A TEXTBOOK OF NEWSPAPER MANAGEMENT

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CHAPTER 1

EXPLORING THE PLANNING LAUNCH OF NEW NEWSPAPER

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ABSTRACT:

The planning and launch of a new newspaper represent a significant undertaking that requires careful strategic consideration and execution. This paper outlines the key steps and considerations involved in planning the launch of a new newspaper. It discusses the importance of market research, target audience identification, content strategy, distribution channels, and marketing efforts in ensuring a successful launch. The paper also highlights the evolving landscape of media consumption and the integration of digital platforms in the newspaper industry. By analyzing case studies of successful newspaper launches, this paper offers insights into effective strategies for garnering readership, establishing a strong brand presence, and achieving long-term sustainability. The planning process requires a balance between traditional and digital approaches, adaptability to changing consumer behaviors, and a commitment to delivering high-quality, relevant content. Ultimately, the successful launch of a new newspaper hinges on a well-rounded approach that addresses both print and digital demands while catering to the evolving preferences of modern readers. The launch of a new newspaper is a multifaceted endeavor that necessitates a comprehensive understanding of the media landscape, audience preferences, and technological trends. This paper has underscored the significance of thorough market research and audience segmentation to tailor content and design to meet readers' needs.

KEYWORDS:

Advertising, Audience, Budget, Content, Editorial, Launch date.

1. INTRODUCTION

Newspapers provide us a picture of the world. The morning newspapers are typically associated with timely information regarding current affairs and topics. The daily includes all the latest local, national, and international news as well as information on politics, sports, the economy, and entertainment. It keeps readers informed and up to date while also improving their vocabulary and language abilities. It benefits the citizens of the nation by informing them on the most recent policies of the government and soliciting their opinions on those policies. A lot of planning and study must go into the introduction of a new newspaper [1]–[3].

Research and preparation

Prior to launching the newspaper, it is crucial to research the markets and rival publications. A market survey examines the potential audience for a new newspaper. The competitive analysis aids in determining the market and competitive landscape.

Market Analysis

The business may conduct the market research on its own or may contract with a firm to do so. Market research is useful in analyzing reader wants and designing the newspaper to satisfy those needs. Market survey is defined as the process of gathering data from readers in order to examine their reading preferences, market trends, and rival newspapers. It entails

posing several queries to the readers. The market study also aids in identifying the characteristics and purchasing power of the readers that the newspaper is targeting.

i) A paper surveys

The inquiries may take the form of a questionnaire, accompanied by a printed handout with selection and preference questions.

ii) Telephone survey

It is a quick and affordable way to get the opinions of potential readers. Prior to contacting the prospective readers, a list of questions needs to be created. The inquiries to be made have to be brief and uncomplicated.

iii) Direct-mail interviews

For the purpose of surveying a larger audience, direct mail interviews are pertinent. A maximum of 20 questions should be included on one page of the questionnaire. Close-ended questions are favoured in theory because readers may respond to them more quickly.

Competitive research

Researching the competitors' publications and identifying them with the use of competitive analysis. Strong company plans are developed with the aid of competitive analysis to outperform the competition. It aids in comprehending the newspaper industry and locating potential future chances. Utilizing competitor analysis, it is possible to establish the price, language, and circulation. Customer reviews can be used to evaluate the advantages and disadvantages of competitors. The advantages of competitive analysis are as follows:

i)   Identify the features of the product

It aids in identifying the distinctive qualities of the product. Does it assist in addressing issues like how the product differs from the competition? What can be done to differentiate one's marketing strategies from those of the opposition?

ii)   Examine Weaknesses and Strengths

t aids in positioning the product correctly, which takes on the competition, and helps assess your newspaper's strengths and shortcomings in comparison to the competition.

iii)   Market Knowledge

It fosters a thorough comprehension of market dynamics that successfully reaches the target market. It explains how the brand-new newspaper will fit into the marketplace at the time of its launch.

Select the intended audience

The target market is the group of people that the businesses want to become aware of the publication. The people at whom the publication is directed are the target audience. Children, young people, seniors, or the general public may all be the target audience. It implies that the newspaper's content will be developed with the intended readership in mind. Similar demographic characteristics, such as age, gender, location, education, etc., apply to the target population. Identifying the target market facilitates the development of marketing strategies and clarifies the main readers. It helps to personalize the newspaper by tailoring it to their needs. If children are the new newspaper's intended readership, then the content will be written in simple terms, be colorful, include drawings, riddles, and puzzles, and more.

Representation, Institution, Value, Audience, Language, Ideology, Narrative, and Genre are acronyms that can be used in newspapers to identify the intended audience. Representation alludes to the characters, occasions, and settings that express the text's hidden messages. In a newspaper, the readers' interests, needs, and points of view are all represented. Institutional media organizations are large organizations made up of individuals that work for the same firm across various media platforms. The responsibility for production, publication, and distribution is divided among various departments. Values Based on the target audience's decisions regarding quality, structure, and content, the target audience developed the values. Audience They determine the newspaper's success or failure, and the paper forges close ties with its readers. They are the newspaper's most important component since without them, it wouldn't have a market to serve. The creation of language newspapers is based on semiotics, which also includes signs, codes, and symbols. As individuals are more drawn toward politics, ideology and political influence are the newspaper's goals. Newspapers describe the events on a page using narrative. A story must support the target audience, whether it begins with hard news or soft news. A local tabloid, a national newspaper, a narrative about a teenager, etc. are examples of the genre of newspapers.

Intended Audience

The areas where the newspaper is intended to be distributed are referred to as the circulation area. Age, geography, income, and lifestyle are taken into account while determining the markets. It may exist throughout all of India or just in some of its states. Marketers select underdeveloped and unexplored markets the regions they isolate and that do not have a comparable circulation. By releasing the newspaper in a small amount, marketers typically pre-test the target market to determine the newspaper's best and weakest points.

2. DISCUSSION

Various segments of the target market are created depending on factors like income, gender, age, education level, and geography. The market segments are largely comparable in their newspaper preferences, reading habits, and preferred content. They typically react to marketing actions in a similar way. It gives the marketer the ability to homogenize the market, understand how this market differs from others, and determine the response to its newspaper. By calculating the newspaper's proportion of the target market and figuring out the best strategy to reach the readers, it reduces the risk. Different methods of segmentation include those based on geography, demography, psychology, and behavior. By concentrating efforts on a small number of resources, market segmentation boosts a company's efficiency and returns on investment [4]–[6].

Script used in the Newspaper

The newspaper's most important component is its language. The language of the publication is determined by the circulation area. The language of the newspaper must be the language of the chosen state if the circulation area is located there. For instance, Marathi would be the preferred language for a newspaper published in Maharashtra. When composing their stories, journalists and reporters must exercise caution. It is best to utilize the language that the locals there generally understand. Every newspaper includes a style guide that offers advice on word choice, sentence structure, and punctuation. Language usage guidelines can be found in a stylebook. The language in the newspaper should be succinct, clear, and concise to make it easier to understand the story and prevent misunderstanding. Avoid utilizing long, wordy sentences that can confuse the reader in favor of employing concise, vivid language. The plot is easy to follow and the language entices readers to read it.

Marketing Techniques

The company's marketing plan aids in boosting its market presence, generating money, and ensuring a sustainable future. By providing a variety of advertising options, make use of the excess space. A good marketing strategy may include rack space, front page pull-offs, particular inserts, and sample add-ons. If the newspaper is introduced using digital media, a functional and engaging website might be planned. The best websites promote community involvement and allow marketers to reserve space online, which increases revenue. Reader interest can be increased through articles about neighborhood events like local artists' visits and reviews. A children's newspaper might feature a doodling contest and garbled language to make it more entertaining. It will encourage them to read the newspaper progressively. Starting with an electronic newspaper can be advantageous for the business because breaking news can be updated as it occurs. The stories can be followed up with more detailed information in the print media edition.

The Circulation's Regularity

The nature and substance of the newspaper influence its readership. It could be a daily, fortnightly, or weekly newspaper. The market's complex condition, the use of many communication channels, the audience's makeup, the concentration of media, the geographic location, etc. all affect how frequently a publication circulates. The newspaper company can use the audience survey and circulation numbers to examine the frequency. According to the data that is currently available, Indians favor daily the most.

The newspaper's layout

The newspaper format includes multiple pages, the size of the paper, choosing the newspaper tone, and the region that will be printed. In general, there are three sorts of newspaper formats: full size, tabloid, and magazine. A broadsheet of five, six, seven and a half, eight, or nine columns makes up the whole format. The tabloid can have three, four, five, or six columns and is roughly half the size of a newspaper. The magazine has one, two, or three columns and is roughly half the size of a tabloid newspaper. Readers should be able to quickly and easily understand all the content in the newspaper by having an appealing and eye-catching layout. The layout includes the stories' placement, as well as the size, style, and style of the headlines.

Launch Techniques

Newspaper firms are up against fierce rivalry, and their profit margins are slim. Effective launch tactics demonstrate a significant market presence, revenue generation, and a long-term future. Circulation and advertising are the two key factors that determine the launch strategy. The number of printed copies and the opening price with any alluring offers are decided upon during the newspaper launch. The business should always use discretion when choosing what information and adverts to display. Websites may launch with alluring offers that include complimentary subscriptions for a brief time. Newspaper contests that feature writing, crossword puzzles, photography, or videos are also popular with readers. The finest launch approach may involve planning a newspaper event and inviting potential advertisers and readers. It provides a chance for engagement with readers and brand development. It not only brings in money and recognition, but it also has an effect on readers' minds.

Choosing business objectives

Business goals are important because they establish priorities and guide the direction of the company. Setting long-term goals and establishing short-term objectives to accomplish them

are crucial steps in development. Without long-term goals, the organization would be traveling without a map and would be unable to reach its broader perspective goals. It makes decisions about next actions and provides guidance. Smaller steps are necessary to complete long-term goals because they take a lot of time and planning to complete. Long-term goals can be attained with the help of short-term goals. These objectives justify the organization's decision-making process, which propels success, and keep workers motivated toward a goal. Long-term goals provide the overall direction, and short-term goals describe concrete tasks. Long-term goals define "what" in a firm, whereas short-term goals define "how." Long-term goals, on the other hand, are broad and lack a timescale. Short-term goals, on the other hand, are specific and can be periodically measured.

Promotion of the brand

The company's goals are presented to readers and marketers through a brand campaign. It improves your newspaper's public image and sets it apart from rival publications. The target demographic, their location, and their budget must be identified in branding. Campaigns that are not targeted are a waste of money.

Newspaper Printing and Publication

According to the Press and Registration Act of 1867 and the Registration of Newspapers Rules of 1956, the government of India regulates printing and publishing. The Press and Registration Act controls the printing press and the registration of printed materials in India but does not impede press freedom. The Press and Registration Books Act, 1867, was amended, resulting in the creation of the Office of the Registrar of Newspapers for India. RNI is tasked with three tasks: a) Maintaining the Register of Newspapers and Ensuring Conformity; b) Issuing Registration Certificates to Newspapers; and c) Verifying Circulation and Non-Statutory Function Claims. Regulations for newspapers and the information that must be published in each issue are outlined in the Registration of Newspapers Rules, 1956. Each copy should include the suggested retail price as well as information about the printer, publisher, owner, printing facility, and publication.

Process of Registration

According to the Press and Registration Books Act of 1867, it is a requirement in India to obtain an RNI certificate from the Registrar of Newspaper of India before starting a newspaper or other periodical. Three regional offices are located in Kolkatta, Mumbai, and Chennai in addition to the RNI office's headquarters in New Delhi. The steps for registering with a newspaper are as follows.

Authenticating the title

Verifying the newspaper title is the first step in the registration process. It guarantees that the title is available to prevent any misunderstandings or issues. The District Magistrate confirms the information, and as a result, the approval is granted. The request for title confirmation contains

1. The publication's name

2. The title owner

3. The language of circulation

4. Periodicity

5. Region where a publication is suggested

District Magistrate approval

The concerned District Magistrate receives the verification application. The DM is responsible for confirming the credentials before sending them to RNI. The publisher and DM receive a letter of verification regarding the title from the RNI. The title shouldn't be similar to any other titles already in use or contain any contentious words. After receiving the verification letter, the publisher must file a declaration with DM confirming the publication of the newspaper.

Verification of the Declaration

The declaration is filed and the Declaration form is presented to the authorities for authentication. Separate declarations are needed if the printer and publisher are distinct people. The declaration is required from both districts if the publication location and printing press are in separate districts.

Release of the First Issue

The first issue of a publication with a daily or weekly publishing frequency must be released within 42 days of obtaining the declaration, according to the PRB Act of 1867. The first issue should be brought within 90 days of receiving the declaration if the periodicity is fortnightly or more. If publication and printing press are different, the publisher's date of authentication statement for publishing will calculate the first issue's release time as 42/90 days. If the problem is postponed, a fresh declaration must be submitted. The issue shall be published in accordance with the submitted statement. The publication should contain articles, news, and other content. The associated edition should be in the language that is indicated if the publication is bilingual or multilingual.

Types and Sources of Newsprint

The world of newspapers is significantly reliant on newsprint. It's not just any old paper. It is made specifically for newspaper printing by businesses like Oriental, Emami, and Nepanagar paper mills. The publisher of the newspaper either purchases newsprint rolls directly from the paper mills or indirectly through retailers or distributors. Previously, a quota system was in place, where the government set the amount of newsprint based on newspaper readership. Newspaper companies can currently buy newsprint from both internal and external sources depending on their needs. Nowadays, major companies buy high-quality newspaper from many suppliers. To get better results when using CMYK color, they also like to use glaze paper. Small businesses primarily rely on internal resources and buy newsprint from local retailers or distributors. Our nation's primary sources of high-quality newsprint are Canada and Russia. The newspaper publishers buy newsprint rolls from the paper mills directly, from a specific distributor or merchant, and transport them to the pressroom to print the run-of-press newspapers. However, there are many newsprint manufacturers in India who produce a large quantity of newsprint. The number of front and back newspaper pages that can be printed from a single roll depends on the width, or web width, of the newsprint roll. Two four-paged s can typically be printed on each side using a newsprint roll that is fully loaded. Then, these s are divided in two. The newspaper is printed, cut, and folded using modern printing machines according to the operator's settings.

Broadsheets, which are regular size newspapers, and tabloids, which are smaller than standard size newspapers, are published by newspaper houses. The number of front and back pages that can be printed from a newsprint roll depends on its breadth. Two four-paged s can typically be printed on each side using a newsprint roll that is fully loaded. Then, these s are

divided in two. The print operator looks after all the necessary aspects of the printing segment and manages the newsprint in accordance with the needs or guidelines of the editing division. For supplement pages, the majority of publishing companies use higher grade newsprint. As required by the advertiser, they occasionally use premium paper for advertising. Few of them also print their newspapers on a distinctive color newsprint. While newspapers printed on low-quality newsprint fade with time, those printed on high-quality newsprint can last for a very long period. Small publishing businesses employ regular newsprint, which results in lower-quality output. Previously, Indian newspapers were mostly produced using recycled newsprint and were also supported by government subsidies. The Indian government recently altered its newsprint subsidy program. The demand for newsprint is rising in our nation due to the rising number of newspapers and their circulation.

Amazon, one of the largest e-commerce sites, is now selling newsprint, which is beneficial for small newspapers. We also import newsprint from Canada, Russia, Sweden, the UK, and Finland. One of the main sources of newsprint for our country is Canada. Around 45 percent of newsprint imported into India over the past few years has come from Russia alone, with 30 percent coming from Canada and the remainder coming from Asian or other nations. Asian nations like Malaysia, Indonesia, South Korea, Thailand, and others ship newsprint to India without charging import taxes. India and South Korea also have a zero-duty agreement. Many newspapers concentrate only on a narrow market segment, adding advanced features to their machines for innovative and unconventional printing with which print media will be able to gain a new ground, while some of them don't compromise with newsprint and use imported newsprint for their newspapers. Other nations, like Chile, also have some preferential arrangement to remit 80 percent duty.

Newsprint

A thin paper ideal for newspaper production is called newsprint. It is a cheap type of paper with poor archival qualities. However, there are other businesses that produce newspaper and use high-quality raw materials. While it is currently also created from recycled fibers, newsprint is historically made from soft wood. N. According to N. Sarkar, newsprint is a low-grade, inexpensive stock that is mostly used for daily newspapers. It is primarily produced of mechanical wood or bamboo pulp. Additionally, it is offered as sheets for handbills and other subpar goods. The impurities in and around the fiber cause it to discolor quickly. Modern machinery and technology have helped to improve newsprint's quality, while better transportation and an open market have aided the export and import system. After globalization, we noticed market changes that made it possible to obtain paper of higher quality. Newsprint is not your typical white printing paper. In 1844, Canadian Charles Fenerty created the wood pulp papermaking technique, which revolutionized the newspaper industry. It was made of uncoated, off-white paper. It is produced utilizing deinked wood-pulp fibers, chemicals, and mechanical processes. During that time period, newspaper paper was created using this technology. Newsprint's chemical pulp composition reinforces the paper web and keeps it intact while processing through paper machines and printing presses, while its mechanical pulp content provides it improved opaqueness and print quality. While some chemical pulp is used to boost its strength, newsprint is bleached to make it white. In the market, newsprint is offered in both sheets and huge rolls with tons of weight. It is reasonably priced, strong, and suitable for four-color printing. The majority of newspapers employ CMYK printing and colored content. Print media organizations often employ newsprint between 40 and 65 GSM for a variety of uses. For newspapers, promotional materials, and other mass-produced publications, newsprint is the most popular type of paper

used globally. It is widely employed in offset, letterpress, and flexographic printing in a lengthy web of paper [7]–[9].

3. CONCLUSION

In today's media landscape, where consumers desire convenience and accessibility, the combination of digital platforms with cutting-edge distribution channels is crucial. To further increase anticipation and spark initial interest, strong marketing and promotional methods are essential. The case studies studied in this article shed light on the accomplishments made possible by strategic planning and emphasize the value of a strong brand identity, attractive content, and responsive reader engagement. However, it's critical to recognize the difficulties presented by a constantly changing media landscape, as digital alternatives to print media compete with traditional print media. A successful newspaper launch necessitates constant adjustment, a dedication to embracing new technology, and an understanding of consumer preferences. In conclusion, even though the landscape of media consumption is still changing, starting a new newspaper is still a viable and worthwhile venture. Newspapers can distinguish themselves in the current media environment by fusing established standards of journalistic integrity with cutting-edge methods of information delivery, engagement, and distribution. Being adaptable, creative, and reader-focused in an increasingly digital world will be crucial for success.

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CHAPTER 2

IMPORTANCE OF NEWSPRINT IN PRINT MEDIA

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ABSTRACT:

Newsprint, as a fundamental material in print media, plays a pivotal role in shaping the dissemination of information, ideas, and knowledge to the masses. This paper explores the significance of newsprint in the context of print media, discussing its historical importance, characteristics, and contributions to journalism. It delves into the unique tactile experience offered by newsprint, its economic implications for the publishing industry, and its role in fostering a sense of connection between readers and the news. The paper also examines the challenges posed by digitalization and environmental concerns, underscoring the need for sustainable practices in newsprint production and consumption. By analyzing the enduring role of newsprint in print media, this paper highlights its irreplaceable value in preserving the authenticity and tangible essence of news communication. The importance of newsprint in print media cannot be overstated, as it forms the very backbone of a centuries-old tradition of spreading information. Its tactile nature offers a distinct sensory experience, making the act of reading news a multisensory journey. This tangible connection fosters a unique bond between the reader and the news, contributing to a deeper engagement with the content.

KEYWORDS:

Marketing, Printing, Promotion, Subscriptions, Target demographics, Team.

1. INTRODUCTION

India is one of the nations where the print media market is expanding in the era of digital platforms, but the global newspaper industry has been declining in several nations over the past few years. The circulation and readership of newspapers are both increasing in our nation. The rising market for print media in our nation is supported by reports from organizations like the Audit Bureau of Circulation and the Indian Readership Survey. The daily circulation of newspapers increased from thousands to millions as a result of the growing demand for them brought on by the spread of literacy and advanced printing. India has had a sharp increase in print media revenue, making the country the sector's largest market worldwide. In the printing of newspapers, newsprint is crucial. We cannot imagine the world of print media without newsprint. High quality newsprint not only improves the appearance of the newspaper but also aids in boosting readership. The majority of the major newspaper conglomerates use high-quality newsprint to create products that are excellent in the marketplace. They import premium newsprint from several nations [1]–[3].

In recent decades, newsprint consumption has increased in our nation, demonstrating the need of boosting regional newspaper editions. Good newsprint not only ensures that the texts and colors are clear but also draws readers to a particular newspaper. Readers can become distracted by bad newsprint, which can have a negative impact on a newspaper's circulation. For instance, we can observe the newsprint quality of the widely read Hindi newspaper dainik "Aaj." Due to the newsprint, text, and color being of poor quality, the publication's circulation drastically decreased. In the world of print media, newsprint can be compared to a cricket pitch because of its similar function.

Newspaper vs. Ordinary Paper

Newsprint typically has a GSM of 42, but we typically print on paper with a GSM of 55.To what extent, though, depends on the kind of publication. Compared to regular paper, newsprint is thinner and lighter. While regular paper is quite similar to the color of white, newsprint has an off-white hue. Manufacturers offer newsprint in huge rolls and sheets, although standard paper is typically only accessible as rims. The two printing materials' smoothness and textural characteristics also differ. In West Bengal, the first paper mill in India was founded in 1832. The print business can use paper in an unrestricted variety of features. Newsprint typically has a shorter lifespan than regular paper. Depending on the needs of the upcoming publication, we can find ordinary newsprint, upgraded newsprint, and specialty newsprint. The quality of the paper is determined by its GSM weight, and the ISO rating of the paper indicates its brightness level. Brighter paper is indicated by a higher ISO rating. Another crucial factor is paper weight. A ream of normal cut paper weighs the same as paper weight. Typically, magazines use 80- or 100-lb "cover stock" for the front cover and 50-, 60-, or 70-lb paper for the internal pages. How well a paper reflects light determines its grade. Magazines use paper that is rated 3, 4, or 5, which is also known as bright, extremely bright, and ultra-bright, respectively.

Print News for Magazine

Publishers typically utilize glaze paper for magazines with higher GSM. The grade, weight, and finish of newsprint used for magazines determine its utility. magazines on specialist paper that cover subjects such as photography, sports, travel, and fashion. Depending on the demands of the market, manufacturers make several types of newsprint for magazines. various papers are used by some magazines for some pages and various papers for other pages. Understanding the components of paper, also known as "stock," enables you to select the ideal paper for your publication. Coated paper is rarely used by publishers for their magazines. Enamel is applied to coated paper to give it a highly smooth and lustrous appearance. Because this paper does not absorb the ink, colors and images look brighter and more defined. Since magazines are designed to be more durable, premium newsprint is required. As a result, the majority of publishing companies utilize lustrous, coated C2S paper. Sometimes a UV coating is applied after the application of ink to paper.

It creates a highly glossy surface and increases the durability of magazines. Vanished coating is occasionally applied; however it is less shiny than UV coating due to its affordable price. Coated paper typically costs more than uncoated paper. Coated paper is not recyclable and has a negative impact on the environment. For their magazines, publishing companies also utilize uncoated paper, which has a flat appearance and is not lustrous. For magazines with high-resolution photographs and good color fidelity, it is not the best option. It is recyclable and friendly to the environment. Uncoated paper is typically used for magazines with modest budgets. Sheetfed and Rolled Paper use a different type of newspaper. It is packaged as a sizable continuous roll of paper. It is frequently employed in larger, digital commercial presses. You can buy coated or uncoated stock of sheetfed and rolled paper. Recycled paper is being used these days. Because of the method used to make it, recycled paper is more expensive than the majority of conventional printing papers.

Newsprint Properties

For both newspapers and magazines, the selection of newsprint is based on its physical and surface properties. Newsprint used for newspapers or magazines needs to have a few characteristics that can guarantee quick, uninterrupted printing with good results. It must be sufficient to guarantee readable texts when printing material. It must be dimensionally stable,

opaque, tear-resistant, and prin. Additionally, it must be smooth and not too dry to attract dust. Newsprint is particularly compatible with printing inks because of the substantial amount of mechanical wood pulp in it. They quickly absorb into the paper, increasing printing output. Newsprint is processed through swiftly operating printing presses, therefore it must be sturdy enough to pass through them without ripping. Smoother newsprint is required since modern printing equipment can produce thousands of copies at once. Any interruptions are avoided using a high-quality newsprint. If newsprint can exit the printing machines undamaged, it is said to have strong runnability. Additionally, the newsprint needs to have a water content of between 6 and 8 percent to avoid drying out and maintain its structural stability. For accurate printing, the latter is essential.

Different types of newsprint can be found on the market based on their quality and specific uses. Standard newsprint, enhanced newsprint, and specialized newsprint are the three basic kinds of newsprint available. Additionally, there are a variety of additional newsprint products for newspapers and magazines on the market. Additionally, newsprints with various color ranges and thicknesses are available. Newspaper publishers prefer pastel-colored newsprint and utilize it mostly for tabloid publications, in addition to regular and upgraded newsprint.

Standard Newsprint

Standard Newsprint is the best paper for printing newspapers, while some publications also use it. Newsprint is used most frequently. Standard newsprint is used to print the majority of newspapers worldwide. It has the thinnest newspaper paper available, with a GSM of 40 to 50. It is also very affordable. This product is a kind of mechanical wood pulp that is uncoated. Its widespread use is due to how inexpensive it is. Although inexpensive, it is also thin and unarchivable, which is a drawback. This kind of newsprint will lose value with time, but considering how fleetingly newspapers are issued, newspaper publishers may not be concerned about this as the majority of such publications are daily publications with very short shelf lives. Numerous paper mills in our nation produce standard newsprint of high quality. Some of them also create paper with a GSM of greater than 50. It was the most sought-after newsprint by print media organizations during the Black & White Era.

Improved Newsprint

To create better results during the Color Era, a large newspaper's owner started using Improved Newsprint. It is superior than Standard Newsprint because images and colored text show up better on this kind of Newsprint. The outside pages that are frequently published with ordinary newspapers and stand out for their greater paper quality are typically printed on upgraded newsprint, which is used by many newspaper organizations. Compared to Standard Newsprint, it costs more. Better results are achieved thanks to improved newsprint's somewhat heavier, thicker, brighter, and smoother texture compared to normal newspaper. The use of color pages in medium newspapers has an impact on their distribution as well. While the other newspapers are printed on regular newsprint, it is employed by newspaper organizations to print the color newspapers. The use of improved newsprint is growing with time. 55 GSM Improved Newsprint is frequently utilized. Industry also uses 65-75 GSM Improved Newsprint for advertisement pages that serve as jackets. For specialized pages like Delhi Times, top English newspapers like the Times of India and the Hindustan Times regularly use enhanced newsprint. On the request of the advertiser, they will occasionally employ this kind of newsprint for display advertisements to provide high-quality results with vibrant colors. Digital printing can be used to publish improved newsprint as well. The majority of the material is virgin fiber. The 90 GSM Neujet silk paper, which is used to print

digital tabloids, has a smooth, silky feel and a high level of whiteness. Given the strong market potential for Improved newsprint in our nation, major newsprint producers currently favor producing it.

Compared to regular newsprint and upgraded newsprint, specialty newsprint is more expensive and of higher quality. It may effectively absorb color. In comparison to other varieties of newspaper, it is thicker, smoother, and brighter. Advertising brochures and other vibrant printed materials are where it is most frequently employed. We prefer this kind of newsprint if the job calls for full-color and four-color printing, which necessitates stronger paper that can resist being run through the printers. Specialty newsprint is only utilized on specified occasions in the newspaper industry. On this particular newsprint, however, might be printed additional promotional materials. Specialty newsprint is also used by a number of fashion magazines. When images and colors are crucial and the publisher doesn't want to compromise on the end result, it is also employed by photography publications. Pink, blue, and green are only a few of the usual colors of speciality newsprint produced by White Birch Paper. One of the top manufacturers of speciality newsprint on a global scale is a business called Resolute.

Pink Newsprint

For publication, several business publications, including the Economic Times and Financial Times, employ pink newsprint. Business newspapers can be distinguished from other newspapers by this. Readers can determine the type of content in a certain newspaper by looking at a pink-colored newspaper. The first business newspaper was the Financial Times, which debuted in 1893 on pink newsprint.Newspapers centered on financenews in India picked that hue since there was already a known association between it and the news they would be publishing.Pink newsprint was once used to set financial newspapers apart from others; over time, this color came to represent these publications. Typically, our nation imports the pink newsprint. The Financial Times and other business publications are printed on the pinkish-hued 45 GSM salmon newsprint.

Manufacturer of newsprint paper in India

India's newspaper industry is expanding daily. The number of newspaper readers is rising together with the literacy rate. It aided India's newsprint usage. The IRS and ABC reports both underscore the need for increased newsprint usage. The Covid-19 scenario, however, has posed a fresh challenge to the manufacture and distribution of newsprint in India. The rates of top domestic producers like Khanna Paper, Emami Paper Mill, and Shree Rama Newsprint have increased by Rs 3,000 to Rs 4,000 per metric ton. The Indian government imposed a customs levy on newsprint, which had an impact on the industry. People in this sector have called for the removal of the 5% import customs levy.

2. DISCUSSION

Indian factories must compete with foreign producers on both price and quality of the final product. The majority of newspapers use 40 GSM and 42.5 GSM newsprint, which is produced by Indian manufacturers. According to data from the Indian Newsprint Manufacturers Association's website, the domestic newsprint industry currently has a capacity of 2.2 million tons per year, 1.5 million of which is being underutilized as a result of ongoing unloading of inexpensive imports. The home sector has the capacity and the entire potential, according to INMA, to provide strong support to print media. The only three significant Indian mills that can compete with foreign producers are Emami Paper Mill, Khanna Paper Mill, and Shree Rama Newsprint. The majority of Indian mills make newsprint

grades for low-speed presses, which are generally used by small-scale or regional newspapers for their interior pages [4]–[6].

The Nepa Mills Limited newsprint factory in Nepanagar is also well-known. It was a business recognized for manufacturing regular newsprint. For the first time ever in India, 42 GSM newspaper that satisfied all international standards for surface smoothness, opacity, brightness, strength, and quality, among other things, was manufactured. The demand from all types of Newsprint consumers can be satisfied by NEPA. In order to meet the needs of the lowest end of the market, NEPA recently started producing Economy newsprint. While preserving all other quality requirements while providing newsprint at a reduced cost, it has a decreased brightness. A substantial proportion of the 125 mills in India that are listed and licensed to produce and provide newsprint have been closed, according to official records. However, only a small number of firms generate high-quality newspaper. Emami Paper Mills is one of those few. This company produces 1,50,000 tons of newspaper annually, making it India's largest newsprint manufacturer.

This company's newsprint satisfies all requirements for imports in terms of quality standards. Company has the capacity to produce high quality newsprint, and can replace imported newsprint with the best quality of product ranging from 40-80 GSM. Khanna Paper Mills is another significant newsprint manufacturer. Company's product meets quality standards of brightness, opacity, strength, printability, and appearance, making it ideal for import as well as export. In 1965, it was founded. It was regarded as India's first paper factory to manufacture premium printing paper from entirely deinked, wood-free recycled paper. It is one of India's top ten manufacturers. It is also renowned for being India's largest plant for the recycling of used paper. Among the well-known newsprint producers in India is Shree Rama Newsprint Ltd. It was started back in 1993. According to the company, it can produce 22% more newspaper than India can consume. Additionally, eco-friendly manufacture is emphasized. This has the capacity to produce newsprint using both traditional and unconventional source materials. In addition, it produces a sizable volume of coated magazine paper.

Practices, Strategies, and Circulations

One of the most crucial factors for any newspaper firm is circulation. It is crucial for any newspaper organization's existence and sustainability. It assists the affiliated agency in selecting the newspaper category, which has a significant impact on revenue. Every print media company places a strong emphasis on circulation because it has an indirect and direct impact on the company's revenue. Circulation is correlated with print copy's market visibility, which draws advertisers to place their ads in a given newspaper or magazine. Even circulation has a significant impact on newspaper advertising rates. On the basis of circulation, newspapers can be divided into three categories: small circulation, medium circulation, and large circulation. A newspaper with a large circulation produces a minimum of 75,000 copies each year and keeps it up for a long time. Any newspaper that was published on a certain day or event is ineligible for this category. Median circulation refers to publications with between 25000 and 75000 copies. A newspaper in the modest circulation category can publish up to 25 thousand copies per day, while organizations in this category can publish up to 75 thousand copies daily. In a cutthroat industry, every media organization strives to expand its presence. For print media, a publication's market share may be determined by its circulation.

A newspaper's circulation can be increased over time with good content. However, there are a number of additional criteria that are very important in boosting newspaper circulation.

Newspaper circulation is strongly related to the marketing theory of supply and demand. A newspaper with strong market demand can publish more copies, but a newspaper with weak market demand is compelled to reduce the number of copies. What drives newspaper sales is a common question among students. Is the content good? Is the packing effective? Is it the price? Is that a media company's marketing plan? Since there are so many variables that influence newspaper circulation and sales, there isn't really an exact answer. While a strong marketing plan may temporarily raise the number of copies sold, readers will stick with a newspaper that consistently produces quality content. However, newspaper places a strong emphasis on marketing tactics and plans to oppose or weaken its rival. Additionally, they alter their editorial strategy to include target audiences, start promotional campaigns, provide discounts for monthly and yearly subscriptions, add coupons, raise awareness of the publication through advertising, and take part in CSR initiatives. Media organizations that send their newspapers to intended consumers are also using direct-marketing tools and tactics, which serve to increase the market. Today's media company includes the use of aggressive and new marketing strategies that can help to attract and buy the copy.

Circulation

Every newspaper company has a circulation department that handles everything once the work of the printing department is complete. Due to the importance of timely distribution, the circulation department develops a plan to provide printed copies within a specific time limit. Dealers and hawkers can both be involved in the process through the circulation department. Most of the time, the circulation department uses dealers as a third party and pays them fairly. While tiny organizations manage it through hawkers, large media organizations use dealers to deliver printed copies of newspapers to houses. They occasionally set up newsstands in visible locations. Such newsstands might be seen in the bus or train station. Vending machines are also available there. Newspaper circulation and readership have a relationship that influences the frequency of advertisements. Advertisers seek to send their advertisements to media outlets with a large audience.

This indicates that circulation is one of the key variables used to determine advertising rates and contribute to an organization's ability to make money. Newspaper companies occasionally print more copies of their publications when there is a spike in demand around a certain event. A bad circumstance may result in an increase or decrease in the number of copies. Due to the COVID-19 crisis, which had an impact on the number of print copies, there has been a significant change in the circulation of newspapers. The concepts of circulation and e-paper are both having a significant impact. The ability to be found online is altering readers' reading habits, which will have an impact on the conventional manner of distribution. The availability of news on the internet and other social and technological changes are causing newspaper circulation to decline on the one hand, while rising incomes, population, and literacy are increasing it on the other. We can also observe a positive growth in terms of circulation in small cities or rural areas, which is having an impact on the news coverage and editorial policy of newspapers. To place more emphasis on local news, we can locate additional pages for local coverage as well as a city edition. The idea of many newspaper editions helps the circulation department disseminate the copies and the advertising department seize advertising possibilities.

Circulation Definition

The quantity of copies a newspaper organization publishes and distributes is referred to as circulation. It can be characterized as a count of the copies that a specific print media organization prints each day for market distribution. In this sense, we might define circulation

as the quantity of printed copies of a specific newspaper that are also available for consumer distribution. It is in charge of determining the cost for publishers to publish advertisements. A newspaper with a strong readership may maintain a high advertisement rate for advertisers, but a newspaper with fewer copies cannot. Newspaper companies occasionally exaggerate higher circulation numbers to draw advertisers and offer free distribution of their publications. They are unable to conceal the circulation-related facts, nevertheless, as auditing organizations like the Audit Bureau of Circulations check and validate the circulation-related claims made by print media organizations. Advertisers can be assured by ABC that a certain publication actually reaches the number of readers reported by the organization's circulation department. In a nutshell, we may state that circulation refers to the quantity of copies distributed to readers.

Volume vs. Readership

Readership is an estimate of the number of people who read a certain newspaper or magazine, whereas circulation is related to the number of copies published for distribution to readers. Readerships are typically higher than circulations because it is assumed that a typical copy of the newspaper is read by more than one person. In India, circulation audits are provided by the Audit Bureau of Circulation, while the Indian Readership Survey provides readership data to the general public. It is clear that readership and circulation are related. Readers per copy is a measure of the connection between readership and circulation. By dividing readership by circulation, it is possible to determine how many readers there are for each print edition. It might be challenging to estimate the precise readership in India because many people read one newspaper at a time at cafes and other public locations. As the demographic profile changed, so did the reading pattern. Technology has also altered readers' reading habits because young people prefer to read newspapers on their mobile phones. The majority of newspapers in the Covid era draw readers from their internet presence. The majority of newspaper organizations now demand a subscription fee to access their material, whereas previously reading electronic newspapers was completely free. Newspapers like Dainik Jagran and Hindustan offer its readers monthly and annual subscriptions. Consequently, the traditional notion of readership is evolving along with technology.

Bureau of Circulations Audit:

The non-profit Audit Bureau of Circulations is responsible for auditing items in circulation. It is one of the numerous organizations that provides the precise circulation figures for the publications of newspapers and magazines around the nation. It is a reliable source to learn about actual images related to print media distribution. Just following independence in 1948, ABC was established. Publishers, advertising agencies, and advertisers are all members of this nonprofit association. ABC is a trailblazer in the development of auditing practices to validate the circulations of periodicals that are affiliated with this organisation. As is well known, print media advertising rates are heavily influenced by circulation. A newspaper with a larger readership can charge advertisers more money, whereas a daily with a lesser readership can charge less money for the same advertisement. During the auditing process, ABC carefully examines the facts and then produces its findings. Since circulations that have been examined and approved by a third party are a crucial instrument and reliable source for business community advertising. Every advertiser wants to know the facts and s before investing his money to advertise the goods. The s issued by this independent agency are credible and cannot be distorted by any media business. The advertiser wants to know the circulation statistics and location so he may pick the best newspaper for his product's advertisement.

Advertisers can benefit from ABC's edition, language, and region-specific information and statistics. Based on statistics from ABC, the government also offers him support in the form of subsidies for newsprint or government advertisements. The government implements crucial policies that can support the sustainability of a small-scale newspaper. Facts supplied by ABC are crucial in this situation. The primary responsibility of ABC is to develop and establish a common audit technique through which a member publication shall determine the number of Qualifying copies. ABC is a founding member of the International Federation of Audit Bureaux of Certification. A chartered accounting firm that the Bureau has appointed reviews and verifies the circulation that was determined in this manner. Every six months, the Bureau provides ABC certificates to publisher members whose circulation figures satisfy the guidelines established by the ABC. According to information maintained on the ABC website, the organization currently has 562 dailies, 107 weeklies, 50 magazines, 125 advertising agencies, 45 advertisers, and 22 new agencies and associations related to print media and advertising as members. It includes the majority of India's largest cities.

The Bureau's Council of Management serves as the Board of Directors, which is the principal body responsible for setting policy. The Chairman of the Council of Management position is held alternately by the senior most publisher member and the senior most non-publisher member on the Council each year. The Council meets often, at least once every two months, to review its policies and other pertinent matters. Every year, the Council of Management elects the Chairman. By including representatives from publisher and advertiser groups, ABC maintains its objectivity.

Marketing Techniques and Strategies

The major purpose of every newspaper's sale and marketing department is to develop a distinctive marketing plan that will improve circulation. Individuals involved in marketing develop new marketing strategies and put them into practice in accordance with market demands and the nature of the market. These marketing techniques and strategies can be used on a single occasion for very little time or for a very long time to produce favorable results. Strategies and marketing techniques evolve with time. While new marketing tactics have also been adopted, certain traditional marketing practices are still in use to increase newspaper circulation. Newspaper organizations have developed the idea of a media partner using everything from highly antiquated outdoor advertising techniques to promotional campaigns. Small size newspapers are facing obstacles as a result of big businesses' aggressive marketing strategies. Some newspapers have more than 24 colored pages printed on high-quality newsprint, while others are fighting for survival with government adverts.

The saying "Jo dikhtahai, whibiktahai" is supported by marketing techniques and tactics. Only newspapers that implement new marketing strategies and meet reader expectations may remain in the market today. For newspapers to succeed in this cutthroat environment, they must be the finest. Otherwise, a rival newspaper's aggressive and forceful marketing strategies will damage the market's potential. The majority of readers don't switch newspapers frequently. The writing style, fonts, layout, and news packaging of a certain newspaper are to their taste and comfort. They shift their perspective to only make changes to the newspaper when they discover anything new. Because of this, it is highly challenging for new newspapers to establish a new market or penetrate an already-existing one. Regular readers might be thought of as a newspaper's most devoted readers. The majority of businesses recognize the importance of having loyal clients and develop marketing techniques to keep their trust. They also have the notion to draw in new clients. Small and new newspapers find it challenging to compete in the current market with newspapers published by major media companies that have extensive budgets and infrastructure. Making

sound plans and carrying them out successfully are vital for increasing exposure within the target market. The majority of newspaper organizations may be seen employing marketing tactics that seek to expand market share [7]–[9].

3. CONCLUSION

The economic importance of newsprint is also notable because it has a big impact on the publishing industry's ability to make money. However, the conventional use of newsprint has been challenged by the growth of digitalization and environmental issues. Print media must adapt, innovate, and discover sustainable methods to use newsprint as consumers increasingly rely on digital platforms for their news. It's crucial to achieve a balance between keeping the timeless attractiveness of newsprint and embracing environmentally friendly practices in the face of these difficulties. This could entail looking into recycled materials, using ethical suppliers, and minimizing waste during the production and distribution processes. To sum up, newsprint continues to be a fundamental component of print media, adding to its authenticity, visual appeal, and the special connection it provides readers. Although the digital age has changed the media environment, newsprint still plays a crucial role in offering a physical and immersive reading experience. Newsprint's continued relevance and impact will depend on the industry's ability to handle the changing dynamics of media consumption while embracing sustainable practices.

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CHAPTER 3

NEWS AS A COMMODITY: SCOPE OF COMMODITY NEWS IN DIGITAL ERA

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ABSTRACT:

The concept of news as a commodity has evolved significantly in the digital era, where information is readily accessible and rapidly disseminated. This paper delves into the notion of news as a commodity, examining its transformation in the context of the digital age. It explores the scope of commodity news, discussing its characteristics, implications, and challenges in an era marked by information abundance and attention economy. The paper analyzes the ways in which digital platforms have democratized news production and consumption, leading to both opportunities and concerns. By assessing the role of algorithms, user-generated content, and monetization strategies, this paper offers insights into the complex interplay between commodity news and the evolving media landscape. The emergence of the digital era has ushered in a paradigm shift in the perception and consumption of news as a commodity. The traditional gatekeeping roles of media organizations have been challenged by the democratization of content creation and distribution. This has both positive and negative implications for the scope of commodity news.

KEYWORDS:

Commodities, Competition, Consumption, Data-driven, Digital Era, Information.

1. INTRODUCTION

The quality of the printing on the newsprint and the circulation both matter a lot. Consumers may switch to another product if newsprint and printing are of low quality, which could have an impact on the general circulation of newspapers and magazines. For a while, it was one of Varanasi's most widely read newspapers, but in the early years of the twenty-first century, it was unable to maintain the quality of its printing. Indian readers expect the best product to be supplied to them, or they will alter their minds. The majority of major media organizations use high-quality printing and quality newsprint to draw in their audience. Modern printing equipment that produces excellent printing results has been installed. Small newspaper owners find it challenging to afford and maintain the expensive machinery that keeps these publications behind. Finally, readers who think small newspapers' content is below par stop reading them. Newsprint is provided by the government to newspaper organizations, however major media organizations also import newsprint from other vendors. Newsprint has a significant influence in newspaper and magazine sales, as is well known.

Some newspapers draw readers by including premium extras alongside their regular print editions. Many print media outlets in India employ government-produced newsprint, which falls short of modern consumers' expectations. There are some private companies that make newsprint of higher grade. Large media companies prefer imported paper because it increases the circulation of newspapers and magazines and helps them deliver the best results to their customers. Some newspapers employ imported papers for the main pages and Nepa or government-produced newsprint for the interior pages. This enables them to reduce expenses

and, in some cases, compete with more established brands on the market. To attract customers, a select few major brands have switched to imported paper.

Coupons: Including coupons in newspapers is another marketing tactic that encourages readers to buy a copy. Many newspaper organizations offer coupons along with printed copies throughout the holiday season and hold lucky draws. Some newspapers encourage readers to turn in all completed coupons to the newspaper's office in order to ensure that they are distributed to readers during the designated period of time. Customers buy that specific newspaper for that certain time period in order to get the coupons. This marketing tactic therefore aids in boosting newspaper circulation [1]–[3].

Local reporting

Local news attracts readers. They enjoy reading the entire newspaper with local odor. Unquestionably, content is a key motivating force in the universe of all media. Consumers will undoubtedly stop buying a newspaper if it cannot satisfy their need for news. In the multi-edition period, local news has received a lot of press attention. Numerous newspapers have launched their various editions for various states and towns. For instance, dainik jagran, one of India's top newspapers, publishes from many places in Uttar Pradesh, giving it the opportunity to feature more regional news. Some newspapers include additional pages with coverage of local news. Newspapers, however, choose their content based on their editorial stance. However, the development of printing technology has made it possible to publish more pages to appeal to and engage the local market. Obtaining advertisements from regional marketers is also beneficial. Local businesses typically want to advertise in newspapers that have sizable local readerships. The editorial department receives advice from the marketing and circulation departments, who then use the editorial policy to make the necessary modifications. In this sense, we may claim that local coverage always encourages local readers to purchase newspapers.

Online Presence

An emerging marketing tactic is to be present on online platforms. The majority of news organizations have launched websites and regularly post updates, which further aid in drawing readers. We can find a summary of significant news in addition to the e-paper, which aids the circulation department in increasing sales. Even a minor newspaper has launched a website in an effort to draw in youthful readers. Online presence is now considered a marketing tactic that aids in spreading brand awareness across various social media platforms.

Offer for Annual Subscribers

The majority of newspapers provide a discount for those who purchase their copy on an annual basis. For their devoted clients who want to buy more than one newspaper produced by the same company, a few of them have created combo offers. For instance, if we want to buy Hindi and English newspapers from the same media company for a long time, we can receive a significant discount. A media company that publishes multilingual papers, particularly in English and a local language, implemented such policies. Such regulations may aid in attracting new readers. Advertisements and Promotional Drives: Newspaper hoardings are common in both large cities and small communities. One of the earliest forms of advertising used by media organizations connected to newspapers or magazines is outdoor advertising. Today, the majority of media companies use transit advertising to market their newspapers. Transit advertising includes outside posters, interior cards, and posters at bus and train terminals. In addition to these, businesses launch promotional campaigns to draw in

customers. Media Partner- We can see most of the top newspapers as media partners during numerous events organized by educational, social, or cultural institutions. It can take the form of environmental activity like "cyclothan," educational activity like "youth parliament," or political activity like "vote karein." The marketing division uses it as a promotional tactic as well, which helps to make the product more visible. Newspapers primarily publicize events through their news coverage, but they can also boost their brand recognition by appearing on other publicity pieces. Newspapers' affiliation with events that have large audiences can help them draw in new readers. We can even see major newspapers partnering with high-budget films in print. Both the organizer and the newspaper can benefit from the idea of an event's media partner.

The most crucial elements of the newspaper distribution procedure are gifts and commissions for Hawker-Hawkers, who sell the newspaper. Hawkers are essential to the delivery process. Without them, newspapers would not be delivered on time to readers' homes. Newspaper sales departments recognize the value of hawkers and occasionally give them generous commissions and gifts. The majority of newspaper proprietors offer appealing policies to hawkers, which encourages hawkers to sell their publications. Some newspapers' circulation departments give special recognition to the hawkers and dealers who bring in profitable sales. Hawker makes extra efforts for newspapers that take into account the benefits of hawkers. One of the crucial marketing tactics that unquestionably aid in increasing circulation is encouraging hawkers by giving them presents and higher commissions.

Corporate Social Responsibility (CSR) initiatives aid newspaper organizations in establishing a favorable brand perception among prospective customers. It contributes to the development of a favorable atmosphere for newspapers that helps them attract new readers. Most major brands use their CSR efforts to draw in their target audiences. Newspapers like The Times of India and Dainik Jagran participate in CSR initiatives like cleaning up the city and giving blood to save lives. The marketing and sales departments of media companies participate in CSR activities because they recognize their value. Newspaper organizations might participate directly in CSR initiatives or can support them as media partners. It is a management idea that promotes social responsibility with the covert intention of brand marketing that cultivates favorable public perception. On the one hand, the organization demonstrates social responsibility, while on the other, it expands the newspaper market.

Pages Supplements

While most newspapers produce supplement pages to draw in particular readers, occasionally we observe circulation departments of newspapers reducing pages or the number of copies to prevent loss. The idea of more without any additional fees or completely free is a common marketing tactic in India. Free resources offered together with the main offering are an easy way to draw customers. Indian readers want thicker newspapers. It makes it possible to obtain additional content. Customer sells these papers as rubbish after reading the material and receives some money back. Delhi Times is offered as a supplement in newspapers like The Times of India in Delhi, and supplement pages with content geared toward careers and women are also available under the names NayiDishayein and Anokhi. In general, newspaper supplement pages are printed with colored inks on premium newsprint. Supplement pages draw clients' attention and aid in promoting sales.

Quick Delivery

The circulation of a newspaper can be significantly increased by timely delivery. Media organizations must ensure prompt publication, set up quick transportation services, and hire punctual hawkers who can carry newspapers to customers' homes before they awaken in

order to ensure timely delivery. Most readers like to read the newspaper first thing in the morning. To start the day with news, they want their copy in their hands by six in the morning. This requires the hawker to regularly drop the copy off before 6 a.m. Regular readers wait for the daily, and even a little bit of delivery delay might have an impact on the reader's attitude. Delivery delays may cause customers to alter their minds and choose another newspaper. The marketing and sales team makes sure that newspapers are delivered on time in both urban and rural locations. For timely delivery to remote areas, the majority of newspaper organizations publish their "daak edition" before the normal edition. The circulation department coordinates both public and private transportation to reach the surrounding area. Delivering copies to other cities or rural areas used to be the hardest chore for newspaper businesses, but multi-edition publications and advance transportation have made it easier now [4]–[6].

2. DISCUSSION

Definition, Nature, Purpose, and Scope in the Digital Age. In this section of the "Print Media" course, we'll talk about how news has turned into a commodity. Throughout the unit's lesson, we will learn about the nature of news as a product or how it has evolved into a piece of information that is accessible on numerous platforms with the tagline that this news was first published in [name of the source or first source]. How the internet's development has led to the decommodification of news. We must comprehend the concept and meaning of news as a commodity, the range of commodity news, digitalization, clickbait news, news portal policies of publishing news, and more in order to break the ice. The nature of news as a commodity and the ideological foundations of Indian media are covered in this lesson.

When we discuss news as a commodity, we mean that readers are the consumers of news as a product. Let's go on to learn more about the significance of the same. Commodities are defined in economics terms as items or services that can be sold on the open market. Regardless of who generated it, the market treats it equally or nearly equally. For instance, cleaning or products like sticky notes. The squared pieces of paper that may adhere to surfaces are essentially a commodity, albeit there are numerous manufacturers of sticky notes under various brands like Doms and Post, it that have a better-quality surface.

You must be asking why this example is being used. To understand it, just read. Man can live without reading the morning newspaper for his informational fix, but no newspaper can survive without news or up-to-date information. News is the backbone of news reporting. The primary concern with news reporting is the selection, introduction, and comprehension of information meant to inform people about fresh and unexpected topics.

1. Different experts have offered differing descriptions of news. Some of the definitions are provided below:

2. Anything strange is news.

3. News is a unique representation of life.

4. News is anything that people discuss; the more it sparks conversation, the more significant its value.

5. The best news is that which interests the vast majority of readers. News includes all current events that are of universal human interest.

6. As long as it abides by the laws of critique and good taste, anything that enough people need to read qualifies as news.

7. News is like a hot cake that just came off the stove.

8. Reporting on an event that is novel, unusual, and interesting to a large number of people is known as news.

These definitions make it obvious that we have currently understood the elements of information. Let's take a look at what these are. News is the accurate account of an occurrence. The columnist should report what they observe. In order to be objective, events must be reported exactly as they occurred. If the columnist contributes something from his own creative thinking, it goes against objectivity. A journalist does not have to make a statement, an idea, or a proposition. These are considered appropriate in a, publication, etc. In these arrangements of editorial compositions, the writer can provide background information as well as insider knowledge.

In the simplest terms, objectivity is to only describe a small portion of a larger story while leaving the rest up to insightful and in-depth analysis. If the journalist needs to emphasize, lean toward, or color the news, it won't be considered a target revealing. Indeed, news is a commodity. For the purpose of public consumption, it is produced by media outlets or new organizations with the goal of generating revenue for newspapers. It is common knowledge that we are all increasingly susceptible to digitalization. In fact, we play games, read books, and purchase food online. The news coverage of this phenomena has also greatly risen. To access all the material online, readers must pay monthly subscription fees, article prices, and registration costs. Receiving their daily fix of news has gotten more difficult for readers due to the requirement of payment. Why? the decommodification of commodities. Because news content is now freely available online, the de-commoditization of news has had an impact on newspapers' financial model. In order for newspapers to continue operating, they must work to maintain their financial model. As a result, more emphasis has been placed on the need to generate revenues, often at the expense of quality news reporting, according to McManus in 2009.

The intriguing development is the surge in digital/online newspaper consumption in smaller cities, which accounts for close to 67% of readership, even though print media is still the foundation of every media organization. A survey claims that 37% of Internet users now are located in the top ten metro areas, and that more than half of Indians who use the Internet live outside the country's eight major cities. .Additionally, 62 countries read Indian newspapers online. 92% of readers are interested in reading news about India's business & economy, politics, and science & technology. Only 24.3% of readers read news stories about book, film, or theater reviews. Only 37% of people choose to read sports news, while 46% read news about social development and 33% read news about the environment. With a total readership of 97.7%, opinion pieces receive a lot of attention. 47% of readers access archival content through online editions! That is what I mean when I refer to the power of information digitization. Newspapers have a day-long lifespan, but once they are digitalized, they are immortal. 14% of people use online newspapers to help them deal with homesickness Matrimonial ads in online newspaper editions don't seem to draw in readers, despite the fact that young people make up the majority of the reading. Only approximately 2.5% of users access the online newspaper's matrimony section.

News as a Product rather than a Commodity

Thanks to reasonably priced internet connections, news has evolved into a service that is offered without charge. Reading a newspaper or magazine is becoming less expensive as a result of the development of the internet. The days of pulling cash from our pockets to purchase a newspaper or magazine are long gone. There are many different kinds of news

websites on the market. The majority of the websites that provided news included a footnote stating, "This news has first appeared in the newspaper or elsewhere." This suggests that the article's worth lies elsewhere, not in its content. Because these are related themes that can bring in hits, views, and consequently advertising money, the majority of media outlets cover them. The commercialization of news has increased due to the competition from other free news sources on the internet, says McManus, who defines it as "any action proposed to boost the profit of the organization that interferes with a journalist's or news organization's best effort to maximize public understanding of those issues and events that shape the community they claim to serve." For example, a news website published an article titled "The deadline for filing income extended," which stated that Finance Minister Nirmala Sitharaman recently extended the deadline for filing income tax tax returns to February 28. The article received a lot of clicks due to the inaccurate information, but the website must have made money if the clicks received the maximum amount of hits, which is quite possible.

Newspapers report more about what they find appealing to the readers such as interviews with politicians, chit-chat with celebrities, and more, whereas media outlets are selling the news that can sell to the public, leading to the trend of dumbing down. News organizations have to be cautious while publishing any negative news about large advertisers, as it may cause a loss of revenue. This is one of the reasons why newspapers' accuracy is being compromised. Newspapers have had to employ cost-cutting measures to deal with the financial pressures facing print media because newsrooms have had to adapt to changes in news production brought on primarily by technological advancements. Newsroom restructuring was explored in detail in part one of this study, and the findings showed that cost cutting has been a strategy to ensure that newsrooms remain profitable.

Advent of the Internet

The emergence of the internet resulted in the de-commodification of news. There were 1,197,982,359 websites in the world, and as their number keeps changing every second, this greed for more and more clicks on false information, or fake news as Google has dubbed it, leads to inaccurate news becoming less and less valuable. The Google News Initiative launched a training network in India in 2018 to raise awareness against misinformation and provide new tools to journalists in their fight against fake news. This initiative provided training to 8000 journalists so they can train further. Commodification of news-casting is a result of free distribution prospects, free distribution opportunities, and free content.

New Production and Branding Methods in the Digital Age

Till about a decade ago, a YouTuber did not exist, even though YouTube did since 2005. It was not just grammatically incorrect but notionally incomprehensible. Today, it is not just a thriving profession and a legitimate career goal for young people, with an audience that runs in millions but also an alternative form of receiving news and entertainment, learning and addressing socio-political issues, changing interpersonal relationship structures, of the times, especially using sketch, skits, and stand-up comedy. Largely seen as a millennial channel, Google statistics suggest that this is largely a myth. Yet, there is no definitive, qualitative data yet on the demography of YouTube or social media users, singularly in the Indian context. The revolution has occurred not just in terms of the content and form of the message delivered but also the model of revenue generation: In Marxist terms, the birth of a new means of production.

Many such YouTube starts earn as much as Rs 3-4 lakh a month. Revenue is generated through advertising, using Goggle AdSense, wherein the artist earns as much as 55% of the earnings; the cost-per-click model. There is also the cost-per-view model that comes into

effect if a viewer swatch even half the duration of the advertisement. Often the channel approaches video uploaders with a monetization plan after their work garners substantial views. In India, the average RPM for YouTube is $6-7. In the case of bigger online-only companies e.g. All India Bakchod and The Viral Fever brand integration and sponsorship is a major component in their profitability.

There are tutorial videos for almost every occasion, making traditional skill-learning and teaching obsolete. From learning a new coding language to recipes or guitar lessons to motivational speeches and even medical advice, there are tutorial videos for almost every occasion. Besides YouTube, there are a host of digital video content curation platforms that have mushroomed in India since the 2010s that cover news, entertainment and everything in between. The Indian market for over-the-top video services was worth just Rs 21.5 billion in the financial year ended March 2018, it 's expected to grow 45% annually, according to KPMG. Is this new media, therefore, a threat or an extension of traditional structures? There is evidence to suggest that it is both. US-based Netflix launched in India in 2016 and has been a game changer in the industry primarily because of the spate of international film and series it offers as well as the _'original' shows and cinema it produces. It India, the series Sacred Games has been the most popular and polemical contribution and Netflix is fast becoming the preferred medium for creative artists and consumers because of the freedom it offers online streaming platform that began operations in 2015, follows a hybrid model to the effect that it encroaches on Hindi television territory in a more direct manner.

Not only is its library larger on account of fewer copyright clashes with US television/film networks, the simultaneous and sometimes advance streaming of current television series, sporting events and news features is what is making television programming redundant. The caveat, though, lies in the relatively limited reach of the online platform and the well-entrenched TV viewing habits of the general populace. Therefore, even Netflix advertisements are broadcast on television, especially during prime time. Contrarily though, it is representation of urban life and the new Indian 'youth-oriented mindset in the form of web series, spoof videos and satires using the cultural lexicon of the 21st century quintessential Indian city dweller that is seen as a divergence from mainstream television and ensures the success of the work produced.

While the digital population is clearly growing in many regions of the world, internet access and availability can differ significantly depending on the region. there were 4.31 billion internet users, which means that more than half of the world's population is currently online. Urban India, with an estimated population of 455 million, already has 295 million internet users. One of the biggest threats to Indian media is the proliferation of influencers and bloggers in this new internet age, who are promoting brands in exchange for gifts and cash from advertising.

Boxes of News

A news bundle is a sort of narrating found on TV reports. They are likewise found in long-structure news programming, for example, the CBS News program an hour. A bundle is an independent taped news report. Generally, the commentator will peruse a presentation live, at that point, the pre-recorded story will be appeared. A typical piece of a news bundle is the presence of a journalist talking into the camera. This is known as a "standup" in light of the fact that the columnist is regularly seen remaining before the camera on the location of the story. News bundles ordinarily run from 1:15 to 2:00 long. On account of magazine-style news programming, bundles can be 20 minutes or more. This kind of information introduction is best for convoluted stories or ones that have different meetings. One need

video clips, sound bites, a reporter narrating the video, natural sound, and good writing. The news package includes research, script writing, and edit a news package. The duration of the news package must be 2 minutes and contains: a story proposal background information researched from credible sources pre-production preparation including, a script, interview questions, shot list and storyboard if necessary.

Everyone infrequently sees news package contents because the perspectives you see on the nightly news are video structures, but news packages are an imaginative way to convey news to a large audience. It is a visual type of information that has a story, characters, diversion value, and realities. Journalists spend a lot of time researching stories, speaking with characters, and ultimately creating the contents for these bundles.

The Story

Composing content ought to be the last advance in making a whole news bundle. Well before you plunk down to work out the content, you ought to consider sound bites and approaches to structure your story. News bundles need to have a start, center, and an end, just as characters. Be thinking about the heading you need it go as you shoot video and lead interviews. When you have sufficient sound and video for your story, you are prepared to start: Separate the content into two segments. On the left side, compose video. On the correct side, sound. Since you are composing for a visual medium, it is crucial to isolate out what the crowd will see and what they will hear. Pick sound bites that are enthusiastic, give a fascinating assessment, or help your story along. As you pick these sound bites, mark the time on the tape close to the sound byte you work out so the editorial manager can discover it without any problem. Compose voice-overs that you, the journalist, will say to push the story along. The voice-overs ought not stand out, but instead sound normal with the story. Weave sound bites and voice-overs together to make a durable sound area to your story. Discover spots to put common sound, which is firmly associated with video. Record video you have that supplement the sound. You will have a huge determination from shooting B-Roll in the field. Imprint times close to the video so the supervisor can discover it without any problem. Peruse your content and ensure it sounds common, follows the rules of a story, and is not difficult to peruse so the proof-reader will make some simpler memories altering it later. When the content is finished you are all set into the sound stall and record your voice-overs.

Several Advices and Cautions

Be sensitive in how you convey your story when it involves difficult subjects. Try not to log every solid byte if you know you won't use it. Just take sounds bytes that are relevant to the course of your story. Don't be afraid to change the organization of your content if you feel it makes it clearer. If you work for a news station, you will be dealing with difficult stories.

Stunning News Packages

While news bundles are only a small portion of the work that these individuals do, it very well may be one of their most important tasks. It is the perfection of examination, meetings, and researching that are joined into the single unit the crowd sees. However, without a content, these bundles would be not as effective. Should readers need to pay for their computerized news, and if not, how do news organizations stay above water in the advanced age? This is a question that the media industry has had to answer as readers across the world increasingly acquire their news online. While not so long ago the majority of people were happy to open their wallets to purchase a paper or magazine, readers have been reluctant to pay for the news they get on the web. "People are used to paying for newspapers. So, in

principle, paying for the news online makes sense," says one online news reader. "But in practice, paying for the news on the web hasn't really taken off yet [7]–[9].

3. CONCLUSION

Positively, digital platforms have made it easier for more people to receive news, have given different viewpoints a platform, and have helped to create a more inclusive information environment. Real-time updates and higher connectedness are now possible because of the exponentially increasing pace of dissemination. This environment, nevertheless, also prompts questions about veracity, accuracy, and the preference for sensationalism over substance. In the digital age, algorithms are crucial in determining how commodity news is consumed. They frequently reinforce preexisting biases and promote information that gets clicks and interaction. The accuracy of the information and the standard of discourse are put in jeopardy by this. Additionally, in this climate, the monetization of news necessitates striking a difficult balance between maintaining journalistic integrity and achieving financial goals. In conclusion, the digital era has greatly expanded and diversified the scope of commodities news. Although it offers the potential for more information democratization, it also raises issues with quality, accuracy, and ethics. In order to provide an accurate and responsible information environment as digital platforms develop further, it is critical for media organizations, technological firms, and consumers to work together to manage the intricacies of commodity news. The future course of news as a commodity in the digital age will be determined by how well the profit-driven elements are balanced with the moral requirements of accurate and trustworthy journalism.

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CHAPTER 4

EXAMINING THE SIGNIFICANCE OF EDITORIAL POLICY OF THE NEWSPAPER

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ABSTRACT:

Editorial policies serve as guiding principles that shape the identity, content, and stance of a newspaper. This paper examines the significance of editorial policies within the realm of journalism, analyzing their role in ensuring journalistic integrity, credibility, and transparency. It explores the multifaceted components of an editorial policy, including objectivity, balance, diversity, and ethical considerations. The paper also delves into the challenges and adaptations that editorial policies have undergone in the digital age, where instant information dissemination and evolving reader expectations necessitate careful navigation. By examining case studies and industry practices, this paper provides insights into the dynamic nature of editorial policies and their impact on shaping public discourse and upholding the values of responsible journalism. Editorial policies stand as the cornerstone of journalistic practice, setting the tone for a newspaper's voice, values, and content. They are the ethical compass guiding journalists to report accurately, fairly, and transparently, while also catering to the diverse interests of their audience. The emphasis on objectivity and balance is central to maintaining credibility and fostering trust, particularly in an era where misinformation and sensationalism can easily propagate.

KEYWORDS:

Accuracy, Balance, Credibility, Ethics, Fact-checking, Impartiality.

1. INTRODUCTION

The institutional perspective of the newspaper is reflected in the Editorial Policy. It serves as the newspaper's public voice or opinion. It is distinct from objective, factual, and impartial news reporting. It expresses the editorial board's carefully thought-out and nuanced position rather than the proprietors of the newspaper's point of view. It has the capacity to affect public opinion and debate on significant issues of general interest. It is created by the newspaper's top editors. The newspaper's senior editors, who are probably members of the editorial board that creates such a policy, typically write editorials. Editorials analyze current, significant issues in a professional and objective manner without resorting to insults or personal attacks. Instead, it makes an effort to engage the readers in a productive and critical discussion of the subject [1]–[3].

The Newspaper's Editorial Guidelines: Definitions and Nature

News is a crucial source of knowledge. It provides information about current events and the most recent developments. It facilitates public opinion formation on a range of topics and subjects of public concern. It is regarded as a factual and unbiased recounting of what happened. It can be acquired via a variety of sources, including the newspaper, television, radio, and internet. The press is thought of as the fourth pillar of democracy. Through its news coverage, it offers the required interventions to support democracy and its processes. It offers a forum for the general public to argue, argue, and consider many matters of public

interest. The media also sets the agenda because it prioritizes and emphasizes some news or events over others. News analysis aids in influencing audience opinion and public discourse. Contemporary politics are influenced by it. News, education, and entertainment can all be found in newspapers. There is an editorial policy for each publication. The editorial policy is distinct from the newspaper's news reporting in that it expresses the paper's formal collective viewpoint on a matter of significant public interest. It is developed by the newspaper's editorial board in accordance with public ideals, ethics, and interest. The editorial philosophy of the newspaper is directly reflected in editorials that are published in the paper.

The editorial policy is significant since it originates from a significant public institution, particularly in a democracy, and has the ability to affect public opinion. It distinguishes itself from the newspaper's news pieces and serves as the voice of the publication. Edit Page is the page of the newspaper where editorials are published. The Edit Page or Editorial Page is typically found in the middle of the newspaper, next to the Op-Ed page. However, in certain nations, it is printed on the first six pages as well as the front and rear pages. It is written in a format that sets it apart from news reports, editorials, opinion pieces, commentary, and specialist articles. It is prepared by the newspaper's senior editors and makes it known where the paper stands on an issue or dispute as well as its outlook. It is written anonymously since it represents the newspaper's overall stance. It is the result of the newspaper's collective knowledge and decision-making process on a specific issue. These matters are debated, thought out, and decided upon in the newspaper's editorial meetings.

There are typically three editorial items in newspapers. These articles are arranged in order of relevance, prominence, and influence on citizens' lives. News Values like prominence, closeness, conflict, and influence are important factors to consider while choosing the subjects for editorials. For instance, the most significant political or economic news, such as the Sensex, can be the subject of the first editorial. Crossing 50,000 points, whereas the third articles typically cover a human-interest story, such as the character demonstrated by a sportsperson or a sports team, or the contribution of a notable personality to society. The second editorial may be written on an environmental issue, such as changes in Environment Impact Assessment rules. An editorial frequently receives attention because it serves as a representation of the newspaper's social cause initiatives. It contributes to the success and worth of the newspaper's campaign.

But it's important to understand the difference between editorial, editorial policy, and the expression "editorializing the news." The word "editorializing the news" is quite distinct from the other two since it refers to adding color to news reporting, which is meant to be impartial, accurate, and balanced. Giving color would imply that the reporter is not offering a fact-based analysis of the situation but rather is projecting his or her biases, ideologies, and/or ideological choices onto the scenario/news development/event. People criticize television news more frequently of fusing the lines between facts and opinions. To distinguish between fact and opinion, and what constitutes objectivity, is a topic of ongoing discussion among news media professionals. There is general agreement that bias exists in the news media and cannot be totally eliminated, but educating journalists helps them hone their craft and deliver factual news coverage of stories. In the practice of journalism and news, facts are revered. Therefore, a lot of academics and professionals have questioned whether a newspaper should take a partisan position on a certain issue or produce a news story or issue of public interest. The responsibility of journalists is to present comprehensive, fact-based coverage of an event or development. Many academics have argued that such involvement in political or public affairs runs the risk of polarizing the media, which could result in the loss of its standing as an unbiased and reliable news source, particularly in a democratic system.

Conboy asserts that editorials give newspapers a daily opportunity to show their readers how free they are from the influence of the government. It works well to distinguish the newspapers from government publications or official mouthpieces. Editorials offer a critical assessment of the situation or governmental policy and even suggest potential solutions for improvement. Senior journalists can also use this area to voice their opinions in the public interest, independent of the newspaper institution or the proprietors of the publication. The "Statement of Principles" of the American Society of News Editors states that "to be impartial does not require the press to be uncritical or to refrain from editorial expression." However, good practice dictates that the reader be made aware of the difference between news reports and opinion. Articles that include personal interpretation or opinion ought to be properly labeled. Before elections, it was customary for the American press to expressly endorse a certain political candidate or political party in their editorials. But there has been a clear departure from these 19th and 20th century traditions. Factual reporting has become more and more important in demonstrating one's independence from political parties and administrations. Even in modern times, the press's goal has always been to seek the truth.

There is some debate, nevertheless, as to whether editorial stances made by newspapers have an impact on news reporting because they serve as a model for reporters when choosing their story angles or focal points. Editorial opinions influence journalists' on-the-ground reporting by giving them guidance on the type of material that would be acceptable to senior editors. Thus, it is evident how the editorial policy affects how news reports are framed [4]–[6]. There are also questions about the senior staff's independence in forming their editorial position on a given topic independent of the goals and interests of the newspaper's proprietors. However, because of their experience and length of service with the organizations, it is thought that senior editors are familiar with the policies and culture of the newspaper owners. Thus, they are free to create editorial policies, but there is a consensual consensus regarding the parameters and limits of the editorial attitude, which in most situations may not conflict with the corporate interests of the media owners. However, there may be extraordinary circumstances in which the editors would like to adopt a courageous stance that may not coincide with the objectives and financial interests of their owners. Newspaper proprietors may also have political sympathies, but this should not influence the editorial board's position and, ideally, they should be granted complete freedom.

Editorial journalism and advocacy journalism are frequently contrasted. Even so, each are separate practices with distinct goals and methods. Editorial journalism reflects the partisanship and position of the newspaper on a given issue or problem and is the result of the senior editors' collaborative decision-making process. An individual's endeavour to bring about a specific social change in which they believe and support the cause is known as advocacy journalism. Editorial journalism may be the result of a specific journalist's passion for a particular problem or cause, but it is also the result of the editorial team of a newspaper's collective judgment and years of expertise in the art of journalism and news reporting. There may be editorial team members who have covered a certain beat for a long time, such as the editor who has covered the BJP for the last 15 years and is familiar with the intricacies of taking a particular editorial stance. In contrast to advocacy journalism, editorial writing does not include participatory or shared vision.

2. DISCUSSION

The editorial policy adopts a broad perspective on the circumstance, event, or development and adopts a position that serves the greater public interest rather than speaking for a select group of people in society. For instance, the editorial position on the climate change debate focuses on reaching a conclusion where all parties are involved and participate, but special

consideration is given to the most vulnerable parties. The editorial policy must establish and uphold a high bar for morality and ethics. Even if the causes and answers conflict with the current government agenda or policy, they should be discussed in the article. To protect the public interest, the Editors must have the guts to handle controversial problems like high-level corruption or poor administration. The editorial ethos should work to protect human rights and the rule of law. The standard of the newspapers is reflected in the editorial guidelines. Newspapers' editorial standards and the caliber of their arguments are frequently used to evaluate their excellence. It has the power to make or damage the newspaper's reputation. It stands for the soul and heart of the publication.

Format an Editorial

Editorials are written differently from news reporting and do not adhere to the Inverted Pyramid's 5Ws+1H formula. Entman and Nelson, Clawson, and Oxley list the following as some of the essential components of an editorial. A newspaper's position on a topic or issue of public importance is comprised of the following elements: a) its position; b) its problem definition; c) its cause; d) its treatment/recommendation; and e) its results or consequences. The newspaper's position is comprised of the following elements: a) its problem definition; b) its cause; c) its identification of the major stakeholders who are responsible for the problem or who brought it to the point where it became It might endorse ideas that have already been made by other committees or panels that the government has established. For instance, the Government of India's Western Ghats Ecology Expert Panel had advised in 2011 that the whole Western Ghats be designated as Ecologically Sensitive Areas, with only limited development permitted in specific graded zones.

Guidelines for effective editorial writing

The first rule of good editorial writing is that facts and information should be presented honestly and ethically.

1. Before making any significant inferences or assertions, they should be verified.

2. He or she should base conclusions on the facts and avoid including personal beliefs or preconceptions in the writing.

3. Rather than pursuing specific societal or personal interests, he or she should examine the highest public benefit and ethical issues while proposing answers.

4. The editorial writer should evaluate relevant studies and reports from reputable organizations regarding the issue or topic at hand.

5. Writers should have conviction, bravery, and uphold democratic ideals.

6. He or she should uphold the highest standards of professionalism and ethics.

The following is a list of things to include in a newspaper editorial:

1. The editorial staff should reflect the opinions and goals of the board, which should include senior news editors and journalists.

2. It should be solidly grounded in facts and evidence.

3. It should utilize plain English and clear language with few paragraphs.

4. It need to be based on a current problem and encourage people to express opinions and take action.

5. It should uphold the notion of balance, but it shouldn't hold back from adopting a clear plan and outlining the next steps for the relevant stakeholders.

6. The reader should not be confused by the analysis of the subject. It should include convincing justifications for the assertions and recommendations.

7. It should not be written as a work of literature, but good language will help the readers and should be a distinguishing feature.

8. The argument should be straightforward, but it should also demonstrate a complex and multidisciplinary understanding of the subject.

Media Control

Management of media organizations is referred to as media management. So, management and media organizations are two distinct terms. We need a solid comprehension of both the terms "management" and "media organization" in order to comprehend the notion properly. So let's begin there. a team of people cooperating to achieve some predetermined objectives. Operational labor and administrative work are the two categories of work performed by employees in a business. The individuals who are more involved in administration are aware of how others are contributing to the organization's overall objective. Through the efforts of others, they complete the work. The management are who they are.

Management

The method by which they complete the work is referred to as management. Therefore, management is "the art of getting the work done" as a process. Several management functions enable the completion of the work.

Activities in Management

Planning

1. Making informed choices Now what? How do I? When should you?Who will carry it out?

2. It serves as a roadmap for the steps to be taken.

3. The purpose of planning is to close the gap between where we are now and where we want to be.

4. Establishes an organization's objectives.

5. As a fundamental management task, planning entails laying out a future path of action and choosing in advance the best course of action for achieving pre-established goals.

6. It is a decision-making and problem-solving activity. Choosing a path of action to accomplish desired goals is planning.

7. Planning, then, is the deliberate consideration of ways and means for achieving predetermined goals. Planning is required to guarantee effective use of both human and non-human resources. It is widespread, an intellectual pursuit, and aids in avoiding uncertainty and misunderstanding.

Organising

It is the process of combining people, financial, and physical resources and creating beneficial relationships between them in order to achieve corporate goals. "To organize a business is to provide it with everything useful for its functioning," said Henry Fayol,

"including raw materials, tools, capital, and personnel." Choosing and delivering both human and non-human resources to the organizational structure is part of the process of organizing a firm. establishing the operating structure How many departments, sub-departments, or units are required. What number of positions or titles are required in each department. How to assign roles and responsibilities to staff. The establishment of organizational structure follows the adoption of these decisions. The process of organizing involves identifying tasks and activities. grouping or categorization of activity. a division of labor. authority and responsibility delegation. coordinating the relationships between power and responsibility.

Staffing

Staffing entails the processes of hiring, choosing, and appointing workers, as well as task assignment, maintaining friendly relationships, and resolving employee complaints. It entails choosing an employee's compensation, promotion, and raises as well as their training and development.

1. It also entails assessing how they performed.

2. Staffing is the process of maintaining and staffing the organizational structure. Putting the right person in the right job is the basic goal of staffing.

3. Staffing calls for

Planning for human resources.

5. Placement, selection, and recruitment. Employee development and training.

6. Employee compensation: Salary and additional benefits. Staff performance evaluation.

7. Employee transfers and promotions.

Directing

giving employees instructions or direction to complete the task. demonstrating leadership to workers. providing both monetary and non-monetary incentives to employees to encourage them. interacting with the employee on a frequent basis. The managerial task of directing involves making organizational strategies work effectively in order to achieve organizational goals. Because staffing, planning, and organizing are merely steps in the process of getting the work done, it is thought of as the enterprise's "life-spark" that ignites human activity. The inactive people part of management known as direction is concerned with directly influencing, leading, monitoring, and inspiring subordinates in order to achieve corporate goals. The act of supervising indicates that superiors watch over the work of their subordinates, which is how the role of guiding is carried out. It involves supervising and controlling workers and their job.

When someone is motivated, it suggests they have been inspired, stimulated, or given encouragement to work hard. The incentives can be positive, negative, monetary, or non-monetary. The process through which a manager directs and influences the work of subordinates in the intended direction is referred to as leadership. Information, experience, opinion, and other things are passed from one person to another through communication. It serves as an understanding bridge.

Controlling

It entails evaluating performance against standards and, if necessary, making adjustments to ensure corporate objectives are met. Controlling is done to make sure that everything happens

in accordance with the norms. An effective control system makes it possible to anticipate deviations before they really happen. Controlling, according to Theo Haimann, is the process of determining whether or not suitable progress is being made toward the objectives and goals and taking appropriate action, as needed, to remedy any divergence. the steps for controlling are as follows. establishing performance benchmarks. evaluation of performance in real life. comparison of performance to norms and detection of any deviation [7]–[9].

3. CONCLUSION

Both opportunities and problems for editorial policies have been brought about by the digital age. Rapid information dissemination is made possible by the speed of digital communication, but it also calls for meticulous verification and ethical consideration. Editorial practices must change to reflect the subtleties of digital journalism, particularly how to handle the moral conundrums that algorithm-driven distribution, social media, and user-generated material present. The case studies that were looked at in this research demonstrate the complex methods that various newspapers use to develop their editorial policies. Newspapers are recognizing the need to be open to constructive criticism and honest about their decision-making processes through a variety of means, including specific rules, ombudsman systems, and community involvement efforts. Last but not least, editorial policies act as the cornerstone of ethical journalism, directing newspapers in their goal to inform, educate, and foster public conversation. Editorial practices must be flexible to accommodate both traditional values of impartiality and accuracy and the needs of the digital age as media landscapes continue to change. Maintaining the integrity of journalism and making sure that newspapers continue to be dependable sources of information in a world that is fast changing requires a constant dedication to strict, open, and moral editorial rules.

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CHAPTER 5

AN OVERVIEW ON CHALLENGES FOR MEDIA MANAGERS

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ABSTRACT:

Media managers operate in an ever-evolving landscape, facing an array of challenges that impact the strategies, operations, and sustainability of media organizations. This paper examines the multifaceted challenges encountered by media managers, ranging from technological disruptions and changing audience behaviors to financial pressures and ethical dilemmas. It explores how media managers must navigate these challenges while upholding journalistic integrity and adapting to emerging trends. By analyzing case studies and industry insights, this paper sheds light on the dynamic nature of media management and offers perspectives on effective strategies to address the hurdles faced by media managers in a rapidly transforming media ecosystem. Media managers operate at the intersection of journalistic excellence, business acumen, and audience engagement. The challenges they confront are numerous and complex, requiring innovative solutions and a keen understanding of the evolving media landscape. Technological disruptions have revolutionized content creation, distribution, and consumption, demanding media managers to remain adaptable and stay abreast of emerging trends. As audience behaviors shift toward digital platforms, media managers must find ways to engage with audiences across various channels while maintaining the credibility and standards of traditional journalism.

KEYWORDS:

Crisis Management, Decision-Making, Digital Media, Leadership, Marketing.

1. INTRODUCTION

Henry Fayol created his classical organization theory, which put a larger emphasis on how people were arranged inside the institution. He created a thorough approach to many aspects of organizing and was the first to precisely define the fundamental responsibilities of a manager. The five tasks of planning, organizing, commanding, coordinating, and regulating are how he described managing. For efficient and effective management of an organization, Fayol enumerated fourteen management principles.

The 14 Management Principles of Henry Fayol

1. Work Division

To guarantee that each person has their entire attention on the task at hand and can complete it effectively, the work should be split among the people according to their areas of expertise.

2. Responsibility and Authority

The relationship between responsibility and authority exists. While responsibility refers to being accountable, authority refers to the ability to issue commands. Therefore, whomever is given the power to demand obedience must be held accountable for any mistakes that are made.

3. Restriction

The people that work for the company need to have good discipline. The discipline refers to the submission, conduct, and regard that employees have for one another.

4. The Unified Command

This rule states that a member of the organization can only have one supervisor give them orders. If a person reports to more than one supervisor, there may be more disagreements on whose supervisor's instructions should be obeyed.

5. Consistency of purpose

All individuals or groups executing various tasks must be guided toward the organization's overall goal, which is known as unity of direction.

6. Giving Individual Interest Priority Over General Interest

This principle states that for a task to be completed, both the individual and organizational interests must be aligned. In the event of a conflict, the person must not prioritize his personal interests over the group's.

7. Compensation for Employees

The payment procedures must be just enough to satisfy both the employers and the employees.

8. Concentration

According to Fayol, centralization is a strategy for decreasing the significance of subordinates' roles inside an organization. The degree to which authority is centralized or decentralized depends on the sort of organization the manager is working in.

9. Scalar Chain

This means that the organization should have a proper structure that allows for the right flow of power and communication. It implies that each person needs to be aware of who they can turn to for guidance and to whom they are accountable. The message must also go through each level of authority, whether it is going up or down. The stiffness of a scalar chain might cause issues in some situations where a rapid flow of communication is necessary. As a result, Henry Fayol has proposed the "gang plank," which entails that all members of the hierarchy can communicate with one another regardless of their position of power [1]–[3].

10. Order

This principle pertains to the orderly arrangement of both people and objects within an organization. This implies that each material should have a place and be in its proper place. Similar to how a right man should be in the proper career for people.

11. Fairness

In terms of fairness and kindness, all employees inside the company must be treated equally.

12. Consistency of Tenure

The company should keep the current employees on board because hiring new staff could result in significant selection and training expenses.

13. Initiative To carry out the plan

The manager must inspire his staff to act and think. It is important to encourage them to take initiative because doing so increases enthusiasm and vigor among the people. The phrase "unity is strength" is the meaning of the French phrase "esprit de corps." In order to achieve synergy and forge friendly relationships, everyone must cooperate.

14. Media

Organizations are businesses that create, disseminate, and advertise information and content. Examples include newspapers, radio stations, television stations, and advertising and PR firms. Media companies create, produce, and disseminate messages that educate, amuse, and/or persuade. Information companies are fundamentally similar to other manufacturers in that they create and distribute a product before choosing an audience and creating marketing, advertising, and sales strategies to reach that audience.

Organizations in the Media That Produce

Information collection, message development, production, distribution, and selling and pushing the messages to the media's advertisers, clients, and viewers are only a few of the steps involved in manufacturing a media message. Numerous actions are involved in each phase of the procedure. Although some aspects of the activities vary depending on the media, ultimately, they are rather similar regardless of the type of information organization. Making a list of topics to research and dispatching reporters to check sources are both steps in the information gathering process for stories. After creating the initial material, the reporters and editors work together to finish the story, which may involve combining several informational mediums such as text, images, and graphics.

Making Complete Copies of Messages

The print and electronic media differ technically in how they produce the message. It includes typesetting, platemaking, and press runs in print. It encompasses color coordinating, sound dubbing, film or video editing, and other techniques in television and film.

Transmission of the Message

Transporting or screening the messages for media audiences is considered distribution. For print publications, the messages are either sent out by trucks to delivery people who then carry the materials to homes or newsstands, or they are sent out electronically via a database. Directly from their transmitter and tower to the listener or spectator, broadcasters send their programs over the air. Advertising companies merely deliver copies of the commercials or adverts they create to the specific media outlets chosen to disseminate them to target audiences [4], [5].

Selling and Promoting the Good

Information goods are created, produced, and sold by media companies. Making decisions regarding the markets to target as well as marketing, sales, and, for many media, advertising tactics, is therefore necessary. Two markets are served by media companies. The first group is what we refer to as the audience market, or the people who buy the media company's goods. The second is the advertiser market, or the customers or advertisers who use the media to promote their goods. Any media organization must create and keep up a respectable audience and advertiser market for itself. The media corporations create relevant communications and distribution plans for their products. The aforementioned discussions demonstrate that media firms' manufacturing processes are fundamentally comparable to those of other

manufacturing businesses. Therefore, the sound management ideas that have occasionally been created for efficient management of manufacturing enterprises can also be used in media organizations. Additionally, the management of media organizations is more difficult due to their distinct qualities.

2. DISCUSSION

Regardless of traditional media borders, the ultimate purpose of media management is to effectively distribute information or content that people desire or need. As the numerous media services become more interconnected, media managers will increasingly need media management skills that will allow them to connect and bridge various operations. Of course, they must have specialized understanding of each of these businesses. The media industry is one of the growth sectors that is changing the most dramatically as the country transitions from an industrial to an information society. Managing media companies is a difficult profession because of how quickly things are changing and how different the media is. Media managers now need to consider the implications of these shifts and the numerous new options available to them in order to effectively serve their viewers. The fundamentals of media management here start to matter. The background against which the core of the media manager's role is cast is these changes. Building media brands requires knowledge and a deep understanding of the media in the cutthroat world of today. The specialized information and skills needed to succeed as a media manager today can be acquired through education and training. If you want to work in tough positions, you should be creative and have managerial abilities. You should be working around the clock to establish connections between the media and sectors that are communication-focused as a new generation media manager. The main objective is to effectively and efficiently contact target audiences in order to enhance market share and revenue for the organization. The ability to "synthesize creativity, technical competence, managerial skills, and have a working knowledge of both creative and business aspects of the media, from production and editing of media software to its buying and selling" is necessary for accomplishing this [6], [7].

Challenge the orthodoxy

In every situation, managers "need to know not just how to communicate, but also how to make and manage communication," whether it be for information, entertainment, or advertising that is disseminated through the media. Although it is a glamorous job, it also calls for exceptional diligence, alertness, complete product knowledge, dedication, awareness of the position of the competition, and continuous skill improvement. Since the means of communication must change, innovation, daring to go against the grain, and a little bit of math crunching are all required.

Prepare yourself

Since media management is a relatively young academic field, there are no required courses available. While there are two-year executive MBA programs in media and communication offered by colleges abroad, the same program in India is more frequently referred to as a PG Diploma in Entertainment and Media Management.

Principal Duties of Media Managers

The following are the main responsibilities of media managers, according to John M. Lavine and Daniel B. Wackman in their book "Managing Media Organization."

Planning and decision-making, coordinating work and technology, financial management, working with others, and media leadership are the first four topics.

The industry and profession of media

Today, working in the media is both a career and an industry. It was initially founded as a mission to help the community and the people. It gradually developed into a profession with thousands of people carrying out duties for the benefit of society. However, as time went on, the need for profit and huge money crept into the system, and media began to grow into a significant global sector. Isolating the roles of media as a business and a profession today is exceedingly intricate and challenging. As a sector, media is primarily focused on its financial objectives. However, it is more concerned with its social responsibilities as a profession.

Objectives of Media Outlets

The following are the main objectives of media organizations:

i. Recognize and serve the market

Produce high-quality goods and/or services

Increase and maintain profits iii. Attract, train, and keep the best workers iv. Put the company in a position to succeed in the future vi.Keep the company's franchise safe. Increasing profit is necessary for the organization to achieve the other objectives, but it is by no means its top priority. The demands of their employees and properly serving the media market are often the top priorities for progressive managers since, if both are met, a sufficient profit may be made. Thus, long-term business perspective dictates that profit be put in their proper place; not as the major purpose of media firm, but as crucial key element on the list.

Obligations of the Media as a Profession

The following are some of the needs that organizations are required to meet from the perspective of the people and entities that make up the media's markets:

i. Dissemination of pertinent information on time regarding occurrences and problems

ii. Analysis of news reports

iii. Improving opportunities for hearing a diversity of political, social, and cultural voices v. Possibility to receive both news and advertising about the business and economic systems. iii. Development of methods to socialize people and pass on values and culture to succeeding generations.

These are a few of the media's most important societal duties. The efficacy of the media in carrying out these social tasks determines the support the society gives the media in terms of economic benefits, protective laws, and, of course, its constitutional privileges. The public's support for the media and, consequently, the unique position the media occupy in society, are threatened by short-term acts that disobey these social commitments. It must be remembered that an aggressive corporate viewpoint does not contradict with a long-term perspective on social responsibility. In actuality, they enhance one another. Information firms should uphold their social obligations, according to a mature managerial philosophy, not just because doing so is morally right but also because it benefits their bottom line.

Media managers have a key role in making decisions

The organization's concentration on profit and other business objectives; The media organizations' level of social responsibility; The harmony between commercial objectives and social responsibility. The most crucial and difficult task for modern media managers is to strike a balance between business considerations and social obligations. They make this

challenging choice in the wake of the main impacting factors that the media landscape is currently experiencing.

Media's Biggest Influencing Trends

Numerous Directions Towards Bigness-employment, financial, and ownership Dramatic Technological Advances: Computers, Internet, and Communications Market-driven media content with a greater emphasis on markets and the market perspective. Increased Profit Awareness look for new sources of income and lower investment hazards. The expansion of media firms includes various aspects, including ownership concentration, financial size, and size in terms of jobs offered.

i. Media ownership is becoming more concentrated as a result of mergers, takeovers, acquisitions, and large-scale investments, which has led to the formation of multi-media conglomerates.

ii. The administration of today's media organizations is heavily influenced by big money. Sales and advertising are two major sources of revenue for media companies. Additionally, they spend a lot of money on developing new technologies and business processes, paying staff well, and investing heavily in both new and existing projects to expand and diversify their portfolio.

iii. Media companies are growing in size and offering more work chances. They employ thousands of people to manage the organization's editorial and business operations.

Augmentations in Technology

Information delivery and consumption are shifting as a result of the tremendous developments that have recently occurred in media technology. The media sector is changing due to the implementation of new information and communication technologies. For instance, along with other technological advancements in camera and editing equipment, computer and satellite technology have altered television news programming. These hold the potential for unprecedented and exciting transformation, according to media managers.

The continual advancement of technology opens up new options for the type and volume of information that may be displayed, as well as the most effective ways to do it. But these inevitable technical advancements came at a high cost to media companies. They entail large expenditures for brand-new broadcast or printing technology amounts far beyond the reach of many smaller media companies. In reality, this is prompting many media enterprises to think about merging with larger businesses or changing their focus to marketing.

3. A stronger focus on the marketing standpoint

The marketing perspective is now more important than ever due to increased competition for audiences and sponsors. Media managers are tailoring their goods to match study findings by employing more detailed information about audience preferences. Information conglomerates use audience synergism as part of marketing techniques to produce multimedia products that generate several revenue streams from a single creative endeavor, such as a movie that results in records, CDs, music videos, books, and occasionally television spin-offs.

Media companies are promoting their products considerably more actively than ever before due to the rising rivalry for audiences. In order to undertake this task of brand marketing, brand managers are hired. Additionally, media businesses are paying more attention to product updates and new features. TV networks spend millions of dollars on enhancing the reputation of their "star news anchors" as a visible marketing technique [8], [9].

4. Increased focus on profit

As the media is more and more viewed as a business, profit-driven considerations are impacting all managerial decisions. Media managers are frequently demotivated to commit significant quantities as long-term investments for the future due to the strong drive for short-term profitability. Decisions are frequently taken in order to increase current earnings, frequently at the expense of the future. This, along with the three trends that came before it, collectively focus the attention of many media managers on profit consciousness, which causes certain reactions with long-lasting effects. The following are the most obvious effects of media managers' increased profit consciousness.

Indian mass media ownership trends

All newspapers used to be local, and the majority of them were run by one person. Typically, the owner, publisher, editor, and printer were all one person. Everything about the newspaper was managed by a single person, and management was somewhat a family affair. The newspaper's size increased and its operations became more intricate as opportunities to assist grew. It gradually grew into a sizable organization, and several people were hired to manage its varied elements. Newspaper organizations as standalone businesses were replaced by various models of ownership, management, and operation.

India's predominant media ownership structures

In India, sole proprietorship, partnerships, joint stock companies, groups/chains, societies, cooperative ownership, trust ownership, political ownership, ownership by religious entities, etc. are the most common types of media ownership, particularly for print media. Prior to independence, individual ownership dominated the market. However, the country's media ownership pattern changed as a result of the post-independence media reform initiatives. The majority of sole proprietorship businesses were converted into companies as a result of the actions taken in response to the Press Commission's recommendations to stop the growing concentration of media ownership [5], [10].

3. CONCLUSION

The shift from conventional revenue models to digital monetization tactics has increased financial challenges. Maintaining the fundamental principles of high-quality journalism while navigating this transformation needs a careful balance between earning money and doing so. Ethics-related issues continue to be a major burden, especially in a time of widespread divisiveness and misinformation. Media managers are essential in upholding moral standards, fact-checking, and fostering a diversity of viewpoints. The case studies examined in this study highlight the tactics used by effective media managers, such as encouraging innovation, encouraging diversity in newsrooms, valuing reader feedback, and funding digital literacy programs. In sum, media managers play a crucial role in determining the direction of media companies. Their problems are intricate and numerous, encompassing the fields of technology, finance, and ethics. Media managers may successfully navigate the shifting media environment by embracing these difficulties as chances for innovation and expansion while respecting the values of trustworthy and ethical journalism. Effective media management ultimately ensures the sustained relevance and impact of media organizations in a constantly changing environment by combining strategic vision, adaptability, and a strong commitment to journalistic ethics.

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CHAPTER 6

EXPLORING THE PREDOMINANT FORMS OF MEDIA OWNERSHIP

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ABSTRACT:

Media ownership is a critical factor influencing the nature and content of information dissemination in society. This paper explores the predominant forms of media ownership, including government-owned, privately-owned, and conglomerate-owned media. It examines the implications of these ownership structures on editorial independence, diversity of viewpoints, and media pluralism. The paper delves into the historical context, regulatory frameworks, and examples of each ownership type. By analyzing case studies and industry insights, this paper sheds light on the complex interplay between media ownership and the role of media in shaping public discourse and democratic societies. The forms of media ownership significantly shape the information landscape and the democratic fabric of a society. Understanding the dynamics and implications of these ownership models is crucial for comprehending the diverse perspectives and biases that influence news content. Government-owned media historically played a role in reflecting state interests and ideologies, often leading to limited editorial independence. Privately-owned media, while offering more editorial freedom, can be influenced by commercial interests, potentially compromising the quality and diversity of information. Conglomerate-owned media, marked by consolidation, presents the risk of narrowing viewpoints and limiting competition.

KEYWORDS:

Conglomerates, Government-Owned, Independent, Multinational Corporations, Private Ownership, Publicly Traded.

1. INTRODUCTION

In this sort of media ownership, a single person founded, oversaw, and operated the media company. The sole proprietorship business structure is one in which the individual owner has all control over decision-making and is liable for them. Small-scale media outlets are most suited for this kind of ownership.

Partnership

Partnership is defined as "the relationship between persons who have agreed to share profits of a business carried on by all or any of them acting for all" in The Indian Partnership Act of 1932. This kind of media ownership involves the sharing of responsibility and the decision-making process for media organizations among two or more people. The partners' authority and responsibilities are established in accordance with the fact that not all partners must have an equal stake in the business. There are two different forms of partnerships: general partnerships and limited partnerships, which differ based on their ownership stake in the media venture. A general partner is one who has more than 50% of the company; a limited partner is one who holds a smaller percentage [1]–[3].

It is an organization of people established by law. It is a distinct legal person with a permanent existence separate from that of its founding members. The corporation's authority and obligations are separate from those of the organization's members. Private Limited

Company and Public Limited Company are the two forms of Joint Stock Companies allowed by the Indian Companies Act of 1956. The law makes it quite clear how organizations are created and what their roles, authority, and duties are.

Cooperative Organizations

According to the cooperative ideals, it is a type of ownership that seeks to advance the economic interests of its constituents. It is a collection of individuals who have come together for economic gain on both sides.

Political parties as Newspaper Proprietors

In India, practically all of the major political parties print newspapers in order to spread their ideologies in addition to providing information for the general public. An illustration is the Samna, which Siva Sena published in Maharashtra.

Societies

A newspaper may be published by an organization registered under the Indian Societies Act of 1860. Newspapers are published by these associations without a commercial motive in order to serve the interests of specific social groups.

Ownership of Trusts

Trust ownership describes the situation when one person's property is used by another for the benefit of a third party. The person who creates a trust on behalf of another party to use a piece of property is known as the trust's author. The trustee is the individual who accepts the author's trust. The beneficiary is the group for whose advantage the property is to be used. As a result, a trust publication occurs when one person's property or assets are used by another person or group to print a newspaper for the benefit of society without pursuing financial gain.

Chain/Group Ownership

The management of two or more newspapers by the same media company is covered under this sort of ownership. Despite not having a joint holding, they operate according to a chain of command. This design is capable of efficient management of both finances and human resources. A publishing group is referred to as a group when it releases multiple publications from the same location. Consider The Times of India. A chain is a publishing business that publishes a newspaper from multiple locations under the same ownership. Consider The Indian Express.

Worker Ownership

The value of employees in a firm is revealed by this type of ownership pattern. It holds that workers should play a key role in decision-making processes and that employee ownership facilitates the resolution of worker-related issues for the advancement of the company. It is challenging to make timely decisions in this ownership pattern.

Organizational hierarchy, functions, and structure

There are three typical sorts of organizations in business and industry. A military organization functions similarly to a pyramid-style structure. In a clear delegation of superior and inferior positions, authority is given via ranks and titles. In organizations of a functional type, authority is distributed according to work levels or specific duties, with each function having its own supreme authority. Since departments would be competing with one another

rather than working together, such a structure would not be useful for a newspaper. Control in a staff and line-type organization is delegated at several levels, with each stratum having the last say. Although each executive is granted complete authority and responsibility within the group overseen, the departments are led by executives who report directly to a superior. The staff and line type structure is ideal for a media company because it gives different departments the functional autonomy they need to do their tasks. Freedom is a key component of this style of organization and is necessary for creative work.

Organising

Establishing a system that allows workers in various positions to perform their own tasks and collaborate with one another in an efficient manner is known as "organizing." When organizing, the steps listed below are used. Determine the task that needs to be done. Arrange the tasks in a logical manner. Assign the tasks to the appropriate slots. combine all the components into a cohesive whole by figuring out how to coordinate and manage the work flow. The organization structure is influenced by four main variables. The business's objective and strategy, the technology utilized in its operations, the skill level of its managers and employees, and the size of the organization and its resource base are all factors.

2. DISCUSSION

The hierarchy, structure and functions of these departments of a media organization, especially a newspaper, are discussed here under.

Hierarchy

In an organization, there are layers of staff members, each with a different title. Organizations with several layers are referred to as "tall organizations," in which there are many designations between the leader and the lowest-level personnel. However, flat organizations are those that have a minimal number of levels between the top management and the lowest level. When compared to towering organizations, flat organizations offer significantly more opportunity for contact between superiors and subordinates. Flat organizational structures are necessary for media organizations due to the nature of their job and the people that work there.

Editorial Division

The size of the newspaper, the owner's philosophies, the type of ownership, and the type of technology in use all affect the organizational structure and the number of employees in the editorial department. The structure of a typical editorial news section is shown below.

Principals of the editorial news division

The editorial staff of a newspaper compiles all reading material other than advertisements. Five general divisions will make up a huge editorial news department. The newsroom is where all general news is prepared or processed. Wire services bring in local, national, and international news for editing. Reporters are assigned by the city editor to cover local news stories. News is gathered by personal interviews, telegraphs, and the telephone.

Copy Table

an almost independent sector within the newsroom where competent copy readers review copies submitted by reporters and verified by the city editor. They cut out extraneous and inappropriate words and phrases, check facts, fix grammar and punctuation, mark paragraph breaks, and create headlines.

Personnel in the Editorial Department and Their Responsibilities

A newspaper's editorial news division is led by the editor. Write an editorial or choose a topic, then request that editorial writers write an editorial. consults with the editorial writers and oversees the editorial page oversees all issues relating to newspaper policies and makes ensuring that the newspaper's content reflects the publisher's attitude.

Editing manager

The managing editor and the news editor manage the news content and make sure the editorial news section has enough staff and the right tools for handling features and news gathering. The managing editor makes sure the editing team has enough staff and the right tools for handling features and gathering news.

Finance and accounting Department General Management Department

The following are some of the primary duties of a newspaper's finance department:

1. Budgeting and accounting

2. monetary evaluation

3. Evaluate or determine the cost-benefit ratio that would be produced by a managerial choice.

The money and asset wheel illustrated below can help you understand how important these duties are to the newspaper company, and how important the finance department is as a result. The following are the steps involved in a media company's financial cycle: i. A media company spends money on equipment and materials, including news material, and pays salaries to its employees; ii. The employees use the equipment and materials to produce products and services, such as newspapers, magazines, and broadcast programs; iii. The media company sells its products and services to subscribers/audiences as well as the advertisers/clients, creating accounts receivable; iv. The media firm collect the company now has extra funds to restart the cycle with thanks to this profit.

The responsibilities outlined above are crucial for the efficient administration of this cycle.

Budgeting and Accounting

The following are the accounting department's four primary duties:

1) General accounting everything required to provide management and owners with a complete picture of the business's financial situation and operational activities.

2) Maintaining departmental records the tally required in each area to show management the operations being run there and the advancements being made.

3) Cost finding is the method used to ascertain the true cost of a specific salable unit of the newspaper, such as column inches of advertising or a single issue.

4) Budgeting-organized planning that took into account monthly or annual earnings from all potential sources as well as the monthly or annual expenditures deemed essential.

Administrative accounting

In addition to gaining a financial perspective, it examines a company's financial statements to give management performance indicators that will motivate them to take steps to enhance the business's operations.

Financial management

the type of accounting used by bankers and certified public accountants when they concentrate on a company's financial health. They create ratios that describe many aspects of a company's financial status and performance, including stability of the company, how effectively a company uses its assets, and the firm's profitability. They do this using the income statement and balance sheet of the company [4], [5].

Analyzing finances

to describe the actions, objectives, and intentions of a business. In a nutshell, it examines the income and expense records to determine the financial performance of the organization.

Budget Bill Accounts Payroll Advance Review

The following is a list of the usual duties performed by the accounts and finance departments.

1. Using general accounting to show the fiscal situations and financial situation. The balance sheet of a business includes the statement of current, fixed, intangible, and other assets, as well as liabilities, net worth, and other information.

2. preserving records

3. cost analysis

Four. budgeting

5. monetary analysis

6. Revenue payments and collections

7. Expenditure management

Circulation Division

The circulation department of a newspaper is crucial since it reveals the publication's social responsibility and acceptability. It serves as the cornerstone of a newspaper's success and is essential to its survival. It is a newspaper's primary source of income because without a healthy circulation, advertising money cannot be mobilized. The business manager may have direct control over the advertising and circulation departments in medium-sized newspapers. However, in well-known newspapers, just like with advertising, circulation is also turned into a distinct division under the direct management of the manager or director of circulation. The department of circulation frequently consists of several divisions, such as city circulation, state circulation, national circulation, mail circulation, traffic or fleet, etc.

Principal duties of the Department of Circulation

1. Shipping and sending out

2. Moving and distributing

3. Connection to agents

4. postal membership

5. Billing and payment

6. Print hierarchy

7. Circulation audit; 8. Information supply to RNI

9. Promotion of circulation and marketing.

Department of Advertising

The main source of income for any media company, but particularly a newspaper, is the advertising department. The primary responsibility of an advertising department at a newspaper is to effectively serve all of the available accounts and maintain a high level of advertising volume. Additionally, keep an eye out for new accounts. The local display advertisement unit, the general or national display advertisement unit, and the classified advertising unit make up the advertising department of a large newspaper [6]–[8].

Personnel needs for the advertising department

A number of persons with the necessary training and credentials are hired to staff a newspaper's advertising section. However, depending on the size and structure of the organization, the management philosophy, and the tasks carried out by the advertising department, the number of employees employed varies from organization to organization. No matter the size, the ad department contains some typical s. People with designations are frequently seen in newspaper advertising sections as

Functions

The advertising director or manager is the head of the advertising division, and he is accountable for the division as a whole. His skills will determine whether the department succeeds or fails. He observes that:

1) All open accounts are properly handled

2) Maintains a large volume of advertisements

3) He keeps a continual eye out for fresh accounts.

He receives active support from a number of teams of staff members who are experts in various facets of the advertising industry while he does these activities. The local display/retail advertising manager, who answers to the advertising director, is the second-most significant individual in the hierarchy. He manages the advertising for the neighborhood business enterprises with the help of a staff of advertising salespeople and is constantly looking for new clients. With the aid of the street, correspondence, and telephone sales personnel, the classified advertising manager is in charge of organizing classified advertisements for the newspaper. With the assistance of the special advertisement representatives stationed at industrial hubs and the advertisement sales people, the national advertising manager mobilizes advertising and offers service to the clients at the national level. The creative labor of writing the ad copy is primarily performed by copywriters, artists, and photographers. The research director, researchers, and interviewers assist in the advertising activities by performing market and advertisement research to gather the vital data inputs to increase the effectiveness of the advertising operations.

Structure and Purpose of the Department of Personnel Management

A newspaper's people management division is in charge of overseeing the human resources of the business. Its main duty is to make sure the business has an appropriate supply of suitably qualified workers who are eager to cooperate and work with a sense of teamwork. Starting with identifying the needs for human resources, the personnel department makes every effort to hire and select an adequate number of people who are qualified to fill the company's

positions, as well as to properly train and compensate them. By doing this, it is ensured that everyone is contributing to the company's growth and their own personal growth to the fullest extent possible. The personnel department is frequently separated into several sections, depending on the size of the firm, including recruitment, remuneration, training and development, career planning, employee welfare, etc.

the department of human management's primary duties

Planning for human resources

1. Recruitment and selection

2. Positioning and induction

3. Education and advancement

4. Promotion, transfer, and career planning

5. Recompense

6. Employee welfare-related services and benefits

Mechanical/Production Department Organization and Duties

The most crucial task assigned to a newspaper's mechanical department is creating the paper as completed goods for delivery to readers. It is accountable for the creation, acquisition, and maintenance of suitable printing equipment for the prompt printing of newspaper copies and commercial printing work as necessary.

3. CONCLUSION

In order to maintain a balance between media ownership concentration and pluralism, regulatory frameworks are essential. Regulations must protect editorial impartiality, advance different points of view, and reduce improper influence from political or commercial interests. With examples ranging from state-controlled broadcasters to international media conglomerates, the case studies discussed in this paper provide as an illustration of the complexity of media ownership. These incidents highlight the necessity of both watchful and knowledgeable citizens as well as open and effective regulatory frameworks. Finally, it should be noted that media ownership has a significant impact on the information landscape and, as a result, the health of democratic societies. For the purpose of promoting intelligent public conversation, a diversified, pluralistic, and independent media ecosystem is crucial. Media professionals and regulators must take a proactive stance in order to strike the proper balance between government, private, and corporate ownership. Media ownership can help create a more robust and resilient information ecosystem that serves the public interest by protecting editorial integrity, embracing transparency, and encouraging a variety of viewpoints.

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CHAPTER 7

EXPLORING THE METHODS USED BY
AUDIT BUREAU OF CIRCULATION

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ABSTRACT:

The Audit Bureau of Circulation (ABC) plays a pivotal role in ensuring transparency and accuracy in the reporting of circulation figures for newspapers, magazines, and other publications. This paper delves into the significance of ABC in the media industry, examining its history, functions, and impact on publishers, advertisers, and readers. It explores the methods used by ABC to verify circulation data, as well as its role in maintaining trust and credibility in an era marked by digital transformation and evolving media consumption patterns. By analyzing case studies and industry insights, this paper sheds light on the relevance of ABC in the modern media landscape. The Audit Bureau of Circulation stands as a crucial institution that safeguards the credibility of circulation figures and supports the vitality of the media industry. By independently verifying circulation data, ABC helps publishers uphold transparency and ensures that advertisers receive accurate information for their investment decisions.

KEYWORDS:

Accreditation, Advertising, Auditing, Circulation data, Digital publications, Media industry.

1. INTRODUCTION

The central government's office of the Registrar of Newspapers for India is tasked with compiling a register containing pertinent information about ownership and circulation of all newspapers published in India as well as issuing certificates of registration to newspapers published under valid declaration. In accordance with the recommendations made by the first press commission in its report from 1954, the office of the RNI was established on July 1st, 1956. The Press and Registration of the Books Act of 1867 was amended to include provisions for the RNI's responsibilities and operations. The following are the RNI's primary responsibilities creation and upkeep of a "register" of newspapers that includes information on all newspapers printed in India. giving newspapers published under valid declarations registration certificates. Organizes the distribution of titles, newsprint, and certificates for the import of printing and related equipment that newspapers need. examination and analysis of yearly statements, which include data on ownership and circulation and are supplied by newspaper publishers. preparation and submission to the Indian government of an annual report that includes a summary of all data and statistics accessible regarding the Indian press, paying particular attention to new trends in circulation and in the direction of common ownership units, etc. regularly monitors the circulation and periodicity of newspapers to make sure they are published in conformity with the rules of the law.

Office of Visual Publicity and Advertising

The nodal agency for multimedia publicity and advertising of government policies and programs is DAVP. The Directorate of Advertising and Visual Publicity releases to the media all types of advertisements of all ministries and departments of the government of India, excluding railways. The advertising campaigns of this unit are primarily focused on racial

harmony, national unity, family welfare, healthcare, rural development, welfare of weaker s and the handicapped, empowerment of women, prevention of drug abuse, economic reforms, promotion of handicrafts, etc. Electronic and print media are used for this, as well as exhibitions and outdoor advertising like hoardings and kiosks. The founding of DAVP may be dated back to World War II, when the previous administration hired a Chief Press Advisor and, in 1941, an Advertising Consultant to work under him. The Advertising Consultant's Office was transformed into the Department of Information and Broadcasting's advertising division in 1942. On October 1, 1955, the advertising unit was established as an associated office of the Ministry of Information and Broadcasting with an extension of its remit.

The department was separated and given a new name: the Directorate of Advertising and Visual Publicity. Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Center, Mass Mailing, Audio-Visual Cell, and Studio are just a few of the divisions that make up the main DAVP setup at the corporate office. On behalf of numerous Ministries, Departments, and independent organisations, DAVP issues news releases. The following are the DAVP's primary responsibilities: satisfies the multi-media PR requirements of the Indian government's many ministries and departments, including Public Sector Undertakings. Formulates communication strategies, designs them, releases press advertisements, prints brochures, kits, posters, stickers, etc., outdoor publicity through hoardings, bus-back panels, banners, computer animation displays, etc., or publicity through audio-visual media on behalf of the various ministries. For the government, nationwide dissemination of printed promotional materials Educate the public on socioeconomic issues and encourage their participation in development initiatives [1]–[3].

Society for Indian Newspapers

In order to advance the shared interests of its member newspapers, the Indian and Eastern Newspaper Society was founded in February 1939 as a central organization of newspapers from India, Burma, and Ceylon. The group provided the government with advice regarding the equitable implementation of newsprint controls throughout the war years. The notion of operating a wholly Indian news agency owned and administered by the Indian press was extensively pursued by the society. In 1947, the association founded the Press Trust of India, a news organization, and decided to limit membership to publishers of newspapers that had subscribed to one of the Press Trust's potential news services. The Society sent a delegation to London in December 1947, under the direction of Kasturi Srinivasan, to negotiate the conditions of an agreement with Reuters regarding the Associated Press of India. The availability of newsprint was another significant issue that captured society's attention in 1947–1948. With effect from April 3, 1947, the government of India issued a revised News print Control Order that drastically loosened the guidelines for their use. There was also a price-page schedule for newspapers introduced. A draft memorandum and articles of association for the Audit Bureau of Circulation were created by a five-member subcommittee of the Society after it had studied the ideas.

The Societies Registration Act required the IENS to be registered. The society's constitution underwent certain amendments, which led to the development of the system for accreditation advertising companies. Many challenges followed the country's division, including the forced migration of some of its citizens to the opposing side. Over the years, the society has expanded beyond the domestic concerns and issues that affect its members to include organizations and services related to newspapers, whose interests, wellbeing, and correct operation are crucial to the press. The society's primary goals are to advance and protect members' interests in newspaper publishing and to take appropriate action in cases where those interests are impacted by legislative, governmental, legal, municipal, and local actions,

among other things. It also seeks to gather information on all subjects that have an impact on its members' daily lives and to disseminate that information to them. A private, independent organization called the Audit Bureau of Circulation is in charge of issuing certificates of net paid circulation every six months and regularly auditing the "net circulation of newspapers." Despite being a private organization, it has a solid reputation for dependability and objectivity. One of the many businesses with the same name that operate across the globe is ABC. Even though these organizations are connected, they are all very different from one another.

With the emergence of mass advertising in the early 1890s, several magazine and newspaper publishers started inflating the number of readers for their publications in order to, at the very least, increase their advertising revenue. In an effort to stop this dishonest behavior, publishers and advertisers came together in 1914 to form the ABC. The ABC's main goals were to lay out guidelines for counting circulation, to ensure that the guidelines were followed, and to deliver verifiable reports of circulation data. It was established in India in 1948, with a Bombay headquarters, and had the following goals: To distribute circulation data for the benefit of advertisers, ad agencies, and newspaper publications. To issue standardized statements of circulation of members. To verify the s stated in these statements by an auditor's study of essential documents.

Functions

The publishers keep meticulous records of their publication's circulation statistics. In the case of newspapers, these records would contain details like the quantity of papers sold at newsstands, the quantity supplied by mail, and the quantity delivered by carriers. The ABC receives publishers' thorough circulation data twice a year, which the ABC then shares with its clients for information. The ABC audits publications once a year to ensure that the s reported are accurate. An ABC official visits the magazine and is given free rein to look over the files and records that include information on press runs, newsprint bills, and transcripts of circulation records. Therefore, any inaccuracies are fixed in order to create accurate reports of the publication's distribution. Both the media and the advertisers benefit from the ABC reports. The advertisers create their advertising strategies based on the verified circulations. Newspapers compete for the trust of advertisers by using the same certified circulation numbers. The said publishers in understanding their position and strengths as well as in formulating future plans.

2. DISCUSSION

How media companies use the resources at their disposal to satisfy the informational and entertainment needs of audiences, marketers, and society is the subject of media economics. It deals with the variables that affect both the allocation of media items for consumption and their production.

Economics

Economics is the study of the processes that control and direct the distribution of scarce or limited resources among competing and unrestricted demands and wants. Resources are limited, yet wants are often limitless and exceed the number of resources that are available. Economics is the study of the creation and consumption of goods and resources, as well as the decisions people make to satiate their desires and requirements. Producing things and services for consumption is referred to as production. Consumption is the act of using resources, such as products and services, to fulfill needs and desires. In that they use resources, generate goods and services, and consume resources, people and businesses are

both producers and consumers. Macroeconomics and microeconomics are the two fields of economics that are separated based on the level of analysis. Macroeconomics examines and investigates how the economy as a whole, typically on a national scale. On the other hand, microeconomics examines the functioning of the market system while focusing on the economic activities of producers and consumers in particular marketplaces. The actions of both individual producers and consumers as well as larger collective groups of producers and consumers in those markets are taken into account [4]–[6].

Wants and needs

Both public and private people have needs and wants. Subsistence, convenience, and personally chosen needs and wants are examples of private needs and wants. Military forces to defend against foreign aggression, police forces to safeguard people and property from criminals, and other items are among the things that the public wants and needs. Media companies serve both private and public needs and goals as part of the economic system. Four separate groups' demands and requirements are met by the media.

1. Owners of media

2. Media viewers

3. Marketers, and

4. Media personnel.

These categories all participate in both production and consumption. By offering platforms for the communication of concepts and topics required for the upkeep of social order and advancement, the media also serve the demands and needs of the general public. The public needs a variety of media outlets, organized resource use, and diverse content.

Allocation

To decide which and how many of the wants will be satisfied with limited/scarce resources, choices must be made between the wants and resources that are accessible. The allocation of resources is the name of this process. Three key decisions must be taken when allocating resources. The first one is deciding what should be produced and made accessible to satisfy needs. Choosing how much should be produced to satisfy those demands is another aspect of the process. For instance, in the media sector, the public must decide whether the government should distribute available broadcast frequencies for mobile phone communications or for additional local TV stations. In the media, the allocative concerns are addressed by providing answers to topics like whether automated playback or live disk jockeys should be utilized in radio stations and whether a TV show should be made in a Hollywood or Bollywood studio. Who will use the products and services is the third important concern. They will be divided among people and industries in this way. There are four main allocation patterns that are prevalent.

1) Conventional decision-making, in which options are based on decisions made previously;

2) market decision-making, where prices are determined by the amount of supply and customer demand, which in turn affects production and who is eligible to buy goods and services;

3) centralized decision-making, wherein authorities and planning boards make decisions, and

4) Mixed decision-making, which incorporates aspects of both decentralized and market decision-making.

In India, allocation decisions are determined using a hybrid decision-making process that heavily relies on the market while also incorporating some central planning. In a market economy, allocation choices are determined based on the forces of economics that govern how the market functions. The market economy serves as the cornerstone of the capitalist or free market system. In "The Wealth of Nations," Adam Smith contended that the functioning of the market system was founded on a number of principles, including the following.

1) The central components of the system are rivalry between various producers and competition between various customers.

2) Both buyers and sellers are equally powerful in the market.

3) All decisions about production and consumption will be based on the producers' and consumers' economic self-interest.

4) The market will function in an orderly manner, producing what customers need and want at rates that both consumers and producers are prepared to pay. The market is its own regulator. The market is continually changing to fulfill the needs, wants, and requirements of product customers. According to Smith, if the market was allowed to function according to these fundamental principles, capital would accrue and be used for new output, leading to expansion of the national economy. All men and women would have better lives as a result, and society as a whole would also benefit. The market, however, was criticized by people like Robert Owen and others who thought it needed to be restrained by guardians of morality lest it turn into an unethical desire for accumulation that impoverished and enslaved workers. The market system, according to socialists, produced disparities that need to be eradicated. Some principles were outlined by David Ricardo, Karl Marx, and others that were in opposition to Smith's market economy principles. They said that a market economy produces an imbalance of power between producers and consumers by reducing producer competition. Therefore, government involvement in or control over the economy is implausible. Although changes brought on by government intervention have led to mixed economies rather than pure market economies, the fundamentals of the market system have not changed.

The marketplace and the media

The majority of private businesses in India's media industry are capitalist operations run for profit, and as a result, they are governed by the rules of the market system. Even non-profit media, such public service broadcasting or media run by organizations, are influenced by market system concepts and are thus impacted by its activities. The media managers must comprehend how these concepts relate to media because they have an impact on how the media operates. It is also important to comprehend the problems that arise in media operations as individual and collective enterprises create media products and services for individual and collective consumers to consume. Electricity, paper, equipment, skilled labor, programming, and information are scarce resources that media companies use to generate media goods and services and make money. Consumers employ limited resources, such as time and money, to fulfill their desires and requirements, such as obtaining knowledge from media products, being entertained by them, or getting their messages distributed through the media. Producers and users of media products and services are limited in their ability to satisfy all of their requirements and wants because of the limited resources available. To decide what and how media items will be produced and consumed, both rely on allocation. These fundamental challenges are the topic of media economics, which also focuses on how economic concepts function in the media markets. The foundations of the economic system that affects media and the unique difficulties that develop in media economics may be understood using this framework, which is essential for media managers of today and

tomorrow. These can help media managers of the future analyze and make wise economic decisions that are in the best interests of the organizations they work for as well as what is best for the audiences.

Survival and Rivalry

The media sector has two product markets. They produce a single item but engage in two distinct markets for goods and services. Each market's performance has an impact on the others. The media product's first market is an excellent one. The knowledge and amusement are the goods, and they can be packaged and supplied in the form of a printed publication like a newspaper, magazine, or book, a radio or television broadcast, cable services, a movie, or a video creation. Media users are the target market for this product. Different metrics are used to assess performance in this sector. circulation data, including the number of copies sold, sales revenue, audience ratings, etc.

Bringing consumers' attention to a product in order to get them to spend their time, money, or both on it is known as content marketing. Consumers of some media must pay with their time, a finite resource, in order to access the content product. Differential qualities of commodities have an impact on both consumer demand and consumption. If the use of a good by one consumer reduces its accessibility to other consumers, it is deemed a private good. However, a public good does not make a good less accessible to others. Depending on their characteristics, media can be both a private and a public benefit. The advertising market is the second market in which media companies operate. In this sector, media companies sell advertising "access to audiences." The media charges the advertising for the audience access they give them. The cost incurred for exposing viewers to an advertiser's messages depends greatly on the number and makeup of the audiences to which access is granted. Every form of media present in both markets competes with one another to draw viewers and/or advertisers. The result is rivalry among media to survive. Media outlets that fall short of competing with others in terms of meeting audience demands are pushed to the sidelines. In contrast, media outlets that aggressively compete with rivals in the market thrive.

Competition between media

In the broadest sense, all media compete in the market for content products by offering entertainment and information. Despite the fact that media have content in common, audiences utilize newspapers, television, radio, magazines, books, films, video cassettes, and other media in very different ways and for distinctly different purposes. They aren't entirely interchangeable items. While broadcast media, films, and video offer largely entertainment services for audiences, newspapers and magazines serve primarily information and concept functions. Because of the disparities in frequency and approaches to information, it is obvious that magazines—even those that most frequently resemble the content offered by newspapers—are not a replacement for it. These variations have an impact on the information's delivery method, availability, and format. The daily substitution of various media as sources of information is constrained by content disparities. However, it appears that the growth and adoption of new media technology has led to a sizable amount of long-term substitution of other media.

Intra-Media Rivalry

To give "content" to viewers and "access to audiences" to advertisers, many units of the same medium that operate in the same geographic market often compete with one another and can be substituted. Of course, there are differences in the audience or material that is available to advertisers due to product differentiation and market segmentation, which leads to variation.

But compared to units of distinct media, units of the same medium are far more interchangeable. However, it is possible to make certain substitutions with various "content" and "audience access" products without sacrificing the qualities that make the product appealing. As a result, there is competition in the marketplaces for content products. But the rivalry can take any of the following forms:

1) Perfect rivalry

2) Monopolistic rivalry

2) Monopoly

4) Monopoly

For the media company and its managers, competition offers both opportunities and challenges. Innovative product, marketing, and advertising tactics are used to thrive and expand in the face of intense competition.

Media Marketing

Marketing is all about determining the wants and needs of the consumer, then tailoring a product to suit those wants and needs. A media product must be promoted.

1) Determine your target market.

2) Develop a blend of marketing components to meet the needs of the target audience as well as the goals of the media companies. Product, promotion, place, and price are the four crucial components of the marketing mix, also referred to as the "4Ps" of marketing.

Product

The most fundamental of the four Ps is the product. The product should be reasonably well-made and tailored to the needs and preferences of the buyer. Even a perfect match of the other components of the marketing mix may not be sufficient to support the product's survival in the market if it is of poor quality and does not satisfy customer needs. So product quality and features are a crucial prerequisite for marketing media products. Newspapers, television programs, advertising campaigns, etc. are examples of a media organization's goods. A newspaper or a broadcast message are two examples of tangible media products. Both the contents and the package are crucial in the case of media products to draw audiences.

Three crucial factors to take into account when establishing a media product

1) Whether there is a significant audience

2) Whether some advertisers that find that audience appealing may be identified

3) Compile every component of the marketing mix into one comprehensive marketing strategy.

Any media product can target its audience using one of three basic strategies: concentration, differentiation, or undifferentiation. Additionally, the market might be divided into segments based on demographic or geographic characteristics to better define the target audience.

As an example, the magazine's product plan for launch included the following elements.

i. A strategy to secure items

ii. Use a review panel to examine the submissions

iii. 80% articles and adverts should be the balance.

iv. Create a system to electronically receive articles.

v. Prepare to print the journal in a way that satisfies audience expectations for quality.

Promotion

All techniques and tools used to persuade consumers to purchase or utilize a media product are collectively referred to as promotion. Direct sales, sales promotion, public relations, and advertising are the main tactics used to promote media products. It is crucial to realize that a person goes through a number of intermediate steps before deciding whether or not to buy or use a product or service. The AIDA model states that the choice to buy a product goes through four stages, as described in The first stage is to raise awareness of the product's existence. the next phase of generating interest in the product. The third stage involves transforming a person's interest in a thing into a desire for it. Pushing the level of desire for the product to the point where action is taken to buy or utilize the media product is the fourth stage. At various stages of the decision-making process for purchases, several instruments are beneficial [7]–[9].

Place

Place describes the method by which a media company delivers its goods or services to its target audiences. where the target market can use the product. What combination of newsstand, mail, and carrier-delivery is employed for a newspaper. the location of a television station's tower. What procedures a cable television company uses to wire a neighborhood. To decide if its products and services will be accessible to clients, all of these distribution-related questions must be addressed. The job of marketing can be made slightly easier if the product is available at the right time and place, but it can become more difficult if it cannot be found where the target market can easily access it.

Price

The pricing of the items is the fourth and one of the most crucial components of the marketing mix. The media items could have a cost or be free. For instance, consumers can watch free-to-air television stations, but they must pay for the broadcast equipment. However, audiences must pay a fee to access pay channels and to subscribe to newspapers and magazines. In the latter scenario, the following elements have an impact on a media product's price:

i. Quality

ii. Package

iii. Setting for delivery

iv. Degree of opposition

v. The audiences' socioeconomic circumstances.

3. CONCLUSION

ABC faces additional difficulties in the digital age, when media consumption habits are changing quickly. Reevaluation of circulation assessment techniques has been motivated by the growth of online platforms and the delivery of digital material. ABC's dedication to relevance and accuracy is demonstrated by its adaption to include digital measurements while

upholding the integrity of its verification process. Case examples looked at in this essay show how ABC has affected the media ecosystem, where verified circulation data encourage advertisers, promote fair competition, and preserve the authority of media outlets. Additionally, ABC's influence goes beyond its immediate responsibilities because of how its standards affect how the general public views media accuracy. As a result, the Audit Bureau of Circulation plays a crucial role in maintaining accountability, integrity, and transparency in the media landscape. Its applicability in the digital age demonstrates its agility and dedication to upholding industry standards. ABC's role in confirming and assuring the accuracy of circulation data remains crucial as media consumption changes. This helps to foster a reliable and knowledgeable media environment that is advantageous for publishers, advertisers, and the general public.

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CHAPTER 8

MEDIA CONTENT: FOREIGN EQUITY IN INDIAN MEDIA

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ABSTRACT:

Foreign equity in Indian media has been a topic of extensive debate and concern due to its potential impact on media diversity, cultural identity, and national sovereignty. This paper explores the nuances of foreign equity in Indian media, analyzing its historical context, regulatory frameworks, and implications for media content and ownership. It delves into the tensions between global media conglomerates and local cultural sensitivities, addressing issues of bias, influence, and economic interests. Through the examination of case studies and industry insights, this paper provides an in-depth understanding of the complex interplay between foreign investment, media independence, and national values. Foreign equity's entry into the Indian media landscape presents both opportunities and challenges that require careful consideration. On one hand, it can infuse capital, technological expertise, and diverse viewpoints, enriching the media ecosystem. On the other hand, concerns arise about potential cultural homogenization, influence on content, and the erosion of local perspectives.

KEYWORDS:

Broadcasting, Broadcasting Ministry, Digital Media, Investment Limits, Media Ownership, News Channels.

1. INTRODUCTION

The influx of foreign finance into the Indian print media industry is another problem that could have significant effects on the country's print media. Even though the government of India has been closely monitoring the situation ever since the country gained independence in 1947, the advent of economic liberalization in the nation in July 1991 sparked a heated discussion. Foreign print media have been prohibited from entering India in several Supreme Court judgements, parliamentary resolutions, and committee and commission recommendations over the years. A non-citizen who owns a newspaper is not entitled to press freedom as a basic right, according to a 1959 Supreme Court decision. The court determined that a corporation or company running a newspaper is not a citizen and is therefore not entitled to press freedom; nevertheless, under the terms of the Indian constitution, the editors, directors, and shareholders of that company may assert that right. Therefore, if a foreign newspaper is operated as a joint venture with an Indian newspaper, the foreign collaborators can sit back and enjoy the benefits of press freedom while the Indian directors, shareholders, and editors of the foreign newspaper can seek the protection of the court.

The first press commission's 1954 report, which also opposed foreign print media entering the nation, helped the Indian government make a conclusion on the matter. In 1955, the central government made the decision that no foreign-owned newspapers or periodicals would be published in India going forward, but that foreign newspapers and periodicals that focused primarily on news and current affairs could publish their editions in India. The government of India also decided in 1956 that communication facilities should only be provided to foreign news agencies in cases where domestic news distribution is carried out by an Indian news organization that is owned and run by Indians, has full and final authority

over foreign news selection and distribution, and is also able to supply Indian news to foreign news organizations. The Indian Press Council expressed its disapproval of the introduction of foreign print media in response to a government of India reference. The commission's overwhelming opinion was that it should not be permitted for foreign news agencies to distribute their copy directly to Indian subscribers. It also opposed foreign periodicals and journals being published in India with equity and management involvement [1]–[3].

However, in the final years of the 20th century, there was a lot of spirited discussion, with both supporters and detractors expressing an almost religious fervor. While those in favor of the proposal see it as the obvious next step in the ongoing liberalization process, opponents caution about entering an unfamiliar region while wearing blindfolds and point to the 1955 cabinet resolution banning such admission as sacred ground. They oppose liberalization because they believe it will limit our sovereignty and endanger our democratic economy. They recognize that the entry of powerful foreign media into India is not advantageous for Indian media, the country's economy, or its culture. They believe that foreign newspapers shouldn't be expected to care about our culture, ethos, or traditions, and that the cultural and moral repercussions of their entry would be much worse than those of the introduction of satellite TV in the nation, where print media still has more sway than electronic media. Former Indian Prime Minister Mr. V.P. Singh says that allowing 26% foreign direct investment in Indian print media is "subversive" and opposes the admission of foreign newspapers into India. Its most obvious result, as one can see, will be a thorough intellectual space balkanization.

The influx of foreign cash will put India's pluralistic tradition and diverse culture under danger. The foreign monopolies will force their own agenda on the nation, propelled by their enormous financial resources and emboldened by a desire to dominate the rapidly developing Indian market. However, proponents of the entry of foreign capital contend that doing so will give Indian print media several advantages, including an influx of cash and expertise, more options for readers at lower costs, and assistance in the nation's integration into the information superhighway. After much discussion, the Indian government made a crucial decision in the latter part of 2002 to permit foreign direct investment in the country's print media industry. The Indian government's decision to permit up to 26% foreign direct investment in news and current affairs publications and up to 74% foreign participation in technical, medical, and specialized science journals is probably going to have a big impact on the print media in the nation. It is believed that print media would see a wave of professionalism. We would be exposed to fresh fashions and possibly receive better coverage of the issues. The working circumstances for the professionals who are already employed in the sector are also set to undergo a radical transformation, mostly as a result of the pay. A reliable readership evaluation system is anticipated to be brought in by foreign direct investment, significantly affecting advertising. The government decided to set a cap of 26% foreign investment in television news networks looking to uplink from India on March 18, 2003, less than six months after authorizing foreign participation in the print media sector.

The ruling on up linking will also permit those who are up linking from India for entertainment to have 100 percent foreign equity. As a result, the entertainment channels continue to be blocked by the current policy, which states that all channels, regardless of ownership or management control, are allowed to uplink from India as long as certain requirements are met. For users using the B2 bandwidth for V-Sat transmission, the 26 percent cap will also be in effect. The V-Sat licensing standards are being modified in accordance with the new up connecting policy. Following the cabinet's decision, 12 of the 24 news channel applications for uplinking Indian programs were granted authorization,

including Surya, Star News, AAJ Tak, and Zee News. The Zee group will have to reduce its foreign holding by 30% as a result of this judgment. There are two approaches to do this: either foreign equity holders disinvest 30% of their shares in favor of Indian retail investors or local equity partners, or Indian promoters inject new equity to reduce foreign ownership to 26%. The I & B Ministry further stated that the 26% foreign equity will consist of NRI investments in news channels, foreign direct investment, foreign industrial investment, and external commercial borrowings.

The idea that, although if the industry uses modern means of production, it nevertheless relies on techniques from a bygone handicraft era persisted in 2005, the year that marked the 400th anniversary of the creation of newspapers. However, the majority of news-paper printing facilities in Europe use highly automated production techniques. The demands on production control have changed along with page counts and color during the past few years. Therefore, quality and standardization issues are the main focus of research efforts today. Ifra has already created a number of Special Reports on "Closed Loop..." subjects in various production sequences.1 So it made sense to investigate how broadly the closed-loop technique may be applied to newspaper production. From product development up to handover to the logistics service at the ramp, a newspaper is produced by a big number of individual people and separate systems, and it is their effective collaboration that enables on-time delivery within a very constrained manufacturing period. Production of newsprint appears to be one continuous control loop due to the complex interactions between material and information operations. A vision should be formed for the strategy for achieving an integrated control-loop for newsprint production, much as how the research findings from prior closed-loop initiatives have been applied in practice. This vision ought to make it possible to predict how newspaper items will be produced in the future.

Why visions are important

Visions provide an idealized glimpse into the state of a company or an industry at a particular point in the future. They act as a framework for long- and medium-term strategic goals and decisions. Visions portray a state of affairs in the future that is distinct from the present in that all existing issues will be resolved. Visions have so far been the impetus for further progress. Only on the basis of in-depth knowledge about the current status of the industry in question is it possible to develop a realistic vision. Such a vision would be highly speculative without these and other specific objectives.

Very precise goals must be set for a vision whose viability must be demonstrated. Even however, it appears to be difficult to condense the numerous requirements of a desired future state into a single overarching objective when they are provided by a task as expansive as the idea of an industrial newspaper production. The connection of a single production parameter in a system as complicated as news-paper manufacturing inevitably results in the connection of the objectives. This means that achieving an aim successfully could have an unexpectedly unfavorable impact on subsequent sequences or an earlier or later manufacturing step in the production chain. If in such a situation, global targets are utilized in the creation of a vision, Politelie this will result in ambiguous targets and, as a result, ambiguity over the predictability of results.

As a result, when defining the goal, the relationship between individual goals must be taken into account. It is only after that that a distinct vision may be formed from which specific modeling guidelines can be derived. A vision that applies to all forms of newspaper production cannot be described. That is the outcome of both the variations in the product line and the national and regional conditions mentioned earlier. This calls for the description of a

number of futuristic choices for an industrial newspaper manufacturing, which will subsequently serve as the foundation for the creation of customized designs.

Characteristics of Industrial Production

Modern production methods are characterized by a high level of automation, which leads to the forecast and repeat production of high-quality consumer items. In order to carry out the desired production as efficiently as possible, modern production systems are made up of a number of single-purpose and/or multi-purpose machines that are connected both logistically and technologically. In recent years, it has become clear that the offered systems and processes are becoming more and more customer-driven and individualized. This results in a wider variety of varieties and, as a result, fewer production lots. Therefore, in order to remain profitable, production must be even more efficient than it is presently. Other industries, particularly those that make machine tools and make automobiles, must contend with continuously shortened product cycle times and the accompanying shorter amortization periods. The development of flexible production structures is currently the subject of intense discussion in an effort to offset the increasing frequency of production adjustments and modifications. The ability to regulate, or rather modify, manufacturing processes is an important aspect of industrial production. Discussions regarding the optimal production concepts are affected globally by the paradigm shift in organizational development at operations from a function- to a process-oriented view of operating struc- tures and processes. The same is true for the newspaper industry, as well as the print and media industries. Production planning and control systems are used to manage the significantly increased volumes of technical and operational information in a fully automated, process-oriented production. As a result, another criterion for industrial productivity is the comprehensive assistance that technical education provides.

2. DISCUSSION

Due of the intense time constraints involved, the newspaper is produced using highly optimized, specialized machinery. The objective is to consistently manufacture a large number of items in a wide range of variations within a relatively constrained manufacturing period. The procedures of the publishing house, material suppliers, and logistical service providers are connected with the production of the printing facility. Both the creation of printing copy and the creation of the newspaper products themselves is highly automated in many print houses. Up to the manufacture of plates, the majority of working stages' production equipment is now nearly entirely digital. These devices are connected and share data. Planning and control devices that gather their information via data networks at various points along the production chain are used to centrally monitor the production. In that sense, the manufacture of newspapers demonstrates many of the aforementioned characteristics of an industrial production. Therefore, using a contemporary newspaper production system, it is possible to produce in accordance with industry requirements [4], [5].

Possibilities for growth

The characteristics of industrial production listed above

1. Rapid product cycle times

2. Numerous variations of a single product

3. Personalized mass production

4. A significant division of labor.

High levels of production efficiency are reflected in estimates of their potential for growth in the newspaper industry. The radar diagram displays the feature attributes in order of strength. The car industry is used as a point of comparison while the image serves as an illustration of the intensity of those features for newspaper creation. As can be seen, the newspaper industry almost matches the reference line in terms of the division of labor but falls short in other areas. The possibility for development, or rather for desirable extensions, that might serve as the foundation for a target definition, is depicted by the blue dotted line. In comparison to other industrial sectors and the private sector, product cycles the basic redesign of newspaper layout play a comparatively minor role. However, one may anticipate that newspapers will have to update their "outfit" more frequently than they have in the past given the general tendency in society. Furthermore, it is reasonable to predict additional progress toward mass production that is controlled by the client. To improve reader-reader relationships, the product newspaper will be somewhat personalized. This instantly results in increased productivity and a decrease in costs.

In conclusion, it can be said that at this time, newsprint production already demonstrates many characteristics of an industrial production. Therefore, the aim is to develop a visionary industrial production system with quality features that go much beyond what is now available, not a first concept of an industrial newspaper manufacturing. To do this, it is important to outline the current situation of "the newspaper production," to identify and name its deficiencies, and to establish the ideal state that may be referred to as the vision of an industrial newspaper production.

As was already mentioned, developing a serious vision requires knowledge of the current state of affairs, development potential, and specific objectives. The ideal newspaper manufacturing system must be precisely defined, that is, its boundaries must be established, in order to provide results that can be put to use. System restrictions like "product definition" and "mailroom," which include all required logistical procedures, have shown to be practical. In other words, the chain of technology that is being evaluated begins with the administration of editorial and advertising material and finishes "at the ramp" with the transfer of delivery routes to the carrier. These system limitations are important because the operations of product definition—the creation of advertisements and content pages as well as spin-off production—exceed the scope of news printing and are better suited for the "publishers" system. If these processes have any negative effects on the production, those effects must be considered. Another reason for including these production steps is because the quality of newspaper production is greatly influenced by their output, and the status messages from production in turn influence the publishing processes. Which objectives are acceptable within given constraints? The issues that are currently being discussed the most intensely are effective and, hence, less expensive production, improved newspaper product quality, increased reader loyalty, and/or the restoration of lost reader potential.

How may these objectives be evaluated in light of creating a future vision? The nature of the goals can vary. On the one hand, it's possible to want to move from an unpleasant condition to a fulfilling one by minimizing failure-related factors and averting a repeat of this situation. These are referred to as negative or avoidance goals. On the other side, there are production system adjustments that are predetermined and solid in nature that are planned. Avoidance objectives specify a new quality of the observational system that is distinct from the existing quality in that current states that were recognized as being insufficient have been fixed or at least changed to a better condition. The state that has to be modified is typically increased in a positive or negative way when avoidance goals are communicated. Examples include the decrease in waste, the rise in automation, etc.

It is possible to view the declaration of quality goals, as determined by ISO 12647-3, as a universal, global goal. In addition to adjusting processes, achieving the quality standard is linked to increasing measuring expenses, which raise the level of automation and hence raise costs5. But this runs counter to another crucial worldwide goal, namely cutting costs in newspaper production. However, a consistently high level of product quality is a crucial factor in determining advertising customers and reader loyalty.

However, the cost-reduction goal can be attained by enhancing the connections between the foregoing subgoals, increasing the number of adverts, and expanding the client base, which will enhance production. Thus, it is evident that changing one location in the production system is not always sufficient to fulfill the most important, the overall goal, due to the coexistence of many purposes. In fact, a holistic viewpoint is essential since even technical systems, like an industrial newspaper production, behave like complex organisms. A targeted impact can have the desired effect at one point in the system, but it can also have the opposite effect at other locations further down the system. These are frequently unanticipated, undesirable, and call for further corrective actions. Especially avoiding goals frequently results in such circumstances. As a result, it is recommended to use concrete objectives while establishing the target and to pay attention to both their positive and negative correlations.

Methods

There are various ways to develop visionary views, including using sui mathematics to derive statements about the state of a system at a specific point in the future from past trends, developing a new system from scratch that will meet the goals without considering the past, or refining and reorganizing an existing system in accordance with the goals.

Extrapolation of structure

A glance into the past is only wise if it benefits the present. Assumptions can be made about the state of one parameter of the entire system at a certain point in the future if there is a linear advancement. As a result, one imagines an entirely new and future circumstance as the current, well-known condition. It has the same elements that were present in the original system and are arranged in the same relationship to one another. Only the parameters change while the structure is kept, which is known as structure extrapolation. For these parameters, it is recommended that development trends be calculated using historical knowledge and data.

If a structural extrapolation is carried out or realized using appropriate mathematical techniques, such as exponential smoothing, it can show the development tendencies that could serve as the foundation for a strategic decision. However, the quality of the projections is strongly related to the current database and the used mathematical techniques. Both the increase in investment costs and the rise in production costs are included in the category cost elevation. for unstated clarity purposes. One or both types of costs may increase as a result of the cost increase.

The fundamental idea behind this process is to give the data various weights. Based on how recent the data are compared to the evaluation moment, weighting is applied. At this point, the importance of more recent data is greater than that of older data in the evaluation. Because of this, it is believed that recent events would have a bigger influence on the development. This method can be applied for short- and medium-term forecasts in trend analysis. The exponential smoothing method is the foundation for the media spend forecast. Changes in the material world or spurts of innovation. As a result, they should only be used as trend indicators.

Update

The development of a future vision should be actively pursued with the goal of a specific, measurable objective target. An update of the issue would get the most precise solution. The goal would be to create a model that, while simultaneously providing a description framework and the criteria for the verification of a future newsprint production system, describes the state of the newspaper industry today using abstract formulations, or as much as possible by using objects or formulae. The extremely high expectations that can be had for both the creation and the following implementation into practice are drawbacks in this case. Therefore, it would appear unrealistic to update a system for a future version.

Reorganizing the Procedure

A company's processes, or those recognized as usual for a certain industry branch, have evolved throughout the past. This is also a reasonable assumption for the future. As previously mentioned, a structural extrapolation can be used to spot signs of particular trends. The manufacturing of newspapers is supported by a recognized tenement, which makes it seem possible to implement this proposal. Therefore, if work can be made easier and quality can be improved through automation at some points in the newspaper production, then the idea must go beyond simply connecting these islands of automation. While advanced control duties are completed by colour register, color density, and cutting marks controls, each of which is restricted to its area of use, regulating industrial production places higher standards on the controller. It is challenging to represent an industrial corporation as a complex system using traditional business economics and organization theory, and even more so when trying to do so mathematically. The strategy of a future industrial newspaper production is to control all processes that contribute to value to the point where all changing objectives, which are equivalent to changing nominal values in one control loop, will be regulated by the system in a way that allows for the conduct of an efficient, on-time, and high-quality newspaper production. In this context, being efficient involves organizing the procedures with consideration for cost effectiveness [6]–[8].

3. CONCLUSION

Regulatory structures are crucial in achieving this balance. Regulations that place a priority on media diversity, editorial independence, and ethical procedures are necessary to strike a balance between luring in foreign investment and preserving national identity. The case studies covered in this paper show how foreign equity has impacted Indian media, from the entry of international streaming services to foreign investments in news organizations. The difficulties of media ownership and content when affected by outside interests are highlighted by these incidents. In conclusion, the topic of foreign equity in Indian media is complicated and necessitates a careful consideration. The media's position as a watchdog and cultural influencer calls for a careful analysis of the potential effects of foreign investment. Fostering a media landscape that is diverse, objective, and reflective of the national identity requires striking a balance between economic expansion and preserving cultural values. Maintaining a strong regulatory framework and encouraging reasonable foreign investment will be vital to preserving the integrity and independence of Indian media as India faces the difficulties of a globalized media business.

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CHAPTER 9

BUSINESS PROCESSES OF NEWSPAPER PRODUCTION

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ABSTRACT:

The business processes of newspaper production are complex and multifaceted, encompassing a range of activities from content creation and editing to printing and distribution. This paper explores the intricate web of business processes involved in newspaper production, delving into the editorial, operational, and technological aspects that drive the creation of a daily news publication. It examines the integration of digital platforms, advertising strategies, and reader engagement efforts that shape the modern newspaper production landscape. Through the analysis of case studies and industry insights, this paper provides a comprehensive overview of the business processes that underpin the successful creation and dissemination of newspapers. The business processes of newspaper production are a delicate dance between creativity, efficiency, and technological innovation. Editorial teams curate relevant and engaging content, while operational teams manage the intricate logistics of printing, distribution, and reader engagement. The evolving digital landscape has introduced new dimensions, including online platforms, social media, and data-driven insights.

KEYWORDS:

Advertising, Circulation, Content Creation, Editorial, Printing, Production Workflow.

1. INTRODUCTION

Business processes are currently the most common way to technically and economically describe production systems. The phrase "business process" can be defined in a number of different ways. As a first step, a business process outlines how the quality of an object might vary together with its specific functions, involved organizational units, illustrative data, pertinent input-output links, and sequence control of performance. Accordingly, "a business process is a linked series of business performances for the purpose of providing goods and services. Results and the emphasis on economic criteria is distinctive for the description of industrial output using business processes. The most significant business processes will be designed based on the identification of an organization's key value chains. The question of the important business procedures is the next. "Classi- cally" an industrial production can be broken down into supporting processes for the production as well as fundamental operations for management. A production system's core processes are those that produce the greatest portion of the value. These include the premedia, press, including plate manufacture, mailroom, including storage, and logistics and distribution processes in the creation of newspapers. The input and output interfaces between these primary operations are clearly specified. These can either transmit information or be tangible. In the latter scenario, the product may be a production- accompanying parameter or digital [1]–[3].

Processes of administration and management

The management has two tasks at the very least. On the one hand, it needs to deliver the necessary value inside the key processes. On the other hand, it must coordinate the company's

strategic direction and get it ready for emerging needs. A successful management depends on accurate and reliable data from the manufacturing process for both tactical and long-term planning. A higher degree of automation and more measurement sites throughout the process result in more data being produced. Data quality, not quantity, is essential for management operations. Modern Management Information Systems perform the role of condensing, filtering, and preparing production data for decision-making processes. Nowadays, MIS functions are present in practically all production management systems used in the graphics business. However, manually compiled data in tabular form is frequently provided to the production management. This is because an internal or external "customer" will not claim and approve the service, which is a result of the business process. It is frequently necessary for the business process to provide a vital contribution to the value of the enterprise. Economic issues directly affect business processes.

Support Techniques

The additional value in the actual core operations is sustained or, more accurately, made possible by support processes. The majority of the time, they are linked to operations that involve auxiliary flows for the product, like media supply and disposal or transportation. The IT-support of the production is the most crucial support process for a non-stop digital newspaper creation. A modern industrialized news-paper production is not feasible without an infrastructure that is always available and sufficient to meet the needs for bandwidth and pace of transmission. The same is true when personnel are hired and trained to manage production. An industrial production is made up of a horizontally and vertically interconnected system of planning, production, and performance procedures for each of the three categories. It is essential to coordinate logistics and data interfaces in order to minimize losses and support management procedures in an effective and high-quality manner. The usage of standards for communication and production can help with this.

Process guidelines

The adoption of the newspaper standard ISO 12647-3 has already resulted in the most major modification to newsprint production. This ensures that during the whole manufacturing cycle, there will always be just one valid specification for all parameters. This is notably true for the process variables for all relevant processes, including screen resolution, dot form, screen angle, and type of color separation. The production issues brought on by the transmission of inaccurate data or draft goods will be minimized if production methods are coordinated with the requirements of the newspaper standards. Then, RIPs with wrongly set screen angles ought to be a thing of the past. The permanence and traceability of the product quality will increase if the requirements of ISO 12647-3 are implemented in the correctly calibrated production environment, in conjunction with the production data format PDF/X-3 established in ISO 15930, and the usage of ICC profiles. This is facilitated by standards for content production, such as the meta data standards for digital camera photos DCF and EXIF13, which ensure a smooth transition through the newspaper's technical production. Despite the fact that today's mailrooms earn substantial amounts of revenue, particularly in Germany, and despite this having a sizable impact on business revenues, there are virtually no process rules for the mailroom.

Communication Guidelines

The standardization of communication between apps and facilities that realize the various process phases is crucial in a totally digital manufacturing. In a contemporary newspaper printhouse, there are currently very few processing processes that do not interact digitally. Why therefore is it necessary to put a lot of effort into standardizing the communication

relationships? In the past few years, there has been a significant advancement in both the print houses' level of networking and the functionality of digital tools including composition systems, image processing tools, and CtP. Naturally, the data flow between nearby systems received the majority of attention at first. Every new project would frequently extend the specification of the interface parameters. As a result, heavily provider-oriented interfaces were created, for which the number of installations in the field allowed for a certain level of standardization. Now that the entire corporation is completely integrated, there is greater access to process pertinent data. Prior to now, it was just necessary to coordinate the data for communication between two adjacent systems, but now it's also important to take into account the data interchange across other productions throughout the process chain. Additionally, the information infrastructure transitions from an island structure with sequential connections to one with a hierarchically organized topology. The establishment of contemporary production workflows and the professional use of management information systems both depend on this. This is not just a technical realization challenge. Above all, a shift in perspective is required from a strictly procedural awareness of the workflows to a corporate-wide understanding of production.

Developments in Communication Standards Development

The development of the communication standards in the newspaper industry is impacted by a variety of actions at the start of 2006. The CIP4 consortium's Newspaper Working Group is currently developing a reel model that will enable JDF descriptions of newspaper creation. Included are detailed descriptions of a number of interfaces, ranging from prepress to the newspaper press. Therefore, using the JDF specification, it will be feasible to specify newspaper products and processes in the future, much like in commercial printing. At the Afropop concurrently, the PRIME initiative debuted its workflow model. The newspaper industry's vendors of manufacturing machinery and production control technologies have formed this consortium to standardize the interfaces between their own systems. Many of the interfaces outlined in the PRIME model have already been realized in the past through this partnership in the modestly sized market of suppliers to newspaper print houses. These will now be harmonized and released. Additional interfaces that will be created in the future are included in the model. For this, a taxonomy and unifying nomenclature similar to JDF must be created. Because of this, integrating the systems of the various suppliers organized in PRIME into a single manufacturing system will be simpler.

The PRIME initiative's participants understood the need for quick access to standardized solutions and have partially launched some of them. As a result, a provisional standard has been developed for a number of interfaces, and the consortium's structure also provides some degree of investment security. For the end user, there aren't many system options accessible. However, the employment of a single consistent language and authoritative standard is crucial for the newspaper industry. Once more, two concurrent events cause uncertainty in investment decisions. Therefore, one can only hope that standardization efforts will combine in the future. To make the advancements as compatible as possible until then, information should be shared between the two consortia. Only in this way can product security and newspaper printers' confidence in the brand be guaranteed.

Printing companies as suppliers of services

Newspaper printers no longer saw themselves as an "elongated workbench" but as service providers for the publishers. It is common for multiple newspaper publishers to use one print facility or for one newspaper publisher to produce at multiple print facilities. The workflows and technological systems are affected by the breakdown of the historical symbiosis between

the publisher and associated printhouse. On the one hand, this leads to issues, but it also presents an opportunity for the print-houses to take a more flexible and autonomous stance in the market.

Specialized, dedicated printing equipment gives way to more adaptable production techniques in modern printing systems. Manufacturers of printing presses are now able to provide upgraded paper, more thorough folding options, and the usage of heatset inks due in large part to the demands of the advertising business to design and print advertisements with high-quality and inventive possibilities. These choices open up the prospect of expanding the product portfolio to include non-newspaper products while also enabling the manufacture of a more intriguing newspaper product on the one hand.

As a result, internal production of inserting goods that are often provided by third-party commercial printers is possible. This boosts output, better utilizes the equipment, and guarantees a uniform level of quality across the entire product. Additionally, this enables print creation to be provided as a service outside. However, such extra print production necessitates a thorough product planning and payment structure at the printhouse. The management of the manufacturing processes cannot just be transferred from commercial printing; it must be modified to meet the unique needs of a news printing operation. This integration is being worked on by the CIP4 consortium's working group for newspaper creation. There will undoubtedly be products in the near future.

Closed-loop market-customer-printing-house

The fact that more and more print houses are transitioning to being service providers shows that alternative control loops, particularly customer-oriented ones, will become increasingly relevant in the future in addition to technical closed loops. The traditional intimate relationship between the publisher and the customer would be drastically altered if the latter became the former. Clear, process-oriented interfaces must take the place of the connected access to the data.

Organizational closed loops that must be formed between the customer, newspaper print facility, and provider of the material, or outsourced services, are even more crucial. Establishing feedback mechanisms between the customer and the printhouse is required for this. However, they must not only be triggered in response to complaints, as is typically the case, but also during the entire process of developing and manufacturing the product. Therefore, economic factors dominate, and as a result, reliable information is important. Printhouse are now more fully integrated into market regulation processes as service providers than they were previously. Particularly marketing operations must be geared toward serving the market, or the client, more directly.

TQM quality control

A strong foundation of whole quality management is required for high-quality processes and, by extension, products. A good sales pitch, especially in the advertising industry, is a consistently high degree of quality at all printing locations. Color fidelity is currently the most talked-about issue, particularly in major advertisements. Because the particular values relating to color correctness are subject to actions and reactions throughout all production processes, the issue is significant in terms of how the newspaper production process is described. Approaches that are in line with a control model include "process standard offset printing" for the manufacture of newspapers. This merges dot gains, formerly differently defined for various processes, to just one method-independent dot gain curve in the manner

of an abstract model and ensures a controlled exertion of influence across all process levels, including the external production by the consumers.

2. DISCUSSION

In the meantime, practically any daily newspapers do not provide a more or less extensive online version in addition to the printed edition. They do have a very different range, though. All types of realizations can be found between the extremes of a 1:1 conversion of the printed paper into HTML format or a PDF document and the comprehensive service offer with search function and archive. The primary distinctions relate to how the online service is created and where in the workflow it is created. In the most straightforward scenario, the digital copies utilized for plate exposure will serve as the basis for the creation of the "online news- per." It is as close to the printed original as feasible and doesn't provide any services that are of greater value. Therefore, it is essentially a "waste product" of the production workflow that is optimized for printed newspapers. The relatively low expense is a benefit. In contrast, production workflows that are fundamentally distinct from conventional procedures are starting to take shape. They are built upon media databases that store context-free, structured information contents. The benefit of this is that the information route that will disseminate it is not predetermined. This will be decided when each production starts. Information's content determines its worth. Only the material is transformed into a format that is most suitable for the target output medium by the layout. Fitting the information into the newspaper layout is necessary for the printed newspaper product. The procedure can be efficiently optimized if the information is in a standard format and the layout is optimized accordingly. Based on these requirements, automated layouts are an alternative [4]–[6].

Tensions in the industry's ethics

The ethical inconsistencies in the newspaper industry contribute to the skepticism of standards among mainstream journalists. Business and entertainment interests take precedence because of its prominent role as a mostly dominant industry in a profit-driven economic system. Above all, news turns into a product to be bought and sold. However, the rhetoric of journalists frequently promotes ideas such as the public interest, the right to information, and the freedom of the press that are at odds with commercial interests. Additionally, despite the fact that journalists emphasize the value of "objectivity" and "truth," the press really produces bias, myth, and official propaganda.

The morals of routine journalism

Given the significance of the moral and political aspects of the profession, it seems remarkable that journalists have a pervasive lack of faith in ethics. 'Values' in the news are a topic that all journalists discuss. Additionally, media portrayals of good and bad, the just and the unjust, or criminals, predominate. You may find articles about "evil" rapists, "monsters" who attack elderly women, and "evil" mothers who push their kids into prostitution in any red-top tabloid. Myra Hindley, who murdered the Moors, passed away in November 2002, and Fleet Street virtually unanimously denounced her as evil. With portrayals of President George Bush as "good, pacific, and heroic" engaged in a personal conflict with President Saddam Hussein of Iraq, the "evil, bully, Butcher, new Hitler of Baghdad," the 1991 Gulf War brought this reporting genre to its extreme. Slobodan Milosevic, the president of Serbia at the time, was likewise vilified as "evil" and a "new Hitler" during the NATO assaults on Serbia in 1999. Additionally, Saddam Hussein was unsurprisingly portrayed in the mainstream media as a "monster" and a "global threat" in the years leading up to the US-UK invasion of Iraq in 2003 and throughout the conflict.

Jostein Gripsrud compares this moralizing aspect of newspapers to the emotional excesses of the morality play of the nineteenth century. The media nowadays is the source of moral stories, narratives that teach lessons and define what is right and wrong, normal and abnormal. Any understanding of professionalism must also include the idea of standards. This idea came into being in the second half of the nineteenth century as mainstream newspapers assimilated into the market-driven economy and radical, dissident, and partisan working-class newspapers began to fail once the Stamp Tax was repealed in 1855. The emphasis on ideas like objectivity, neutrality, fairness, accuracy, and the separation of fact from opinion was linked to this professionalization process. Since the Second World War, standards and professionalism have been central to unions' and management's efforts to encourage journalism education.

Daily Journalism's Political Climate

Many journalists emphasize that the mainstream media serves the interests of powerful groups and classes by socially reproducing society, challenging ideas like professionalism, impartiality, and the free press. Other critics point out the intricate relationship between political circumstances, economic institutions, and journalists' habits, ideals, and meaning. According to Brian McNair, "News is never just a recording or reporting of the world "out there," but rather a synthetic, value-laden account that carries the prevailing beliefs and ideas of the society within which it is produced. 'Many journalists feel quite defensive when you suggest that they are anything other than neutral and objective,' says investigative journalist John Pilger. The words "impartiality" and "objectivity" have lost their dictionary definition, which is a concern. Now, "objectivity" and "impartiality" refer to the establishment's point of view.

For political and ethical reasons, journalists who challenge prevailing mythologies either choose to work for 'alternative' outlets like leftist or LGBT newspapers, trade union publications, or environmental advocacy publications, or they choose to do so within the mainstream media. Some journalists are motivated by their religious or humanistic beliefs to write critically for 'alternative' publications or for mainstream media. "Ethical practice need not always mean a choice between starvation and survival," Valerie Alia argues. "However, it may sometimes mean a choice between basic economic survival and wealth - and, in the worst of times, between life and death."

Efforts to raise press standards in short

Press standards have been a source of ongoing worry for governments, legislators, and the general public ever since the Second World War. Reports from royal commissions, studies of newspaper content, and committee discussions on topics including bias, sensationalism, trivialization, intrusions of privacy, and proprietorial intervention have all been made. Uncertainty surrounds the effect on the sector. The sector has largely chosen to disregard many reform requests. Concerns about expanding monopolies led to the establishment of the first Royal Commission in 1947. Lord Kemsley, owner of the Daily Sketch, Daily Graphic, and Sunday Times, as well as Lord Beaverbrook, owner of the Daily Express, and Lord Rothermere, owner of the Daily Mail, were given particular attention. Before the commission, Beaverbrook was forthright, stating that he published his newspaper "solely for the purpose of making propaganda and with no other motive." However, the commission did not draw the conclusion that the industry was threatened by monopolies with growing strength. Additionally, no organized efforts by advertisers to sway publications were found.

Nevertheless, the panel did voice its disapproval of political slant, errors, and trivialization. It rejected legislation to combat invasions of privacy as well as efforts to restrict newspaper

profits or readership. Most importantly, the group suggested that a General Council of the Press be established in order to protect press freedoms and promote journalists' sense of civic responsibility. Prior to its initial meeting on July 21, 1953, the council waited four years. A Daily Mirror poll on whether Princess Margaret should wed divorced Group Captain Peter Townsend was deemed to be "contrary to the best traditions of British journalism" by the court. In 1961, a second Royal Commission was established in response to growing monopoly anxiety. The meeting, which was presided over by former Labour Attorney General Lord Shawcross, criticized the industry for its slow reaction to the 1949 commission's recommendations and emphasized the value of having a lay representative on the General Council. With 20 representatives from the business and 5 lay people, the Press Council was established in July 1963.

There were no significant trends toward increasing concentration of ownership that the first panel had foreseen. Events had shown that to be false. The share of the top three owners in the national daily press had increased to 89 percent by 1962. Major monopolies were expanding in the periodical press, and the only publications where concentration was "negligible" were the local weeklies. It suggested creating a Press Amalgamations Court to stop this trend. This concept was partially adopted into legislation in 1965, which required the Secretary of State to authorize significant takeovers. However, from 1965 to 1999, practically all purchases of newspaper companies by major press organizations were approved.

After the Labour administration rejected a Private Member's bill that sought to establish a general right to privacy, the Younger Committee on Privacy was founded. It took into account a wide range of problems, such as how the right to know can conflict with the right to be shielded from prying journalists and how reporting might result in human suffering that might exceed any claims of public interest. In the end, it opted against passing a law establishing a right to privacy. The national daily and Sunday markets were dominated by three proprietors, according to a third Royal Commission, while morning, evening, and weekly newspapers were owned by the same group in the regions. The panel also made twelve recommendations to change the Press Council's operating processes in response to criticism of the Press Council's performance. These were, however, usually turned down, and the council remained a feeble organization that lacked the support of both the management and the NUJ.

Calcutt report on issues relating to privacy

After a series of disputes over reporters eavesdropping on people's private suffering, Margaret Thatcher's administration authorized a commission to look towards the introduction of a privacy law in 1989. The committee, which was led by David Calcutt, master of Cambridge's Magdalene College, received testimony from a variety of witnesses. For instance, the press harassed the father of an actress from EastEnders who had committed suicide. The committee ultimately suggested making physical intrusion a crime instead of passing a privacy law. To avoid regulation, the industry, however, immediately responded to the proposal to replace the Press Council with a self-regulatory Press Complaints Commission. A Code of Practice was first implemented, and the majority of national publications also employed ombudsmen to hear reader complaints. They were to demonstrate that they had very little influence.

Second Calcutt Report on Press Freedom and Privacy

A second study by Calcutt, focused on press and privacy issues, was released in January 1993. It was said that the PCC was ineffectual and overly dominated by the industry. Calcutt singled out the commission's handling of discoveries in Andrew Morton's biography of Diana, Princess of Wales, as well as its handling of different sex scans and the People's

disdainful treatment of the commission after it published images of a young royal running naked. In response, Calcutt proposed new offenses with maximum fines of £5,000 for privacy intrusions and the use of bugging and monitoring equipment in certain circumstances. Journalists could argue in their favor that the information was acquired to stop, detect, or expose crime or antisocial behavior, or to stop people from being deceived by the subject's statements or actions. The administration of John Major responded favorably and later that year suggested enacting a privacy law. However, it was decided not to include the security services in the limits. The security services regularly violate people's privacy, according to a statement made in the UK Press Gazette on September 6, 1993, with the most horrific effects on people's ability to get employment and maintain their life. The press pales in comparison to them. In response to all of this debate, the PCC added new provisions to the code regarding bugging and the use of telescopic lenses, and among its members, a lay majority was established. Professor Robert Pinker of the London School of Economics was also named as its special privacy commissioner [7]–[9].

3. CONCLUSION

Newspaper operations are crucially supported by advertising, which provides both financial support and content assistance. A thorough understanding of consumer demographics and the integration of print and digital platforms are essential for developing effective advertising campaigns. The case studies examined in this paper serve as examples of how important innovation and flexibility are to the creation of newspapers. Successful publications embrace digital innovation without sacrificing the fundamentals of good reporting and journalism. In summary, the business processes involved in producing newspapers are a symphony of interconnected tasks that call for collaboration, creativity, and reactivity. Each step in the production of a daily news product that informs, entertains, and engages the audience, from editorial judgment through distribution logistics. Newspapers that successfully combine historic ideals with contemporary methods are well-positioned to prosper in a media world that is rapidly evolving. Newspapers may continue to be important and powerful sources of information in a constantly changing world by becoming aware of consumer preferences, technological advancements, and industry shifts.

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CHAPTER 10

AN OVERVIEW OF POLITICS OF SLEAZE REPORTING

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ABSTRACT:

The politics of sleaze reporting, characterized by the coverage of scandals, personal indiscretions, and sensationalized content, presents a complex intersection of media, ethics, and public interest. This paper explores the dynamics surrounding sleaze reporting, examining its historical context, societal implications, and ethical considerations. It delves into the challenges of balancing the public's right to know with responsible journalism and the potential for media manipulation. Through the analysis of case studies and industry insights, this paper offers a nuanced understanding of the politics that shape sleaze reporting and its role in contemporary media landscapes. Sleaze reporting occupies a contentious space within journalism, often blurring the lines between public interest and voyeurism. While it may satisfy curiosity and attract attention, it raises important ethical questions about invasion of privacy, agenda-setting, and the potential for media sensationalism.

KEYWORDS:

Ethics, Journalism, Media Sensationalism, Political Agendas, Privacy.

1. INTRODUCTION

In the three years following John Major's election victory in 1992 and the beginning of his "Back to Basics" moral crusade, there were an unprecedented number of political resignations, many of them as a result of "scandalous" press reports. These scandals were not just found in Britain. After the Cold War ended and the old Soviet adversary fell, ruling elites quarreled among themselves, having an impact on almost every nation. In Britain, there were a total of fourteen resignations due to controversy over the course of three years, with sexual misconduct and financial problems accounting for roughly half of the cases. Each was a man. According to The Independent on Sunday, there were 34 Conservative scandals over a five-year period, one Lib Dem scandal, four Labour scandals, and at least one-quarter of these scandals involved sex. In addition, a review of legislative reporting in the press from 1990 to 1995 revealed that "scandal and personal misconduct" was the third most frequently covered subject, far outpacing important topics like race, health, and education. Sleaze followed the Labour administration as well.

Among the most well-known scandals to make headlines were the failed marriage of the late Robin Cook, the Foreign Secretary, and the failure of Peter Mandelson, the Minister without a Portfolio, to disclose how a gift from Cabinet minister Geoffrey Robinson had aided him in buying a London home. As a result of his catastrophic unwillingness to be open with the Prime Minister about his part in arranging a British passport for a £1 million donor to the Millennium Dome, Mandelson was forced to retire for a second time on January 24, 2001. But in July 2004, Prime Minister Blair named him European Commissioner in an effort to save his friend from obscurity. After his affair with Kimberly Quinn came to an end, Home Secretary David Blunkett was implicated in a scandal and made headlines. He afterwards announced his resignation and left politics for a while. When PCC chairman Lord Wakeham was forced to quit in February 2002 after becoming involved in the Enron controversy, sleaze also overtook the organization. Until Sir Christopher Meyer, a former ambassador to the

USA, was named head in March 2002, privacy commissioner Professor Robert Pinker served in that capacity. Consensual news values are at work when sleaze is covered in the media.

The issue with the sleazy coverage, according to Hogan, was the way scandals, primarily of a sexual character, flowed from Sunday tabloids to Sunday evening BBC and ITN news. By Monday, the scandals were being covered by the broadsheet media. Politics continues to be the most fascinating and important component in the building of such a consensus. These days, hardly much separates the three major parties in Britain. The Labour leader, Tony Blair, declared himself to be a supporter of Margaret Thatcher, uttered Thatcherite jargon with perfect fluency, and faithfully adhered to Thatcherite politics. In some ways, the rise of New Labour as the successor to New Toryism signifies the end of politics. The 'attack on partisan politics' and the 'depoliticized democracy' are terms used by Peter Mair. The politics of personality, sexual scandal, and sleaze have taken its place. The culmination of this process in the United States is the Bill Clinton-Monica Lewinsky scandal. Newspapers no longer get their main ideas from politics, but rather from Hollywood, popular culture, television, and sports [1]–[3].

Why not get some journalists' opinions on the introduction of a privacy law to connect this coverage to the realities of the job? A legislative proposal to "clarify the protection that individuals can expect from unwarranted intrusion by anyone - not the press alone - into their private lives" was endorsed by the Commons committee for culture, media, and sport in June 2003. 69 percent of respondents would approve a privacy law, according to a Guardian-ICM poll conducted in April 2004 in response to newspaper revelations regarding the marriage of David and Victoria Beckham. According to a study released in October 2004 by Communicate Research for the Independent, 90% of Labour MPs and 68% of Conservative MPs would support the implementation of a "tightly defined privacy law with a clear public interest defense." Do the regional media members concur? Have they ever investigated a story with a bugging device? Or do they think ethical debates are largely unimportant? Do local publications provide readers the option to respond?

There are several ethical problems in journalism, yet there are no simple solutions. Even when people concur on the significance of a specific principle, disagreements may arise over the best way to put that principle into practice. Every newspaper has its own culture, despite the fact that certain attitudes and practices predominate throughout the mainstream media. What is feasible in one location will be impractical in another. In order to combat sexism in the industry, various solutions are available. For instance, once you've landed your first job, you can decide to keep quiet about moral issues until you've built up your reputation. Through the National Union of Journalists, you can work on moral or political concerns. Your newspaper may frequently feature macho photos of males and page-three-style pictures of women. You may decide to operate covertly in this situation, bring up concerns in meetings with coworkers, and use any discretion you have in selecting the features and sources to challenge sexist presumptions.

For ethical considerations, some journalists even choose not to work for mainstream media. They believe that operating in the mainstream requires too many ethical trade-offs. They could think that racial, gender, and class biases are too deeply ingrained. Confrontations over these topics can become tiresome and unproductive if they continue. A culture removed from the mainstream media, however, might be more receptive to progressive views. Wherever you choose to work, having a sense of humor and being open to accept harsh criticism of your own opinions will always come in handy.

The method of interrogation

Simply posing essential issues can serve as a vital first step because ethical debate continues to be outside the prevailing journalistic culture. Many ethical dilemmas have political roots because of the unequal allocation of power in society. The 'oppressed' women, children, the elderly, the disabled, and ethnic minority groups often receive the most attention. How discrimination and stereotyping might be diminished is the main topic of debate. But isn't there a risk in treating these groups as victims when the real oppressors are men, adults, the physically fit, and dominating ethnic groups?

The issue of sexism

A few advancements for women in the mainstream media were seen in the 1990s. Eve Pollard became the first female editor of the Sunday Express in May 1991, and Rosie Boycott was the first female editor of a broadsheet in April 1998, before taking on the editorships of the Independent in March 1998 and the Express in April 1998. In November 1996, three women held editorial leadership positions at the Sunday Mirror: managing director Bridget Rowe, deputy managing director Pat Moore, and acting editor Amanda Platell. An all-female executive trio had never before controlled a major newspaper in Fleet Street history. Additionally, during the Balkan Wars of the 1990s, female reporters like Maggie O'Kane and Janine de Giovanni became more prominent. The News of the World, the most popular English-language daily in the world, appointed Rebekah Wade as editor at the age of 31 in May 2000. Rebecca Hardy, at the age of 34, was named the first female editor of The Scotsman. Sly Bailey took over as Trinity Mirror's CEO in December 2002. Then, Wade succeeded David Yelland as the first female editor of the Sun in January 2003, and Dawn Neeson took over as editor of the Star in December of the same year [4]–[6].

The Diss Express employed only women at the local level. The Western Mail became the Western Femail on March 8, 2000, in honor of International Women's Day. Pat English served as editor, and Michelle Bower served as head of content. Male newspaper proprietors had "realized that winning women readers and attracting female-targeted advertising is best achieved by promoting women," according to Noreen Taylor's reply. Since Dorothy Crowfort Hodgkin became the first British woman to receive the award in 1964, when the Daily Mail ran the headline "British wife wins Nobel Prize," attitudes have shifted a little bit. However, a 1996 study by the pressure group Women in Journalism found a "pervasive and flexible strand of stereotyping through coverage of women in the news." Traditional sexist views continued unabated in newsrooms that tended to be male-dominated. "It seems clear that news desks sometimes go on autopilot, trotting out clichés and stereo-types when, in fact, the woman in the story before them is unique," WiJ said in her conclusion. Real Women: The Hidden Sex, a later WiJ report from November 1999, brought attention to the sexist practice of using female images to "lift" websites. There are still primarily male political editors and lobby correspondents. Political news is thus conveyed in a way that appeals to and interests' men, according to Harriet Harman. Naturally, issues that specifically affect women are lower on the agenda. This only serves to confirm the perception among women that politics is a male pastime that has no bearing on them. According to research, news reporting generally favors male sources. The majority of the female journalists Margareta Melin-Higgins spoke with expressed worry that the recruitment process was unfair to women in a field where a "old-boys network loomed large."

The coverage of sports is of special concern to feminist critics. Women who play golf, football, or cricket hardly ever receive any attention. And when women do appear, their presence is frequently highly sexualized. From the early 1980s to the present, media attention has tended to center on the sexuality of sportswomen like the late Florence Griffith Joyner, Katarina Witt, Gabriela Sabatini, Mary Pierce, Anna Kournikova, Serena Williams, and Maria

Sharapova. Consider Lyndsay Clydesdale, who appeared in the Mirror on July 9, 2004. Sharapova, the Wimbledon champion from 2004, has been called a "tennis babe" as well as a "sexy smasher" with both beauty and talent. Similar to this, Kelly Holmes, 34, who won two gold medals at the 2004 Olympics, was frequently referred to as "our golden girl" in the national press. According to a NUJ study conducted in 2004, more than half of the union's homosexual, lesbian, and transgender members have experienced workplace discrimination, such as being denied a promotion or being bullied or verbally attacked. Too frequently, male colleagues make fun of female journalists. Ginny Dougary received criticism for being a "ambitious girl reporter" after The Times magazine published her candid profile of Chancellor Norman Lamont in September 1994. According to Amanda Platell, institutionalized sexism in the media involves pigeonholing female journalists, denying them equal pay, working conditions, and opportunities, as well as demeanor and presumptions. It concerns the pervasive and ingrained attitude held by some men that women are incapable of succeeding, that news media is a man's world, that women are only used for their physical characteristics, and that ritual humiliation is a means of keeping girls in their place.

2. DISCUSSION

The argument that sexism occasionally benefits women can complicate the discussion even more. The 'invisibility' of women in some cultures, according to female foreign correspondents, allows them access to situations where men would be forbidden or harassed. Since men are thought to be more inclined to open up to a female interviewer, it has been stated that editors prefer women to write profile articles.

Artificial language

The exclusion of women from the media and the elevation of macho or laddish values typically occur without any conscious policy. They develop in a political environment when particular attitudes are regularly adopted and particular questions are frequently disregarded. Language is one setting where sexism is most obvious. The male bias in language frequently makes women invisible. Or it could make them feel like children. For instance, when a sizable surge of new female MPs arrived along with the Labour victory in 1997, they were immediately referred to as "Blair's babes. In her foundational book on sexist language, Margaret Doyle emphasizes that "the struggle for control of language has always been a political and highly charged one." The term "political correctness" is now frequently used to mock opposing viewpoints and to disparage "the legitimate aspirations of different communities and their desire for a language that includes rather than excludes them. Also widely avoided are terms like "the common man" and "man on the street." Therefore, discussions over style book amendments offer an opportunity to bring up language-related concerns. But an editorial elite frequently controls modifications of style books. In some circumstances, it could be appropriate to collaborate with your NUJ colleagues to challenge sexist lingo. The union has created an Equality Style Guide that lists terms to omit and suggests substitutes in order to support such campaigns.

The NUJ chapel at the Express and the Star strongly denounced publisher Richard Desmond in August 2001 for the paper's 'hysterical and racist' campaign against asylum seekers. Following the crimes in September in the United States, a study by the European Monitoring Centre on Racism and Xenophobia in May 2002 accused the British mainstream media of exploiting negative stereotypes of Muslims and presenting asylum seekers as "terrorists" and "the enemy within." The human rights organization Article 19 criticized reporting in 2003 for using "inappropriate and provocative language" to describe people who were entering the nation to seek asylum. The words "illegal refugee" and "asylum cheat" were among the 51

labels that were found to be used to refer to those who were seeking asylum in Britain. In May 2004, the Commission on British Muslims and Islamophobia released a report that accused the media of encouraging anti-Muslim sentiment.

Is it not inevitable that the press, which essentially serves as the propagandist and intellectual arm of the dominant capitalist system, should reflect the historical roots of racist oppression in Britain's imperial past? "News values lead to the forefronting of images of ethnic minorities in terms of conflict, drama, controversy, violence, and deviance," claims Simon Cottle. Because they contribute to a journalist's understanding of what constitutes a "good" story, such ingrained characteristics of "news" are professionally pursued as a matter of unconscious routine. Institutional racism is accompanied by the overt racism of some journalists and media executives. For example, the acting editor of the Sun was overheard declaring, "I'm not having pictures of darkies on the front page." And in April 2004, Daily Express owner Richard Desmond goosestepped about a boardroom and started into a tirade against Germans, accusing them of being Nazis 2.4 million out of Britain's 33 million workers, or 6.7%, are members of an ethnic minority. However, a significant report by Anthony Delano and John Henningham of the London College of Printing found that only two or three dozen of the approximately 4,000 national newspaper journalists in the United Kingdom were black. Less than 2% of British press, radio, and television journalists were black or ethnic. Just 2% of journalists were from black or Asian backgrounds, according to a 2002 report by the Journalism Training Forum. In addition, only 28 ethnic journalists out of 634 were identified working for newspapers in ten major English cities and towns, according to a report from the Society of Editors in October 2004. 'Editors prefer to employ in their own image and thereby support the status quo,' observes black Guardian journalist Gary Younge. It is true that there are no blacks in the networks.

Editors frequently lament the lack of applications they receive from ethnic minority populations and the underrepresentation of these groups in the student body of journalism programs. It is obvious that efforts to boost the number of black journalists through grants for specialized training and other means ought to be encouraged. Alongside this portrayal, the media portrays Muslim fundamentalists as insane threats to international stability. The dramatic coverage of racial issues feeds on and amplifies people's anxieties.

Combating Racism

There are no simple solutions. The manner in which racist presuppositions are intertwined in the routine processes of news production, from the journalistic values in operation to "gut instincts" concerning source legitimacy, are frequently difficult to uncover, much less reverse, as Allan observes. But there are some effective tactics. Racism can be greatly aided by the unthinking use of language. Therefore, avoid using the word "black" in a derogatory way. Should blackspot and blackleg have substitutes made? It is wise to review the NUJ's rules for reporting on racial issues and covering hate groups.

Should media outlets stop covering racial parties? The extreme right-wing British National Party was barred from appearing in The Argus in Brighton in 2004. Other publications contend that it's critical to expose the BNP's policies and organize an opposition movement. There is no doubt that mainstream journalists need to broaden their network of contacts to include ethnic minority communities. For instance, The Washington Post has a diversity committee that examines the ethnic and racial makeup of the staff, a correspondent who covers problems relating to race relations, and a series of casual lunches where staff members and the ombudsman gather to evaluate how the paper covers racial matters. All newspapers should have strategies for hiring, keeping, and promoting workers who identify as ethnic

minorities, and they should think about appointing racial relations experts. In London, scholarships are set aside for minorities who want to become journalists at City University. Similarly, journalists need to know much more about the world's major religions.

Asian residents of the city serve as regular news and photo sources for The Leicester Mercury. For all of its editorial employees, The Nottingham Evening Post has started an ethnic awareness program. Anila Baig, an Asian journalist for the Yorkshire Post, wrote on topics like visits to Pakistan and the challenges that young Asians can face in their cultures until she was hired by the Sun after winning journalist of the Year at the 2004 Regional Press Awards. Journalists should be informed about alternative media, ethnic minorities' ethical perspectives, opportunities for alternative careers away from mainstream stereotyping, and the anti-racist campaigns of publications like Socialist Worker, Searchlight, Peace News, and New Left Review.

The British Council of Disabled People, a significant advocacy group, claims that the disabled are those who have limitations and experience prejudice in society. According to government statistics, there are 8.6 million adults with impairments in Britain, making up one in every five adults of working age. However, they are much too frequently stigmatized, rendered invisible, or marginalized in the media and in the press. In a study of how the news portrays people with disabilities, Scope, an organization for individuals with cerebral palsy, came to the following conclusion: "There continues to be an imbalance between the reality of people's lives, hopes, and aspirations, and the way they are written about." Stereotypes and erroneous assumptions are engaged in far too frequently.

The NUJ and the Campaign for Press and Broadcasting Freedom have launched a campaign called "People First" to draw attention to the ethical challenges that covering persons with disabilities presents for journalists. According to the ad, you should never presume that your audience is physically fit as a reporter. Newspapers have an obligation to note accessibility for individuals with disabilities when promoting events. Similar to how persons with disabilities are marginalized and relegated to specialised publications and sections, traditional news values need to be challenged.

The campaign also brings up some additional important issues. How frequently do 'able-bodied' specialists in the media convey the perspectives of individuals with disabilities? How much of the coverage of people with disabilities is overly sentimental? The concept that charity can fix their "problems" is too frequently promoted by stereotypes of disability, while the idea that political and economic changes are necessary to address the injustice they face is marginalized. Similarly, stereotypes about disabled persons include being heroic, sad victims, endlessly thankful, miserable, and asexual. How frequently is it acknowledged that they might be homosexual, lesbian, or black?

Language

It is preferable to refer to "disabled people" rather than "the disabled," which depersonalizes them and concentrates solely on their disability, as several style manuals have noted. Avoid using adjectives like "cripple," "deaf and dumb," and "abnormal." Negative terms and expressions, such as "lame duck," "blind stupidity," and "deaf to reason," should not be associated with disability. The term "physically challenged" is not typically used in place of the term "disabled." Use the phrase "wheelchair user, not "wheelchair bound.

When compiling AIDS-related tales, journalists encounter unique ethical challenges. Early in the 1980s, there was little coverage of AIDS-related illnesses since those affected gays, drug users, and Africans were already marginalized by the media. Since then, there has been an

excessive amount of sensationalized or, more lately, marginalized coverage of AIDS-related tales, which has served to exploit and perpetuate anxieties of the fatal disease and of sexuality in general. Unsurprisingly, there is a lot of public ignorance on HIV, according to a Marie Stopes International survey released in December 2004. Only 64% were aware that newborns can become infected while still in the womb, while 11% believed it could be spread through kissing and 5% believed it could be spread through sharing utensils. Even while heterosexuals have had the fastest rise globally, including in the UK, in recent years, just 26% believed that their behavior put them at high risk. In the UK and many other nations around the world by 2004, HIV infection has emerged as the serious health condition with the fastest rate of growth.

Some style manuals have noted certain places that require extra care. For instance, the Reuters style book advised checking with recognized medical specialists before publishing an article that made dramatic claims for a cure for cancer or AIDS if it did not come from a reputable source. If such a narrative is published, it ought to be accompanied by any balancing or interpretive information that can be obtained from those authorities. HIV and AIDS: A Guide for Journalists, a leaflet created by the NUJ and the Health Education Authority, advises that stories not support the misconception that AIDS may spread by casual contact, such as kissing. Only intimate sexual contact, drug users sharing needles, blood transfusions, or passing from mother to fetus during pregnancy are additional ways it can be transmitted. It claims that some news regarding youngsters with HIV have caused concerns among students and parents. Always protect the privacy of information about infection, whether it comes from a child or an adult. People shouldn't be forced to expose their identity in any way. Even if the police have provided names and addresses, these should only be disclosed with the consent of the parties involved [7]–[9].

The NUJ has also created a helpful manual for reporting on AIDS-related stories. It suggests "people with HIV" instead of "carrying AIDS" or "carrying AIDS carriers" or "carrying AIDS positive." Since the most popular test for HIV detection also detects antibodies, "AIDS tests" should be avoided. An individual who tests positive and is subsequently infected with HIV does not always go on to develop AIDS. 'HIV antibody test' is a preferable term. 'Full-blown AIDS' is not necessary when the difference between HIV and AIDS is made apparent. In addition, AIDS cannot be "caught" like the flu or a cold. It would be better to state "get HIV." People don't actually "die of AIDS," but rather from malignancies or pneumonia that arise from weakened immune systems.

Many HIV-positive people express worry about how the media has portrayed them as helpless victims. The terms "AIDS sufferer" and "AIDS victim" should not be used in reports because people with AIDS can work for a while after getting the disease. 'Person with AIDS' is preferable. Avoid the phrase "innocent victim" as well because it implies that others are responsible. Since there are risk behaviors rather than risk groupings, the style manual advises against using the term "high-risk groups." The NUJ has also created a model, nine-point home agreement that promotes employment protection for people with AIDS or HIV.

3. CONCLUSION

There is no denying the influence of the media on public opinion and political discourse. Using sleazy reporting strategically can affect public opinion, sometimes detracting from important issues or raising questions about the reliability of people and institutions. This essay uses case studies to illustrate the effects and purposes of sleaze reporting, which covers anything from governmental scandals to celebrity conflicts. These incidents highlight the media's ability to shape narratives, affect reputations, and influence public opinion. In

conclusion, sleazy reporting politics capture a fine line between press freedom and ethical journalism. While the public's access to information is crucial, media organizations must be careful to consider the moral and societal repercussions of their reporting decisions. Journalists may successfully traverse the intricacies of sleazy reporting and maintain their position as trustworthy information providers and important watchdogs by upholding norms of accuracy, fairness, and contextual significance. The foundation of responsible journalism is the understanding that objectivity serves the public interest much more successfully than sensationalism or exploitation.

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CHAPTER 11

PRESS COMPLAINTS COMMISSION'S CODE OF PRACTICE

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ABSTRACT:

The Press Complaints Commission's Code of Practice is a set of ethical guidelines that govern the conduct of journalists and media organizations. Established to maintain journalistic integrity and uphold the rights of individuals portrayed in the media, the code serves as a crucial framework for responsible reporting and accountability within the industry. This abstract provides an overview of the key principles outlined in the Code of Practice, including accuracy, privacy, discrimination, and more. It also highlights the code's role in striking a balance between the freedom of the press and the protection of individuals' rights. The analysis underscores the evolving nature of media ethics in the digital age and concludes by emphasizing the code's significance in fostering public trust and maintaining the credibility of the media. However, it's important to recognize that the enforcement of the code relies on both self-regulation within the industry and public awareness. In an era of rapid information dissemination and diverse media platforms, the effectiveness of the code hinges on media entities' commitment to ethical journalism and the public's vigilance in holding them accountable. As technology continues to reshape the media landscape, the principles of the code must evolve to address new challenges while upholding the timeless values of responsible reporting and ethical media practices.

KEYWORDS:

Accuracy, Codes of Conduct, Defamation, Ethics, Impartiality.

1. INTRODUCTION

Journalists on a small weekly might find it odd to bring up the subject of censorship. Their newspaper may be having trouble finding adequate content for the upcoming edition rather than censorship. There might not be any interference from the proprietor. In terms of the advertisements, it's possible that they occupy more space than is ideal, but in a market-driven system, Nevertheless, censorship issues are important to all journalists. The prevailing news ideals prioritize some sources and opinions while marginalizing or eradicating others.

The effect of marketers

The press is greatly impacted by marketers. At times, they'll exert pressure on editors to spotlight positive stories and degrade or erase unfavorable ones. Freesheets are particularly at risk because they are wholly dependent on ads. Advertorials also demonstrate the influence of advertising on editorial strategies, as noted by Donald Trelford, a former editor of the Observer: "There are certainly some parts of newspapers, usually in consumer areas such as travel, motoring, and property where the choice of subject and the editorial treatment dance to a tune set by the advertisement department." However, the pressure is generally far more subtle. Advertisers support a conservative respect for the status quo, materialism, and consumption within the broader economic environment. According to Curran and Seaton, the rise of a newspaper industry focused mostly on advertisements in the late nineteenth century contributed to the suppression of the growth of a radical press. The Labour-backed Daily Herald, which shut down in 1964, had a circulation that was far larger than the combined

audience of The Times and Financial Times. Most importantly, it had struggled to gain the support of the advertising. The intrigue and romance of the media mogul in Western cultural history were perfectly represented in the movie Citizen Kane. Men like Northcliffe, Beaverbrook, Rothermere, Rowland, Murdoch, and Maxwell have built images that have made them seem almost larger than life: quirky, egotistical, super-powerful, and super-rich. William Randolph Hearst, the American media mogul on whom Kane was based, is another example. There are several reports of these owners meddling with their newspapers' daily operations [1]–[3].

Layouts have changed, and editorials have been written or revised. Politics of partisanship have been encouraged. Favored journalists have advanced through the ranks while others have either been fired or under pressure to quit. Lord Black, the now-disgraced former owner of the Telegraphs, would criticize a certain sentence in his newspapers' letters sections. Newspapers end up serving as press lords' poodles rather than as public watchdogs. The history of Fleet Street is frequently portrayed as a captivating story centered on these individuals. The most important effect of these ardent supporters of free speech has been to restrict the consensus in British publications. The restriction has substantially altered news values, especially in the provinces, given the connections between the major media outlets across the UK. Predictably and frequently vehemently, the majority of national media have supported the Conservative Party or, more lately, the newly respected, right-wing, and belligerent Labour Party. In example, a number of possible no-go areas for newspapers have emerged as a result of the integration of the media barons' empires into the realm of international finance and industry. Naturally, newspaper owners are averse to having reporters look into their murkier affairs. Robert Maxwell, owner of the Mirror, was able to employ a combination of intimidation, ruthless use of the legal system and libel laws, and taking advantage of journalists' need for privacy to keep the scandal of his pension-fund rip-off hidden during his lifetime.

Additionally, media titans have unavoidably used their newspapers to advance their personal financial interests. Following their purchase of Harrods, the Al Fayed family was targeted by Tiny Rowland's Observer. Maxwell frequently promoted himself, his several "chari," and his political endeavors. Murdoch has used his numerous outlets to advance his publishing, internet, and television interests while constantly criticizing the BBC. However, there is a risk of overstating the influence of the owners. All have colorful personalities now or in the past. But a tiny number of businesses now dominate almost every industry on a local, national, and global scale. The newspaper versions of this tendency are media moguls, who are just standard monopoly owners in modern capitalism. By highlighting their authority, journalists can get their egos boosted and get away with some of their worst excesses. At crucial times, the state's censorship has helped to foster an atmosphere of fear and "emergency." However, overt state intrusions into the management of publications have been the exception rather than the rule. In order to sustain conformity and the mainstream press's propagandist function, additional variables such as the influence of advertisers, the function of the dominant news value system, proprietorial pressure, journalistic self-censorship, and the rise of repressive laws are more crucial.

In any event, the state has meddled more in broadcasting than in the press, probably because newspaper proprietors are more ardently right-wing and less dependent on the government than are broadcasting businesses. One of the most infamous instances of the Conservative government erring on the side of censorship was the result of its absurd, pointless, and ultimately fruitless attempts to stop the publication of Spycatcher by retired MI5 officer Peter Wright. The Observer and the Guardian, who had pre-published some of Wright's claims of

sedition by the secret service, were slapped with injunctions in June 1986. The Sunday Times, the Independent, and the short-lived News on Sunday were then each fined £50,000 for intending to taint the original case's judicial processes by publishing information from the book. These fines were ultimately overturned on appeal. Similar restraining orders against the Observer and the Guardian were overturned, and the Law Lords determined that publication in the UK could not in any way compromise national security due to the magazine's global reach. More recently, in its response to multiple allegations made by a disgruntled MI5 officer, David Shayler, in the Mail on Sunday in August 1997, the Labour government shown that it was as heavy-handed and totalitarian. Shayler made several accusations, one of which was that the security agencies possessed files on senior Labour government officials. After Shayler threatened to reveal information about a 1996 MI6 plot to assassinate President Muammar Gadhafi of Libya, injunctions were issued prohibiting the British news media from airing any further of his allegations. This occurred again in August 1998. But the Guardian deftly circumvented this order by reprinting a New York Times article about the Gadafi plan. In anticipation of his extradition to the UK to stand trial under the Official Secrets Act, Shayler was imprisoned in Paris. After the French judge claimed that extradition could not proceed because his revelations had been political, he was then unexpectedly released from prison in November 1998 and started living on the run.

Newspapers complied with orders not to publish when, in February 2000, Shayler and the Mail on Sunday were sued by the government for breach of contract and breach of confidence after Shayler gave the names of two intelligence officers implicated in the Gadafi plan to the media. Nevertheless, the government persisted in harassing the media, and it went to the High Court to demand that the Guardian and the Observer turn up information that Shayler had sent to them. In July 2000, the judge's final denial of the police's requests was welcomed as a "ringing endorsement of freedom of expression." After a High Court judge found Punch magazine guilty of contempt for publishing a Shayler story on the IRA bombing campaign in October 2000—despite the fact that he found no proof that it had harmed national security—concerns from freedom-of-information advocates resurfaced [4]–[9].

The Official Secrets Act of 1989, which forbade security and intelligence officers from exposing anything about their operations without official authorization, finally resulted in Shayler receiving a six-month prison sentence in 2002. Any public interest defense was rejected for him. According to David Northmore's estimation, there are well over a hundred laws that forbid the revealing of information. Along with many other commentators, he comes to the conclusion that Britain is the most secretive nation in the so-called industrialized world. In 1994, the Guild of Editors compiled a list of 46 legislation, including the Trade Union Reform and Employment Rights Act of 1993 and the Young Persons Act of 1993, that place restrictions on the sharing of material that is particularly relevant to journalists. The Criminal Procedures and Investigations Act of 1996 additionally allowed judges broader authority to impose reporting requirements. The Cancer Act of 1939 makes it illegal to even advertise a treatment for cancer, which causes over 120,000 deaths annually in the UK. However, the Act does not apply to claims made by alternative therapists about their cancer remedies in features stories.

Even the Confederation of British Industry has criticized privatized utilities for failing to be accountable to Parliament and being transparent in their decision-making. In Britain, there are reportedly 6,424 quasi-autonomous non-governmental organizations in charge of £63 billion in taxpayer funds, although they are not required by law to divulge information. 'Gagging' terms in employment contracts are frequently stringent. A new Official Secrets Act was passed in 1989, substantially strengthening the secret state. The 1911 OSA became well-

known, especially after civil servant Sarah Tisdall was imprisoned in 1983 for disclosing to the Guardian the government's schedule for the deployment of cruise missiles in England. The disclosure didn't seem to pose a serious threat to national security. After leaking evidence proving the government had deceived the House of Commons over the sinking of the Argentine ship General Belgrano during the Falklands conflict, top civil servant Clive Ponting was found not guilty of the charges brought against him under Section 2 of the Act.

The government was embarrassed by the 1911 legislation, which was pushed through Parliament amid a false alarm that German spies were infiltrating Britain, so the 1989 Act was passed to clean up the issue. The Home Secretary, Douglas Hurd, declared that the Act was "a substantial, unprecedented thrust in the direction of greater openness" in an Orwellian display of doublethink. The inverse is closer to the truth. Law enforcement, information provided in confidence by foreign governments, international relations, defense, and security and intelligence are the five principal topics covered by the Act. It is forbidden to disseminate leaks about any of these. Journalists are not allowed to use the public interest defense or argue that their revelations had no adverse effects on national security.

Richard Tomlinson, a dissatisfied former officer, was sentenced to six months in prison in December 1997 after sending the summary of a book about his four years in MI6 to an Australian publisher. Since George Blake 36 years earlier, he was the first MI6 officer to be charged with a classified offense. The Intelligence Services Act, passed in 1993, gave MI6 permission from the Foreign Secretary to carry out acts abroad that would be criminal if done in Britain as the secret state's power progressively grew. Additionally, it established the Intelligence and Security Committee, which holds secret meetings to review the operations of the security services. Almost every other western nation, with the exception of France, has independent control of its intelligence organizations.

While the Labour government continued its efforts to expand the secret state, the Security Service Act of 1996 expanded MI5's authority to "act in support of the prevention and detection of crime," allowing intelligence services and other governmental organizations to carry out covert surveillance, including bugging phones and property. The government eventually moved forward with introducing Freedom of Information legislation, while some criticized it for being less protective of law enforcement than laws in other countries that have similar statutes. A significant ruling by the High Court on December 20, 1996, which held that the government's broad ban on media questioning prisoners a year earlier was unlawful and an unjustified restriction on freedom of speech, seemed to bring good news. The decision was made when independent journalist Bob Woffinden and BBC Wales reporter Karen Voisey declined to agree to publish any information, they learned during visits to two convicts serving life sentences for murder whose cases they were looking into for probable examples of injustice. The ban was extended by an appeals court. The Law Lords, however, ultimately overturned this choice on July 8, 1999. Many restrictions are placed on journalists' work by owners, sponsors, laws, and other parties. Codes of conduct are one method journalists have controlled their own behavior in an effort to raise ethical standards.

The National Union of Journalists' code, created in the late 1930s, is among the most durable. The NUJ approved an amendment to the code in February 1998 that made it illegal to falsify news by digitally manipulating images. The new provision forbids the use of altered images unless they bear an internationally recognized sign in the picture area. The thirteen-clause code is supported by broad, lofty declarations of high principle. One the one hand, there are definite advantages. According to Nigel Harris, comprehensive sets of rules encourage a "loophole-seeking attitude of mind." The chair of the NUJ Ethics Council and professor of journalism at Liverpool John Moores University, Chris Frost, adds: "A short code has the

advantage of being simpler for journalists to know and use. They are able to compare their actions directly to the guidelines set forth in the code and can tell right away when they are veering off course. On the other side, the code includes guidelines that NUJ members consistently violate across the nation. If they are not accompanied by any consequences, what use are they? Every story is unique, and every reporter is motivated by the need to acquire the story and get it first, as Bill Norris claims. To think that he or she will consult the union's code of ethics while rushing to meet a deadline is to live in cloud cuckoo land,' the union said. Attempts to enforce the code through disciplinary action and, since 1986, a NUJ ethics council have been unsuccessful. However, the union has established an ethics hotline to assist those making difficult decisions.

2. DISCUSSION

The PCC created a thorough Code of Practice after the first Calcutt committee issued severe warnings that the press needed to improve or face government regulation. Its chair, Sir Christopher Meyer, claims that it has been changed more than 30 times since that period. As soon as a fresh controversy arises, the code is updated. For instance, the code was appropriately changed once legal threats regarding bugging and the usage of telescopic lenses surfaced. The laws on invasion of privacy and intrusion were significantly revised in the wake of Princess Diana's passing, and the definitions of private property and the public interest defense were also modified. The code was extensively reviewed in May 2004 the first time in six years and text message interceptions by journalists were made illegal. It came after a News of the World article on an alleged relationship between football player David Beckham and Rebecca Loos that focused on the disclosure of their text messages.

However, it declined to act on the NUJ's requests for a "conscience clause" to safeguard journalists when editors or owners pressure them to break the code. The expansion of the code's scope signals a move toward American tradition, where codes of conduct can address a variety of issues, including conflicts of interest, special rights granted to journalists, plagiarism, and the use of graphic images. Many mainstream journalists think that the PCC Code has improved standards, especially in the wake of Princess Diana's passing. Furthermore, the commission asserts that ten of its 17 members have no affiliation with the media, proving that it is not an industry poodle. However, detractors claim that the PCC is a helpless watchdog, a cozy club of "the great and the good" who are only interested in protecting the interests of the privileged few and powerless to stop the "dumbing down" of the media. The PCC has established a sort of cordon sanitaire around the press, and woe betide anyone who tries to upset the applecart, according to Mike Jempson of the Media-Wise Trust, which supports those with complaints and works to improve journalism standards. You could ask journalists about their opinions on rules of behavior as a practice exercise. Do they know they are there? How do they affect the work they do? Find out how many local newspapers use the PCC Code in their style guides by conducting a survey of them.

Quickness and newsworthiness

Many stories' news dimension is aided by sourcing practices. Even though a problem has been for a while, new facts or an expert's perspective will make it into the news. An ongoing concern is the condition of the national economy. The release of a research by a group of economists from Cambridge University highlighting the predicament of small firms is newsworthy, just as the Chancellor of the Exchequer warning of further "inevi" bankruptcies over the coming year does.

Elitism and structure

According to media study, journalists employ a relatively small number of sources. The hierarchy's elements will vary from newspaper to newspaper. For example, television soap opera stars and showbiz celebrities are featured much more frequently in national tabloids than in broadsheets, although there is a remarkable degree of agreement among the mainstream media about news standards and sourcing practices. Some sources will be highlighted, while others will be marginalized or negatively covered in general. Foreign news makes elitism particularly clear. This agreement on news sources is further supported by the government's increasing centralization and secrecy as well as the ever-shrinking agreement between the three major political parties. Councils, members of Congress and the European Parliament, courts, police, fire departments, ambulance services, hospitals, local businesses and their representative organizations, labor unions and trade councils, as well as neighborhood cricket and football teams, are all significant local sources. Secondary sources include universities and colleges, churches, community organizations and clubs, army, navy, and air force facilities, local affiliates of international pressure groups, and nonprofits. Important sources in rural areas may include the village postmaster, bartenders and hoteliers, agricultural merchants, livestock auctioneers, countryside rangers or wardens, and livestock auctioneers. They include lifeboat station staff, harbor officials, and coastguards in coastal areas.

Notably, a large number of local journalists marginalize a wide range of sources that are vaguely referred to as "alternative." These might include non-Christian religious leaders, members of racial and ethnic minorities, and representatives of political parties other than the three major ones, as well as pacifist, environmental, and animal rights advocacy groups. The distribution of power in society is often reflected in the sourcing practices of journalists; individuals from powerful institutions and government agencies typically dominate and have easier access to the media. The local and national press either ignores or marginalizes representatives of "alternative" bodies, reinforcing their relative powerlessness in society. Both women and members of racial and ethnic minorities are marginalized by the political system.

Routines in the workplace: diary and non-diary sources

The relationship between a source and journalistic news gathering practices is frequently used to define sources. The government, Parliament and select committees, the major political parties, the Confederation of British Industry, Church of England Synod meetings, notable court cases, and press conferences organized by notable bodies like campaigning groups, companies, the police, trade unions, and charities will therefore be daily routine sources in a national news paper. In addition, a "calls" system institutionalizes this sourcing procedure. To check on any breaking news, the news editor, news desk member, or specialist correspondent will call organizations like the police, ambulance service, or fire brigade on a regular basis. These organizations are increasingly offering news updates that are taped, so local reporters frequently "call in" for discussions to help personalize the encounters. Similar to this, a local reporter will often meet up with significant local figures for casual conversations from which news aspects may or may not develop. Bob Franklin and David Murphy discovered that local and regional government, nonprofit organizations, courts, police, and business accounted for 66.7% of the total in their analysis of 865 local press stories. These organizations and people are referred to as on-diary sources because the specifics of their actions are recorded in diaries, which have historically been kept in book form and supplemented by dated files but are increasingly being kept on screens.

Representation Some ideas concerning representation are connected to journalists' sourcing practices. When a source may represent both their own opinions and those of a bigger group

or institution, they tend to have more significance for a journalist than sources who are celebrities in their own right. Thus, a source's title or other descriptor is typically included with its name. Ms. X might have felt that Tony Blair's 2003 invasion of Iraq warranted his resignation as prime minister. However, a journalist will be more interested in her opinions if they can be seen as speaking for a bigger group, such as the neighborhood Labour Party, of which she is treasurer. Because of sourcing rules, journalists may occasionally feel pressured to create a title when none already exists. Journalists frequently portrayed the comparatively few people they mentioned as "spokeswomen" for the camp during the early 1980s when the Greenham Common women were demonstrating outside the US airfield close to Newbury. The women actually aimed to refute conventional hierarchical concepts of representation. They each talked for himself. There were no formal spokesmen for the group. Journalists failed to recognize or respect an essential political aspect of their battle by referring to them as "spokeswomen."

Authority and respectability

The concepts of credibility and authority go hand in hand with journalists' sourcing practices and are intimately related to opinions on representation. Because party politicians are viewed as having been democratically elected to represent certain generally held viewpoints, their opinions frequently appear in the national and local press. This representative component also carries authority and trustworthiness. Ms. A might hold fervent opinions regarding abortion. However, what authority does she cite and how reliable are her opinions? That kind of query is addressed in those succinct titles or descriptive sentences that appear alongside the name of the quoted individual. It may be said about Ms. B. that she "started a campaign against abortion at her parish church." This makes it clear that she is committed to the cause and that she is a reliable source. Similar authority is generated when someone is referred to as "an eye-witness to a road accident." Such information immediately "hardens" the story. The presence of "ordinary people" similarly "softens" the story.

Un-bias and objectivity

Reporters disassociate themselves from the topics being covered by using sources. Reporters use sources to convey a variety of viewpoints so they can appear objective and unbiased while yet expressing their opinions on a subject. The prejudice is made clear by the quote's accompanying title or descriptive phrase. However, this is the source's bias, not the reporters. Routines for sourcing also strengthen concepts of balance. An advocacy group charges a local government with making insufficient provisions. In order to balance the story with the authority's denial of the charges, it is the reporter's responsibility to get in touch with them. However, this method excludes a number of alternative viewpoints. In fact, many media theorists contest journalists' claims to objectivity and trace the development of the concept back in history. They contend that objectivity is unachievable and a fallacy given the very selective nature of news gathering, the financial, political, and legal pressures on newspapers, as well as the absence of any neutral language.The Press Complaints Commission's Code of Practice is a set of moral standards that direct how journalists and media organizations should conduct themselves. The code, which was established to preserve the rights of those who are depicted in the media and to uphold journalistic integrity, provides an essential foundation for responsible reporting and accountability within the business. The main ideas discussed in the Code of Practice, including as accuracy, privacy, and discrimination, are summarized in this abstract. It also emphasizes how important it is for the code to strike a balance between press freedom and the defense of people's rights. The analysis highlights how media ethics are changing in the digital age and emphasizes the importance of the code in creating public trust and upholding the media's credibility in its conclusion.

3. CONCLUSION

In conclusion, the Press Complaints Commission's Code of Practice is a bulwark of responsible reporting and moral behavior in the media. The code ensures that media organizations act with accountability and integrity by addressing a wide range of important concerns, such as accuracy, privacy, harassment, and discrimination, through its detailed rules. The code's ability to evolve with the digital age emphasizes its relevance and continuing significance as new media's benefits and difficulties continue to transform journalism practices. The code continues to be a staunch defender of the public's confidence in media organizations despite achieving a delicate balance between press freedom and the defense of individual rights. The code protects people's privacy and dignity while bolstering the reputation of the media as a whole by making journalists and media organizations responsible for their activities.

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CHAPTER 12

AN OVERVIEW ON MEDIA USED TO COMBAT CENSORSHIP

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ABSTRACT:

This abstract delves into the role of media as a tool to combat censorship, examining its significance in amplifying suppressed voices, disseminating information, and challenging oppressive regimes. By analyzing historical instances and contemporary examples, this overview underscores the power of media in circumventing censorship barriers and fostering open discourse. It explores the multifaceted approaches employed, such as digital platforms, underground publications, and international collaborations. The abstract concludes by emphasizing the dual nature of media's impact, as it not only serves as a safeguard against censorship but also poses challenges related to disinformation and manipulation. In a world where information is both a weapon and a defense, media emerges as a potent force in the struggle for free expression and democracy. In the ongoing battle between censorship and media, vigilance is essential. While media offers a potent counterforce, its effectiveness relies on maintaining journalistic integrity, digital literacy, and a commitment to accuracy. As technology continues to shape the media landscape, the struggle against censorship will persist, reminding us that a free and unbridled media is not only a safeguard against tyranny but a cornerstone of democracy and open society.

KEYWORDS:

Activism, Censorship Circumvention, Citizen Journalism, Digital Tools, Encryption, Freedom of Speech.

1. INTRODUCTION

Journalists may send text intended for their own newspaper to another publication. Media from one nation can be used to circumvent censorship laws in another. Mordechai Vanunu, an Israeli anti-nuclear activist, used the Sunday Times in 1986 to publish information on the covert Israeli nuclear program that was kept hidden behind a strict censorship regime. During the build-up to the Gulf War in 1991, a special government committee issued a D-Notice prohibiting reporters from covering the incident after details of the "allied" strategy were stolen from a Defence Ministry official's car. An Irish newspaper received word of it via leak. As a result, the information became widely known, and newspapers in London went ahead and published their own reports. There didn't seem to be any major threats to national security [1].

In-person and off-camera

In writing

Trust is the cornerstone of any successful relationship between a journalist and a source. The source is gone when that trust is betrayed. Most news is released anonymously. A press release is released, you receive a phone call, in-person visit, or email, and you report on a conference. You get all of this knowledge and views on the record.

Out of the record

A confidential briefing is entirely different. Although information is provided, it shouldn't be reported due to its sensitivity. Trust is lost if the off-the-record undertaking fails. While doing so, the journalist is free to try to get the same information from a different source who might be willing to speak on the record. Meetings open to the public are recorded. You are under no obligation to treat something as off-the-record if someone says, "Oh, incidentally, that comment was off the record," during one. Similarly, unless otherwise established, all private talks are recorded. While it may be tempting for students to submit content to their professors based on unpublished interviews, doing so would be engaging in a fake kind of journalism and should be avoided.

The Washington Post's Watergate team of Carl Bernstein and Bob Woodward received information from Deep Throat, who is arguably the most well-known off-the-record source. Their papers were auctioned for $5 million in April 2003. However, it is noteworthy that Deep Throat's identity remained a secret until May 2005, when Mark Felt, the FBI's No. 2, identified himself as the source. Unattributed or "for background only" comments fall somewhere between off-the-record and on-the-record remarks. Reports may use these quotes, but attribution is purposefully ambiguous to protect anonymity. Sources close to Buckingham Palace or sources close to the Princess were frequently used during the 1992 saga of the Prince Charles and Princess Diana breakup. By 2004, Fleet Street was out of control when it came to the use of unattributed, anonymous quotes while reporting on politics, journalism, and 'human interest' rumors involving celebrities. For instance, unnamed sources such as "a senior Labour backbencher," "a senior Cabinet minister," "a veteran Labour MP," and others provided the majority of the information on the over-hyped disagreement between the Blairites and Brownites in the government.

In December 2004, statements from "friends of Kimberly Quinn," "the Blunkett camp," "informed sources," and similar sources were frequently used in reportage of the "nannygate" incident involving the affair of Home Secretary David Blunkett. How can the reader be sure that everything being said is not just fiction? Similar to this, a lot of the reporting on the "war on terror" since the tragedies of 9/11 in the United States has relied on secret intelligence sources. The justifications for all of this covert sourcing are obvious. The line between fact and fiction becomes hazier as newspaper revenues decline due to editors' need for exclusives. The expansion of the secret state and the move of intelligence towards the center of power inside Blair's cabal are both related. The culture of anonymous sourcing will grow as the intelligence agencies' influence grows and the connections between spooks and Fleet Street hackers get stronger.

Off-the-record unattributed briefings, however, may be advantageous to both the journalist and the source. The reporter can learn about intricate aspects about which they may lack specialized knowledge, as well as the bias of the source. At these discussions, sources frequently speak more candidly. Additionally, the briefing gives the source a chance to sell the journalist on their viewpoints. According to Rodney Tiffen, hidden actions are frequently used to sway how people perceive public events, success and failure, intents and portents. Briefings can be used to highlight the "essential meaning" of difficult or technological advances in order to give journalists a shortcut through the maze while also giving the briefer easy scope for practical selectivity. After passing through briefings' filters, the meaning of opinion surveys, some election outcomes, economic data and indicators, and international agreements frequently makes it into the news. Such press briefings can be organized by dominant groups, people, and institutions, and they also have the opportunity to try to sway the news agenda. Weaker people and groupings have significantly fewer opportunity for such

maneuvering. John Pilger, a campaign journalist, offers the following advice: "Beware of all background briefings, especially from politicians. In fact, try to keep as far away from politicians as you can. In this manner, you learn more about them.

The line separating fact from fiction can also be muddled by remarks that are unattributed and anonymous. The Sunday Express, for instance, published an exclusive with the banner "Isabella: the blonde tipped to be Prince William's wife" in 2000. Pure fantasy, that was. It all began with a joking article in the December 1999 issue of Tatler about Isabella Anstruther-Gough-Calthorpe, who was 'tipped to be a fantasy princess'. The forecast was followed up on by GQ and the student newspaper at Edinburgh University. By the time the Sunday Express reported it, it had evolved from a lighthearted "tip" to a "fact" backed by unnamed sources: The 19-year-old blonde has reportedly developed a tight friendship with the Prince, according to royal insiders. The Prince and Isabella had never actually interacted. Similar to how the majority of national newspapers accurately reprinted the intelligence agencies' and Prime Minister Tony Blair's warnings about Iraq's WMD prior to the invasion in 2003: they were all falsehoods.

Keeping it private

People are hesitant to criticize their employers because of the high unemployment rates for fear of the repercussions. Some nurses who have spoken to the press have been intimidated, so they may not dare to express their concerns about the financial cuts' effects on the healthcare system. Due to the recent drastic changes in education, teachers could be hesitant to sign protests. Journalists should respect this reserve and refrain from attempting to identify sources in order to bolster their narrative. Interviews with subjects who discuss private elements of their lives, such as sexual issues, medical conditions, and domestic violence, are sometimes conducted under fictitious names. Places, ages, and descriptions that are pertinent are either changed or omitted. The news source should make this style clear at the outset of the piece. The reader can feel tricked if it's saved for the conclusion. Rebecca and her sister Lizzie is how the East Anglian Daily Times began a report concerning child sexual assault.

When an investigative reporter gathers information without identifying their status as a professional, the newspaper often does not publish the sources' names. For instance, Esther Oxford investigated the world of rent-a-male companies that offer escort and sexual services to women. She spoke with the organizations and shared her experiences. She was obviously unable to take her notebook. Every quotation and description of the setting had to be written from memory. However, the tabloid saved the brief disclaimer, "The names of the men have been changed," for the very end. According to Rodney Tiffen, a leak is the unauthorized disclosure of sensitive information. However, this broad definition encompasses a wide range of situations. For example, a release could originate from a dissident or from a political aspirant in a position of authority. Confidentiality can range from the extremely delicate to the unimportant. One can manipulate leaks and the use of anonymous quotes by complicit journalists to "fly a kite" or launch "trial balloons." Government representatives may test responses by anonymously releasing proposals. Only journalists bound by confidentiality will be aware of the government's ability to renounce the plans it developed in the event that there is a public outcry. Institutionalized lying may result from leaking.

As the courageous whistleblower Paul van Buitenen discovered at the European Commission in 1998, leaks can also be used to reveal corruption. Katherine Gun was fired from the top-secret UK spy agency, GCHQ, in 2003 for disclosing to the Observer information about a US operation to employ "dirty tricks" to persuade the UN Security Council to endorse the use of force in Iraq. In February 2004, the government controversially withdrew its case against her

under the Official Secrets Act after coming under pressure to make public the legal counsel that had led Britain to declare war. Gun later assisted in the establishment of the Truth-Telling Coalition to aid others taking part in public-spirited whistleblowing. Additionally, leaks might be used to disparage rivals. The Harold Wilson administration's history demonstrates how the Prime Minister and some of his close colleagues were subjected to systematic defamation before his abrupt departure in 1976 as a result of secret service leaks to friendly journalists in major news publications. Information derived from such sources may be inflated due to the mystique and glamour surrounding secrecy, devaluing information derived from other sources in the process. There may develop a serious reliance between the source and the journalist as a result of the desire to obtain exclusives through special access to confidential sources. The allure of the "exposé" can sometimes make a reporter less willing to consider other points of view.

2. DISCUSSION

After citing a confidential source to support a claim that the government had 'sexed up' the WMD accusations against Iraq against the desires of the intelligence services, BBC Today's Andrew Gilligan created a significant uproar. Unsurprisingly, Rusbridger encouraged staff to only occasionally use anonymous sources and to avoid utilizing unattributed negative statements, unless absolutely necessary. However, there were 31 instances of the usage of anonymous quotes on that single day in the Guardian. Compared to Britain, attribution regulations are often stricter in the United States.

Internet

For journalists, the internet has grown to be a massive, nearly uncontrollable source of information in recent years. The internet was invented in the USA in the late 1980s, and millions of people used it by 2004. Google, for example, could access more than 8,000,000,000 websites. The most recent official statistics from Britain showed that only 44% of houses had internet connectivity, despite the fact that 97% of homes had televisions. On 15 November 1994, The Daily Telegraph became the first Fleet Street publication to go online. At the time, the word "internet" was not even in the Shorter Oxford English Dictionary. Virtually all national, local, and alternative newspapers went online by 2004; for example, the Guardian's sites had an archive of stories going back to September 1, 1998, and in June 2004, they were getting more than 100-million-page impressions from roughly nine million people. About 4.3 million of these users were Americans.

While journalists for the smallest of weeklies commonly submitted freelance copy by email, they also used the internet to conduct interviews, find sources, and collect data from databases. Newsgroup participation gave users access to knowledgeable and passionate perspectives from around the world. In order to encourage reader feedback from Britain and other countries, many writers added their email addresses at the conclusion of their articles. Online add-ons and features have proliferated. For journalists courageous enough to leave the traditional media, dot.com start-ups offered hundreds of new careers. Before a story was finally published, journalists posted rough copies online for reader feedback on their personal blogs. According to Dan Gillmor of the San Jose Mercury News, "news as conversation or seminar" is replacing the "news as lecture" concept. Some weblogs were making headlines, including Belle de Jour's "blog of a London call girl." Additionally, because blogs were so well-known, novelists began to copy them. For instance, Canadian author Jim Munroe's An Opening Act of Unspeakable Evil takes the guise of a blog written by a lady who fears her flatmate is demonic. But the electronic telegraph's inaugural editor, Ben Rooney, claims that there hasn't been much of an influence from the internet on traditional newspapers. Online

publishing is revolutionizing journalism practices with its 24-hour availability. The idea of the deadline being killed would cause the majority of print journalists to shudder in fear. However, an internet medium achieves just that—it does away with the established news deadline. When necessary, stories are updated. As a result, the usefulness of news content is significantly increased, enabling journalists to present more in-depth information, carefully build stories, unearth pertinent links, and supply supporting evidence. However, as Wayne Ellwood pointed out, "Computerization is at the core of the slimmed-down, re-engineered workplace that free-market boasters claim is necessary to survive the lean-and-mean global competition of the 1990s." Even factory jobs that have moved to developing nations are being mechanized swiftly, according to John Naughton, internet expert for the Observer and author of the seminal book A Brief History of the Future: The Origins of the Internet.

Although it is a relatively "clean" sector, it nevertheless causes significant environmental pollution and consumes a shocking amount of water. We may do amazing things thanks to it, but it also divides society into those who are wired and those who are not. It destroys industries that formerly supported actual communities while fostering "virtual communities." And frequently sweated labor rather than high-tech robots is used to assemble the items it offers. Since practically any website can be accessed by anybody with a web browser, even the smallest publishers can register their websites with search engines and directories to rapidly reach a global audience. That is, at least, the theory. In reality, large multinational corporations with US bases have come to rule the internet. American companies, who own 95% of the value of internet properties on the stock market, receive about 85% of the profits from online enterprises. Yahoo! and other US websites are expanding their operations internationally. As an illustration, operates in 20 nations, including Brazil, China, Denmark, Korea, Mexico, Norway, Singapore, and Taiwan. The majority of web browsing is done through the websites and applications of just four companies: Yahoo, Microsoft, AOL Time Warner, Napster, and their many online businesses. Be careful applauding technology until you learn who controls it, warned investigative journalist John Pilger. The American government and a group of multinational corporations, whose message posting is outpacing all others, are the internet's most ardent bedfellows despite its brilliance. Additionally, the technology is far from solid and is frequently threatened by viruses.

According to Andrew Dalby, the internet is also hastening the process by which English is taking over as the primary language on a global scale by eradicating one language every two weeks. The US and the UK have the 'soft power' to sway the opinions and conduct of individuals and nations around the world since about 80% of all information saved in electronic retrieval systems is in English. Universities are now connected to the internet, giving student journalists unlimited access to the information superhighway for free. The topic of producing for the internet is now covered in every journalism program. However, Theodore Roszak contends that "computer literacy" is advertising rather than education if it does not include cover the things that computers cannot and should not be used for.

The delights of email

The majority of communication takes place online, as internet expert Milverton Wallace emphasizes: "The best-supported services on the internet are newsgroups, mailing lists, message boards, chat rooms, weblogs, and other collaborative networks." Alternatively, "verbally rich spaces" where billions of talks occur daily. Email is one of the most sophisticated tools available to reporters, having developed over the course of more than 30 years. It is increasingly being used by journalists to submit copy, interact with readers, receive press releases, conduct information searches, and conduct source interviews. It is simple to convince people to respond to emails, according to Bill Thompson of the Guardian:

The medium is new enough for the majority of people, and many of the barriers we have established to prohibit unwanted contact have not yet been constructed for email. A researcher may be on the road but will likely be checking email every day. The chief executive may not be reachable by phone, but it's possible to obtain a response to an email. Thompson also emphasizes email's drawbacks.

Mike Ward cautions

"You can spend hours looking for a person's email address when two phone calls might put you in touch more quickly - one to check his or her company's phone number, and the second to make the call." An email "conversation" is more like an epistolary novel than a live interview, and while it does allow some space for reflection, the outcome cannot be compared to a real interview, according to Mike Ward. Stay away from email obsession. But as Jane Dorner points out, conducting interviews through email necessitates advance preparation in the form of prepared questions. It's less invasive and enables you to have queries at any time without disturbing others. 'Real-time conversation' through email enables for rapid follow-up inquiries and responses and approximates the informality of traditional interviews. It's also less expensive than picking up the phone every time you need to check a point.

Email interviewing calls for a set of specialized skills. Don't, for instance, ask your source a ton of questions right away. Give a brief explanation of your background, goals, and intended publication before requesting permission. Then, perhaps, follow up with a couple more inquiries. However, there are significant drawbacks to the email explosion. They represent yet another type of communication that the journalist must manage, increasing the burdens and expectations of their position. Email is a common way for computer viruses to spread and cause havoc. Keep in mind that it is extremely simple to snoop through emails, as secret services and some managers are all too aware. Files can even be recovered from deletion. According to Randy Reddick and Elliot King, reading or participating in a discussion list can be incredibly helpful for the journalist because it connects them with people who are typically quite knowledgeable about the topic at hand. The idea behind a discussion list is straightforward: when someone sends a message to a specific address for a particular discussion list, that message is automatically forwarded to all subscribers. The reporter can then follow up with those people, inquire about where more information can be found, or ask who would be a good source to interview. Listserv refers to the address of the program used to distribute lists.

Several moral dilemmas

It is hardly unexpected that journalists have found it difficult to determine the precise implications for their working practices and ethics given how quickly internet technology has advanced in recent years. No definite rules have appeared. There are still open questions regarding copyrights for online content, for example. Web users are advised to put a copyright notice on each piece by journalist Andrew Bibby. His says: Andrew Bibby holds the copyright. Without the copyright holder's prior written consent, use for commercial gain is forbidden. This text has been provided as a service to internet users, and downloading is allowed for personal, academic research only. Neither the text nor this copyright notice may be altered or deleted. The incentives to plagiarize are undoubtedly increasing with the growth of the internet. The Guardian's readers' editor, Ian Mayes, states: "Over-reliance on cuttings and now, even more to the point, the ease of electronically cutting and pasting from the internet, may be not just attractive options, but the only options open to hard-pressed journalists in certain circumstances." Journalists' participation in discussion groups is another problem.

Journalists may have a legitimate reason to seek anonymity when researching sensitive and dangerous subjects. Elliot King and Randy Reddick disagree, though. If journalists intend to use information from discussion lists, they should always identify themselves as such. Most of the time, journalists have an ethical duty to respect people's decisions on whether or not to speak on the record. It is just as dishonest to lurk on a discussion list and then quote people who had no idea that what they had written would be used in a different context.

Although Americans invented the idea of "precision journalism" in relation to the internet, journalists still need to be particularly cautious when determining the value of content sourced via the internet. See if there is a named author. Robert Kiley urges internet users to constantly verify that the content is up-to-date: "A well-organized web page will state when it was first written and last updated." If so, look up their earlier papers in a relevant database. Who is providing financial support for the website? "If there is no identified author the information should be treated with caution." Details of any sponsorship or advertising, along with the owner, should be prominently posted. Guidelines for conducting internet research have been published by researchers at the Poynter Institute in St. Petersburg, Florida, and are also available at www.journalismnet.com and http://powerreporting.com.

The legal status of internet content is still unclear. Theoretically, online media discussion groups may encounter issues if they published content that was deemed defamatory, grotesquely indecent, or insulting, in which case the website operators could face charges under the Telecommunications Act of 1984 or civil defamation actions. A website owned by the Lord Chancellor's office was shut down in November 1999 as a result of content that attacked five judges. Then, in March 2000, after Lawrence Godfrey was the target of an allegedly libellous bulletin board posting, Demon Internet reached an out-of-court settlement with him by paying him £15,000 plus legal fees totaling about £250,000. Soon after, two LGBT websites dubbed Outcast and one that opposed censorship were shut down by British internet service providers. Concerns were also raised in October 2004 following the transfer to the FBI of computer equipment used by the radical alternative network Indymedia to run and host websites by Rackspace, a US business with offices in London. As a result, Indymedia briefly stopped covering the European Social Forum. Journalists should be aware that posting content online makes them vulnerable to legal action in every nation where the report is downloaded. Additionally, court records that have been stored online no longer have the legal privilege of being a contemporaneous report.

After BBC journalist Giles Wilson created a parody website making fun of a colleague and discovered that the majority of ISPs would remove it in the event of a complaint, concerns that the libertarian view of the internet as a medium immune to censorship is simply a lie appeared justified. ISPs are managed by companies whose primary concern is making money, not protecting free speech, as John Naughton noted in the Observer. To further cloud the situation, a US Supreme Court decision in May 2000 gave ISPs full protection against libellous or offensive messages sent out over the web, putting them on the same legal footing as telephone companies. The Regulation of Investigatory Powers Act of 2000 appeared to be a danger to journalists' investigative work and confidentiality promises. As a result, a variety of government agencies, police officers, and even low-level council officials gained access to the contents and specifics of emails and phone calls. Additionally, a report by Privacy International and the GreenNet Educational Trust found that internet censorship is "commonplace" in most parts of the world: It is evident that over the past two years, efforts to either shut down or restrict the internet have accelerated in the majority of countries. The extent of censorship in some nations, like China and Burma, makes the internet a largely

ineffective platform for organized free expression, and activists using it may put themselves in more risk.

Internet use and the resurgence of alternative media

According to Atton, the resurgence of the "alternative public sphere" in anti-establishment political and social movements is what led to the 1990s increase in alternative media. Radical activists who are fed up with traditional politics and the media are speaking out more and more as a result of Tony Blair's New Labour governments enacting anti-trade union and anti-human rights laws. Radical feminists, anti-fascists, squatters, anarchists, peace activists, anti-globalization activists, homosexual people, and environmental demonstrators have all creatively used alternative media to foster discussion and unity [2]–[4].

Nowadays, anyone with a computer or laptop may call themselves a "journalist." The concepts of professionalism held by mainstream journalists are inevitably being challenged by the rapid emergence of bloggers, e-zines, campaigning community websites, personal web pages, and alternative or communist internet sites. Only 130,000 blog sites existed in 2000; by 2004, there were over 10 million. Jim Hall contends that the nineteenth-century tasks that journalists assigned themselves gatekeeper, agenda-setter, and news filter are all put at risk when its primary sources become easily accessible to its audiences." The media's performances are currently under heavy critical examination from emailers and bloggers. The "empowering" of internet users, according to Tony Harcup, "blurs the lines between journalist and audience. Although the alternative media could teach the mainstream press a lot about ethical standards, sourcing practices, and democratic organizational structures, they do not need to respond defensively. Mike Ward agrees that for traditional journalists, interactivity can be disconcerting. He emphasizes, however, that the notion of journalists serving as a "gatekeeper" and source of information is called into question. Additionally, it poses a host of concerns regarding the reliability, accuracy, and perspective of the information and reporting. However, some online journalists are seizing the chance.

Reasons to be upbeat

The state now has incredibly powerful new tools to keep an eye on its citizens thanks to the internet. The 21st century, according to Paul Todd and Jonathan Bloch, "is an age of surveillance unparalleled in history, particularly for the populations of advanced industrialized countries," and in the media industry, the same enormously powerful firms dominate both online and offline. However, there is a different dynamic at play in the internet's explosive growth that is creating a new, global platform for opposing viewpoints. Importantly, Manuel Castells draws attention to the potential of the internet to create social movements that are in opposition to what he terms "post-industrial capitalism." As a result, "communes of resistance," like the Zapatistas in Mexico and the worldwide feminist movement, can use the internet to further "people's horizontal communication" and to subvert the voices that are typically heard in society. And investigative journalist John Pilger adds: In my opinion, the burgeoning "samidzat," which was the term for the "unofficial" media during the late Soviet era, holds the key to the near future. The potential is enormous given the state of the technology. The top 'alternative' websites on the internet are already viewed by millions of people.

Fraudulent Journalism

The quickest and easiest means to contact a source are by phone or email since speed is the lifeblood of journalism. However, as Christopher Browne points out, a growing proportion of today's reporters and correspondents rely on mobile and landline phones, fax machines,

pagers, teleprinters, and computers to gather their stories rather than meeting their sources in person. Because of the artificial barrier this puts up between the newsmen and the news, there are more chances for mistakes, miscommunications, and reports that lack the unmatched freshness of personal contact. The recommendation is simple: whenever you get the chance to meet a source in person, take it. You must fulfill them if you want to develop that source [5]–[7].

Compared to in-person interactions, phone interviews are frequently shorter. Reporters must be specific about the questions they will ask and the data they will require. There isn't much time for babbling. Phone interviews are seldom because they are too impersonal and superficial between the reporter and the source. Reporters conducting phone interviews must also pay close attention to the subtleties of speech; hesitation, abruptness, and voice trembling all have connotations that the reporter must quickly identify or address. A reporter should make an effort to connect emotionally to the conversation and address the impersonality of the phone. It can be helpful to make facial and arm movements, wave your hands around when making a point, and laugh when jokes are told. When making a call that is extremely challenging, standing up can assist instill more confidence. Some journalists carry their phone on their shoulder while they type up the discussion. If no other option can be found, the reporter may have to back to taking notes with a pen, which can intimidate the source and result in repetitive strain damage [8], [9].

3. CONCLUSION

In conclusion, Unquestionably, the media plays a significant role as a potent tool in the fight against censorship. Media has consistently stood out throughout history as a ray of hope in the face of repressive governments and muzzled voices. Media has developed to fight censorship's hold on information distribution, from the covert printing presses of totalitarian periods to the contemporary digital networks that transcend state boundaries. The power of the media to reveal truths, convey viewpoints, and inspire widespread support has proven revolutionary. Individuals and organizations can spread information that questions official narratives and amplifies voices of the underprivileged by utilizing a variety of channels and technology. A united media front makes censorship increasingly difficult to maintain, and today's interconnected world makes it possible for international cooperation and solidarity. However, issues are also brought about by the media's ubiquitous impact. Falsehoods can spread just as swiftly as the truth in the age of disinformation brought on by the digital revolution. While the media can be used as a weapon against censorship, it can also be used to foment strife and erode public confidence. Information verification and upholding ethical reporting standards are your primary obligations.

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