegotten) who protests against her status as a mistress.

Characters marginalized by the society who still fight the rivalry create a center of attention for him. What fascinates him is their strength to protest and to own up their choices till the end. A transvestite's struggle for a decent survival in DAAAYRAA, or Raghunath's lonesome crusade for women's reproductive rights in KAL KAA AADMI (Man Beyond Time) appeal Palekar for this reason.

Issues like creation of Woman in contradistinction of Man and the prototypes of gender often become known in his films. Looking at various dimensions of gender and sexuality becomes foreseeable. As gender specific sexuality is formulated in male terms, minorities are unable to identify their own needs, wants and desires. The characters in Palekar's movies strive to break their isolation and assert against the mainstream dominance. He

makes movies to reach the Universal audience. Regional Language is opted by him to highlight the regional talent which suppresses in the limelight of commercial Bollywood. Apart from this, Palekar's commitment towards regional cinema always inspires him to make movies in Marathi. Marathi cinema, despite a great tradition of V Shantaram, Raja Paranjape and Prabhat studios, has lost its stature and aura. It's been more than 22 years he is making films and move ahead from acting in films. This main concern is to make movies for society so that people watch and appreciate Indian Cinema from a different angle rather than going to multiplexes on the account of ratings and stars by media sources. In one of his Interview, Palekar said, "I would like to explore the complexities and intricacies of gender play and sexual politics from various angles." Describing his trilogy on sexualities, the three films deal with the man-woman relationship in the context of particular situations -- confusions about gender roles of a rural girl and transvestite dancer; the sexual awakening of a queen in the 10th century BC, or the sexual incompatibility between an urban married couple. Issues relating to gender are often discussed at a peripheral level. As an actor, he did justice to his job and has carved a niche in the contemporary form of Cinema. As a director also, his remarkable contribution showed new paths and open new hopes, aspirations and add optimism for coming generations to explore better and new ideologies of human relations. His association with cinema goes beyond Bollywood.

References

Websites:-

1. http://articles.timesofindia.indiatimes.com/2011-08-21/news-interviews/29911532_1_paheli-direction-and-best-music-sandhya-gokhale
www.bharatadesam.com/arts/cinema_in_india.php
2. <http://www.caluniv.ac.in/Global%20mdia%20journal/Students%20Research/SR4%20NIDHI.pdf>
3. http://en.wikipedia.org/wiki/Parallel_Cinema
<http://ibnlive.in.com/news/being-amol-palekar-the-storyteller/19856-8.html>
4. <http://www.rediff.com/movies/2006/sep/13amol1.htm>
5. <http://timesofindia.indiatimes.com/city/bangalore-times/Amol-Palekar-why-not/articleshow/40514173.cms>
6. <http://timesofindia.indiatimes.com/city/delhi-times/Amol-Palekar-Baaton-Baaton-Mein/articleshow/240783.cms>
7. Gulazāra, Govind Nihalani, Saibal Chatterjee, Popular Prakashan, 2003: Encyclopaedia of Hindi Cinema
8. No visibility for parallel cinema: Amol Palekar, Indo Asian News Service | July 30, 2010 16:46 IST (Mumbai)
9. Kumar Kewal. J Jaico Publication (2005): Mass Communication In India
10. Vasudev, Aruna: The New Indian Cinema: Macmillan, 1986
11. Newspaper:- The Times of India and The Hindu

Role of Media in Development of India

Dr. J.P. Singh*

Development is primarily the activation of a country's human and material resources in order to increase the production of goods and services, thereby leading to the general progress and welfare of its people. Development of journalism does not mean any particular institution. It means the whole communication process. It means new attitudes on the part of the government, the Press, radio and TV. Development issues could consist of these major policy decisions made by a nation that directly or indirectly affect the life of its people.

Besides food and shelter, over a period of time media has become integral part of our life. Be it urban part of India or rural, the presence of media in one form or the other is seen to be there. Media is nothing the mode of communication. The photos pasted below depict some of the appliances which are used for communicating.

That is to say, that without communication no society can exist. For the existence as well as the organisation of every society, communication is a fundamental and vital process. A free press is not a luxury, but a necessity. The impact of media can be clearly perceived on certain issues as mentioned below.

Impact on Governance

Corruption has a negative impact on society, particularly in furthering poverty and income inequality. Numerous studies show a robust link between a free, strong, and independent press and reduced corruption. A free press exposes private and public sector corruption. It monitors government officials and increases voters' knowledge, allowing voters to hold corrupt politicians accountable during elections, causing politicians to reduce corruption.

Impact on Economy

Economic actors need accurate and timely information to allocate resources efficiently. Investors and other groups increasing value and demand a governance-monitoring role from the media. A free and independent press can provide information and monitoring to the economic policy development process leading to more effective economic policies. It can also reduce political risk and increase good governance conditions that are important for robust economic development.

Impact on Social Life

In order for development to be just and sustainable, citizens must productively participate in the decisions that shape their lives. Participation requires an informed citizenry. A free and independent media supply timely and relevant information to citizens allowing them to change their own behavior and to demand higher social standards for society.

Impact on People's voice

It is at the core of development in our country. They can keep a check on public policy by throwing a spotlight on government action. They let people's voice on diverse opinions on governance and reform, and help build public consensus to bring about change. Such media help markets work better. They can facilitate trade, transmitting ideas and innovation across boundaries.

Impact on Agricultural development

In our country, where literacy level is low, the choice of communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern

agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development.

SUMMARY

This review presents evidence to suggest that independent media play a critical role in improving governance and reducing corruption, increasing economic efficiency and stability, and creating positive social and environmental change. The media provide information to actors throughout society allowing them to participate in the decisions and debates that shape their lives. The media also play an important monitoring role in a democracy that enables citizens to hold their governments and elected officials accountable leading to better policies and service implementation. For these reasons the development of media should be promoted to a larger extent for the positive growth of a country.