



Contribution of Print and Electronic Media in the Development of Indian Politics and Politicization.

Dr. Anil Kumar Singh

Assistant Professor, Integral University, Lucknow

Corresponding Author – Dr. Anil Kumar Singh

Email: Vns.anilsingh@gmail.com, aksingh@iul.ac.in

DOI- 10.5281/zenodo.10043084

Introduction

Indian media has a long history, even longer than the history of Indian democracy. From its diaspora past in the late 18th century to its present as the "largest functioning democracy" in the 21st century. This media company with a history of more than two centuries began its important journey as a private company run by British people under the rule of the British East India Company. It increasingly grew and developed as a private and public institution, exposing news and opinions that served the interests of the then colonial rulers to the free people of democratic India. First, in the lineage of mass media, print media remains primarily in the hands of individuals or organizations, while radio and television media, which appeared much later, trace their origins to the era of British India and independent India. I had it. The demand to end the government's monopoly on radio and television media only became a reality in the early 1990s when a paradigm shift in government economic policy began. This liberalization policy opened a new chapter in the history of mass media in India. There have been several epoch-making changes in the structure and functioning of state-owned and privately owned media, namely, the abolition of state monopolies over electronic media, relative independence from state-run electronic media, and increasing privatization of private media. The electronic media sector, competition between media houses and organizations, commercialization of media, shifting the focus from the common people to the middle and upper classes, from rural India to urban cosmopolitan India.

Constitutional status of press/media in India

The drafters of the Indian Constitution were faced with the question of whether to create a separate provision for the press, as in the American Constitution, or to include freedom of the press in the right of speech and expression, as in the British Constitution. Dr. B.R. Editor-in-Chief Ambedkar forcefully argued that the press was merely an alternative means of expressing the people and individuals. The media is not entitled to any further privileges that the electorate is not authorized to grant or exercise in its special capacity. The heads of the press and the editors are all citizens, so when they decide to contribute to a newspaper, they are only exercising their right to freedom of speech and expression, and my decision specifically refers to freedom of the press. There's no need to do that at all. [1]. Therefore, the Indian Constitution incorporates the right to the press into freedom of speech and expression. H. Included in Article 19(1)(a). Freedom of the press is a necessity of democracy, and even more so in a vast democracy like India. In India, as there was no specific provision regarding freedom of the press in the constitution, it was up to the judiciary to assert and protect the independence of the press.

The role of the Indian judiciary in protecting the independence of the press and media

The Honorable Supreme Court of Madras, Romesh Thapar V [2] recognized that the right to disseminate is as important as the right to publish. In the case of Sakal News Papers Vs. The Union Government of India [3] made occasional attempts to control freedoms by passing the Newspapers (Prices and Pages) Act, 1956, which allowed the government to control advertising space, but this was later abolished by the judiciary. Direct impact on traffic.

The role of the judiciary in restricting freedom of the press/media In India, the judiciary protected the rights of the press and exercised control over the press in the interest of justice. The Supreme Court Bench in State of Bihar v. Shailabala Devi [4] held that speeches and statements by a person that aggravate or increase intractable crimes such as murder weaken the security of the state. The legal cause of Dr.'s case is clear. B. in that society supports freedom of speech and expression while restricting the rights of the majority.

Role and importance of media

Just as a democracy without an independent media is obsolete, anything without a mouth is useless. Media educates, entertains, and spreads awareness through the dissemination of information. If the media is removed at this point, the system will suddenly collapse without interruption. Media is the

most important tool for the smooth functioning of democracy. Bridges serve as bridges between the people and the government, and if the bridge collapses, there will be no communication between the people and the government. With the help of various print and electronic media, different political parties have connected themselves to every nook and corner of the state and region within a very short span of time. During elections, the ideas and intentions of each political party can be shared with the people, and by utilizing these various mass media, each political party can also obtain accurate answers. Projects and programs from various ministries can be instantly shared with the public. The most important role of the media is to raise public awareness and provide knowledge about the people's representatives. Media and politics are at the heart of democracy, and one is useless without the other. The correct use of politically relevant media can strengthen our democracy and the well-being of our country.

Many laws have been enacted to regulate the media, especially in terms of data transmission, broadcasting rights, etc., and to prevent the misuse of this powerful tool. These laws, rules, regulations, etc. regulate not only print media but also electronic media. The Election Commission of India has also issued special rules to curb media abuse by various political parties. Below are some important rules regarding political advertising and paid news in print and electronic media.

Authentication of political advertising and paid news Instruction content

1. Certification of political advertisements

• **Supreme Court order of April 13, 2004 authorized political advertising on television and cable networks.**

(a) Supreme Court of India Ministry of Information and Broadcasting v. M/s Gemini TV Pvt. Ltd. and others [6] on April 13, 2004, all political advertisements aired on television channels and cable networks by registered political parties/groups or organizations/association/individuals must be certified by a designated certifying committee. It has issued an order that it must be pre-certified by the Society. As a result of the Supreme Court judgment, the Election Commission has directed the CEOs of all states/UTs to set up such committees.

• **Appropriateness of arrangement of pre-certification of political promotions**

The arrange of the Incomparable Court of India dated 13th April 2004 gives in particular and unambiguous terms that its bearings would be pertinent within the entirety region of India at all times and not confined as it were amid the period commencing from the date of declaration of the decision and till the completion of the decision prepare.

• **Certification of a political promotion on TV Channels & cable TV Organize – Expansion to Radio and Cinema Corridors.**

Race Commission in resulting upon the alteration in Code for Commercial notices on radio, has issued an arrange that the Committees set to scrutinize political promotions on TV channels/Cable Systems, will moreover bargain with the political notices in cinema corridors and on Radio counting the private FM Channels

• **Audio-visual shows of political promotion at a open put**

Audio-visual shows of political advertisement/campaign fabric in open places ought to require certification beneath the existing orders of the Commission by the assigned committee.

• **Utilize of bulk content messages / sound messages in political campaigning**

Utilize of bulk content messages / sound messages in political campaigning ought to moreover require certification beneath the existing orders of the Commission to be done by the assigned committee

• **Heading by Commission to constitute State level & Locale level Media Certification and Checking Committees (MCMC)**

The Commission has coordinated CEOs of all the States/UTs to constitute MCMC at state and area level, to screen paid news occurrences in media. RO of Parliamentary Voting public may co-opt as numerous individuals to help him within the certification of political promotions so as to have a more extensive opinion and rise to representation from all the areas within the matter of certification.

• **Application for certification of Political notice by State unit of any National/State party and certification of political notice in numerous dialects and the territorial dialect of any National Party/State Party having headquarter in Delhi.**

(a) As per the above-referred arrange dated 15th April 2004, the committee set up within the office of the Chief Constituent Officer, Delhi is to bargain with applications of all political parties having central station in Delhi. The Commission wide its letter dated 18th Walk 2009, clarified that the applications from State units of the National parties may be submitted to the committee within the States concerned. In any case, the applications from the central office of the National and State parties with central command in Delhi will proceed to be scrutinized by the committee in Delhi.

(b) If the central office of any national party or state party headquartered in Delhi requires certification for the same advertisement in more than one language (Hindi/English and other languages). in the region), then promotional material in each language along with attested transcripts should be submitted to the committee of the office of the Managing Director, Delhi.

(c) In case of registered political parties/groups/organizations/associations that do not have a registered office in NCT of Delhi but want to telecast/broadcast their advertisements in Delhi, certification of advertisements will be considered by the state MCMC of Delhi. Which party is present in the election?

(d) States Parties wishing to contest elections outside the State in which their registered office is located may apply to the Delhi Chief Executive Office Committee for certification of such advertisement (page no. 62). It is further clarified that Chief Electoral Officers of States/UTs can accept and pre-certify advertisements of any political party, irrespective of their headquarters location, provided they have the language skills necessary language to do so.

- Decision time on political ad pre-clearance requests.

The Commission, in its letter dated March 10, 2016, clarified that the State and County MCMC will make a decision on an application for prior certification of political advertising within two days of receipt of the application.

- **Inclusion of a social media expert in the MCMC**

The Commission vide its letter dated 25th February, 2019 has instructed for the inclusion of an intermediary expert (intermediary as defined in section 2(w) of IT Act 2000)/ social media expert in Media Certification and Monitoring Committee at the state and district level.

- **Pre-certification of Political Advertisements in Print Media on the poll day and one day prior to poll day**

During the General Election to Lok Sabha and State Legislative Assemblies, 2019 the Commission, in exercise of its powers under Article 324 of the Constitution and all other powers enabling it in this behalf, on 6th April 2019 has directed that no political advertisements by Political Party or Candidate or any other Organization or Person shall be published in the print media on the poll day and one day prior to the poll day in all the phases, without pre-certification from the MCMC Committee. This decision was first taken during Bihar Assembly Elections 2015 to ensure that instances of advertisements of offending and misleading nature published in print media during the last stage of an election do not vitiate the election process

2. Paid News

The Election Commission has accepted the definition given by Press Council of India with regards to paid news which states that any news or analysis appearing in any media either Print or Electronic acquired for a price in cash or kind as consideration.

- Commission's proposal for the amendment in Representation of the People Act, 1951 to make Paid News an electoral offence. The Committee, in its letter dated February 3, 2019, twice recommended the Ministry of Law and Justice, Govt. of India to amend the Representation of the People Act, 1951, to authorize and encourage the publication of paid information intended to enhance the electoral prospects of any candidate or to prejudice the The electoral prospects of any candidate are considered an insult.

- **Include the name and address of the publisher and printer on all printed brochures, flyers, and other documents.**

Under Section 127A of the R.P. Act, 1951, publishers of election advertisements, pamphlets etc. are required to display the name and address of the editor, publisher and printer, and if the editor fails to do so, If so, this will be made clear. , he was punished with imprisonment. Section 171 H of the Indian Penal Code prohibits incurring of expenditure on an advertisement without the authority of the contesting candidate including the declared or specified release as advertisement introduced in the newspaper, etc., and release of the amount paid for such advertisements.

- Notional expenditure of paid news will be included in the candidate's election expenses account in accordance with the standard rate cards of media houses.

In order to bring uniformity in dealing with paid news and advertisements on TV/cable TV network owned by political parties or their functionaries/ office bearers, the Commission has directed the CEOs that six months before the due date of expiry of Lok Sabha or the State/UT Legislative Assembly, as the case may be, a list of television channels/radio channels/ newspapers, broadcasting/ circulating in the State/UT and their standard rate cards shall be obtained by the CEOs and forwarded to the Commission.

- Committee at Election Commission of India level to examine paid news. A Committee at ECI level should be constituted to examine references received from State level MCMC and to recommend and examine references directly received in the Commission

- **Commission's complete guidelines on paid news – 27.08.2012**

The Commission has issued complete guidelines to the CEOs of all the States/UTs which states that the District level Committee will scrutinize all newspapers and electronic media in the District, in order to locate political advertisement under the shadow of news coverage. If the Committee becomes aware of paid news, a notification will be sent to the candidate and the candidate must respond within 48 hours of delivery of the notification.

• **Paid news coverage format for CEOs**

The Commission developed her two formats for returning employees to notify the Commission of paid messaging incidents. The CEO must submit a weekly report in Format 1 from the date of submission of the nomination and a final detailed report in Format 2 for all confirmed paid news deals.

• **Investigation period for paid news incidents**

Referring to Section 77(1) of the Representation of the People Act, 1951, it is made clear that paid press cases can be considered from the date of notification of nomination by the candidate.

• **Policy** – Candidate advertising in newspapers/TV/cable channels/radio owned by political parties. There is a new provision that a candidate's election expenditure statement (Appendix 15, Appendix 4A of the Compendium of Instructions on the Monitoring of Election Expenditures) includes expenditures on candidates' advertising in newspapers and media owned by political parties or their officials. It contains. The Media Certification and Monitoring Committee (MCMC) follows all appropriate procedures to closely monitor the content broadcast on these channels and identify the types of content mentioned above. Even if the candidate does not actually pay the amount to the broadcaster/newspaper, the notional expenses based on the standard price list of the broadcaster will be appropriately added to the candidate's election expenditure account.

• Publish confirmed instances of paid messages on her CEO's website to limit their spread during the election. Election Commission vide its letter dated 4th June 2019 reiterated to all the Chief Electoral Officers to publish the names of candidates (and not the media house) against whom the cases of Paid News have been established on their websites

• Press Council of India (PCI) and News Broadcasters Association (NBA) to take action against print media and electronic media involved in paid news. In the established cases of Paid News names of involved print media and electronic media are forwarded to Press Council of India (PCI) and News Broadcasters Association (NBA) respectively for necessary action.

Conclusion

The practice of paid news or surrogate political advertising is not limited to election campaigns. Though it is not something new for the country, the enormity of its spread and the manner in which it is being institutionalized is causing much concern among journalists and the professional bodies, not least the political parties and the government. Nevertheless, guidelines can be worked out to increase transparency and improve monitoring of the electoral process and general political issues.

There is a need to have uniform regulations and guidelines for both public and private as well as print and electronic media to ensure a level playing field for all parties and candidates during campaigning. No single initiative or measure can improve the situation. Some efforts are needed to put in place a system of checks and balances. These include self-regulation by the media themselves and specialized bodies such as academics, independent researchers, civil society organizations, and regulatory bodies such as the Press Council of India, the Information Commission, the Election Commission of India, and the Telecommunications Regulatory Authority of India (TRAI).

Bibliography

1. The Jefferson Monticello, Jefferson Quotes, Paris, January 16, 1787, <http://tjrs.monticello.org/letter/1289> (last visited on 14.07.2020)
2. HussainMdBajlun Noor.2018, the Role and Importance of Media in Indian Politics. Int J Recent Sci Res. 9(1), pp. 23451-23454. DOI: <http://dx.doi.org/10.24327/ijrsr.2018.0901.1472>
3. Sadashivam, T. (2019). Role of Social Media in Indian General Election of 2019.
4. Election Commission of India, www.eci.gov.in (last visited on 14.07.2020)
5. Election Commission of India, Compendium of Instructions on Media Related Matters, January 2020, Document 14 – Edition 3
6. Shodhganga, Chapter 1: Media in India – Raj to Swaraj http://shodhganga.inflibnet.ac.in/bitstream/10603/27658/9/09_chapter%201.pdf (last visited 14.07.2020)
7. Asia-Pacific Institute of Broadcasting Development, Elections in India: The changing interface between media and politics, <https://www.aibd.org.my/node/1219> (last visited on 14.07.2020)
8. www.wiete.com.au/journals
9. www.nos.org
10. www.printpower.eu
11. Indianstrategicknowledge.com/media
12. www.Slaidshare.co.in http://en.wikipedia.org/wiki/electronic_media www.Manage.gov.ac.in www.finecomb.com/media www.google.co.in
13. [wikipedia.org/wiki/electronic media](http://www.wikipedia.org/wiki/electronic_media) www.Manage.gov.ac.in www.finecomb.com/media www.google.co.in
14. www.Manage.gov.ac.in www.finecomb.com/media www.google.co.in
15. www.finecomb.com/media www.google.co.in
16. www.google.co.in