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संपादकीय



मीडिया में आत्म मूल्यांकन

भारतीय स्वाधीनता के पचहत्तर वर्ष में प्रवेश के साथ स्वाधीन भारतीय मीडिया का भी हीरक कालखंड चल रहा है। ऐसे में इन प्रश्नों पर विमर्श और विश्लेषण स्वाभाविक है कि हमारा मीडिया किस दिशा में बढ़ रहा है और उससे इसका पाठक वर्ग, जो हमारे गणतंत्र का एक जागरूक हिस्सा है, कितना सहमत और संतुष्ट है।

इन प्रश्नों पर यद्यपि इस क्षेत्र में काम करने वाले प्रबुद्धजन, पत्रकार व मीडियाकर्मी लगातार मंथन करते रहे हैं और मीडिया के क्षेत्र का प्रमुख राष्ट्रीय शैक्षिक संस्थान होने के नाते माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय भी अपने मंचों व विमर्शों के माध्यम से इस पर चर्चा करता रहा है किंतु हमने अमृत वर्ष को अधिक व्यापकता के साथ यह विमर्श करने का सुअवसर माना है और इसी दृष्टि से मीडिया मीमांसा के लेखों की विषयवस्तु का चयन किया जा रहा है।

प्रस्तुत अंक में ऐसे ही शोध आलेखों को स्थान दिया गया है जो हमारे जनमाध्यमों की कार्यप्रणाली और लोकप्रियता का न केवल शोधार्थियों के माध्यम से मूल्यांकन करते हैं वरन उनके माध्यम से पाठक और श्रोता-दर्शक या लाभार्थी समूहों के मत को भी सामने लाते हैं। A study of credibility of Indian Media among media students में लेखक ने मीडिया से जुड़े वर्ग में ही अपने मीडिया की विश्वसनीयता को जांचने की कोशिश की है। जाहिर है, विश्वसनीयता का आज बड़ा सवाल है और इसका उत्तर हमसे ही सबसे पहले पूछा जाना चाहिए। इस अध्ययन में हमें चौंकाने और आत्मनिरीक्षण करने वाले उत्तर मिलते हैं। विश्वसनीयता के ज्वलंत संकट का विश्लेषण 'भारतीय मीडिया में विश्वसनीयता का संकट' में भी किया गया है। An empirical study of people's perception towards news and current affairs programmes of a private FM Radio भी स्वतंत्रता, विशेषकर मीडिया चैनलों की सरकारी नियंत्रण से स्वायत्तता स्थापित होने के बाद उनके प्रति लोगों की धारणा का परीक्षण करता है।

आज सबसे पहले और अधिक तस्वीरों के साथ समाचार देने की निजी चैनलों में होड़ लगी है जिसमें अस्वाभाविक और अप्रत्याशित कुछ नहीं है लेकिन आरोप है कि इसमें गंभीरता और मीडिया के सुविचारित मूल्यों की कभी-कभी अनदेखी होती है। इसका परीक्षण करने का प्रयास An analysis of prime time news bulletins of national news broadcasters: packaging and presentation में है वहीं Changing dimension of media in contemporary India भी मीडिया के सामयिक परिवर्तन की पड़ताल करता है।

कोविड में इंटरनेट और ऑनलाइन काम करने का प्रचलन बढ़ा है। ऐसे में मीडिया में काम कर रहे छात्र ही इन पद्धतियों का कितना लाभ ले रहे हैं, इसका एक अध्ययन Post graduate media student's attitude towards E-learning में किया गया। 'इंटरनेट, डाटा सेंटर और वाटर फुटप्रिंट' नए माध्यमों के प्रयोग से परिचित कराता है।

हम मीडिया के क्षेत्र में शोधवृत्ति को बढ़ावा देने के लिए निरंतर प्रयासरत हैं और न केवल इस शोध को मीडिया के विद्यार्थियों और इस क्षेत्र में काम करने वालों के साथ समाज के बौद्धिक वर्ग के समक्ष प्रस्तुत कर इस विधा के स्तरीकरण व मानकीकरण के प्रति प्रतिबद्ध हैं, अपितु समाज में अपने विनम्र अवदान को भी इस अमृत वर्ष में और व्यापक, अर्थपूर्ण व फलदायी बनाने के प्रति कृतसंकल्प हैं।

- प्रो. के. जी. सुरेश
कुलपति एवं मुख्य संपादक

AN ANALYSIS OF PRIME TIME NEWS BULLETINS OF NATIONAL NEWS BROADCASTER: PACKAGING AND PRESENTATION

* Prof (Dr.) Monika Verma

** Dinesh Kumar Rai

Abstract: In India, television was started in 1959 from All India Radio, New Delhi. When colour television was started in 1982 and in the 1990s globalization came, Indian television became more prevalent in society. At the beginning of the 21st-century, hundreds of television channels were launched in India because globalization had opened the door for private companies to enter this industry. Now television industry completed a six-decade journey recently and it is still very popular because the literacy rate of India is low compared to developed countries. Television is also a more powerful media than other mass media. However, after the internet revolution, the situation has changed; audiences also use internet-based mediums to access news content. Every news channel is also providing pieces of news content on various internet-based platforms so that the audience can choose according to their convenience. It is the right time to discuss the dimensions of broadcast media. This research paper is focused on packing and presentation of news contents that are telecasted by news channels in the present competitive scenario. For this study, the researcher chose two leading Hindi national news channels of India and has applied the content analysis method to analyze the news contents of prime time News bulletins of each news channel based on news selection and presentation.

Key Words: Prime Time Bulletins, Content Analysis, Packaging, Presentation, Broadcast Media.

INTRODUCTION:

In India, television was started in 1959 from All India Radio, New Delhi. When colour television was started in 1982 and in the 1990s globalization came, Indian television became more prevalent in society. At the beginning of the 21st-century, hundreds of television channels were launched in India because globalization had opened the door for private companies to enter this industry. Now television industry completed a six-decade journey recently and it is still very popular because the literacy rate of India is low compared to developed countries. Television is also a more powerful media than other mass media. However, after the internet revolution, the situation has changed; audiences are also using internet-based mediums to access news content. Every news channel is also providing pieces of news

content on various internet-based platforms so that audiences can choose according to their convenience. It is the right time to discuss the dimensions of broadcast media. The content analysis is a very suitable and systematic method; by this, the researcher can easily analyze news channels' complex contents. Bryman Alan defined, "Content analysis is a research method for studying documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner".

REVIEW OF LITERATURE

A study by the Pew Research Center in 2008 noted the important role played by the media in society. They stated that millions of Americans

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turned to various news media every day for information, and what they learned there made a difference in which issues rose or fell on the national agenda, how the public perceived key issues, and how well they understood important policy debates. In one model of policy making the media's role in the policy process was described as that of a 'key disseminator' of scientific information (Wilson et al, 2004).

During the Gulf War, two American psychologists Anthony R. Pratkanis and Elliot Aronson (1991) conducted research explaining how the mass media manipulates us using the persuasive device. They argued that television uses emotional symbols to manipulate us rather than logic. Authors studied Gulf War coverage, cult and political leadership in developing countries.

Shanto Iyengar and Donald R. Kinder (1987) studied how the news programs in America decide the priorities of news stories and thereby shaping public opinion. They tested the agenda-setting role of television news with the help of sample reaction of cross-sections of American society. They showed how those issues that received extended coverage in the news become priority political issues for viewers and others who are ignored, lose credibility.

A content analysis of daily news bulletins (over six months) by Centre for Media Studies (CMS) reveals that by and large it is 'more of the same' on channels where a quarter of the items of prime time bulletins are on national and state politics; nearly 11% items are on sports (there are sports channels also and special sports broadcast); about 10% of items are on cities/local news; and 9% are international as are arts/entertainment-related news items. Hardly 3% of news items are on social development (environment, health and development), against 8% on legal, 5% items are on business, but there are special bulletins on business and markets every day. Further, almost a third of the news bulletins are Delhi-centric.

The last decade of the 20th century will be known for the rapid economic and media globalization. Both market forces and media are closely linked. Robin Andersen (1995) conducted a

very critical study in the communication and cultural industry. She reveals how advertising has become an integral part of the content of news programs in the United States. She names it 'Commercialtainment'. She also explains in her research that how Talk Shows have been reduced to pseudo therapy to please audience and advertisers.

OBJECTIVES

1. To analyse the news content of Prime Time Bulletins of National News Channels.
2. To analyse the news content of news bulletins on the basis of covered news issues.
3. To find out the presentation pattern of news content based on presentation formats.
4. To compare the framing of prime time news bulletins of national news channels.

METHODOLOGY

Research Design- This is exploratory research in nature. The content analysis method has been applied to analyse the content of news channels.

Population- The population of this study is prime time news bulletins of Hindi national news channels: 'Aaj Tak' and 'Zee News' channels. The prime time is considered from 9 pm to 10 pm for this study because it has been observed that the news channels telecast all the daily happenings in this time slot.

Sampling Method- The composite sampling method has been applied; researcher has recorded news bulletins continuously for 21 days except for Saturday and Sunday. The sample collection period was from 16th November 2020 to 04th December 2020.

Sample Size- This study's total sample size was 30 prime time news bulletins (15 from each news channel). The total broadcasting time was 108000 seconds which the researcher has analysed for this study.

Research Tool- Firstly, the researcher identified the categories based on news issues and presentation formats of news contents then prepared the code-book to analyse the data.

Data Analysis- The data has been analysed quantitatively and presented in tabulations and

graphs with the help of code-book.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Total broadcasting time distribution on the basis of news and advertisements–

	Total Time	News	Advertisements
AAJ TAK	54000 Sec.	39420 Sec.	14580 Sec.
	100%	73%	27%
Zee News	54000 Sec.	49140 Sec.	4860 Sec.
	100%	91%	9%

Firstly, researcher has analysed the overall broadcasting time of news channels and has compared the data. For ‘Aaj Tak’, the news time share is 73% and advertisements time share is 27% whereas the ratio for ‘Zee News’ is 91% and 9%. It means that ‘Zee News’ devoted more time to news content per bulletin as compared to ‘Aaj Tak’ news channel.

Graph 1: The ratio of news and advertisements on both news channels–

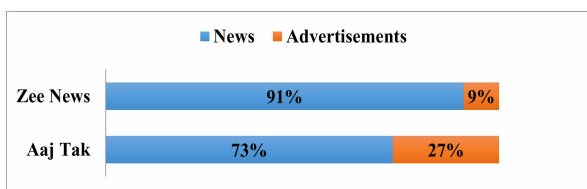
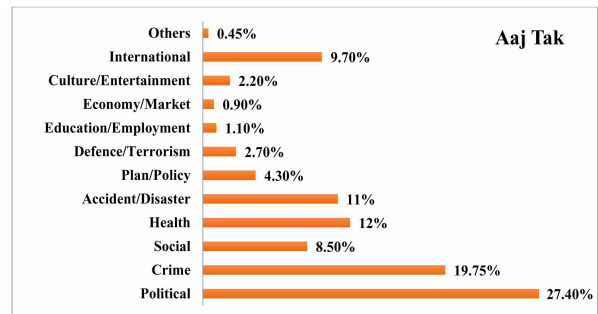


Table 2: Time sharedistribution on the basis of covered news issues–

S N	News Issues	Aaj Tak	Zee News
1	Political	27.4%	15.25%
2	Crime	19.75%	14.7%
3	Social	8.5%	23.5%
4	Health	12%	11.2%
5	Accident/Disaster	11%	7.1%
6	Plan/Policy	4.3%	5.9%
7	Defence/Terrorism	2.7%	4.65%
8	Education/Employment	1.1%	3.9%
9	Economy/Market	0.9%	1.4%
10	Culture/Entertainment	2.2%	2.5%
11	Sports	----	1.5%
12	International	9.7%	6.8%
13	Others	0.45%	1.6%
	Total	100%	100%

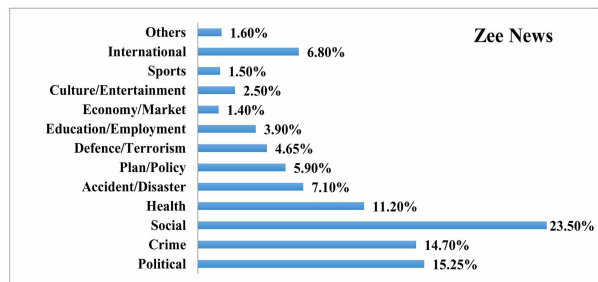
Above table has shown the data of telecasted issues in terms of time share, i.e., which issues gained more time share and which issues gained less time share. The table also compared the data of broadcasted issues by ‘Aaj Tak’ and ‘Zee News’ channels.

Graph 2: Devoted time share of ‘Aaj Tak’ to different news issues–



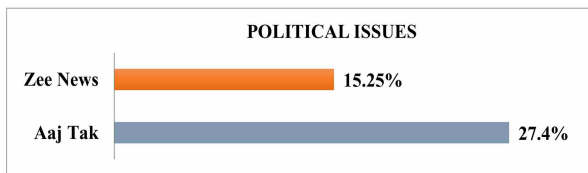
The outcomes showed that the ‘Aaj Tak’ devoted more time share to Political issues (27.40%) followed by Crime issues (19.75%) whereas it devoted less time share to Economy, Education and Defence issues. Social, Health and Accident issues got moderate time share on ‘Aaj Tak’ news channel.

Graph 3: Devoted time share by ‘Zee News’ to different news issues–



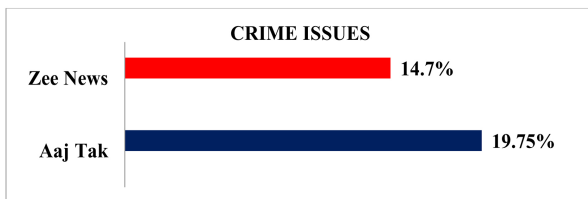
‘Zee News’ devoted more time share to social issues (23.5%) followed by Political (15.25%) and Crime (14.7%) whereas it devoted less time share to Economy, Culture and Defence issues. Health, Accident and Plan/Policy issues got moderate time share on ‘Zee News’ channel.

Graph 4: Comparison of Political issues with respect to broadcasting timeshare-



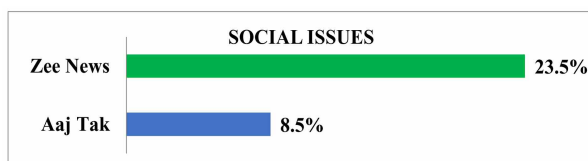
When researcher compared the time share of both news channels, Political issues gained more time share on both the news channels. 'Aaj Tak' (27.4%) devoted more time share to Political issues which was almost double as compared to 'Zee News' (15.25%).

Graph 5: Comparison of Crime issues in terms of broadcasting timeshare-



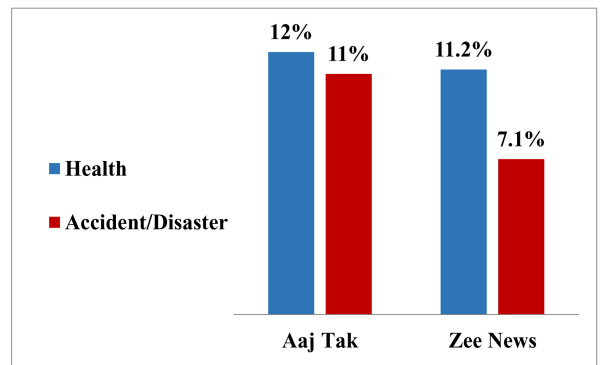
'Aaj Tak' devoted 19.75% time share to Crime issues whereas 'Zee News' devoted 14.7%. The data showed that here also 'Aaj Tak' devoted more time share to Crime issues as compared to 'Zee News' channel.

Graph 6: Comparison of Social issues in terms of broadcasting timeshare-



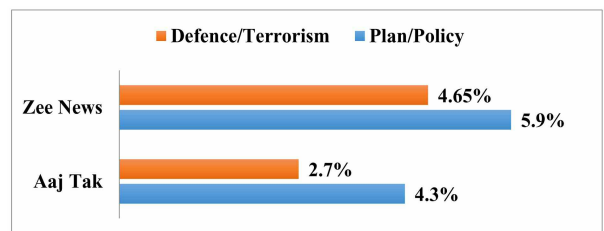
When researcher compared the data of Social issues, it gained 23.5% time share on 'Zee News' whereas 8.5% on 'Aaj Tak' news channel. Social issues gained much more time share on 'Zee News' as compared to 'Aaj Tak' channel.

Graph 7: Comparison of Health and Accident/Disaster issues of both the news channels-



'Aaj Tak' and 'Zee News' devoted almost equal time share to Health issues (12% & 11.2% respectively) whereas Accident/Disaster issues gained slightly less time share on 'Zee News' (7.1%) as compared to 'Aaj Tak' (11%).

Graph 8: Comparisons of some prominent issues which acquired less time share-



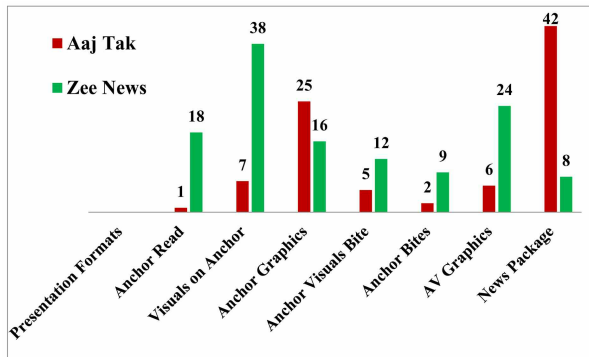
Here also, 'Aaj Tak' and 'Zee News' devoted almost equal time share to Plan/Policy issues (4.3% & 5.9% respectively) whereas Defence/Terrorism issues gained less time share on 'Aaj Tak' (2.7%) as compared to 'Zee News' (4.65%).

Table 3: New presentation formats used by news channels to present the news content-

News Presentation Formats	Frequency	
	Aaj Tak	Zee News
Anchor Read	1	18
Visuals on Anchor	7	38
Anchor Graphics	25	16
Anchor Visuals Bite	5	12
Anchor Bites	2	9
AV Graphics	6	24
News Package	42	8
Phono Report	1	1
Live Report	2	3
Interview/Discussion	4	2
VOX-POP	2	4
Walk-Through	1	2
Total	98	137

Above table showed that among the presentation formats which were used by both the news channels to present news content, 'Aaj Tak' and 'Zee News' used variety of presentation formats in different frequency to present news content. There is some presentation formats used frequently and some formats are used for less time.

Graph 9: Some presentation formats used by news channels frequently to present the contents-



'Aaj Tak' used 'News Package' followed by 'Anchor Graphics' presentation formats most of the time whereas 'Zee News' used 'Visuals on Anchor' followed by 'Anchor Visual Graphics' most of the time to present their news content. Anchor Read, Anchor Graphics and Anchor Visual Bite got moderate preference on 'Zee News' whereas Visual on Anchor, Anchor Visual Bite and Anchor Visual Graphics got moderate preference on 'Aaj Tak' news channel.

FINDINGS:

To fulfill the first objective, the researcher has analysed the overall broadcasting time of prime time news bulletins of both news channels (Aaj Tak & Zee News). In this time slot, news channels telecast different news issues with different weightage and also present the news content in different presentation formats. The initial outcomes showed that 'Aaj Tak' devoted around one-fourth time share of bulletin to Advertisement whereas 'Zee News' devoted only around 10% time share to Advertisements. If news channels will give more time to news content instead of routine transmission, they can cover more issues in this

crucial prime time slot.

The outcomes showed that both news channels covered maximum possible issues in the prime time news bulletin. They gave more weightage to Political issues and Social issues followed by Crime issues but the devoted time shares of issues varied a little from channel to channel. Health, Defence/Terrorism and Accident/Disaster issues got moderate time share on national news channels. Some prominent issues like Education/Employment, Economy, Environment, Climate Change etc have neglected or got very less time share on the news channels.

To fulfill third objective, researcher analysed the data on the basis of news presentation formats. Both news channels used variety of presentation formats to present the news content. News package is a popular news presentation format used by 'Aaj Tak' most of the time whereas Visual on Anchor is used by 'Zee News' most of the time. Anchor Graphics got more weightage by both the news channels. They also used the other presentation formats like Anchor Bite, Anchor Visual Graphics, and Anchor Read in different frequencies to present news content. VOX-POP, Phono Report, Live Report and Interview are important presentation formats that are also used by the news channels but less of the time.

'Aaj Tak' gave more weightage to Political issues followed by Crime issues whereas 'Zee News' gave more weightage to Social issues followed by Political issues. Some prominent issues like Education, Environment, Innovation, Climate change and Motivational stories are neglected by both the news channels. In prime time news bulletin, they covered around four to five different news issues in different weightage and also analysed the news issues elaborately with a graphic presentation. If researcher were to compare the trend of both the news channels- 'Zee News' has analysed the news very deeply as compared to 'Aaj Tak' news channel, and also gave more time share to a particular news content. 'Zee News' also took the support of variety of news presentation formats to analyse the news content whereas 'Aaj Tak' used News Package

presentation format most of the time.

CONCLUSION:

The motive of this study was to analyse the news content of national news channels with respect to packaging and presentation. The findings of the study have shown that there was no basic difference in news content presentation of both news channels but when researcher analysed in terms of time share and presentation format, the difference appeared.

The news channels covered number of issues in one bulletin but devoted more time share to Political, Social and Crime issues. News channels also used various number of presentation formats to present the news content to avoid monotonous feeling among the viewers. Overall, the basic trend of packaging and presentation of national news broadcasters is almost similar.

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Postgraduate Media Students Attitude Towards E-Learning Content

* Rahul Khadia

Abstract: E-learning over the internet draws a higher number of students, particularly in the aftermath of the epidemic, which left millions of pupils without access to a classroom environment. The goal of e learning is to create a continuous and uninterrupted learning environment regardless of time or location. Several e learning platforms and chances have sprung up throughout the years, with the majority in the pandemic to meet the ever-increasing needs of the academic sector and market. The current study will aid in the analysis of the opinions of media students who have participated in e-learning through various platforms, either directly or indirectly. According to a recent report, the epidemic has forced institutions in India and throughout the world to close their doors. Over 1.2 billion children are out of school worldwide. As a result, education has undergone significant transformations, with the emergence of e-learning, in which instruction is done remotely and via digital platforms. According to research, online learning increases information retention and takes less time, implying that the changes brought on by the epidemic are here to stay. The study involved 150 postgraduate media students from several media colleges in and around Bhopal. Age, gender, educational degree, and residential background were the factors studied. This study aims to determine media professionals' particular perceptions on news stories about women's issues on national news channels in terms of ethics. The data was evaluated using statistical techniques such as frequencies, percentages, and chi-square analysis. Both qualitative and quantitative methods are used in the investigation. The work will be useful for future research in this field. The study's hypothesis was that there is no substantial influence of postgraduate media students' gender or residential origin on their usage of e-learning.

Keywords – e-learning, online learning, e-content, digital platforms, postgraduate, media students

BACKGROUND OF THE STUDY

1.0.0 INTRODUCTION :

1.1.0 WHAT IS E-LEARNING?

Instruction given on a computer through the internet or CD-ROM is referred to as e learning. It contains material in the form of text, streaming video, and audio and improves user knowledge to better organizational functioning. It can be self-paced or instructor-led. E learning is a term used to describe training that is given electronically in an organizational context, whereas Online Learning is a term used to describe courses that are offered through the internet in educational settings.

E-Learning

Is...	Is not...
Non Linear	Linear
Dynamic Process	Static Event
Learner Controlled	Instructor Controlled
Reusable Objects	Learning Objects or Knowledge Objects or Information Objects
Informal	Formal
Platform Independent	Standards
Multi Channel	Single Channel

1.2.0. BACKGROUND OF E-LEARNING:

The Internet is powering a second wave of training methods that fits around your work schedule, budget, and training preferences through innovative training technologies, flexible delivery

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methods, engaging multimedia, and live audio.

1.3.0 BENEFITS OF E-LEARNING

Why E- learning and why now? Online distance learning meets the needs of a never-growing population of students who cannot or prefer not to participate in traditional classroom settings. These learners include those unable to attend traditional classes, who cannot find a particular class at their chosen institution, who live in remote locations, who work full-time and can only study at or after work, and those who simply prefer to learn independently. Students must have access to a computer, the Internet, and the desire to achieve in a non-traditional classroom to engage in an online course. Online courses offer an ideal way of course delivery that is not constrained by time or geography, allowing students to receive education at any time and from any location. Learners say that the online environment makes it easier to incorporate education into their hectic schedules. Many of today's students value the opportunity to access a course from any computer with Internet connectivity, 24/7.

The following are some of the most significant benefits of online education:

- » **Convenience:** Access from any internet computer 24 hours a day, 7 days a week; suits hectic schedules; no commuting, no parking.
- » **Increased depth of knowledge and recall of course content:** more meaningful debates; and greater emphasis on writing skills, technical skills, and life skills such as time management, independence, and self-discipline, according to research.
- » **Leveling the Playing Field:** Pupils have more time to think and consider before communicating; timid students flourish online; the internet environment is anonymous.
- » **Interaction:** Increased teacher-to-student and student-to-student interaction and conversation; a more student-centered learning environment; less passive listening and more active learning; a higher sense of togetherness and synergy.

» **Innovative Teaching:** Increased diversity and creativity of learning activities; address diverse learning styles; modifications and enhancements may be applied to on-ground courses as well.

» **Better Administration:** More time to study student work in detail; the capacity to document and record online interactions; and the ability to handle grading online.

» **Cost savings:** Increase student happiness, which leads to improved retention and fewer repetitions.

» **Make the Most of Physical Resources:** Reduce strain on limited campus infrastructure and reduce traffic on campus and in parking lots.

» **Outreach:** Provide students with choices; reach out to new student markets; appeal to present students, resulting in increased enrollments.

1.3.0 Key Terms & Definitions:-

1.3.1 E-Learner

- » Any learner taking part in an e-Learning course or program.
- » Knowledge passed through the internet, network, or standalone computer. E-learning is the transfer of skills & knowledge.
- » Any technology mediated-learning using computers whether from a distance or in face classroom setting (Computer Assisted Learning).
- » Using technology to deliver learning and training programs.

1.3.2 E-Learning

Any learning that utilizes a network (LAN, WAN or Internet) for delivery, interaction, or facilitation. This would include distributed learning, distance learning (other than pure correspondence), CBT delivered over a network, and WBT. Can be synchronous, asynchronous, instructor-led or computer-based or a combination.

1.3.3 Distance Learning

A learning where the instructor and the students are in physically separate locations. It can be either synchronous or asynchronous. Can include

correspondence, video or satellite broadcasts, or e-Learning. Usually implies the higher education level.

1.3.4 Computer Based Training (CBT)

Training or instruction by software provides motivation and feedback in place of a live instructor. CBT can be delivered via CD-ROM, LAN or Internet. Creation is done by teams of people including instructional designers, and often has high development costs.

1.3.5 Correspondence Course

A course completed from a distance using written correspondence for interaction and to submit assignments. Correspondence classes became popular in the 1890's.

1.3.6 Distance Education

The formal process of distance learning. This term has traditionally implied the higher education level.

1.3.7 Distance Training

A reference to distance learning for the corporate or professional levels. It is more commonly referred to as distributed learning, WBT or e-Learning.

1.3.8 Distributed Learning

Distance learning that makes use of information technology. Includes most types of distance learning but not plain correspondence (very similar to e-Learning)

1.3.9 Online Learning

E-Learning over the Internet (as opposed to a local or wide area network).

1.3.10 Online Training

Same as online learning, only it implies the professional or corporate level.

1.4.0 RATIONALE OF STUDY

E-learning through internet attracts larger number of peoples now days. The News broadcast on national news channel affect masses. Objective of news channel is to provide fair news and compete with others. In competition the private news channel forget ethics of covering and presenting the news. The current study will aid in the analysis of the opinions of media students who have participated in

e-learning through various platforms, either directly or indirectly. According to a recent report, the epidemic has forced institutions in India and throughout the world to close their doors. This research attempts to identify the specific perception of post graduate media students towards e-learning

1.5.0 STATEMENT OF PROBLEM

“Postgraduate Media Students' Attitudes towards E-Learning Content”

1.6.0 OBJECTIVES

- To study the perception of postgraduate media students towards e-learning content.
 - To compare the attitude of male and female postgraduate media towards e-learning content.
 - To study the relation between normal learning content and e-learning content
- #### **1.7.0 DELIMITATIONS**
- The study was restricted to Bhopal & nearby city only.
 - The variables measured were age, gender, and residential background
 - The sample size was very small i.e.150.

2.0.0 LITERATURE REVIEW :

According to several studies, students' earlier ICT experiences may impact their views toward online learning (Stephens & Creaser, 2004; Spiceland & Hawkins, 2002). Other researchers, on the other hand, found that earlier ICT experiences had no meaningful influence on students' views about online learning (e.g., Buzzetto-More & Sweat-Guy, 2006). Meanwhile, students' existing knowledge of the topic areas may influence their assessment of the online courses (Hong, Ridzuan, & Kuek; 2003). The motives of students to learn based on self-determination theory, the students' motivation for learning in this study varies from intrinsic to extrinsic (Deci & Ryan, 1985). Furthermore, because locating and obtaining accurate responses from out-of-attendance students can be difficult, the study on enrolled students' attitude changes can not only reveal some implications for course design, teaching

behavior, and support in online courses but also provide data for future research on students' withdrawal from online courses.

As a result, more research into students' online learning attitudes is needed, such as

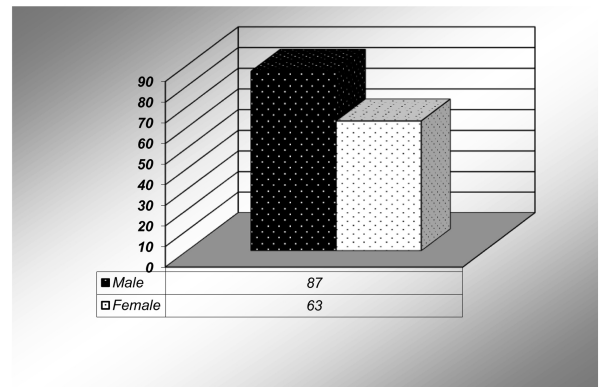
- ❖ Which factors can have a significant impact on students' attitudes toward online learning?
- ❖ Whether students' online learning attitudes will improve after learning in an environment supported by online learning tools; and
- ❖ Which factors may contribute to their online learning attitude changes?

Gunnarsson (2001) and Suanpang (2007) found a substantial association between their topic attitudes and their online learning attitudes. When students completed an online course, Students who favored online learning had a much greater degree of course satisfaction than those who did not, according to Lim, Morris, and Yoon (2006). However, Roberts and Dyer (2005) discovered that participants' trust in online learning before the course had no impact on their attitude toward online learning thereafter. Interest, enthusiasm, confidence, and the learning activity itself may all encourage students organically. They can, on the other hand, be driven extrinsically by a variety of external forces like as pressures, rewards, or other people's acknowledgement (Deci & Ryan, 1985; Ryan & Deci, 2000). Motivation has been shown to have an impact on students' views about online learning in previous studies (Mullen & Tallent-Runnels, 2006; Paechter, Maier & Macher, 2010). More driven students are meant to be more enthusiastic about studying in an online setting. Even though there was a lot of study on students' views about online learning, the results were often contradictory and ambiguous. Earlier experiences included prior ICT encounters as well as prior topic knowledge in the current study. In an online course, students' familiarity with the topic matter might assist them to minimize their anxiety and perceived difficulty level (Gunnarsson, 2001). Prior attitudes of students Students' past attitudes were divided into three categories: ICT use, topic area, and online learning.

3.0.0 RESEARCH METHODOLOGY :

3.1.0 SAMPLE

- ❖ The sample size of the present study is 150.
- ❖ Postgraduate Media Students were selected from different areas of Bhopal and surveyed for the study of E-Learning Content.
- ❖ The sample size of the study contains 87 male students and 63 female students.



In the present study the size of the sample was 150. The schematic representation of the sample is given in separate tables:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	87	58.0	58.0	58.0
	Female	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

In this sample 58.0% of the respondents were male and 42.0% respondents were female.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	125	83.3	83.3	83.3
	Other	25	16.7	16.7	100.0
	Total	150	100.0	100.0	

In this sample 83.3% of the respondents are students. Whereas 16.7% respondent are other than students.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	25	16.7	16.7	16.7
	Urban	98	65.3	65.3	82.0
	Semi Urban	27	18.0	18.0	100.0
	Total	150	100.0	100.0	

In this sample 65.3% of the respondent are belongs to the urban areas. Whereas 34.7% respondents are belongs to the Rural & semi urban area.

3.2.0 RESEARCH DESIGN

The study was survey in nature. 95 urban, 27 semi urban & 28 rural post graduate media students from different parts of Bhopal city & nearby area were surveyed.

3.3.0 TOOLS

3.3.1 USERSHIP QUESTIONNAIRE

To know the preferences of the urban, semi urban & rural people about e-learning content, type, data quality, content availability. There were 40 questions in these tools to know the preferences of the urban, semi urban & rural post graduate media students.

3.4.0 POPULARITY SCALE

This tool is prepared to study the perception of urban, semi urban & rural peoples about the e-learning content through internet/computer. Tools consist of 40 questions. Each question was to be rated on 5 point LIKERT'S scale.

3.5.0 PROCEDURE OF DATA COLLECTION

Data for the study was collected with the help of access of content questionnaire and popularity scale postgraduate media 150 students were randomly selected from different Media and Mass Communication Colleges of Bhopal city & nearby place also. Students were classified with respect to gender, age, residential background & occupation.

Table 3.5.1 Institution wise distribution



4.0.0 DATA ANALYSIS AND FINDINGS :

The obtained data were analyzed by using the statistical technique like frequencies, percentage and chi-square.

4.1.0 The data related to this objective was collected with the help of perception scale developed by the investigator. The data analysis is done with help of frequency, percentage and chi square. The item wise results are given in following tables:

Table 4.1.1: Frequency, Percentage and chi square values for ability to ease in understanding of e-learning content.

Ease in understanding of e-learning content.					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	17	11.3	11.3	197.467
	Agree	97	64.7	64.7	
	Undecided	25	16.7	16.7	
	Disagree	10	6.7	6.7	
	Strongly Disagree	1	.7	.7	
	Total	150	100.0	100.0	

* Significant at 0.01 level

The Chi-square value of 197.467 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 76.0% of users perceive that e-learning content is easily understood. Hence, it may be concluded that e-learning content is easily understood by learners.

Table 4.1.2: Frequency, Percentage and chi square values for e-learning content is useful in

Useful in studies					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	22	14.7	14.7	214.000
	Agree	99	66.0	66.0	
	Undecided	25	16.7	16.7	
	Disagree	3	2.0	2.0	
	Strongly Disagree	1	.7	.7	
	Total	150	100.0	100.0	

studies.

*Significant at 0.01 levels

The Chi-square value of 214.000 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 70.7% of postgraduate media students perceive that e-learning content is

useful in studies. Hence, it may be concluded that most of the e-learning content users agreed that it is useful in studies.

Interesting Content					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	5	3.3	3.3	54.933
	Agree	43	28.7	28.7	
	Undecided	48	32.0	32.0	
	Disagree	43	28.7	28.7	
	Strongly Disagree	11	7.3	7.3	
	Total	150	100.0	100.0	

Table 4.1.3: Frequency, Percentage and chi square values for e-learning content is interesting.

*Significant at 0.01 levels

The Chi-square value of 54.933 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 36.0% of users perceive that e-learning content is interesting. Hence, it may be concluded that e-learning content was most of the time interesting.

Table 4.1.4: Frequency, Percentage and chi

Always meaningful					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	6	4.0	4.0	110.333
	Agree	73	48.7	48.7	
	Undecided	22	14.7	14.7	
	Dwereagree	44	29.3	29.3	
	Strongly Disagree	5	3.3	3.3	
	Total	150	100.0	100.0	

square values for e-learning content is always meaningful

*Significant at 0.01 levels

The Chi-square value of 110.333 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 52.7% of users perceive that e-learning content is always meaningful. Hence, it may be concluded that it is always meaningful tool for learners.

Table 4.1.5: Frequency, Percentage and chi

Suited for e-learner					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	9	6.0	6.0	80.467
	Agree	64	42.7	42.7	
	Undecided	45	30.0	30.0	
	Disagree	26	17.3	17.3	
	Strongly Disagree	6	4.0	4.0	
	Total	150	100.0	100.0	

square values for e-learning content is always suited for e-learner.

*Significant at 0.01 levels

The Chi-square value 80.467 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 48.7 % of users think that e-learning content is always suited for e-learner. Hence, it may be concluded that e-learning content is always suited for e-learner.

Table 4.1.6: Frequency, Percentage and chi

Reinforce student					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	11	7.3	7.3	137.533
	Agree	86	57.3	57.3	
	Undecided	24	16.0	16.0	
	Disagree	22	14.7	14.7	
	Strongly Disagree	7	4.7	4.7	
	Total	150	100.0	100.0	

square values for e-learning content always reinforces student for study.

*Significant at 0.01 levels

The Chi-square value of 137.533 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. However, 74.6% of users think that e-learning content is always reinforcing student for study. Hence, it may be concluded that e-learning content reinforces student for study.

Table 4.1.7: Frequency, Percentage and chi

Novel					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	13	8.7	8.7	76.800
	Agree	55	36.7	36.7	
	Undecided	55	36.7	36.7	
	Disagree	24	16.0	16.0	
	Strongly Disagree	3	2.0	2.0	
	Total	150	100.0	100.0	

square value for e-learning content always seems to novel for students.

*Significant at 0.01 levels

The Chi-square value of 76.800 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. However, 45.4% of users e-learning content is always seem to be new for students. Hence, it may be concluded that e-learning

content always seems to be novel for students.

Table 4.1.8: Frequency, Percentage and chi

Reflect their views					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	5	3.3	3.3	96.800
	Agree	63	42.0	42.0	
	Undecided	53	35.3	35.3	
	Disagree	24	16.0	16.0	
	Strongly Disagree	5	3.3	3.3	
	Total	150	100.0	100.0	

square values for e-learning content always seems like reflecting their views.

*Significant at 0.01 levels

The Chi-square value of 96.800 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. However, 45.5% of users agree that e-learning content always seems like that it reflect their views. Hence, it may be concluded that it reflects the views of respondents that is postgraduate media students.

Table 4.1.9: Frequency, Percentage and chi

Convenient & flexible					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	24	16.0	16.0	163.133
	Agree	91	60.7	60.7	
	Undecided	20	13.3	13.3	
	Disagree	11	7.3	7.3	
	Strongly Disagree	4	2.7	2.7	
	Total	150	100.0	100.0	

square values for e-learning content is always convenient & flexible for new learners.

*Significant at 0.01 levels.

The Chi-square value of 163.133 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 76.7% of users agree that e-learning content is always convenient & flexible for new learners. Hence, it may be concluded that e-learning content is always convenient & flexible for new learners.

Table 4.1.10: Frequency, Percentage and chi

Improve performance					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	12	8.0	8.0	216.067
	Agree	101	67.3	67.3	
	Undecided	22	14.7	14.7	
	Disagree	12	8.0	8.0	
	Strongly Disagree	3	2.0	2.0	
	Total	150	100.0	100.0	

square values for e-learning content improves learner's performance.

*Significant at 0.01 levels

The Chi-square value of 216.067 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 67.4% of respondents agree that e-learning content improve their performance. Hence, it may be concluded that it's useful in improvement of the performance of postgraduate media students.

Table 4.1.11: Frequency, Percentage and chi

Develop competence					
		Frequency	Percent	Valid Percent	Chi-Square
Valid	Strongly Agree	12	8.0	8.0	131.133
	Agree	83	55.3	55.3	
	Undecided	34	22.7	22.7	
	Disagree	14	9.3	9.3	
	Strongly Disagree	7	4.7	4.7	
	Total	150	100.0	100.0	

square values for e-content is helpful in development of competence.

*Significant at 0.01 levels

The Chi-square value of 38.303 is significant at 0.01 levels with df equals to 4. It means responses are not normally distributed. 48.5% of users agree that it is helpful in development of competence. Hence, it may be concluded that it is helpful in development of competence.

4.2.0 FINDINGS

- E-learning content is easily understood by learners.
- E-learning content users agreed that it is useful in studies.
- E-learning content is most of the time interesting.

- » E-learning is always a meaningful tool for learners.
- » E-learning content is always suited for e-learner.
- » E-learning content reinforces student for study.
- » E-learning content always seems to be novel for students.
- » E-learning reflects the views of respondents
- » E-learning content is always convenient & flexible for new learners.
- » E-learning is useful in improvement of the performance of learners
- » E-learning is useful in development of competence
- » In addition to post-graduate media students, the perception of undergraduate media students can be assessed.
- » In addition to media students, perceptions of students from other streams can be assessed.
- » By integrating more elements in the tool, this study can be enhanced.
- » The study may benefit from a bigger sample size.

CONCLUSION :

5.0.0 IMPLICATIONS

The present study has following implications

- » It will be valuable for any future research on other topics related to e-learning in Bhopal.
- » Knowing the characteristics that are required to make e-learning popular among postgraduate media students would be beneficial.

5.1.0 SUGGESTIONS

Both qualitative and quantitative methods are used in the investigation. It would be beneficial for future study in this field. The researcher gives several recommendations for further research.

5.2.0 SUMMARY

This study uncovered several key findings about online education, perplexed others, and presented a variety of predictions about the future of online education. When teaching online courses, teachers must consider the motivations of their students. However, because of the lack of physical touch between students and teachers, determining student motivations for online learning can be challenging. One way to avoid this is to require students to complete a motivating online review procedure. A teacher might use the information acquired to create a number of ways to engage and motivate pupils. Increasing the use of technology does not, in and of itself, lead to better learning outcomes. Teachers who trained study participants should be consulted and e-learning should be tested from a teacher's standpoint. The interview questions should focus on e-learning assessment and the impact of e-learning development on the quality of learning and education.

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CHANGING DIMENSIONS OF MEDIA IN CONTEMPORARY INDIA

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Abstract: The expansion of broadcasting to its present level in India was stimulated first by confidence and conviction in the media and its potential for development. The advent of printing presses in the early stages of European colonization then led to more than 240 years of print journalism. Its continued expansion and coexistence with the new media are counter to tendencies in many other countries in which former print journalism gives way to convergent media. Reforms and institutional structures in the telecommunication industry have resulted in the development of an ambitious agenda for digital India. This initiative is more focused on improving access and equity in rural society. The foggy boundary between legacy media and government has brought up many questions including governance, content manufacturing, consumption, and welfare provision especially financial inclusion.

Keywords: - Media, contemporary India, Dimension, Development, Developing Country etc.

INTRODUCTION :

“A nation of sheep will beget of a government of wolves” – Edward R. Murrow

There is no doubt that the Indian public press formed the basis of the historic battle of independence from foreign control. Its stated significance and reputation are connected to attention and popular judgement in the general public. Modern press only began till the advent in India of European civilization. Portugal was the first European to set up presses in India. In the previous 250 years, the press has today become the fourth and strongest pillar of modern India. As a European institution the press originated in India, indigenous Indians did not have to realize their social-political communication potential long enough. The press and the overall medium owe their roots to the individuals who had the luck to lead the country, and not to the government.

The challenges and trials they faced as a result

of external pressures cannot prevent the press from becoming a tool for combating subjugation and bringing about a wide range of social and economic reforms that reflect their resolve and inherent strength. A great part of Indian articles was unfolded in the later nineteenth century, revealing documents that covered the nation faithfully. The media gradually became the most impressive weapon of development of opportunities under the authority of transcendent personalities such as Tilak, Gokhale, Gandhiji and others representing reformist reporting and liberal ideas and relied on the strength of the press in the general evaluation of the destiny of the country and defence of its residents' rights and common freedoms.

The media creation and use in India have grown so much throughout the five years of 2014-2019 that the answer to the question, who is the media, is in the real sense. Not only traditional media – TV, publishing, web and radio in a few hands –

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progressively interferes on the Indian open stage with innovations in the hands of millions of consumers seeking information and pushing satisfaction and disinformation. The word mass media is used by the use of technology media such as radio and TV, films, newspapers and advertisements to disseminate information and ideas and amusement. They continue to cohabit with important traditional media such as folk music and dance, theatre and puppetry. All these media, since they are transmitted to a large population, are known as mass media. Before its traditional mode of transmission, the media has caused a digital revolution in which society changes rapidly in several areas such as socio-culture, psychology, economics, and politics. He's a social activist. The tendency of Westernization has brought mass media to India. Mass media is a technique that can rapidly and widely disseminate required knowledge and attitudes. David Lerner refers to the media as a "mobile multiplier."

Marshall McLuhan (1964), a Canadian media theorist, felt that various types of media had varied effects on society. "The message is the media," he famously stated. The form of media has a considerably greater influence on culture than the content or ideas it conveys. He explains that electronic media tends to build a global community where individuals from across the world see and participate in major events together. In the development, dissemination and consumption of information, we have seen a trend of convergence. Newspapers may now be read online, cell phone use rises and digital satellite television offers an unequalled diversity to its consumers.

It helps to diffuse knowledge; spreads misconceptions and changes in information that is mistaken or outdated; it helps to promote viewpoints of the people which might impact international politics. Media is a powerful communication medium. The media was traditionally used as an anti-feudal organ for people. The media world has played an important role in turning feudal civilizations into modern society, which is

particularly visible in the western regions. In war, individuals were always in the media and were introduced to the future politics of the world. In the Indian national struggle, the media played a major role in spreading the news of the development of the nationalist movement in India and in awakening the people against colonial control. The news also contributed to the establishment of mass movements against colonial rule.

In the formation of the Republic of India, the post-independence media, especially the free press, played an important role. To be fair, without a free press and media, a democratic state and India are impossible in this setting. The reason the researcher emphasize this is because of the challenges that India, a young nation, would have faced then, had the governing elites not misused the problems. Free India has been claimed to be a recompense for 100 years of foreign domination, thanks to its mass poverty, hunger, sectarian conflict, political difficulties and refugee problems.

India is on the threshold of becoming a powerful country today. The Past and present administrations have tried to establish India's image as a developed nation in the terms of its economy, rich culture, and heritage. Media around the world have played an important role in promoting the country's science, technology and art achievements. Despite its tremendous successes, India remains a developing country. In this context, I believe that media can play an important role in making India a socially, culturally and economically developing nation.

Our country is quite vast in terms of area and has a total area of 0.32 million km². The population is highly complicated and varies by race, class and caste, as much as a percentage bigger than Europe. It is a laborious job for government officials in small villages and panchayats, to follow democratic standards and look after every person in the country. As such, especially small and medium-sized media companies. Both rustic and little networks are gone up against different metropolitan difficulties. As media in more modest urban areas and towns

extend rapidly, they must satisfy the need of individuals there and bridge the gap between the ruling and the managed individuals.

Provincial India, which is 68.84 per cent of India's population, is still fighting for survival, racism, sectarianism, with the continuing need and the retrograde ideas emanating from social mistakes. Indeed, large segments of our people are still uneducated, stupid, and devout adherents of antiquated superstitions and retrograde ideas. As a result, it is important that the media, especially the press, help the residents of backward areas to remove superstitions and false beliefs such as honor killing, female feticide, infanticide and many other social evils from among the masses. So that backwardness can be removed, their thought processes can be changed and rural India can be made a part of Enlil.

Researchers believe that the media can change the regressive ideas in our society and constantly reduce the cultural and structural violence. Media can play an important role in changing the misconceptions and backward mindset among the public with contemporary and scientific concepts. To transform India into a modern, powerful, industrial state which can thrive in itself and become independent, to protect and maintain the well-being of its citizens, and earn respect in the international community, the media should play an active role by bringing superstition and corruption issues to the public attention and education.

Today, the declining financial capacity of the rural people is another matter not just of social problems which afflict rural India. India is regarded to be an agricultural nation with 56.6% of the people engaged in farming. The change in climate in the region frequently generates enormous losses for farmers, due to the failure of crops. To have a positive influence on the advancement and flourishing of individuals today, the media should cover more friendly, social and sterile issues and curiously forgo backward thoughts and beliefs that may pull India back into dull ages.

To my mind, media, craftsmanship or writing

in our country, today should be the day to help individuals to change their views, by giving them the same perspective and by fostering an inquiry-mindedness of the masses. Today, the media has become an essential part of our lives, and we rely on it for all of our daily news and opinions. It is a mechanism for communicating facts, ideas, and thoughts to the crowd – the readers, audience members, or viewers. Due to the continuous contribution of contemporary technology, the increasing rate of development in media has made news broadcasting a simple affair, creating tremendous potential for media to play an extraordinary role in improving society. Its mission is to inform, educate and entertain the public. Media has a huge social and cultural impact on the society and it should work for the society in a way that portrays its positive image.

It does not appear that the situation and the outlook of television broadcasting, which is still the world's largest publicity medium, are substantially lighter. Analysts don't propose to connect with into a discussion regarding why a different broad conversation would be essential. I will take note of the assessment of the specialists that the ₹prevailing organizations₹ in a ₹media environment₹ have been communicated to the created nations for a long time, and that business TV news has been losing its crowd, promoting pay and revealing assets related to newsprint papers. (Naughton 2006) (Downie and Schudson 2009).

Media in India

“Certain media-related development in the country is rising the question regarding its objectivity and credibility. Paid news and declining roles of the editors and their editorial freedom is posing a major threat to the Indian media” – Mohammad Hamid

Drafting committee chairman's Dr. B.R. Ambedkar, strongly advocated in this regard: ₹The press is just another method to describe a citizen or person. The media have no higher privileges to be provided or not exercised in its capacity by the

voters. The press manager or the editor is all citizens, therefore when they write in a press they only use their right to freedom of expression and speech, and no specific mention of freedom of the Press is essential in my conclusion.^३ Thus, freedom of expression and speech – that is, Article 19(1) – has been included in the Indian constitution (a). A free press is the need of popular government and is more significant for the tremendous vote based nation like India. In India without any definite article in the constitution with the expectation of complimentary press, it was the legal executive who advanced and defended the autonomy of the press.

The new communication emerged in the 20th century with the introduction of the Internet than ever in history. The biggest communication revolution is the broad internet penetration and the creation of the WWW and digital communication formats that are aided by the fusion of computers and telecom networks (Fang, 1997). We now profit from the benefits of high-tech mass media, which are not only speedier but also more widely used than conventional mass media. Media experts have claimed that, in current times, the Internet, mobile phones and computers are commonly called New Old Media. The web has opened up numerous new mass communication options including emails, websites, podcasts, e-forms, e-books, blogs and Internet TV. Websites that have redefined modern mass communications have been developed by the Internet. Sites like Facebook, Twitter or YouTube have made people more informed, entertained, fascinating and easy to communicate with. These new possibilities of communication have always and everywhere been a boom for humans.

The discovery of the Internet is the greatest invention in the world of mass communication and via its social networking medium has encouraged engagement and connectedness. The new age medium has become one of the key mass media for the new generation at present. Contemporary new media means that it is important for this younger generation to consider conducting our lives without it. Thanks to modern media, everything we thought

was hidden or inaccessible has been transformed. The primary debate in current times about new media is whether it should be classified as a new medium for new-generation information and entertainment. The method in which contemporary media communicates, on the other hand, differs from that of traditional mass media such as newspapers, radio, and television. As new modern mediums of new media have arisen, ordinary people have profited from an increase in the volume, variety, and choice of entertainment and information content.

Media's prosperity originates from something other than its open and dynamic nature; its quick advancement has been helped by its broadened client base. With the appearance of the World Wide Web and free dispersal, new media has arisen as a wellspring of information and joy for the more youthful age. The contemporary new media made it conceivable to reach out to other people around the world, in general, and on the spot, to send and to be visiting salons and meetings, to write for a blog with conversation sheets, evaluation bodies and meetings, to send and to send photos and records with each adolescent, young and surprisingly elder with either a computer or mobile devices. The upheaval in new media has made access to their bad info and fun easier for individuals. The combination of new media innovation has made it incomprehensible has gotten conceivable. Individuals practically get data and amusement through this contemporary media in a brief period. Media culture is inescapable; it's anything but a significant piece of the ordinary.

Youth nowadays live in a world marked by emotional, social, economic, societal, and educational differences; individual circumstances are greatly influenced by where an individual is raised. The media are structured for children's lives and daily workouts. The existence of young people around the globe and surprisingly in India has made new media and internet contact inevitable. Informal organization locales, web gaming, video sharing destinations and gadgets like iPods and cell phones are turning into a piece of youngsters' general

public.

Presently, the present youngsters might be pretty much as old as their predecessors, battling for self-sufficiency and character, yet in the setting of new settings for correspondence, kinship, play and self-articulation. We are mindful so as not to propose that another age of advanced media ousts culture and information as far as we might be concerned and its individuals connect significantly in new media other than that of the more seasoned age.

REVIEW OF LITERATURE :

While there has been an increase in numbers, the most recent Indian Readership Survey (IRS 2011, Q2) does not show significantly different structural characteristics of the whole Indian population. A total of 347,80 million reading materials are available across all publications, with Hindi publications accounting for 53% and English publications accounting for 16%. The majority of ₹rural₹3 readers now account for 53% of all of them. Women, on the other hand, continue to be significantly underrepresented in readership, accounting for only 33.00 per cent. Over 280 million journalists and neo-literates are still unable to read a newspaper.

Ram (2000) two primary media traditions in China have been historically distinguished: ancient, varied, pluralistic and largely autonomous press traditions and a younger state-controlled television and radio legacy. Most objective observers believe that the first is a worthy tradition in all of its failings, inconsistencies and conflicts of interest, while the other is an odd and mostly misplaced tradition, providing a wonderful chance for democracy and growth.

In any case, the close connection between present-day India's fight for political and social emancipation from the slavery and abuse of the settlers and the starting point and advancement of the Indian press represents honesty.

Second, a variety and plurality, and space where conflicting ideas may be expressed, are part of the historic inheritance. The vast geographical,

linguistic, socio-economic and cultural variability of the subcontinent is reflected in the diversity and plurality of the Indian press. There has long been a demand for greater variety and pluralism in the Indian newspaper heritage.

Jeffrey (1987) Inclusion in extraordinary social and political missions, or other invigorating occasions, during the opportunity battle, fueled paper development and dissemination and developed the validity and picture of species distributions. 'Proficiency, fundamental interchanges and satisfactory innovation' notes Robin Jeffrey, a political researcher who has accomplished significant academic work on the Indian language press, 'are fundamental for the advancement of everyday paper culture. However, earth-shattering occasions give the connection between these turns of events and legislative issues – the connection that appears to send disseminations shooting upwards. Individuals need the improvement of Invigorating occasions to snare enormous quantities of them on the everyday paper propensity'.

Robin Jeffrey's exploration on the ascent of effective papers in twelve Indian dialects (1987; 1993; 1997) uncovers a lively and light climate wherein five factors have been seized on during the most recent twenty years. These are: expanded innovation (which permits additional engaging papers to be created and conveyed), proceeded with development in education, and further developed buying power, forceful distribution and political energy. Jeffrey says that 'the rationale of business' directed to the paper development 'as intensely as a parched possible peruses' (Jeffrey 1993: 2007).

Page and Crawley (2001) A study conducted on South Asian private satellite TV revealed that ₹it contrasted tremendously against survey decisions, which were available also in lowly areas. [Opening] windows for universes previously unavailable but for the rich... Moreover, a lively and often passionate discussion on the consequences for countries... networks and societies. Be that as it may, satellite TV development happened without fundamentally giving a more noteworthy and bigger scope of

programming. It supported an ascent in TV crowd discontinuity. As of late, it has gotten apparent that ₹passage impediments... at a market-run circulation end ₹ confine the choice of watching (Sashi Kumar 2011). These have prompted an 'extraordinarily contorted, slanted' improvement of the media business in India, which denies little and medium-scale TV administrators 'a moving chance' to accomplish suitability in the Nation with unregulated, over the top and barbarously factor costs charged by super satellite TV and DTH administration administrators.

Sen (1985). Only by consistently highlighting facts on the ground and providing any sort of hunger-related discourse with policy implications can a free press prevent the government from pursuing destructive policies and thus, in collaboration with other democratic institutions, ₹guarantees ₹ ... starvation and famine, ₹ according to the theoretical scenario of Amartya Sen.

For the most part, the liberal democratic theory asserts that in countries such as the United States and the United Kingdom, the media is free, independent, respects diversity and plurality of views, reports news fairly, completely, and without unfairness. tries to do. Prejudice plays an adversarial role and acts as a watchdog of democratic and public interest. The propaganda model proposed by Herman and Chomsky (1988) in their landmark book *Manufacturing Consent* is a direct challenge to liberal media and democratic theory.

Chomsky (1989) explained that the propaganda model reveals in a classical, Necessary Illusions: The Thought Control of Democratic Societies' How the media serves state and corporate power interests that are intrinsically linked, formulate and analyze their reporting in a way that supports established privilege and allows debate and debate accordingly do limit.' The main media might be viewed as 'selling' privileged publics to other companies in a high-developed environment. The world image they offer tends ₹to mirror marketers, purchasers and goods' prospects and interests. The concentration of

ownership and the managerial structure of the media and their dependency on publicity strongly encourage this function.

In an intriguing examination study, Rajagopal (2001) offers a near viewpoint on the exhibition of the English and the Hindi press during the Ram Janmabhumi Campaign and contends that 'the social hole among Hindi and the English language press itself has become an essential asset for Hindu patriots.'

In any case, a contemporary division of papers with an extensive majority rule and documents gradually supported by the belief system, government issues and arrangements of the Hindu Right – the Sangh Parivar and some of its partners – can be compared to the divide between the 'patriot' and 'fan' press in the context of the opportunity to fight. However, such categorization is not adequate, even if it is valid. There are major gaps in ideological and political issues in the 'secular' press as well as in the 'national' press of the pre-Independence period. This is reflected in the differentiation in the news and publisher's attitudes towards the ruling Congress and other parties at both the national and regional levels. In his recent criticism of the media performance, Press Council of India President Markandey Katju often highlighted up (Katju 2011a). Indians — the workers and hundreds of millions of those who suffer under many deprivations – are the losers.

Kerala is the typical instance of Indian politics that stretch to vast parts of the populace producing a culture that reads newspapers. This process has been affected by several causes. Most notably, they comprise the fighting of workers, the social movement of the downtrodden castes and the political left. K.K. Ramachandran (1996) notes the relationship between the masses used for reading journals and the existence of genuine public opinion: ₹The distribution of written information in Kerala, with the existing levels of literature, extends far deeper than in any place in India.

(Fu 2011) On a limited scale, Internet networks and broadband associations in poor people nations

are expanding rapidly, however unevenly. China has shown a staggering advancement around here: it has up to 500 million Internet clients, a long way from the greatest number on the planet, the majority of whom are broadband administrations, scarcely characterized by western guidelines.

Rajagopal (2001) Provides a close perspective on the presentation of the English and Hindi press during the Ram Janmabhoomi campaign and argues that 'the social opening between the Hindi and English-language press has become a fundamental resource for Hindu loyalists.' The major Gujarati print media in the state assembled the work of consent (2002). 'The vindictive part of certain Gujarati distributions can't be ignored,' the reality discovering undertaking found. Some of them have recently been perceived for wild and deceptive news coverage, however, they have tragically learned and failed to remember nothing. Wilful incitement to offence, the spread of contempt, and the instigating of agitation are generally criminal offences.' In the end, these distributions got away without any consequence.

Kumar, S (2011) In relation to post-1991 monetary advances, press and broadcast media inclusion have generally adopted a laudatory tone, avoiding or limiting analysis and complaints, editing negative political and financial implications, especially for the poor. among the people, and has given little space to the voices of powerful analysis and resistance, including those taken from positions of expert market analysts. All things considered, it is a more conscious and systematic matter of gathering consent. 'The media itself has become more and more class reluctant, at least for people going under a certain buying power,' says an established insider. The lower you are on the social and financial scale, the less significant you appear to be as a good and a model, and the less relevant you are to the media, whether as a topic or a client... The news media is driven by profit maximization rather than any duty to the residents' all-in-all right to be educated.'

CONCLUSION :

There is obvious evidence that India does not simultaneously enhance its criteria for growth and development despite its strong democratic credentials. The cause for this is the apathy for the misery of the poor. The concentration was on serving the business interests. Instead of exposing the indifference, and the sacred ties of the administration and the large corporations the media has created a cosy relationship with the Government of the day by presenting the official perspective or by looking the other way for fear of retaliation. Prof. Amartya Sen described how the media may be a powerful weapon to prevent mortality from hunger in democracy. While the majority of India's media cover just the city of India, specialists like Professor Jean Dreze, P. Sainath and Harsh Mander have strong worries about the poor and disadvantaged in rural and urban settings. In India, the media in the 1990s frequently troubled Chomsky, when media owners and government spend a lot of time on advertising, etc.

The Indian Constitution does not specifically include freedom of the press as part of the Right to Freedom 19(1). (a). This is different from the United States, which prohibits the enacting of any law following the Charter of Rights of 1791 that abbreviates ₹freedom of the press. ₹However, the Supreme Court of India was a vigilant guardian in the case of Bennett Coleman & Co. vs. Union of India which does not overwhelm media freedom (1972). ₹It is up to the current era if the constitution of a state comes down to its men's grandeur or, stripped from its duty, becomes an empty farce, ₹ stated famous lawyer Joseph Story. It appears that Indian media roles and characters are emasculated by the main environment of dread and fascist trends. But it must emerge from this turmoil and fulfil its basic role as a great bulge in protecting the purity of our constitution and our secular, multicultural identity.

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An Empirical Study on People's Perception towards News and Current Affairs Programmes on Private FM Radio

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Abstract: Radio is the largest and most popular medium of mass communication, is also the second mass communication tool that arrived in India after newspapers and magazines. Because of its low-cost, easy to handle its operation process and wide coverage area, it is still a hit amongst the masses even after almost 100 years of its existence. With the advent of new technology in the radio arena and rolling out Frequency Modulation or commonly called FM technique, FM is a new rage amongst the masses and chiefly in youths. Currently, both the government-owned and privately owned FMs are in operation in various cities, but only the government-owned FMs are entitled to broadcast current affairs programmes and news. Private FMs can only broadcast AIR news feeds on their frequencies. The author of this research paper has tried to analyze various factors that warrant and limits at the same time the broadcast of news and current affairs programmes in India. The non-probability convenience sampling method is used to identify the 100 respondents of this study belonging to Bhopal. A survey has been done to collect the data. The respondent from different backgrounds i.e. students, Government service, Private Jobs, Businessmen, Housewives, and RJs of Bhopal city was taken. The data was collected from the 100 respondents of Bhopal. Out of 100, 92 responses were found legitimate and 7 responses got rejected due to incomplete furnished responses.

Key words: Radio, FM, Mass Communication, Broadcast, News

INTRODUCTION:

Radio is one of the most popular means of mass communication, largely due to its wide coverage, affordability, and low setup cost. Being a mass communicator, Radio educates, entertains, informs, and persuades the listeners. In India, it is available in Amplitude Modulation (AM) mode (Short Wave /Medium Wave) and Frequency Modulation (FM) mode.

Radio started its broadcasting journey in India in June 1923 by the Radio Club of Bombay. This was followed by the setting up of Calcutta Radio Club five months later. The Indian Broadcasting came into being On July 27, 1927. In April 1930, the Indian Broadcasting Company, under the Department of Industries and Labour commenced its operation on an experimental basis. On June 8, 1936, the Indian Broadcasting Service became All India Radio.

The name Akashvani was adopted for the National Broadcaster in 1956. A year later the Vividh Bharti Service was launched in 1957 with the popular

film music as its main component in response to the rising popularity of Radio Ceylon now (Sri Lanka), which was popular amongst the masses for its Hindi film songs. Radio operates on different frequencies and FM (Frequency Modulation) broadcasting is a method of radio broadcasting using frequency modulation (FM) technology.

FM uses frequency modulation of radio waves to reduce static and interference from electrical equipment and the atmosphere. This technology was invented and patented by American engineer Edwin H. Armstrong in 1933, wide-band FM is employed worldwide to supply high-fidelity sound over broadcast radio. FM radio stations use very high frequencies (VHF). The term FM band describes the frequency band in a given country that is dedicated to FM broadcasting. Throughout the world, this band falls within the VHF part of the radio spectrum ranging from 87.5 to 108.0 MHz with few exceptions.

FM came to India 50 years later after it mushroomed in the US. FM broadcasting began in

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India in 1977 in Madras, now Chennai, and later at Jalandhar in 1992 and was expanded during the 1990s. Until 1993, All India Radio, a government undertaking was the sole radio broadcaster in India.

AIR operates at the present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience during a refreshing sort of presentation. Four more FM channels called, AIR FM Gold, being aired from Delhi, Kolkata, Chennai, and Mumbai broadcast composite news and entertainment programmes. With the FM wave sweeping the country, AIR is augmenting its radio wave transmission with additional FM transmitters at Regional stations.

Educational FM Radio: Gyan Vani (GV) FM Radio started its operation in 2001 and currently operating from various cities in India. Gyan Vani is a brain child of government of India with an aim to enhance and supplement the teaching-learning process in cities and adjoining rural areas. Unlike the private FMs or AIR owned FM which has range of 50 km, this FM has range of 60 km in and around city and serves as an ideal medium for addressing the local educational, developmental and socio-cultural requirements of the people. The content provided by Gyan Vani FM is by and large local and the medium is English, Hindi or language of the region. The overall content is related to Primary and Secondary Education, Higher Education, Adult Education, Technical and Vocational Education, Distance Education and Extension Education etc. The various programmes broadcast through each stations include both pre-recorded and live content. One of the most popular programmes of Gyan Vani is its live phone-in programmes.

FM Radio- Auctioning the Airways:

The Supreme Court in 1995 pronounced that the airways are public property, and therefore could not be the monopoly of either the government or business. The government interpreted the pronouncement as imperative to privatise the airwaves. The government for the first time opened up the FM industry for the private players in 1999.

The first phase of FM radio broadcasting (Phase-I) was launched by the Ministry of knowledge and Broadcasting (MIB) in 1999. During the Phase-1 auction, 108 Fm radio licenses for 40 cities were offered to private agencies. The permission for the operation of channels is provided for a period of ten years. Out of 108 channels bid amount was paid just for 37 channels. Out of these 37 channels, 22 channels became operational of which one channel has closed down subsequently. The Entertainment Network India Ltd (ENIL), the radio arm of the days of India Group came out as the largest winner for the ten-year license. The outcome of Phase-1 was not encouraging as only 20% of the licenses became operational.

Radio City Bangalore, now Bengaluru, started on July 3, 2001, was India's first private FM radio station.

The policy for Phase-II of FM Radio Broadcasting was announced by the government on 13th July 2005. The major change in the Phase-II policy was that the fixed annual license fee in Phase-I, which increased 15% per annum over the license fee paid in the preceding year, was replaced with a revenue share mechanism. In Phase-II, a two-stage bidding process i.e. eligibility and financial bidding were followed. A total of 337 channels were placed on bid across 91 cities having a population adequate to or quite 3 lakhs. Out of 337 channels, 284 were successfully bid and, after scrutiny, permission was given for operationalisation of 245 channels spanning 87 cities. Presently, of those 245 channels, 221 channels are operational. In this phase news and current affairs programmes were not permitted to broadcast on Private FMs. FDI limit was 20 percent in this phase.

In the year 2015, Union cabinet approved the auction of 683 private FM radio frequencies in 236 cities across the country under Phase III of FM radio privatization. The third batch of FM auctions will take place in cities with no private FM radio presence, including cities in border areas of Jammu and Kashmir and north-east states where the population is a smaller amount than 100,000,

consistent with the govt statement. Post the completion of FM Phase 3 auctions, the government is planning to cover all the 29 states and 6 out of the 7 union territories (Dadra & Nagar Haveli is that the exception) by private FM radio broadcasting, which is probably going to get direct and indirect employment of quite 10,000 persons across the country. In this phase, the government is allowed to carry news bulletins of AIR in unaltered format and Current affairs of local nature. Also, the government increased the FDI limit from 20% to 26% and further to 49%.

LITERATURE REVIEW :

Arunesh Kumar Dwivedi, Asst Professor, Jamia Millia Islamia, New Delhi, in his research paper titled "Radio Journalism in the age of FM: A Study of the Scope of news broadcast on private FM channels", published in Mass media, a communication research Journal in July 2018, found that if private FM channels get permission to broadcast news, then there is a big scope for radio journalism in India. The government should promote radio journalism as its reach and access are quite better and bigger than private TV news channels. So, the radio can't be limited to just entertainment. It may be explored as a reliable source of news and information. In the age of the FM revolution, there is a need for effective radio journalism in the country.

In an editorial article titled "Dead FM: Current Affairs Dabate Raho" published on November 21, 2017, on (wtdnews.com), India is perhaps the only democracy in the world where the dissemination of news and current affairs programs on the radio is controlled by the state broadcaster Prasar Bharati Corporation, which owns and operates the All India Radio. The government argues behind this that allowing the free broadcast of news on private radio is a big national security concern and public order too. Being the preferred information medium for illiterate and currently, there is no government checkpoint; organisations could use this medium for their own vested commercial or political interests.

As a result, the ban on the news on private radio stays.

The Association of Radio Operators India too has been demanding that restrictions on the broadcast of news by private players should be lifted. Their argument is that for private radio to evolve and preventing this medium from dying news and current affairs programmes should be allowed for diversification of content. Also, merely carrying AIR feeds would not be sufficient to form public opinion in a democratic country.

L.A. Razia Fathima and Dr. A. Kalaiselvi wrote a research article in the International Journal of Current Research, titled LISTENING ATTITUDE OF AUDIENCE TOWARDS FM RADIO in 2016, they found amongst their respondents that they do listen to FM either on daily basis or occasionally. They found that FM radio was not providing information in business and entertainment areas which could help widen their audience base. Also, the choice of Radio Jockeys is a key determinant for listening to FM.

Rahman Ullah in this research paper titled ROLE OF FM RADIOS IN NEWS AND INFORMATION: A STUDY OF FM RADIOS IN PESHAWAR, KHYBER PAKHTUNKHWA published in January 2019, found that the eight FM radio stations on air round the clock, covering the Peshawar city, the FR areas, and FATA territories were covering local areas, current affairs, health, education, social issues and other problems of the society. The government also used FM radio for broadcasting announcements and officials' orders.

In a research thesis titled An analytical study of FM listening practices and exposure to FM programs among FM listeners in Karnataka, the author Niveditha. V. tried to find out primarily FM listening habits and exposure to FM programs among FM listeners in Karnataka. This is not related to my research which is devoted to finding out the responses about news and current affairs programmes on FM.

Pankaj Garg in his research thesis titled A Study of Private FM Radio Channels with Special

Reference to their content and audience feedback published in 2020, found in his objective 2- To study the variety of content of programmes of various private radio stations located at various places”

– the content of morning time band shows of Ishq FM and Radio city is based on current happenings/affairs of the national, worldwide and nearby. But as per the guidelines of AIR these FMs were broadcasting only the feeds of AIR in their morning time slots.

OBJECTIVES :

1. To know the people's perception of current status quo on private FMs
2. To know the people's views on news and current affairs programmes on private FMs.

RESEARCH DESIGN AND METHOD :

This study is descriptive in nature so, a quantitative study has been done. We applied the Chi-square test which is represented by X^2 , which is a non-parametric test. In the non-parametric test, we don't assume that a particular distribution is applicable, or that there is a certain value attached to a parameter of the population. It can be used to make a comparison between the theoretical population and actual data when categories are used.

The X^2 -test of significance gives the probability of getting a value of X^2 to or greater than the observed one in random sampling. If the probability is less than .005 which is considered very small we are justified in suspecting significant divergence between the fact and the theory and then can declare the null hypothesis on the basis of its disapproval. In another case if the probability is not small, it is greater than .05; we can't say that hypothesis is proved to be correct. It can be said that by the application of the X^2 test we find no grounds to suspect the hypothesis can be accepted within the limits of experimental error and it can be said that the observed data are in agreement with the hypothesis.

Sampling method:

The non-probability convenience sampling method is used to identify the respondents of the study. A survey has been done to collect the data. The respondent from different backgrounds i.e. students, Government service, Private Jobs, Businessmen, Housewives, and RJs of Bhopal city was taken.

The primary data is collected from the survey. A structured questionnaire is used as an instrument to collect the data. The data was collected from the 100 respondents of Bhopal. Out of 100, 92 responses were found legitimate and 7 responses got rejected due to incomplete furnished responses.

The secondary data is collected from the research papers, books, and online study materials.

RESEARCH TECHNIQUES :

The data, received from the questionnaires are analysed through statistical analysis with the help of SPSS.

DATA ANALYSIS

The variables under study are categorical.

This approach consists of four steps

1. State the hypotheses
2. Formulate and analysis plan
3. Analyse sample data, and
4. Interpret results.

DATA ANALYSIS AND INTERPRETATION:

4.1. Chi-Square between demographic and how long you listening FM Radio

Chi-Square Test which is calculated by taking a total of demographic i.e. gender, education, and occupation, and how long you listening FM Radio in this Chi-Square test gender, education, and occupation are test variables and how long are you listening to FM Radio as a dependent variable.

H01: There is no significant difference between the perception of two different genders towards how long you have been listening FM Radio

H02: There is no significant difference between the perception of different education qualifications towards how long you have been listening FM Radio

H03: There is no significant difference between the perception of different occupation towards how long you have been listening to FM Radio

		For how long listening FM?						Total	Value	Df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		1-2 Years	3-4 Years	5-6 Years	7-8 Years	9-10 years							
Gender	Male	5	8	6	4	18	41	8.538	4		.074	9.49	Null Accepted
	Female	5	11	12	13	10	51						
Total		10	19	18	17	28	92						
Education	10+2	0	0	0	1	1	2	11.678*	12		.472	21.03	Null Accepted
	Graduate	5	6	6	6	5	28						
	Post Graduate	3	13	10	8	16	50						
	M.Phil/PhD	2	0	2	2	6	12						
Total		10	19	18	17	28	92						
Occupation	Student	10	11	7	7	2	37	45.408*	20		.001	31.41	Null Rejected
	Govt. Job	0	3	4	2	16	25						
	Pvt. Job	0	4	3	5	8	20						
	RJ	0	0	1	0	0	1						
	Housewife	0	0	2	2	2	6						
	Business	0	1	1	1	0	3						
Total		10	19	18	17	28	92						

Significant Level is 0.05

Test 01 – The obtained value of P i.e. ‘0.074’ at the level of significant i.e. 0.05 found insignificant. That means the perception of two different genders towards how long you have been listening FM Radio is found similar. Hence the null Hypothesis H01 is accepted by the chi square test.

Test 02– The obtained value of P i.e. ‘.472’ at the level of significant i.e. 0.05 found insignificant. That means perceptions of two different educational backgrounds how long you have been listening FM Radio is found similar. Hence the null Hypothesis H01 is accepted by the chi square test.

Test 03– The obtained value of P i.e. ‘.001’ is less than the significance level (0.05). That means perceptions of different occupations towards how long you have been listening FM Radio is found significant. Hence the null hypothesis is rejected by the chi square.

4.2. Chi-Square between demographic and listening Film’s Songs on FM

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and Film Songs on FM. In this chi-square test gender, education and occupation are test variables and Film Songs on FM as dependent variable

H04– There is no significant difference between perceptions of two different genders towards only film songs on FM is broadcast

H05– There is no significant difference between perceptions of two different educational qualifications towards only film songs on FM is broadcast

H06– There is no significant difference between perceptions of two different occupations towards only film songs on FM is broadcast

		Film Songs on FM			Total	Value	Df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	11	25	5	41	1.780 _a	2	.411	5.99	Null Accepted
	Female	19	24	8	51					
Total		30	49	13	92					
Education	10+2	1	1	0	2	.965*	6	.987	12.5 ₉	Null Accepted
	Graduate	9	15	4	28					
	Post Graduate	16	26	8	50					
	M.Phil/PhD	4	7	1	12					
Total		30	49	13	92					
Occupation	Student	10	21	6	37	2.711 _a	10	.987	18.3 ₁	Null Accepted
	Govt. Job	10	12	3	25					
	Pvt. Job	7	10	3	20					
	RJ	0	1	0	1					
	Housewife	2	3	1	6					
	Business	1	2	0	3					
Total		30	49	13	92					

Test 04–The obtained value of P i.e. ‘0.411’ at the level of significant i.e. 0.05 found insignificant. That means the perception of two different genders towards only film songs of FM are broadcast is found similar. Hence the null Hypothesis H04 is accepted by the chi square test.

Test 05– The obtained value of P i.e. ‘.987’ at the level of significant i.e. 0.05 found insignificant. That means perceptions of two different educational

backgrounds towards only film songs of FM are broadcast is found similar. Hence the null Hypothesis Ho5 is accepted by the chi square test.

Test 06- The obtained value of P i.e. '.987' is at the level of significant i.e. (0.05). That means perceptions of different occupations towards only film songs of FM are broadcast is found similar. Hence the null Hypothesis Ho5 is accepted by the chi square test.

4.3. Chi-Square between demographic and news and current affairs programmes on FM.

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and News and Current Affairs programmes on FM. In this chi-square test gender, education and occupation are test variables and News and Current Affairs programmes on FM as dependent variable

H07- There is no significant difference between perceptions of two different genders towards news and current affairs programmes be broadcast on FMs to bring diversity in content presentation.

H08- There is no significant difference between perceptions of two different educational qualifications towards news and current affairs programmes be broadcast on FMs to bring diversity in content presentation.

H09- There is no significant difference between perceptions of two different occupations towards news and current affairs programmes be broadcast on FMs to bring diversity in content presentation

		News and Current Affairs programmes on FM			Total	Value	D f	Asym p. Sig. (2-sided)	Table value χ^2	Null Status
		No	Yes	Can't Say						
Gender	Male	2	36	3	41	.057 ^a	2	.972	5.99	Null Accepted
	Female	3	44	4	51					
Total		5	80	7	92					
Education	10+2	0	2	0	2	2.912 ^a	6	.820	12.59	Null Accepted
	Graduate	1	26	1	28					
	Post Graduate	3	43	4	50					
	M.Phil/PhD	1	9	2	12					
Total		5	80	7	92					

Occupation	Student	3	32	2	37	6.600 ^a	10	.763	18.31	Null Accepted
	Govt. Job	2	19	4	25					
	Pvt. Job	0	19	1	20					
	RJ	0	1	0	1					
	Housewife	0	6	0	6					
	Business	0	3	0	3					
Total		5	80	7	92					

Test 07- The obtained value of P i.e. '.972' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards news and current affairs programmes be broadcast on FMs to bring diversity in content presentation is found similar. Hence the null Hypothesis H07 is accepted by the chi square test.

Test 08- The obtained value of P i.e. '.820' is at the level of significant i.e. (0.05). That means perceptions of two different educational backgrounds towards news and current affairs programmes be broadcast on FMs to bring diversity in content presentation is found similar. Hence the null Hypothesis Ho8 is accepted by the chi square test.

Test 09- The obtained value of P i.e. '.763' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards news and current affairs programmes be broadcasted on FMs to bring diversity in content presentation is found similar. Hence the null Hypothesis Ho9 is accepted by the chi square test.

4.4. Chi-Square between demographic and like Akashvani news & current affairs programmes

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and Like Akashvani News & Current. In this chi-square test gender, education and occupation are test variables and Like Akashvani News & Current as dependent variable

H10- There is no significant difference between perceptions of two different genders towards like Akashvani, would you like to listen news and current affairs programmes on FM Radio

H11- There is no significant difference between perceptions of two different educational qualifications towards like Akashvani, would you

like to listen news and current affairs programmes on FM Radio

H12- There is no significant difference between perceptions of two different occupations towards like Akashvani, would you like to listen news and current affairs programmes on FM Radio

		Like Akashvani News & Current			Total	Value	df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	10	29	2	41	.851 ^a	2	.653	5.99	Null Accepted
	Female	9	38	4	51					
Total		19	67	6	92					
Education	10+2	0	2	0	2	8.720 ^a	6	.190	12.5 ⁹	Null Accepted
	Graduate	2	25	1	28					
	Post Graduate	12	34	4	50					
	M.Phil/Ph D	5	6	1	12					
Total		19	67	6	92					
Occupation	Student	6	28	3	37	6.878 ^a	10	.737	18.3 ¹	Null Accepted
	Govt. Job	7	16	2	25					
	Pvt. Job	3	16	1	20					
	RJ	1	0	0	1					
	Housewife	1	5	0	6					
	Business	1	2	0	3					
Total		19	67	6	92					

Test 10- The obtained value of P i.e. '.653' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards like Akashvani, would you like to listen news and current affairs programmes on FM Radio is found similar. Hence the null Hypothesis H10 is accepted by the chi square test.

Test11- The obtained value of P i.e. '.190' is at the level of significant i.e. (0.05). That means perceptions of two different educational qualifications towards like Akashvani, would you like to listen news and current affairs programmes on FM Radio is found similar. Hence the null Hypothesis H11 is accepted by the chi square test.

Test 12- The obtained value of P i.e. '.737' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards like Akashvani, would you like to listen news and

current affairs programmes on FM Radio is found similar. Hence the null Hypothesis H12 is accepted by the chi square test.

4.5. Chi-Square between demographic and without change news & current affairs programmes

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and without change news & current affairs programmes. In this chi-square test gender, education and occupation are test variables and without change news & current affairs programmes as dependent variable

H13- There is no significant difference between perceptions of two different genders towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes

H14- There is no significant difference between perceptions of two different educational qualifications towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes

H15- There is no significant difference between perceptions of two different occupations towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes

		Without change news & current affairs programmes			Total	Value	df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	10	23	8	41	.601 ^a	2	.741	5.99	Null Accepted
	Female	10	28	13	51					
Total		20	51	21	92					
Education	10+2	0	2	0	2	3.272 ^a	6	.774	12.5 ⁹	Null Accepted
	Graduate	5	16	7	28					
	Post Graduate	13	27	10	50					
	M.Phil/Ph D	2	6	4	12					
Total		20	51	21	92					
	Student	5	24	8	37					
	Govt. Job	8	10	7	25					
	Pvt. Job	5	11	4	20					

Occupation	RJ	1	0	0	1	10.785 ^a	10	.375	18.31	Null Accepted
	Housewife	0	4	2	6					
	Business	1	2	0	3					
Total		20	51	21	92					

Table 13- The obtained value of P i.e. '.741' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes is found similar. Hence the null Hypothesis H13 is accepted by the chi square test.

Table 14- The obtained value of P i.e. '.774' is at the level of significant i.e. (0.05). That means perceptions of two different educational qualifications towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes is found similar. Hence the null Hypothesis H14 is accepted by the chi square test.

Table 15 - The obtained value of P i.e. '.375' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes is found similar. Hence the null Hypothesis H15 is accepted by the chi square test.

4.6. Chi-Square between demographic and news made by FM

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and News Made by FM. In this chi-square test gender, education and occupation are test variables and News Made by FM as dependent variable

H16- There is no significant difference between perceptions of two different genders towards news and current affairs programmes made by the FM channels to be broadcasted like Akashvani

H17- There is no significant difference between perceptions of two different educational qualifications towards news and current affairs programmes made by the FM channels to be

broadcasted like Akashvani

H18- There is no significant difference between perceptions of two different occupations towards news and current affairs programmes made by the FM channels to be broadcasted like Akashvani

		News Made by FM			Total	Value	df	Asymp. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	6	31	4	41	1.169 ^a	2	.557	5.99	Null Accepted
	Female	7	35	9	51					
Total		13	66	13	92					
Education	10+2	0	0	2	2	14.548 ^a	6	.024	12.59	Null Rejected
	Graduate	3	21	4	28					
	Post Graduate	8	35	7	50					
	M.Phil/PhD	2	10	0	12					
Total		13	66	13	92					
Occupation	Student	4	26	7	37	18.770 ^a	10	.043	18.31	Null Rejected
	Govt. Job	5	19	1	25					
	Pvt. Job	3	16	1	20					
	RJ	1	0	0	1					
	Housewife	0	3	3	6					
	Business	0	2	1	3					
Total		13	66	13	92					

Table 16 - The obtained value of P i.e. .557 is at the level of significant i.e. (0.05). That means perceptions of two different genders towards news and current affairs programmes made by the FM channels to be broadcast like Akashvani is found similar. Hence the null Hypothesis H16 is accepted by the chi square test.

Table 17- The obtained value of P i.e. '.024' is at the level of significant i.e. (0.05). That means perceptions of two educational qualifications towards news and current affairs programmes made by the FM channels to be broadcast like Akashvani has significant difference. Hence the null Hypothesis H17 is rejected by the chi square test.

Table 18- The obtained value of P i.e. '.043' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards news and current affairs programmes made by the

FM channels to be broadcast like Akashvani has significant difference. Hence the null Hypothesis H18 is rejected by the chi square test.

4.7. Chi-Square between demographic and news by FMS could be risk to national security

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and News by FMS could be risk to National security. In this chi-square test gender, education and occupation are test variables and News by FMS could be risk to National security as dependent variable

H19- There is no significant difference between perceptions of two different genders towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order

H20- There is no significant difference between perceptions of two different educational qualifications towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order

H21- There is no significant difference between perceptions of two different occupations towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order

		News by FMS could be risk to National security			Total	Value	df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	26	11	4	41	18.587 ^a	2	.000	5.99	Null Rejected
	Female	12	16	23	51					
Total		38	27	27	92					
Education	10+2	0	2	0	2	10.433 ^a	6	.108	12.59	Null Accepted
	Graduate	10	10	8	28					
	Post Graduate	20	12	18	50					

	M.Phil/PhD	8	3	1	12					
Total		38	27	27	92					
Occupation	Student	13	8	16	37	17.366 ^a	10	.067	18.31	Null Accepted
	Govt. Job	15	7	3	25					
	Pvt. Job	8	6	6	20					
	RJ	1	0	0	1					
	Housewife	0	4	2	6					
	Business	1	2	0	3					
Total		38	27	27	92					

Table 19- The obtained value of P i.e. '.000' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order has significant difference. Hence the null Hypothesis H19 is rejected by the chi square test.

Table 20- The obtained value of P i.e. '.108' is at the level of significant i.e. (0.05). That means perceptions of two different educational qualifications towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order are found similar. Hence the null Hypothesis H20 is accepted by the chi square test

Table 21- The obtained value of P i.e. '.108' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order are found similar. Hence the null Hypothesis H21 is accepted by the chi square test

4.8. Chi-Square between demographic and anti social propagate their agenda

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and Anti Social propagate their agenda. In this chi-square test gender, education and

occupation are test variables and Anti Social propagate their agenda as dependent variable

H22- There is no significant difference between perceptions of two different genders towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs

H23- There is no significant difference between perceptions of two different educational qualifications towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs

H24- There is no significant difference between perceptions of two different occupations towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs

		Anti propagate agenda			Total	Value	D f	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		N	Ye s	Can' t Say						
Gender	Male	23	11	7	41	7.510 ^a	2	.023	5.99	Null Rejecte d
	Female	15	17	19	51					
Total		38	28	26	92					
Education	10+2	0	2	0	2	13.33 ^a	6	.038	12.5 ₉	Null Rejecte d
	Graduate	10	13	5	28					
	Post Graduate	22	9	19	50					
	M.Phil/Ph D	6	4	2	12					
Total		38	28	26	92					
Occupatio n	Student	14	10	13	37	11.38 ^a	10	.328	18.3 ₁	Null Accepte d
	Govt. Job	11	9	5	25					
	Pvt. Job	10	3	7	20					
	RJ	1	0	0	1					
	Housewif e	1	4	1	6					
	Business	1	2	0	3					
Total		38	28	26	92					

Table 22- The obtained value of P i.e. '.023' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs has significant difference. Hence the null Hypothesis H21 is rejected by the chi square test

Table 23- The obtained value of P i.e. '.038' is at the level of significant i.e. (0.05). That means perceptions of different educational qualifications towards different genders towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs has significant difference. Hence the null Hypothesis H23 is rejected by the chi square test

Table 24- The obtained value of P i.e. '.328' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards different genders towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs are found similar. Hence the null Hypothesis H24 is accepted by the chi square test

4.9. Chi-Square between demographic and news channels trouble free

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and News channels trouble free. In this chi-square test gender, education and occupation are test variables and News channels trouble free as dependent variable

H25- There is no significant difference between perceptions of two different genders towards trouble free broadcast of news and current affairs programmes by the news channels; government concern with respect to FMs practical and rational is not rational

H26- There is no significant difference between perceptions of two different educational qualifications trouble free broadcast of news and current affairs programmes by the news channels; is government concern with respect to FMs practical and rational is rational

H27- There is no significant difference between perceptions of two different occupations towards trouble free broadcast of news and current affairs programmes by the news channels; is government concern with respect to FMs practical and rational is rational

		News channels trouble free			Total	Value	df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	18	12	11	41	2.398*	2	.301	5.99	Null Accepted
	Female	15	16	20	51					
Total		33	28	31	92					
Education	10+2	0	1	1	2	1.408*	6	.965	12.59	Null Accepted
	Graduate	10	9	9	28					
	Post Graduate	18	15	17	50					
	M.Phil/PhD	5	3	4	12					
Total		33	28	31	92					
Occupation	Student	12	10	15	37	11.244*	10	.339	18.31	Null Accepted
	Govt. Job	11	9	5	25					
	Pvt. Job	6	5	9	20					
	RJ	1	0	0	1					
	Housewife	1	4	1	6					
	Business	2	0	1	3					
Total		33	28	31	92					

Table 25- The obtained value of P i.e. .301 is at the level of significant i.e. (0.05). That means perceptions of two different genders towards trouble free broadcast of news and current affairs programmes by the news channels; is government concern with respect to FMs practical and rational is rational are found similar. Hence the null Hypothesis H25 is accepted by the chi square test

Table 26- The obtained value of P i.e. .965 is at the level of significant i.e. (0.05). That means perceptions of two different educational qualifications towards trouble free broadcast of news and current affairs programmes by the news

channels; is government concern with respect to FMs practical and rational is rational are found similar. Hence the null Hypothesis H26 is accepted by the chi square test

Table 27- The obtained value of P i.e. '.339' is at the level of significant i.e. (0.05). That means perceptions of different occupations towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order are found similar. Hence the null Hypothesis H27 is accepted by the chi square test.

4.9. Chi-Square between demographic and govt. can regulate news channels

Chi-Square Test which is calculated by taking total of demographic i.e. gender, education and occupation and Govt. can regulate news channels. In this chi-square test gender, education and occupation are test variables and Govt. can regulate news channels as dependent variable

H28- There is no significant differences between perceptions of two different genders towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too

H29- There is no significant differences between perceptions of two different educational qualifications towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too

H30- There is no significant differences between perceptions of two different occupations towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too.

		Govt. regulate news channels			Total	Value	df	Asym p. Sig. (2-sided)	Table value X ²	Null Status
		No	Yes	Can't Say						
Gender	Male	3	36	2	41	8.224*	2	.016	5.99	Null Rejected
	Female	2	35	14	51					
Total		5	71	16	92					
	10+2	0	1	1	2					
	Graduate	3	21	4	28					

Education	Post Graduate	2	40	8	50	4.487*	6	.611	12.59	Null Accepted
	M.Phil/PhD	0	9	3	12					
Total		5	71	16	92					
Occupation	Student	1	32	4	37	26.170*	10	.004	18.31	Null Rejected
	Govt. Job	1	20	4	25					
	Pvt. Job	2	15	3	20					
	RJ	0	1	0	1					
	Housewife	0	1	5	6					
	Business	1	2	0	3					
Total		5	71	16	92					

Table 28- The obtained value of P i.e. '.016' is at the level of significant i.e. (0.05). That means perceptions of two different genders towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too has significant difference. Hence the null Hypothesis H28 is rejected by the Chi square test

Table 29- The obtained value of P i.e. '.611' is at the level of significant i.e. (0.05). That means perceptions of two different educational qualifications towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too are found similar. Hence the null Hypothesis H29 is accepted by the chi square test

Table 30- The obtained value of P i.e. '.004' is at the level of significant i.e. (0.05). That means perceptions of two different occupations towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too has significant difference. Hence the null Hypothesis H30 is rejected by the chi square test

Findings:

By using the chi-square test we found that the perceptions of different occupations towards how long you have been listening to FM Radio have a significant difference. But the perceptions of genders and educational qualifications have no significant difference. Hence the null hypotheses H01

and H02 were accepted but H03 was rejected by the results.

In another chi-square, we found no significant difference in the perceptions of various demographics towards film songs of FM through insignificant values of chi-square. Hence the null hypotheses H04, H05 & H06 were accepted by the results.

In this Chi-square we found no significant difference in the perceptions of various demographics towards news and current affairs programmes are broadcast on FMs to bring diversity in content presentation through insignificant values of chi-square. Hence null hypotheses H07, H08 & H09 were accepted by the results.

Here in this chi-square, we found no significant difference in the perceptions of various demographics towards like Akashvani, would you like to listen to news and current affairs programmes on FM through insignificant values of chi-square. Hence the null hypothesis H10, H11& H12 were accepted by the results.

Through this chi-square, we found no significant difference in the perceptions of various demographics towards news broadcast by the Akashvani can be broadcast on FM too without bringing in any changes through insignificant values of chi-square. Hence the null hypotheses H13, H14 & H15 were accepted by the results.

Through this chi-square, we found a significant difference in the perceptions of different educational qualifications and occupations towards news and current affairs programmes made by the FM channels to be broadcast like Akashvani. But the perceptions of genders towards news and current affairs programmes made by the FM channels to be broadcast like Akashvani has no significant difference. Hence the null hypotheses H16 and H17 were rejected and H18 were accepted by the results.

We found a significant difference in the perceptions of genders towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order. But the perceptions of different

educational qualifications and occupations towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order has no significant difference. Hence the null hypotheses H19 was rejected and H20 & H21 were accepted.

We found significant differences through this chi-square in the perception of different genders and educational qualifications towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs. But the perception of different occupations towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs have no significant difference. Hence hypotheses H22 & H23 were rejected and H24 were accepted.

We found no significant difference in the perception of different genders, educational qualifications and occupations towards trouble-free broadcast of news and current affairs programmes by the news channels through insignificant values of chi-square. Hence hypotheses H25, H26 and H27 were accepted.

In this chi-square test, we found a significant difference in the perceptions of different genders and occupations towards government also make arrangements like other mediums to regulate news and current affairs programmes on FM too. But the perception of educational qualifications towards the government also makes arrangements like other mediums to regulate news and current affairs programmes on FM too have no significant difference. Hence hypotheses H29 & H29 were rejected and H30 was accepted.

CONCLUSION :

In this study, it was found that there was no relationship between perceptions of genders and their educational backgrounds when it came to their period of listening to FM radio. But there was a relationship between occupations and period of listening to FM radio. This shows that occupations played a significant role in deciding their hours

spent on FM. While towards film songs on FM there was no significant relationship found between gender, educational qualifications and occupations. There was no relationship found in the perceptions of various demographics towards news and current affairs programmes broadcast on FMs to bring diversity in content production. No relationship was found in the perceptions of various demographics towards listening to current affairs programmes on FM like Akashvani. Also, there was no relationship in the perceptions of various demographics towards listening to unaltered news broadcast by the Akashvani on FM. This shows that various demographics played no significant role in deciding the current status on FM i.e. only film songs are being played, to bring diversity in the content presented on FM and listening to current affairs programmes on FM. No relationship was found between the perceptions of different educational qualifications and occupations towards FM created news and current affairs programmes. And found no relationship between genders towards FM created news and current affairs programmes. There was a significant relationship in perceptions of different educational and occupational backgrounds people when it came to FM created news and current affairs programmes and there was no significant relationship in the perceptions of males and females when it came to FM created news and current affairs programmes. This shows that gender had separate thought on the same issue and when it came to educational and occupations differences it got differ on the issue. The perceptions of genders showed a significant relationship towards permission of broadcasting news and current affairs programmes to private FMs could be a risk to national security and public order but when it came to educational and occupational backgrounds there was no significant relationship found? There was a significant relationship between different genders and their educational qualifications towards antisocial elements could propagate their agenda and extremist views if FMs are allowed to broadcast news and current affairs, while occupations showed no

relation between them. There was no significant relationship in the perceptions of different genders, educational qualifications and occupations towards news channels being broadcasting trouble-free news and current affairs programmes. A significant relationship was found in the perceptions of different genders and occupations towards

government can also make arrangements like other mediums to regulate news and current affairs programmes on FM too. And there was no relationship found when it came to educational backgrounds and their perceptions towards governments' arrangements to regulate news and current affairs programmes on FM.

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A Study on The Credibility of Indian Media Among Media Students

* Govind Kumar

Abstract: The credibility of Indian media has been discussed at national and international level nowadays and it has become a serious issue. The blame of being 'Bias' is on most of the Indian News channels. Their credibility is questioned at various levels and they also have allegations of misleading or hiding the facts, their representation is directed towards a specific agenda. Even some news channels are blaming other news channels too. According to the Reporters without Boarder (RSF) India ranked 142 out of 180 slipped two ranking down than 2019. In recent example many of the Indian New channels presented Tablighi Jamaat as the reason of spread of coronavirus in India but the high court of Mumbai rejected the FIR and quoted 'chosen to make them Scapegoats' and quashed the FIR lodged against them. "There was a big propaganda in the print media and the electronic media against the foreigners who had come to Markaz Delhi and an attempt was made to create a picture that these foreigners were responsible for spreading Covid-19 virus in India. There was virtually persecution against these foreigners". In the case of Palghar, Maharashtra where two sadhus were lynched by a mob in suspected of kidnapping children and organ harvesting. Media tried to give it a communal agenda. Later chief Minister Office debunked the claim and stated that there was no communal angle behind this. There are several incidents which are the question on the credibility of Indian media. This study will focus on the headlines/taglines run by the News channels in last one month in their prime-time debate and try to assess the narration of the Indian news channels. Along with this study will have one survey to elicit the opinion of media students regarding the credibility of media?

Keywords: Media Credibility, students, Indian Media.

INTRODUCTION:

In global world press freedom report India is continuously losing its position in 2018 India was at 138, in 2019 at 140 and in 2020 India has scored 142nd rank out of 180. It shows how globally India is losing its credibility. Taking this concern at country level media credibility has been questioned at various level. Media is allegedly supporting government and has blame of working for ruling government.

According to the report 40 journalist were killed, 198 serious attacks in last five years in India. Journalists were killed in 40 of these incidents, with 21 of them confirmed to be linked to their work as journalists. The researchers looked at 63 cases in

total, all of which involved scribes being targeted for their investigative work and discovered a near-zero conviction rate. "Only 25 of the 63 cases investigated resulted in FIRs being filed. In 18 of them, the case has stalled after the FIR has been filed. Three charge sheets were filed, but the process stalled after that. And in four cases has a trial begun."

Taking this concern into consideration researcher thought of to have an opinion of the media aspirants regarding the credibility of media. To achieve the result researcher has gone through the taglines run by the Indian News channels and one survey among the media students of different media courses.

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AIM :

The aim of the study is to understand the opinion of the media aspirants regarding media credibility so the media educators can think in that direction and train these media students for a better media professional.

OBJECTIVES :

This study goes with minimum and targeted 2 objectives so that this paper be the basic understating of media students for the course they enrolled in.

OBJECTIVES OF THE STUDY ARE TO :

- To study the reason of falling Indian media credibility among media students
- To understand the opinion of media students regarding Indian media credibility.

SAMPLIING :

The researcher has adopted purposive sampling method as the questionnaire has targeted the media students of different courses form different institutions. The sample size selected for this is study was 60. Among these respondents 70% were female and 95% comes under 15- 25 years age group and 95% are undergraduate students. Due to less availability of time only 60 respondents could answer the questionnaire.

Locale and the size of the sample.

Institutions from where the students were selected are Banaras Hindu University, Varanasi, Uttar Pradesh, CSJMU Kanpur, Uttar Pradesh, Manipal University Jaipur, Rajasthan MCU Noida, Number of Respondents were sixty and the courses in which students enrolled in were Undergraduate, Post-Graduation and Ph.D. Courses

RESEARCH DESIGN :

Descriptive research design has been followed and the data has been collected through content analysis and survey method.

FINDINGS :

Findings of the study is bases upon the

questionnaire circulated among the targeted population and the data asserted from the content of the new channels, which includes taglines of prime time of popular Indian Hindi news channels.

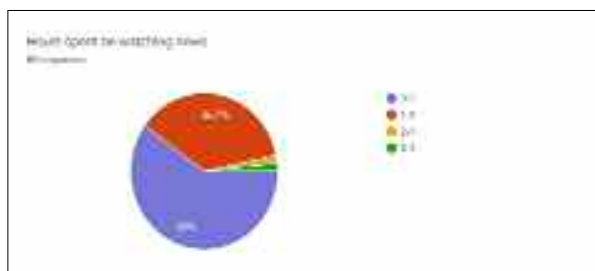
Findings has been divided into two parts based on the objectives of the study.

Part A

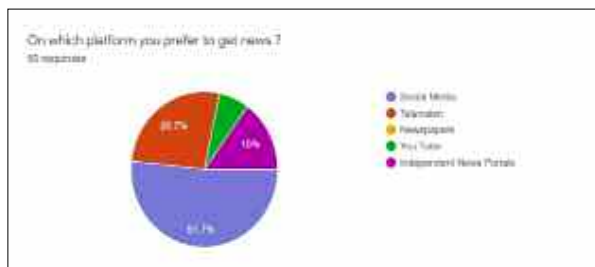
One objective of the study is to study the reason of falling Indian media credibility. After analysing the questionnaire, the following results have been found.

The below mentioned findings are the based upon the responses received through questionnaire.

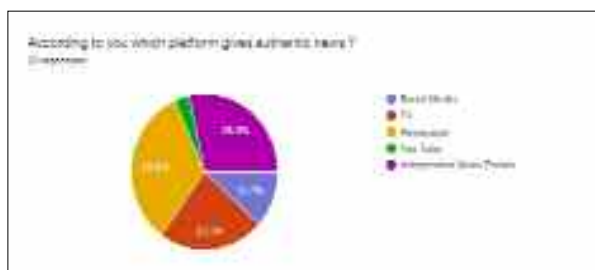
Question: Hours spent on watching news?



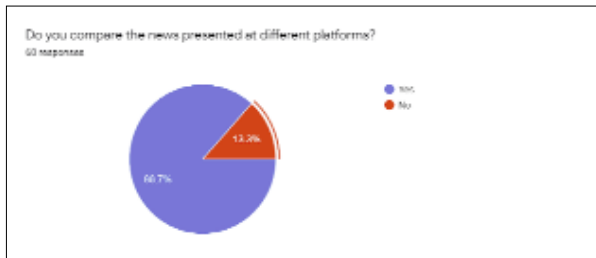
Question : Preferred Platform for news ?



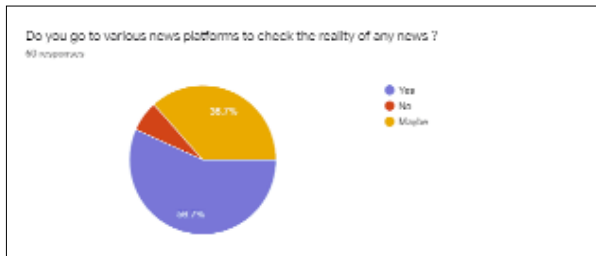
Question : According to you Which paltform gives authentic News ?



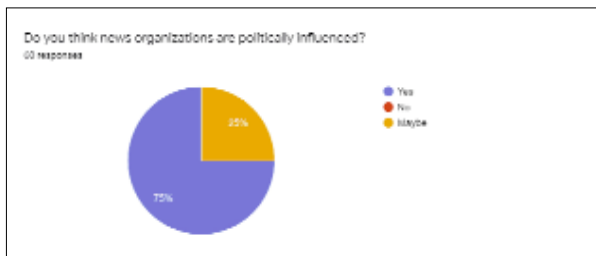
Question: Do you compare news at different paltforms ?



Question: Do you go to various platforms to check the reality of News?



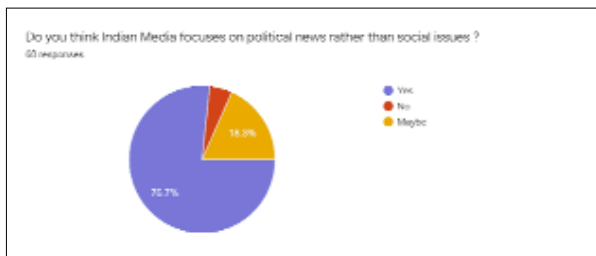
Question: Do you think news organizations are politically influenced ?



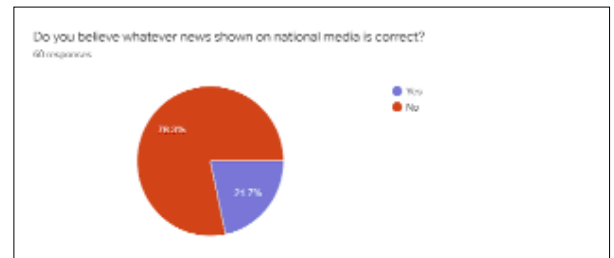
Question: Indian Media-



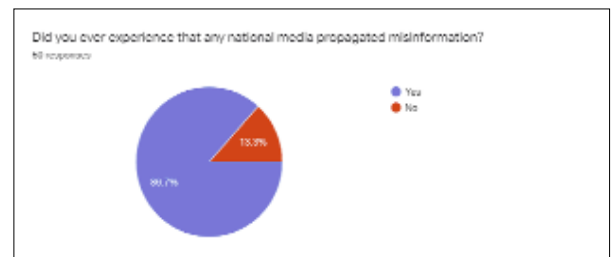
Question: Do you think Indian media focuses more on political news rather than social news ?



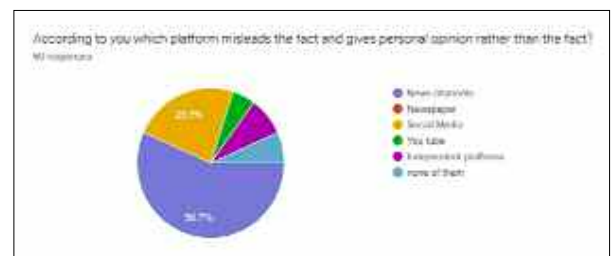
Question: Do you think whatever shown on nation media is correct ?



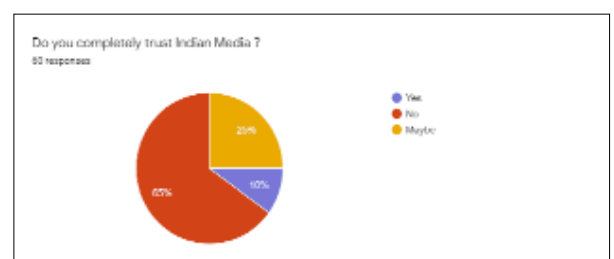
Question: Did you ever experienced that any national media propagated misinformation?



Question : According to you which platform misleads the fact and gives personal opinion rather than fact ?



Question: Do you trust Indian media ?



Part B

Assesment of News debate of major Hindi News Channles

This assessment of news channels debate is of the month February 2021. For this researcher has gone through the website of these channels and noted the debates outcome of these channels. The selected Hindi channels are Aaj Tak, Zee News, NDTV, India News, R. Bharat, and News Nation.

The major findings are as follows

Topics of discussions related to Bengal Election, Neerav Modi Lord Ram, Andlanjeevi, toolkit, SabootJeevi, Tukde-Tukde Gang, Sedition, Darjeevi Farmer's Protests, Rahul Gandhi, Narendra Modi were in the centre and were discussed in the favour of ruling government. The Narration was more persuasive rather than making people understand the issues.

Some of the taglines run by Indian news channels were-

'Chunaav ka ailaan kaun maarega maidan' (News 18), Neerav Modi wapas aaega koi chor nahi bach paaega(News Nation), Kya Bengal me ghusna mana hai (zee news), Kisan aandolan me desh todane ki shajish (R.Bharat), Hindu sabkeVanshaj (News Nation), PM ki VandeVande Mamta par Fande Fande (R.Bharat), Modi hai to Bengal mumkin hai (AajTak).

Aaj Tak, Zee News, India News, R. Bharat, News Nation were most of the time in the favour of ruling government while the issues raised by NDTV India was hike in railway fare, trend of #Modi_job_do, Petrol price hike etc.

Among majorly disused issues Disha Ravi, Farmer Protest, India-China, Hindu-Muslim, Sedition, toolkit were the centre of the discussion in the month of February.

On 16th of February in Disha Ravi case Zee news alleged 'Toolkit' to be the script of riots and compared the age of Disha Ravi with the age of terrorist Ajmal Kasab.

In other example on 15th February these channels were centred on sedition and were trying to explain toolkit and farmer protests are related to sedition.

In one month's, analysis researcher has found

that maximum channels were in the favour of ruling government and the issues like inflation, unemployment, raising prices of petrol and cooking gas were not taken in the centre. These issues were discussed in Ravish Kumar show only.

Loud voice of anchors and catchy taglines were created to grab the attention of the audience to explain the issues.

SUMMARY :

After analysing the available data researcher came to know about some following factors:

- Social media is the most preferred
- Newspapers and Independent News portals are most authentic sources of news.
- Students prefer to compare the same news and fact check of same news.
- Media credibility is the major issue among the media students.
- Channels are more politically bias
- The information presented over there is not true
- Supporting the ruling government.
- Surpassing the relevant issues and making less relevant issues more relevant.
- Students do not believe Indian media.

LIMITATIONS OF THE STUDY :

The study has its some limitations and the data has been analysed within these limitations only.

Due to limited time frame only sixty respondents could respond to the questionnaire. Time frame of the study is February 2021, and only popular National Hindi News Channels have been selected for this study only. Only the prime time shows and debates and their program titles of the month February 2021 have been taken into consideration. Therefore, the results of the study is made on the basis of this sample only.

Findings are based only on the data collection and observations during the study.

CONCLUSION :

As per the result of questionnaire, researcher has found media students are watching news on social media and preferring the independent news portal rather than television, but they think newspaper is still a source of authentic news.

They supported the argument that Indian Media is biased, politically influenced, and support the ruling government rather than pointing of local issues channels are interested in picking and highlighting political issues. Indian channels propagate the misinformation and foster the political agenda through their channels. Rather than questioning the government Indian media praises the ruling government and criticizes the opposition.

They easily do not believe on one news

channels, so they prefer to compare the same news on various news platform to get the reality of the news.

DISCUSSION AND SUGGESTIONS :

As per the data if the media will practice the same exercise then media students may lose the charm or interest towards the course. Because of continuous falling International ranking and losing trust of Indian audience in future this may happen that new aspirants will avoid this course. In recent examples during farmer protest many news channels were not permitted in the protest area.

Media needs to reconstruct their image to gain the faith among the youth and especially among the media students.

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- 7 https://www.youtube.com/results?search_query=AAJ+TAK
- 8 <https://www.youtube.com/watch?v=km4IRLffPV0>
- 9 https://www.youtube.com/results?search_query=r+bharat+puchta+hai+bharat

भारतीय मीडिया में विश्वसनीयता का संकट

* डॉ. संजय कुमार श्रीवास्तव

शोध पत्र सारांश: भारत में मीडिया में अभूतपूर्व वृद्धि हुई है, जिसमें सोशल मीडिया के अनियमित क्षेत्र भी शामिल हैं, साथ ही जवाबदेही और विश्वसनीयता में महत्वपूर्ण गिरावट भी आई है। भारत में मीडिया खासकर ब्रॉडकास्ट मीडिया, विश्वसनीयता के अभूतपूर्व संकट का सामना कर रहा है। घटती जवाबदेही के साथ इसकी घातीय वृद्धि ने मीडिया को अपने संवैधानिक दायित्वों को पूरा करने के लिए वर्तमान परिदृश्य में एक एजेंडा तैयार करने की तत्काल आवश्यकता को रेखांकित किया है। मीडिया लोकतांत्रिक और सामाजिक मूल्यों को बढ़ावा देने में महत्वपूर्ण भूमिका निभाता है, जो राजनीतिक उथल-पुथल एवं खामियों के खिलाफ मजबूत आवाज उठाता है और लोकतंत्र के प्रसार को मजबूत और सुशासन सुनिश्चित करता है। परन्तु आज भारतीय मीडिया के सामने उसकी विश्वसनीयता पर प्रश्नचिह्न लग चुका है। 400 से अधिक समाचार चैनलों के साथ, भारत निःसन्देह दुनिया का सबसे अधिक सेवा वाला समाचार बाजार है। इस विशाल बाजार में, पेड न्यूज, फर्जी समाचार, पक्षपातपूर्ण समाचार और अविश्वसनीय समाचार जैसी घटनाओं में भी वृद्धि हुई है। भारत में अधिकांश समाचार टेलीविजन चैनलों को आसानी से सरकार या सरकार विरोधी के रूप में पहचाना जा सकता है। यही नहीं, अधिकांश समाचार चैनलों द्वारा दैनिक कार्यक्रमों में टॉक शो, कॉमेडी कार्यक्रम और संगीत कार्यक्रम किये जाते हैं। इन कार्यक्रमों को देखने के बाद ऐसा लगता है, जैसे वो समाचार चैनल को एंटरटेनमेंट चैनल में बदलने की कोशिश कर रहे हैं। संविधान का अनुच्छेद 19(1)(ए), बोलने और अभिव्यक्ति की स्वतंत्रता की गारंटी देता है। यह मीडिया को निष्पक्ष, सटीक, शांत तरीके से जनहित के मामलों पर समाचारों, विचारों, टिप्पणियों और सूचनाओं के साथ सभ्य तरीके से लोगों की सेवा करने का अधिकार देता है। लेकिन आज के संदर्भ में मूल सवाल यह है कि सार्वजनिक हित को परिभाषित कौन तय करेगा और क्या मीडिया को इस वाक्यांश के किसी भी चयनात्मक व्याख्या का पालन करने के लिए जाना जा सकता है। इसका समाधान शायद नए मीडिया आयोग की स्थापना में निहित है।

कीवर्ड: विश्वसनीयता, अभूतपूर्व संकट, जवाबदेही, अविश्वसनीय समाचार

उद्देश्य :

शोध का मुख्य उद्देश्य मीडिया के बढ़ते व्यावसायीकरण के कारण उत्पन्न विश्वसनीयता के संकट का अध्ययन करना है। जिससे पता लगाया जा सके कि मीडिया के व्यावसायीकरण के कारण आने वाले समय में विश्वसनीयता का संकट और कितना बढ़ सकता है और इस संकट से मीडिया को कैसे उबारा जा सकता है?

शोध क्षेत्र:

शोध क्षेत्र के लिए नई दिल्ली का चुनाव किया गया क्योंकि देश का मीडिया वहीं से संचालित हो रहा है।

शोध विधि:

शोध के लिए गुणात्मक शोध विधि का प्रयोग किया गया है जिसमें टीवी पर आने वाले समाचारों और समाचार पत्रों में छपने वाले

समाचारों की सामग्रियों का विप्लेषण किया गया है।

परिचय:

भारत में मीडिया की अभूतपूर्व वृद्धि, जिसमें सोशल मीडिया के अनियमित क्षेत्र भी शामिल हैं, की विश्वसनीयता में महत्वपूर्ण गिरावट आई है। भारत में मीडिया, विश्वसनीयता के अभूतपूर्व संकट का सामना कर रहा है। घटती जवाबदेही के साथ इसकी घातीय वृद्धि ने मीडिया को अपने संवैधानिक दायित्वों को पूरा करने के लिए वर्तमान परिदृश्य में एक एजेंडा तैयार करने की तत्काल आवश्यकता को रेखांकित किया है। मीडिया की लोकतांत्रिक और सामाजिक मूल्यों को बढ़ावा देने में महत्वपूर्ण भूमिका होती है, जो राजनीति की खामियों के खिलाफ अपनी आवाज बुलन्द करता है और लोकतंत्र को मजबूत बनाता है। इसके साथ ही सुशासन भी सुनिश्चित करता है।

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संविधान का अनुच्छेद 19 (1) (ए), बोलने और अभिव्यक्ति की स्वतंत्रता की गारंटी देता है, मीडिया को निष्पक्ष, सटीक, निष्पक्ष, शांत तरीके से जनहित के मामलों पर समाचारों, विचारों, टिप्पणियों और सूचनाओं को देने का काम होता है। लेकिन आज के संदर्भ में मूल सवाल यह है कि कौन सार्वजनिक हित को परिभाषित करेगा और क्या मीडिया को इस वाक्यांश की किसी भी चयनात्मक व्याख्या का पालन करने के लिए जाना जा सकता है। ये एक यक्ष प्रश्न है, यह शोध पत्र इसी प्रश्न का उत्तर खंगालने की एक कोशिश है। प्रेस काउंसिल ऑफ इंडिया (पीसीआई) और नियामक तंत्र को यह जरूरी लगता है कि मीडिया जनता के हित और सार्वजनिक हित में उनके मामलों में अंतर करना सीखे, और न केवल नवीनतम घटनाओं को कवर करने में निष्पक्ष रहे बल्कि राजनीतिक, सामाजिक और आर्थिक क्षेत्रों की विषमताओं, सामाजिक भेदभाव, लैंगिक असमानता, बाल शोषण, स्वच्छता, पर्यावरण, गरीबी, बेरोजगारी, शिक्षा और स्वास्थ्य सेवा जैसे सामाजिक मुद्दों को जनता के सामने लाये।

लोकतंत्र का चेथा स्तंभ, चेकीदार और लोगों की आवाज जैसे कुछ सामान्य शब्द हैं जो एक कामकाजी लोकतंत्र में मीडिया की भूमिका से जुड़े हैं। आधुनिक समय ने नए रूपों के उदय के साथ मीडिया की पहुंच में बहुत बड़ी सफलता देखी है, खासकर सोशल मीडिया की। लोगों को अब दुनिया भर से सभी समाचारों के अपडेट्स पहले से कहीं ज्यादा तेज रफ्तार से पहुंच रहे हैं। इस प्रकार यह आवश्यक हो जाता है कि मीडिया जिम्मेदारी के साथ रिपोर्टिंग करे और अपने दर्शकों को विश्वसनीय जानकारी प्रदान करे।

मीडिया उद्योग, इलेक्ट्रॉनिक और प्रिंट दोनों को अपनी विशाल शक्ति पर ध्यान केंद्रित करना चाहिए और विकासात्मक रिपोर्टिंग और सकारात्मक समाचारों को स्व-विवेक के माध्यम से लोगों तक सही सूचना पहुंचाना चाहिए। इंडियन ब्रॉडकास्टिंग फाउंडेशन भारत के टेलीविजन प्रसारकों का सर्वोच्च संगठन है। यह भारतीय टेलीविजन उद्योग के हितों को बढ़ावा देता है। इसके साथ ही शिकायतों को हल करने और समाधान के लिए एक साझा मंच है। आईबीएफ ने एक प्रोग्राम कोड अपनाया है। इसने ब्रॉडकास्टिंग कंटेंट कंप्लेंट्स काउंसिल (BCCC) को टीवी कोड पर जुमाना लगाने का अधिकार दिया है। बीसीसीसी नियमित रूप से टीवी चैनलों को सलाह देता है कि वे अपनी सामग्री के बारे में सावधानी बरतें, खासतौर पर महिलाओं, बलात्कार और एसिड हमलों की घटनाओं की शिकार एवं अल्पसंख्यक समुदायों के चित्रण को लेकर। मीडिया उद्योग में वैधानिक बंधन के बिना स्व-नियमन टीवी चैनलों को लोगों के प्रति जवाबदेह बनाने के लिए एक आधा-प्रयास होगा और किसी भी कानूनी ढांचे को उद्योग द्वारा भाषण और अभिव्यक्ति की स्वतंत्रता के अधिकार का उल्लंघन करने के रूप में खारिज कर दिया जाएगा।

भारतीय लोकतंत्र को मजबूत करने के लिए एक शक्तिशाली हथियार के रूप में मीडिया के प्रभावी और सुचारू संचालन के लिए एक रास्ता खोजना होगा। इसके अतिरिक्त असंगठित सोशल मीडिया की अभूतपूर्व वृद्धि के कारण गोपनीयता भंग करने, सामाजिक विकार पैदा करने और राष्ट्रीय सुरक्षा के लिए खतरा पैदा हो सकता है। अतः इस असंगठित सोशल मीडिया की भी जवाबदेही तय करने की जरूरत है। वास्तव में भारत में मीडिया के कामकाज पर नियंत्रण और जवाबदेही बनाने से ही भारतीय मीडिया को विश्वसनीयता के संकट से बचाया जा सकता है।

लोकतंत्र में मीडिया और सुशासन :

सुशासन क्या है? सुशासन की 8 प्रमुख विशेषताएं हैं। यह भागीदारी, सर्वसम्मति से उन्मुख, जवाबदेह, पारदर्शी, उत्तरदायी, प्रभावी और कुशल, न्यायसंगत और समावेशी विज्ञापन कानून के शासन का पालन करता है। यह विश्वास दिलाता है कि भ्रष्टाचार को कम से कम किया जाता है, अल्पसंख्यकों के विचारों को दरकिनार नहीं किया जा सकता और निर्णय लेने की प्रक्रिया में समाज में सबसे कमजोर लोगों की आवाज सुनी और ध्यान में रखी जाती है। यदि सुशासन की उपरोक्त विशेषताओं का विश्लेषण किया जाए, तो यह देखा जा सकता है कि मीडिया सुशासन को बढ़ावा देने में महत्वपूर्ण भूमिका निभाता है।

लोकतंत्र और शासन में मीडिया की सार्थक भूमिका है। यह आवश्यक है कि मीडिया सरकार के नियंत्रण से मुक्त और स्वतंत्र हो। मीडिया से यह भी अपेक्षा की जाती है कि वह एक ऐसा मंच प्रदान करे जहाँ व्यापक स्तर पर आवाजें-विरोधी दल, नागरिक समाज के अभिनेता, स्वतंत्र विशेषज्ञ और आम नागरिक-वैकल्पिक विचार व्यक्त कर सकें।

हाल के वर्षों में मीडिया को नियंत्रित करने, सह-विकल्प, हेरफेर करने और यहां तक कि डराने-धमकाने के प्रयासों को भी देखा गया है। विस्तारवादी प्रक्रिया ने असंतोष के लिए आवश्यक स्थान के लिए प्रेरित किया है। यह एक बढ़ती और संभावित रूप से गंभीर, विश्वसनीयता का संकट पैदा कर रहा है। भारत दुनिया का सबसे बड़ा लोकतंत्र है। एक जीवंत, स्वतंत्र और बहुलवादी, जन मीडिया देश में लोकतंत्र का एक महत्वपूर्ण स्तंभ है जो लोकतांत्रिक मानदंडों का पालन करता है। मीडिया को सरकारी, राजनीतिक, या आर्थिक नियंत्रण, या मीडिया उत्पादों और कार्यक्रमों के उत्पादन और प्रसार के लिए आवश्यक सामग्री और बुनियादी ढांचे के नियंत्रण से स्वतंत्रता की आवश्यकता होती है। किसी भी तरह के एकाधिकार का अंत होना चाहिए।

2005 के शुरु में, यूनेस्को के महानिदेशक ने मीडिया प्रमोशन सुशासन की महत्वपूर्ण भूमिका को स्वीकार करते हुए, 3 मई को हर

साल मनाये जाने वाले विश्व प्रेस स्वतंत्रता दिवस के अवसर पर कहा कि लोकतांत्रिक समाजों के सुशासन, पारदर्शिता और जवाबदेही सुनिश्चित करने, भागीदारी और कानून के शासन को बढ़ावा देने तथा गरीबी के खिलाफ लड़ाई में स्वतंत्र और बहुलवादी मीडिया की महत्वपूर्ण भूमिका है। यूनेस्को ने इस साल के जश्न के लिए अपने प्रमुख विषय के रूप में मीडिया और सुशासन को चुनकर लोकतंत्र और सुशासन को बढ़ावा देने में मीडिया द्वारा निभाई गई इस महत्वपूर्ण भूमिका को रेखांकित करने का फैसला किया है।

यह ध्यान रखना उचित है कि पूरी दुनिया से सूचनाओं को प्राप्त करने के लिए मीडिया पर मुख्य रूप से निर्भरता है। सभी प्रकार की मीडिया निर्भरता को समाप्त करना संभव नहीं है। क्या करने की आवश्यकता है, यह पहचानने के लिए कि क्या निर्भरताएं उन लोगों को दूर करती हैं जिन्हें समाप्त किया जा सकता है और जो रह गए हैं उनके प्रभाव को कम कर सकते हैं। हालाँकि, यह सवाल अभी भी बना हुआ है- क्या मीडिया को सरकार के प्रभाव से मुक्त होना चाहिए? क्या सरकार के प्रभाव से मुक्त होने के बाद मीडिया में विश्वसनीयता का संकट खत्म हो जायेगा? क्या दर्शकों के बीच मीडिया अपनी विश्वसनीयता बनाने में कामयाब हो पायेगा?

प्रेस की स्वतंत्रता :

क्या भारत में भाषण और अभिव्यक्ति की स्वतंत्रता पर लगातार हमला हो रहा है, जबकि प्रेस की स्वतंत्रता एक 'अच्छे' शासन की गंभीरता के लिए आवश्यक है।

यदि सूचनाएं या समाचार एकतरफा हों या विघटित करने वाले हों या गलत सूचनाओं को दर्पकों तक मीडिया के द्वारा पहुंचाया जाता है तो ये लोकतंत्र के लिए तो खतरा है ही साथ ही ऐसी घटनायें मीडिया की विश्वसनीयता पर भी सवाल खड़े करती हैं और मीडिया की विश्वसनीयता घटती है। बोलने और अभिव्यक्ति की स्वतंत्रता में जानकारी प्रदान करने और राय प्राप्त करने का अधिकार शामिल है जिसमें राय रखने की स्वतंत्रता शामिल है।

प्रेस की स्वतंत्रता को केवल पत्रकारों की स्वतंत्रता की रिपोर्ट और टिप्पणी के रूप में नहीं देखा जाना चाहिए। इसके बजाय, यह ज्ञान और सूचना तक पहुंचने के जनता के अधिकार के साथ दृढ़ता से संबंधित है। ज्ञान और सूचना के प्रसार में मीडिया की महत्वपूर्ण भूमिका को देखते हुए, यह महत्वपूर्ण हो जाता है कि मीडिया संस्थाएं और मीडिया से जुड़े पेशेवर एसोसिएशन सटीक, और नैतिक रिपोर्टिंग को प्रोत्साहित करें।

सरकारी स्वामित्व वाली मीडिया का दुरुपयोग :

सरकार के स्वामित्व वाले मीडिया के दुरुपयोग के आरोप कोई नई बात नहीं है। भारत की दिवंगत प्रधानमंत्री श्रीमती इंदिरा गांधी

द्वारा 25 जून, 1975 से 21 मार्च, 1977 तक आंतरिक आपातकाल लागू लगा दिया गया था। इस दौरान लगाये गये आपातकालीन अवधि को स्वतंत्र भारत का सबसे काली अवधि कहा जाता है क्योंकि सभी नागरिक अधिकारों को निलंबित कर दिया गया था और बोलने और अभिव्यक्ति की स्वतंत्रता के अधिकारों को खत्म कर दिया गया था। आपातकाल लोकतांत्रिक सिद्धांतों के लिए एक बड़ा झटका था, जिसे देश ने आजादी के बाद संजोया था। सरकार ने आपातकाल लागू करने के साथ ही प्रेस सेंसरशिप लागू कर दी थी। क्योंकि उस समय श्रीमती गांधी की सरकार जनता को दबाने के लिए प्रेस पर नियंत्रण रखना चाहती थी। उस समय भारत में प्रेस एकमात्र स्वतंत्र जन मीडिया था, क्योंकि रेडियो और टेलीविजन सरकार द्वारा नियंत्रित थे। भारत में एक स्वायत्त सार्वजनिक सेवा प्रसारण प्रणाली का आह्वान आखिरकार 1997 में भारत की सबसे बड़ी सार्वजनिक प्रसारण एजेंसी प्रसार भारती के गठन के साथ किया गया। इसे 1990 में एक स्वायत्त निकाय के रूप में गठित किया गया था, लेकिन इसे 15 सितंबर 1997 से लागू किया जा सका।

स्वायत्तता दिए जाने के बावजूद, राज्य मीडिया मशीनरी का लगातार सरकारों द्वारा दुरुपयोग किया जाता रहा है। और इसी वजह से दूरदर्शन को सरकारी भोपू कहा जाता है।

झुकता लोकतंत्र का चौथा स्तंभ:

लोकतंत्र का चौथा स्तंभ कहे जाने वाले मीडिया की पहुंच लगभग अब प्रत्येक घर में हो चुकी है। लोग जागरूक भी हैं और देश-दुनिया में क्या कुछ घटित हो रहा है, इसको जानने की उत्सुकता भी है। इसलिए लोगों की दखलंदाजी भी बढ़ रही है। इसलिए लोग न्यूज चैनलों सहित मीडियाकर्मियों को भी टोल करने लगे हैं। लगभग हर मुद्दे पर मीडिया में दो फाड़ दिखायी देता है। अगर देखा जाये तो न्यूज चैनल एक ही मुद्दे पर अलग-अलग एजेंडा चलाते हैं। किसी मुद्दे को लेकर अगर स्वस्थ डिबेट होती है तो अच्छी बात है लेकिन आज टीवी चैनलों पर डिबेट का स्तर गिरता जा रहा। आज के दौर में टीवी चैनलों पर आने वाले तमाम राजनीतिज्ञों के द्वारा भी अभद्रता का व्यवहार किया जाता है एक दूसरे पर छोटकशी तो करते नजर आते ही हैं साथ ही एक दूसरे के लिए अभद्र शब्दों का प्रयोग करने से भी नहीं चूकते।

इससे दर्शक अपने आपको ठगे से महसूस करने लगते हैं और कन्फ्यूज रहते हैं तो दूसरी तरफ टीवी चैनलों की विश्वसनीयता भी घटती है। वर्तमान समय में टीवी चैनलों पर आम लोगों से जुड़े मुद्दों की कमी साफ दिखायी देता है। इसके विपरीत राष्ट्रवाद, देशवाद, धर्मवाद और अन्य गैरजरूरी वाद जरूर दिखाये जाते हैं जिसकी वजह से आम लोगों के बीच मीडिया की विश्वसनीयता लगातार घटती जा रही है।

मीडिया के क्षेत्र में गिरावट का सबसे बड़ा कारण मीडिया पर उद्योगपतियों का कब्जा। जिन्हें सूचनाओं और समाचारों से कोई सरोकार नहीं होता। उन्हें अपने चैनलों की टीआरपी बढ़ानी होती है। इसके लिए वो ऐसे समाचारों और सूचनाओं को लाने की कोशिश करते हैं जिससे लोगों के बीच उनकी गहरी पैठ बन सके। अतः आज के समय में टीवी चैनल सूचनाओं और समाचारों को देने का माध्यम न होकर बल्कि व्यापार के माध्यमों में परिवर्तित हो चुका है जिससे लोकतंत्र के इस चौथे स्तंभ की विश्वसनीयता में लगातार गिरावट जारी है।

परिणाम :

शोध के माध्यम से ये पता चलता है कि मीडिया विश्वसनीयता जैसी समस्याओं का सामना कर रहा है। मीडिया की जवाबदेही न होने के कारण समाचार-पत्र और समाचार चैनल अपनी विश्वसनीयता खोते जा रहे हैं। दूरदर्शन पर लोगों ने विश्वास करना छोड़ दिया है या एक तरह से कह सकते हैं दूरदर्शन अपनी अस्तित्व खो चुका है।

भारत का इलेक्ट्रॉनिक मीडिया इस साल ज्यादातर गलत कारणों से चर्चा में रहा है, चाहे वह टीआरपी घोटाला हो, सुशांत सिंह राजपूत मामले से जुड़ी सनसनीखेज कहानियां हों या तब्लीगी जमात मण्डली

को लेकर किसी समुदाय का कथित उत्पीड़न। फलस्वरूप ऐसी घटनाओं के सामने आने पर दर्शकों में मीडिया के किसी एक माध्यम पर सवाल नहीं उठता बल्कि विश्वसनीयता पर प्रश्नचिह्न प्रत्येक माध्यमों पर लग रहा है।

सुझाव :

विश्वसनीयता की समस्या को दूर करने के लिए एकमात्र तरीका यह है कि मीडिया पारदर्शी हों साथ जवाबदेही बनाने की जरूरत है। एक जिम्मेदार मीडिया से जो अपेक्षा की जाती है, वह किसी भी सूचना या समाचारों को तथ्यों के साथ गहराई से रिपोर्ट करे ताकि लोगों को सूचना या समाचार तथ्यों के साथ उपलब्ध हो सके। इसके अतिरिक्त सत्यापन योग्य डेटा के उपयोग के साथ डेटा-संचालित पत्रकारिता होनी चाहिए और आवाजों में बहुलता और विविधता प्रदान करनी चाहिए। इसके साथ ही संपादक की ये जिम्मेदारी और जवाबदेही होनी चाहिए कि जो कहानी या समाचारों को चैनलों पर दिखाया जा रहा है या प्रिंट मीडिया में प्रकाशित हो रहे हैं, उन्हें जनता की भावनाओं को ध्यान में रखकर दिखाया या प्रकाशित किया जा रहा है। तभी मीडिया की विश्वसनीयता को दर्शकों और पाठकों के बीच बनाये रखा जा सकता है और विश्वसनीयता के संकट को टाला जा सकता है।

सन्दर्भ ग्रन्थ

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इंटरनेट, डाटा सेंटर और वॉटर फुटप्रिंट

* वरुण गोयल

** डॉ. विकास चन्द्र गोयल

भारत आजादी का 75 वां अमृत महोत्सव मना रहा है और तीव्रगति से विकास पथ पर अग्रसर है और इसमें डिजिटल क्रांति का बहुत बड़ा योगदान है। चाहे प्रशासनिक पारदर्शिता हो या आर्थिक क्षेत्र, मनोरंजन हो या संचार सभी क्षेत्रों में आज डिजिटल माध्यमों का बड़ा योगदान है और देश में तकनीक के विकास के साथ-साथ इस क्षेत्र में भी अभूतपूर्व विकास हुआ है। कोरोना काल में जब देश का फिल्म उद्योग बुरी तरह प्रभावित हुआ तब OTT प्लेटफॉर्म ने इसे भविष्य की राह दिखाई और कई बड़ी फिल्में इस-पर रिलीज की गईं। एक रिपोर्ट के अनुसार वर्ष 2019 तक प्रत्येक भारतीय प्रतिमाह औसतन 12 जीबी डाटा इस्तेमाल करता था जो दुनिया में सबसे ज्यादा है और अनुमान है यह वर्ष 2025 तक बढ़कर 25 जीबी प्रतिमाह हो जाएगा। यह अच्छे संकेत है कि देश में इंटरनेट के उपभोक्ता बढ़ रहे हैं किंतु जिन संसाधनों को इस पूरी प्रक्रिया की कीमत चुकानी पड़ती है उनका अध्ययन करना भी आवश्यक हो जाता है। मसलन एक भारतीय द्वारा इस्तेमाल में लिए जाने वाला 1 जीबी डाटा की वाटर फुटप्रिंट कितनी है? वर्तमान समय में दुनिया-भर में कई छोटे बड़े डाटा सेंटर हैं जिनकी मांग इंटरनेट और डाटा खपत को देखते हुए आगामी समय में बहुत तेजी से बढ़ने की संभावना है। वैश्विक परिदृश्य में हुए बदलावों के फलस्वरूप कई निवेशक व्यापार हेतु भारत की ओर रुख किए हुए हैं इनमें से एक है डाटा सेंटर। डाटा सेंटर 24 घंटे कार्य करते हैं और बहुत अधिक बिजली का उपयोग भी करते हैं। विदेशों में डाटा सेंटर में वाटर फुटप्रिंट की गणना की गई और यह बहुत ही भयावह तस्वीर हमारे सामने रखती है। अकेले अमेरिका जैसे देश में वर्ष 2014 में 62,600 करोड़ लीटर पानी का उपयोग देश के डाटा सेंटरों को चलाने में किया गया था। भारत में डाटा सेंटर एवं इसके वाटर फुटप्रिंट से जुड़े आंकड़े या तो उपलब्ध नहीं हैं या किन्हीं कारणवश सार्वजनिक नहीं किए जा रहे हैं। हमारे देश में स्थापित डाटा सेंटर की बात की जाए तो इसकी क्षमता वर्ष 2020 की पहली छमाही में 375 मेगावाट हो गई थी और एक रिपोर्ट के अनुसार यह क्षमता वर्ष 2025 तक बढ़कर 1078 मेगावाट हो जाएगी। ऐसे में सही समय पर सही अध्ययन और बेहतर नीति क्रियान्वित कर डाटा सेंटर के क्षेत्र में एक बहुत बड़े निवेश हेतु कार्ययोजना बनाई जा सकती है। इलेक्ट्रॉनिक्स एवं सूचना

प्रौद्योगिकी मंत्रालय, भारत सरकार द्वारा हाल ही में DATA CENTER POLICY-2020 का मसौदा तैयार किया गया है। दुर्भाग्यवश इस पॉलिसी में डाटा सेंटर के वाटर फुटप्रिंट अथवा जल संरक्षण के विषय में कुछ भी स्पष्ट नहीं लिखा गया है। CSR Policy के अन्तर्गत भी कंपनी के लाभांश का अनुमोदित अंश स्थानीय जल संसाधनों के विकास व सर्कुलर इकोनोमी को प्रोत्साहित करने हेतु किया जाना चाहिए। देश में सीमित जल संसाधन एवं नीतियों के विनिर्माण में जल को अनदेखा कर देने की यह स्थिति और डाटा सेंटर एवं इसके वाटर फुटप्रिंट विषय पर शोध संकल्पना का अभाव वाकई चिंताजनक है जिस पर प्रकाश डालने का प्रयास किया गया है।



Raja Ghosh
New Delhi
October 15, 2020 UPDATED: October 15, 2020 10:31 IST



A still from Despacito.

इंडिया टुडे की यह खबर बता रही है कि 7 इपससपवद लोगों ने इस गाने को यूट्यूब पर देखा है, यानी 700 करोड़ लोगों ने 4.41 सेकेण्ड के इस वीडियो को एक बार देखा। इस वीडियो को देखने के लिए जितनी बिजली खर्च हुई है उस बिजली से अमेरिका जैसे देश के 40,000 घरों को साल भर की बिजली सप्लाई की जा सकती है। [1]

हमारा देश तीव्रगति से विकास पथ पर अग्रसर है और इसमें डिजिटल क्रांति का बहुत बड़ा योगदान है। चाहे प्रशासनिक पारदर्शिता हो या आर्थिक क्षेत्र, मनोरंजन हो या संचार सभी क्षेत्रों में आज डिजिटल माध्यमों का बड़ा योगदान है और देश में तकनीक के विकास के साथ-साथ इस क्षेत्र में भी अभूतपूर्व विकास हुआ है। दुनिया भर में आज हमारा देश इंटरनेट डाटा इस्तेमाल करने में

* वरिष्ठ संसाधनकर्मी, संचार व आउटरिच, राष्ट्रीय जलविज्ञान संस्थान, रूडकी 247667, उत्तराखंड

** वैज्ञानिक 'जी' प्रभागध्यक्ष शोध प्रबंधन एवं प्रसार प्रभाग, राष्ट्रीय जलविज्ञान संस्थान, रूडकी 247667, उत्तराखंड

बहुत बड़ी छलांग लगाकर कई विकसित देशों को पछाड़ कर दूसरे स्थान पर पहुंच गया है। देश में आज बड़ी संख्या में स्मार्टफोन यूजर्स हैं जो अपने फोन पर डाटा एक्सेस कर सकते हैं। इसके अलावा इंटरनेट कंटेन्ट निर्माण करने वाली कंपनियों ने भी परम्परागत इंटरनेट एक्सेस की डिवाइस से स्मार्टफोन इंटरफेस में बदले इस स्वरूप को पहचान लिया है और अपने कंटेन्ट को इसके अनुरूप परिवर्तित करना प्रारम्भ भी कर दिया है। अब यूजर्स तेजी से वेबसाइट्स के इस्तेमाल को कम करते हुए एप्स पर काम करना ज्यादा पसंद करने लगे हैं।

किंतु हमारी दैनिक दिनचर्या में शामिल इंटरनेट डाटा की छिपी हुई कीमत क्या है? क्या हम प्राकृतिक संसाधनों के दोहन की कीमत

News / Lifestyle / What's Hot / Despacito becomes the most viewed video song on YouTube with over 7 billion views

Despacito becomes the most viewed video song on YouTube with over 7 billion views

Despacito, Luis Fonsi and Daddy Yankee's hit 2017 song, has become the most viewed music video on YouTube as it has amassed over seven billion views.

पर सेल्फी अप लोड कर रहें हैं? क्या हमारे गूगल पर किसी की-वर्ड को सर्च करने भर से ही पानी की बरबादी होती है? क्या 1 जीबी डाटा जो आजकल सामान्यतः मोबाइल टैरिफ प्लान में प्रत्येक यूजर्स को मुफ्त मिलता है, हमारे जल संसाधन उसकी कोई कीमत चुकाने हैं? इंटरनेट डाटा हमारे जल संसाधनों पर कितना दबाव डालते हैं? डाटा सेंटर का वाटर फुटप्रिन्ट क्या है और भारत में इसकी उपयोगिता एवं अनुसंधान की क्यों आवश्यकता है? इन सभी बातों को समझाने का प्रयास करते हैं।

भारत में इंटरनेट

25 वर्ष पूर्व, 15 अगस्त 1995 में विदेश संचार निगम द्वारा प्रथम बार अमेरिका एवं भारत के मध्य 64KBPS की स्पीड से यह सफर प्रारम्भ हुआ। तब किसी ने सोचा भी नहीं था कि एक समय में भारत दुनिया के दूसरे सबसे ज्यादा इंटरनेट का इस्तेमाल करने वाले देशों में शामिल हो जाएगा। सितम्बर 2016 में इस क्षेत्र में क्रान्तिकारी बदलाव हुए जब एक कंपनी ने मोबाइल फोन की परिभाषा को ही बदल उसे स्मार्ट बना दिया। इस कंपनी ने इंटरनेट और डाटा की मार्केटिंग कुछ इस तरह से की जिसने प्रतिस्पर्धी कंपनियों को अपने ग्राहक बचाने की कार्ययोजनाओं को बनाने हेतु सोचने का मौका भी नहीं मिला। मोबाइल फोन प्रदाता कंपनियां जिनकी आय का बहुत बड़ा स्रोत टॉकटाइम, रॉमिंग व आउटगोइंट कॉल के रूप में आ रहा था, नई कंपनी ने इन स्त्रातों को मानो जैसे समाप्त ही कर दिया।

वर्तमान समय में किसी को याद भी नहीं कि आज से 4-5 वर्ष पूर्व फोन पर बात करने हेतु 50 पैसे से 1 रुपए तक प्रतिमिनट की दर से भुगतान करना होता था। वर्तमान में ग्राहकों की चिंता टॉकटाइम नहीं बल्कि डाटा है और अब ग्राहक डाटा खर्च का हिसाब रखने लगा

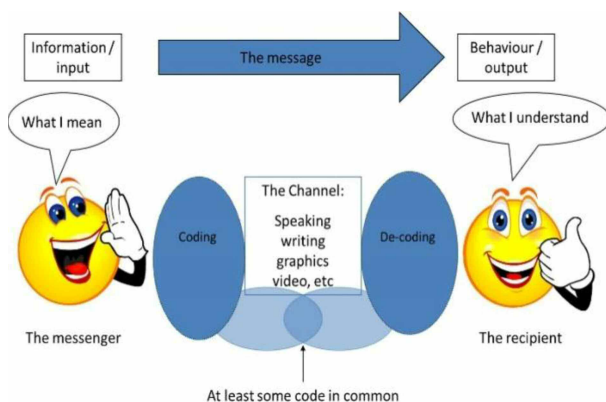
हैं। इससे भी ज्यादा क्रान्तिकारी बदलाव हुआ था इंटरनेट कॉल का क्योंकि अब इतनी तीव्र गति से डाटा संचारित हो रहा था कि बिना रुके इंटरनेट टेलीफोन व विडियो कॉल की जा सकती थी, जो कि परंपरागत टेलीफोन एक्सचेंज प्रणाली से अधिक सुगम, सस्ती व गुणवत्ता-पूर्ण थी। धीरे-धीरे ग्राहक परंपरागत काल न कर डाटा आधारित कॉल करने लगे। आज देश में 4G तकनीक के माध्यम से डाटा का संचरण हो रहा है जिसने देश में संचार क्रांति ला दी है फिर चाहे विज्ञान का क्षेत्र हो, शिक्षा का क्षेत्र हो, या कोरोना जैसी महामारी। 4G तकनीक आने के बाद डाटा क्षेत्र में क्रान्तिकारी बदलाव हुए हैं। सोशल मीडियम आदि क्षेत्र में भी डाटा का उपयोग बढ़ा है। अब वर्ष 2021 में यह 4G

UPTO 1GBPS तकनीक अगली जनरेशन में 5G(UPTO 20 GBPS) में क्रमोन्नत होने जा रही है।

आज देश में 4G तकनीक के माध्यम से डाटा का संचरण हो रहा है जिसने देश में संचार क्रांति ला दी है फिर चाहे विज्ञान का क्षेत्र हो, शिक्षा का क्षेत्र हो, या कोरोना जैसी महामारी। 4G तकनीक आने के बाद डाटा क्षेत्र में क्रान्तिकारी बदलाव हुए हैं। सोशल मीडिया आदि क्षेत्र में भी डाटा का उपयोग बढ़ा है। अब वर्ष 2021 में यह 4G(UPTO 1GBPS) तकनीक अगली जनरेशन में 5G(UPTO 20 GBPS) में क्रमोन्नत होने जा रही है।

इंटरनेट डाटा

आज के समय में इंटरनेट से हम सभी भली-भांति परिचित हैं किंतु इंटरनेट का उपयोग surfing के रूप में करने पर भी डाटा का एक्सचेंज होता है, यह बात काफी कम लोग जानते हैं। इसके अभाव में डाटा प्लान को मैनेज करने पर ज्यादा ध्यान नहीं देते हैं। आपका फेसबुक देखना, विडियो देखना, वाट्सअप पर चैट करना सभी श्रेणी में आते हैं जिसमें हम वस्तुतः किसी डाटा को न अप-लोड



कर रहे होते हैं न डाउनलोड, किंतु जिस माध्यम पर surfing प्रक्रिया कर रहे होते हैं वह माध्यम निरंतर इंटरनेट पर डाटा का

एक्सचेंज कर रहा होता है। उदाहरण के तौर पर यूट्यूब पर वीडियो देखना, यहां तक कि गूगल पर एक बार में कुछ सर्च करने पर भी, डाटा खर्च होता है।

इस चित्र को हम चैटिंग का उदाहरण लेकर समझने का प्रयास करते हैं। यहां what I mean एक संदेश है जिसे चैटिंग साफ्टवेयर के द्वारा वीडियो, टेक्स्ट या ऑडियो के फार्म में एनकोड किया जाता है और प्राप्तकर्ता को इंटरनेट के माध्यम से भेज दिया जाता है। अब यही प्रक्रिया उलट होती है प्राप्तकर्ता को संदेश समझने के लिए डिकोडर का उपयोग करना होता है जिसकी प्रोग्रामिंग एनकोड किए गए संदेश को पढ़ने की होती है, जो उसे डिकोड करता है और प्राप्तकर्ता को यह संदेश दिखाई या सुनाई देता है। जब हम किसी भी डिवाइस को इंटरनेट से जोड़ते हैं तो असल में हम हमारी डिवाइस को सूचना संप्रेक्षण या प्राप्त करने के लिए एक माध्यम से जोड़ रहे होते हैं जो प्राप्तकर्ता या संग्रहण कर्ता तक सूचना पहुंचाने या प्राप्त करने का कार्य करता है।

भारत को इतने डाटा की आवश्यकता क्यों है?

भारत तीव्र गति से विकास रथ पर दौड़ रहा है और पिछले 5 दशकों में विश्व की कई बड़ी अर्थव्यवस्थाओं को पीछे छोड़ चुका है। वर्तमान समय में यह आवश्यक हो गया है कि सभी कार्य पारदर्शिता से हो जिसके लिए कंप्यूटरीकृत ऑनलाइन प्रणाली का होना बहुत आवश्यक हो जाता है। चाहे वह सिंगल विंडो सिस्टम के नाम से जानी जाए या पेपरलेस गवर्नेंस के नाम से, हर क्षेत्र में इंटरनेट की आवश्यकता है और डाटा परिसंचरण और क्लाउड कंप्यूटिंग के कारण हम विकास पथ की ओर अग्रसर हैं। भविष्य के बाजार भी क्लाउड आधारित डाटा सेंटर से सीधे जुड़े होंगे। यह कहना अतिशयोक्ति नहीं होगी भविष्य की अर्थव्यवस्था, इंटरनेट का उचित एवं प्रभावी उपयोग तय करेगा।

एक अनुमान के मुताबिक भारत में वर्ष 2023 तक 96 करोड़ लोग स्मार्टफोन का इस्तेमाल कर रहे होंगे[2] जो वर्ष 2019 के 50 करोड़ लोगों से लगभग दोगुना है [3] इसका सीधा सा मतलब है कि 2019 से अगले 4 वर्षों में मोबाइल फोन के उपभोक्ता लगभग दोगुने हो रहे हैं। EY के अनुसार लॉकडाउन के समय आम दिनों की तुलना में 30 प्रतिशत अधिक डाटा का इस्तेमाल हुआ। [4] इंटरनेट डाटा का सबसे ज्यादा इस्तेमाल वीडियो कंटेंट की स्ट्रीमिंग में ही खर्च होता है। वैसे तो इंटरनेट का उपयोग आजकल लगभग सभी जगह किया जाने लगा है किन्तु कुछ महत्वपूर्ण उपयोग निम्नलिखित हैं।

A. सोशल मीडिया:- वर्तमान समय में इंटरनेट का सबसे ज्यादा इस्तेमाल सोशल मीडिया के माध्यम से किया जा रहा

है। कोरोना काल में जब सभी अपने घरों में बंद थे तब भी सोशल मीडिया अपनों से मिलाने का काम कर रहा था। जिसमें फेसबुक, यूट्यूब, वाट्सएप, ट्वीटर जैसी कई सर्विस प्रदाता कंपनीया थी जो उपभोक्ताओं के बीच लोकप्रिय है। राजनैतिक पार्टीयां अपने प्रचार-प्रसार के लिए या अपनी पार्टी का एजेंडा चलाने के लिए इंटरनेट का प्रयोग करती है जैसे वेब पेज बनाना, ई-ओपिनियन पोल करवाना आदि। इसके अलावा कई राजनैतिक पार्टीयां देश के युवाओं में लोकप्रिय सोशल मीडिया साइट्स पर अपनी सोशल मीडिया टीम भी बनाने लगी है जो सोशल मीडिया के माध्यम से पार्टी के एजेंडे का प्रचार करने का प्रयास करती है।



Data Consumption By Indian Users

2014	0.3 GB/USER/MONTH[1]
2018	10 GB/USER/MONTH[2]
2025E	25 GB/USER/MONTH[3]

1. Statista.com
2. TRAI
3. Ericsson Mobility Report 2020

B. सूचना एवं मनोरंजन:- इंटरनेट का प्रयोग मनोरंजन और सूचना के क्षेत्र में इसके शुरूआती दिनों से किया जा रहा है। इसे इंफोर्टमेंट की संज्ञा दी गई है जिसमें सूचना एवं मनोरंजन सामग्री का मिश्रण होता है। देश में 4G तकनीक आ जाने के बाद से ही वीडियो, मोबाइल गेम, आदि का प्रयोग बहुतायत में किया जाने लगा है। इसके अलावा IPTV व OTT प्लेटफार्म ने भी इसके प्रयोग को बढ़ा दिया है। तकनीक के साथ भारतीय टेलीवीजन मार्केट भी बदल गया है। स्मार्ट टीवी सीधे इंटरनेट से जोड़े जा सकते हैं और धारावाहिकों और फीचर फिल्म के अलावा भी बहुत कुछ देखा सुना जा सकता है।

C. आर्थिक गतिविधियों में:- आर्थिक गतिविधियों हेतु इंटरनेट का इस्तेमाल बहुतायत से होता है। चाहे वह बैंकिंग क्षेत्र में हो, शेयरबाजार के क्षेत्र में हो, आनलाइन खरीददारी हो या क्रिप्टोकरंसी एक्सचेंज। यहां तक कि बैंक में खाता खोलने तक की प्रक्रिया आजकल ऑनलाइन है और इंटरनेट के माध्यम से पूर्ण की जाती है। इसके अलावा केंद्र एवं राज्य सरकारों के पोर्टल्स पर भी इंटरनेट का प्रयोग बहुतायत से

किया जा रहा है।

D. वस्तुबाजार में:- फ्री डाटा हमारे सामग्री, वस्तुओं को खरीदने की निर्णय क्षमता को भी प्रभावित करता है। यह महज सर्विस प्रदाता कंपनी के प्रचार के लिए ही नहीं होकर व्यापार बढ़ाने का एक प्रभावकारी साधन बन गया है।

E. अनुसंधान हेतु:- इंटरनेट का प्रयोग ऑनलाइन रेफरेंस लाइब्रेरी, रिमोट सेंसिंग, Artificial intelligence, Advanced robotics, Biochemistry, Bioinformatics, नागरिक एवं रक्षा विमानन, उपग्रह प्रक्षेपण, मिसाइल परीक्षण के क्षेत्रों में प्रमुखता से किया जा रहा है। खासकर जलविज्ञान के क्षेत्र में भी AI आधारित सूचना प्रणालियों द्वारा लीकेज प्रबंधन हो या सुदूर संवेदन प्रणालियों द्वारा जलविज्ञान के शोध कार्यों हेतु आवश्यक जानकारीयां उपलब्ध करवाने सरीखे कई शोधकार्यों को सटीकता के साथ पूर्ण करने में इंटरनेट अपनी महत्वपूर्ण भूमिका निभा रहा है। फॉरेंसिक एवं लीगल अन्वेषण में भी इंटरनेट डाटा का प्रयोग होता है। उदाहरणतया: आस्ट्रेलिया में पुलिस द्वारा संदिग्ध अपराधियों से जब्त किए गए इलेक्ट्रॉनिक उपकरणों को कोर्ट में साक्ष्य के तौर पर प्रस्तुत करना होता है। ऐसे केस में पुलिस अनुमानतः 2800 जीबी डाटा प्रोसेस करती है।

F. IOT उन उपकरणों का एक समूह होता है जो इंटरनेट से जुड़े होते हैं। इन उपकरणों में सेंसर, सोफ्टवेयर, कम्प्यूटर डिवाइस आदि शामिल होते हैं। आजकल IOT तकनीक का प्रयोग हमारे दैनिक उपयोग में आने वाले उपकरणों जैसे टीवी, फ्रिज, वाशिंग मशीन में होने लगा है। इसके अलावा जीपीएस आधारित स्मार्ट कार, स्मार्ट इलेक्ट्रिक ग्रीड, हेल्थकेयर, सीसीटीवी सर्विलांस, इंटेलिजेंट ट्रांसपोर्ट आदि इसी श्रेणी में आते हैं। IOT का प्रयोग जल गुणवत्ता मापन संबंधित सेंसर में, मौसम एवं जलविज्ञान से संबंधित आंकड़े जुटाने में, सिंचाई की आधुनिक तकनीकों में, ड्रोन द्वारा वैज्ञानिक ऑकड़ों को जुटाने हेतु भी किया जाता है। इस प्रकार की डिवाइस की संख्या 2017 के 8,4 करोड़ डिवाइस के स्थान पर वर्ष 2020 तक बढ़कर 20 करोड़ तक हो जाने का अनुमान है। (iea.org)

यह अच्छे संकेत है कि देश में इंटरनेट के उपभोक्ता बढ़ रहे हैं किंतु जिन संसाधनों को इस पूरी प्रक्रिया की कीमत चुकानी पड़ती है उनका अध्ययन करना भी आवश्यक हो जाता है। मसलन एक भारतीय द्वारा इस्तेमाल में लिए जाने वाला 1 जीबी डाटा की वाटर फुटप्रिन्ट्स कितनी है? ऐसे कई सवाल हैं जिनका जवाब मालूम होना हमें आवश्यक है।

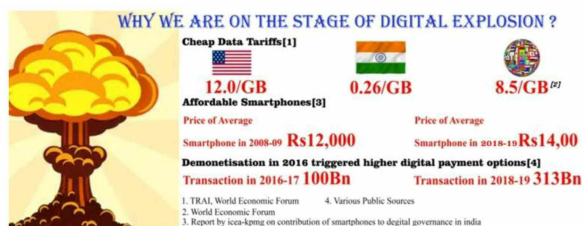
1 जीबी डाटा आखिर होता कितना है?

1 जीबी डाटा पर आप लगातार 12 घंटे तक इंटरनेट सर्फिंग कर सकते हैं या 200 गाने स्ट्रीम कर सकते हैं या फिर 2 घंटे तक एसडी वीडियो देख सकते हैं [5] यदि 1 जीबी डाटा के वाटर फुटप्रिन्ट को जोड़ें तो यह 200 लीटर है जो 1 किलो टमाटर की वाटर फुटप्रिन्ट के बराबर है [6]

1GB INTERNET DATA=200 LITER WATER=1 KG TOMATO

वर्ष 1992 में प्रति सेकंड दुनिया में .0017 जीबी डाटा का ही उपयोग होता था। वर्ष 2002 में प्रति सेकंड दुनिया में 100 जीबी डाटा का इस्तेमाल होने लगा था। वर्ष 2007 में बढ़कर यह आंकड़ा प्रति सेकंड 200 जीबी हो गया। वर्ष 2013 में प्रति सेकंड दुनिया में 28875 जीबी डाटा का इस्तेमाल किया जाने लगा था। [7,8,]

वर्ष 2020 में कितना हो गया होगा इसका अंदाज आप स्वयं लगा सकते हैं। Ericsson कंपनी की जून 2020 की रिपोर्ट के अनुसार वर्ष 2019 तक प्रत्येक भारतीय प्रतिमाह औसतन 12 जीबी डाटा इस्तेमाल करता था जो दुनिया में सबसे ज्यादा है और अनुमान है यह वर्ष 2025 तक बढ़कर 25 जीबी प्रतिमाह हो जाएगा। [9], भारत में स्मार्ट फोन यूजर्स की संख्या 50 करोड़ का आंकड़ा पार कर गई है। Assocham pwc की एक रिपोर्ट के अनुसार वर्ष 2022 तक भारत में लगभग 860 करोड़ स्मार्टफोन यूजर्स हो जाएंगे। [10] अगर यह आंकलन सही बैठता है तो पूरी दुनिया में स्थित डाटा सेंटर की संख्या को अगले 2 वर्षों में दोगुना करना ही होगा और वर्तमान वैश्विक परिदृश्य में हमारे देश में काफी कंपनियां इस क्षेत्र में विनिवेश कर रही हैं और करेंगी भी।



डाटा सेंटर (DC) क्या है?

सरल शब्दों में वह स्थान जहां हमारा सारा डाटा संचित रहता है। चाहे आपकी सेल्फी हो, टवीट हो, फोटो, वीडियो, ईमेल यह सभी अंततः डाटा सेंटर में संचित होते हैं और एक नियत समय तक संचित रहते हैं। हर डाटा सेंटर की अपनी स्टोरेज क्षमता के आधार पर इसका संगठनात्मक ढांचा तैयार किया जाता है। एक आदर्श डाटा सेंटर में कंप्यूटर हार्ड डिस्क स्टोरेज ईकाई की तरह कार्य करता है जिसमें अनेक हार्ड डिस्क मिलकर एक RAID (Redundant

Array of Independent Disks) बनाती है। बहुत सी रेड मिलकर एक रैंक में स्थापित की जाती है और कई रैंक मिलकर एक ROW बनाती है। कई रो और रैंकस मिलकर एक सेंटर की स्टोरेज क्षमता को निर्धारित करते हैं। किंतु वर्तमान समय में डाटा सेंटर की क्षमता को मेगावाट में मापा जाता है इसका निर्धारण उस डाटा सेंटर द्वारा काम में ली गए कुल बिजली के आधार पर होता है। इन रैंकस और रो के अलावा डाटा सेंटर में काफी सारे इलेक्ट्रॉनिक उपकरण भी होते हैं जो लगातार काम करते रहते हैं जिससे उष्मा निकलती है। इसे डाटा सेंटर से बाहर निकालने के लिए मुख्यतः दो प्रकार की कुलिंग तकनीक अपनाई जाती है Air cooling and liquid based cooling.

Waterlogged

A midsize data center uses roughly as much water as about 100 acres of almond trees or three average hospitals, and more than two 18-hole golf courses.

Approximate annual water usage, in gallons*



*Use varies depending on climate and other factors
Sources: California Department of Water Resources (orchards); James Hamilton (data centers); U.S. Department of Energy (hospitals); Golf Course Superintendents Association of America (golf courses)

THE WALL STREET JOURNAL

डाटा सेंटर (DC) एवं इसके वाटर फुटप्रिन्ट्स

हमारे ऑनलाइन काम करने के लिए डाटा सेंटर बनाए जाते हैं जिनमें असंख्य कम्प्यूटर-सर्वरस लगते हैं। इन सर्वरस से निकलने वाली उष्मा को ठंडा करने के लिए कुलिंग टावर्स होते हैं जिनमें पानी के वाष्पीकरण की तकनीक प्रयोग की जाती है। काफी जल या तो कुलिंग प्रोसेस में वाष्पीकृत हो जाता है या लीकेज की समस्या से बर्बाद हो जाता है। बड़ी कंपनियां जैसे गूगल के डाटा सेंटर के कुलिंग टावर्स में प्रतिवर्ष सैकड़ों करोड़ लीटर पानी का प्रयोग होता है। एक अनुमान के अनुसार विश्व में वर्ष 2021 तक 72 लाख डाटा सेंटर होंगे। [12] आप सोच सकते हैं किस स्तर पर इनमें जल उपयोग होता होगा। डाटा सेंटर 24 घंटे कार्य करते हैं और बहुत अधिक बिजली का उपयोग भी करते हैं। गूगल सर्च इंजन पर यदि एक बार आप किसी वस्तु को सर्च करते हैं तो इतनी बिजली खर्च होती है जिससे की एक 60 वॉट का बल्ब 17 सैकण्ड तक जलाया जा सकता है। [13] अमेरिका में फैले डाटा सेंटर देश की कुल बिजली का 1 से 2 प्रतिशत अकेले ही उपयोग कर लेते हैं। [14] वर्तमान समय में दुनियाभर में कई छोटे बड़े डाटा सेंटर हैं जिनकी मांग इंटरनेट और डाटा खपत को देखते हुए आगामी समय में बहुत तेजी से बढ़ने की संभावना है। कोविड-19 महामारी के बाद से इंटरनेट का उपयोग

निश्चित रूप से बढ़ेगा।

डाटा सेंटर और इसके वाटर फुटप्रिन्ट्स की गणना के सूत्र Bora Ristic, Kaveh Madani, Zen Makuch ने वर्ष 2015 में प्रकाशित अपने शोध कार्य The water footprint of datacenters में दिए हैं। इसमें डाटा सेंटर के पानी उपयोग की प्रभावशीलता (Water Use Effectiveness) को समझाने के लिए ग्रीन ग्रीड की Guidelines के अनुसार सूत्र प्रतिपादित किया गया है। विदेशों में DC's वॉटर फुटप्रिन्ट्स की गणना की गई और यह बहुत ही भयावह तस्वीर हमारे सामने रखती है। अकेले अमरीका जैसे देश में वर्ष 2014 में 62,600 करोड़ लीटर पानी का उपयोग देश के डाटा सेंटरों को चलाने में किया गया था जो 2020 तक बढ़कर 66,000 करोड़ लीटर प्रतिवर्ष हो गया। [15] यदि इसमें दुनियाभर के DC's को जोड़ दिया जाए तो यह कुल उपलब्ध जल संसाधनों का कितना प्रतिशत होगा इसका अंदाज भी नहीं लगा सकते। भारत में भी अभी इस प्रकार की कोई गणना ही नहीं की गई है, हालांकि वैश्विक स्तर पर भी यह आंकड़े उपलब्ध नहीं हैं। किंतु विकसित देशों में इस क्षेत्र में किए गए शोध कार्य भविष्य में इन प्यासे डाटा सेंटरों से जुड़ी जल की मांग के भयावह आंकड़े प्रस्तुत कर रहे हैं।

उक्त आंकड़ों के आधार पर बढ़ते हुए बाजार को देखते हुए अब देश में डाटा सेंटर के वाटर फुटप्रिन्ट्स की गणना करना आवश्यक हो गया है। खासकर तब जब हमारा देश औद्योगिक क्रांति और विकास के पथ पर अग्रसर है। बदलते वैश्विक परिदृश्य व भारत में बढ़ती निवेश की संभावनाओं के मध्य कई संबंधित कंपनियां एक बहुत बड़ा निवेश इस क्षेत्र में कर सकती हैं। कहीं ऐसा न हो कि हम भविष्य के लिए इतने बड़े बाजार हेतु कोई नीति ही न विकसित कर पाए जिसकी कीमत हमारे प्राकृतिक संसाधनों को भविष्य में चुकानी पड़े।

भविष्य की चुनौतियां एवं संभावित समाधान

इंटरनेट डाटा आधारित एप्लिकेशन हमारे दैनिक प्रयोग में बढ़ते ही जा रहे हैं। भविष्य में सोशल मीडिया, स्ट्रीमिंग वीडियो, आनलाइन मीटिंग्स, AI, ML, 5G आदि के अधिकाधिक प्रयोग के कारण डाटा सेंटरों की संख्या तथा उसकी क्षमता बढ़ती ही जाएगी। इसके कारण इनमें पानी का उपयोग भी बढ़ेगा। पिछले कुछ वर्षों में इसमें अभूतपूर्व तेजी आई भी है। कई ऐसे अनदेखे कारण भी हैं जिनसे देश में डाटा की मांग बढ़ी है। जैसे कोरोना कॉल में शिक्षा से लेकर मेल मिलाप, वीडियो कॉल व मनोरंजन हेतु भी इसका प्रयोग हुआ। आज भी, और संभवतया भविष्य में भी, अधिकतर सरकारी तथा गैर-सरकारी कामकाज वीडियो कॉन्फ्रेंसिंग मदद से हो रहे हैं और होंगे। जैसे-जैसे देश में डाटा की मांग बढ़ेगी वैसे ही उसके

भण्डारण व परिसंचरण के लिए देश में नए डाटा सेंटरों की स्थापना होगी।

कोरोना काल ने डाटा की मांग को कई गुना तक बढ़ा दिया है। इसके अलावा बढ़ती बेरोजगारी में भी व्यक्ति फ्री डाटा का इस्तमाल कर अपना समय व्यतीत करता है। ऐसे कई कारण हैं जो दिखाई तो नहीं देते किंतु डाटा उपयोग की सीमा पर प्रभाव डालते हैं। चिंता की बात तो यह है कि क्या भविष्य में इन DC's की जल की मांग के अनुरूप हम पानी की व्यवस्था कर पाएंगे? और यदि नहीं कर पाए जो क्या परिणाम होंगे? क्या भविष्य में बिजली की कटौती की तरह डाटा की भी कटौती संभव है? सबसे बड़ी चुनौती तो यह है कि हमें ग्राहकों के लिए अब डाटा सिक्वोरीटी और वॉटर सिक्वोरीटी दोनों पर साथ-साथ काम करना होगा। इसके लिए हमारे तथा Internet service providers (ISP's) दोनों के द्वारा प्रयास किए जाने की आवश्यकता है। साथ ही बतौर ग्राहक व्यवहार परिवर्तन की भी आवश्यकता है जिसमें हम डाटा को मात्र मनोरंजन की वस्तु न मान लें और इसका उपयोग सोच-समझकर करें।

इंटरनेट डाटा के प्रयोग से सर्वाधिक जल का उपयोग DC में होता है इसमें लगे इलेक्ट्रॉनिक उपकरण दिन-रात निरंतर चलते रहते हैं और अत्यधिक उष्मा उत्पन्न करते हैं। अधिकांशतः DC कुलिंग के लिए लीक्विड कूलिंग सिस्टम को ज्यादा काम में लेते हैं इस प्रक्रिया में वाष्पीकरण के रूप में जल की प्रत्यक्ष हानी तो होती है काम में लेने के बाद उसकी गुणवत्ता में भी कमी आ जाती है। नवाचार के फलस्वरूप अब DC's ने ZLD (Zero Liquid Discharge) तकनीक का प्रयोग करना प्रारंभ कर दिया है जिससे जल की हानि को रोका जा सके और जल को पुनः काम में लिया जा सके।

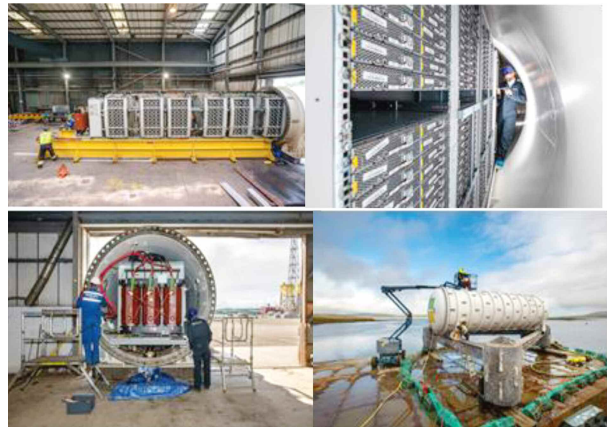
कुछ संतोष की बात यह है कि डाटा सेंटरों में खर्च होने वाली उर्जा को कम करने के लिए निरंतर शोध चल रहा है जिसके कारण उर्जा-प्रभावी तकनीकों के विकसित हो रही हैं। इस कारण 2010 से 2018 के मध्य इंटरनेट ट्रैफिक यद्यपि 10 गुना बढ़ा है किंतु उन्नत तकनीकों के प्रयोग और दक्षता में सुधार होने से उर्जा खर्च में वृद्धि केवल 6 प्रतिशत रही है। [16] विगत वर्षों में हाईपरस्केल डाटा सेंटर विकसित हुए हैं जिनमें क्लाउड तकनीक के प्रयोग से बहुत अधिक डाटा हैंडलिंग उर्जा-दक्षता के साथ हो रही है।

कूलिंग की बेहतर तकनीक, वेस्ट हीट का सार्थक प्रयोग तथा स्मार्ट सेन्सर्स द्वारा उर्जा खपत में कमी द्वारा भी डाटा सेंटरों की दक्षता बढ़ी है। ग्रीन तकनीकों के प्रयोग से भी डाटा सेंटरों की दक्षता बढ़ी है और इनके प्रयोग से डाटा सेंटरों अपने कार्बन फुटप्रिन्ट्स तथा वाटर फुटप्रिन्ट्स को कम करने में सफल हुए हैं। वहीं बड़ी कंपनियां जैसे गूगल, फेसबुक, माइक्रोसॉफ्ट, अमेज़ॉन, आईबीएम निरंतर शोध-आधारित नवाचारों द्वारा डाटा सेंटरों की दक्षता बढ़ाने



में प्रयासरत है। डाटा सेंटरों को ठंडी जलवायु में अथवा समुद्र के नीचे स्थापित करके इनकी उर्जा खपत को कम करने में भी सफलता प्राप्त हुई है।

हमारे देश में डाटा सेंटरों व इसके वॉटर फुटप्रिन्ट्स से जुड़े आंकड़े या तो उपलब्ध नहीं हैं या किन्हीं कारणवश सार्वजनिक नहीं किए जा रहे हैं। इसे सामाजिक दबाव कहें या कंपनियों के नवाचार किंतु सर्वप्रथम भविष्य की चुनौतियों को Service Providers (SP's) ने ही पहचान लिया है और उस पर काम भी प्रारंभ कर दिया है। माइक्रोसॉफ्ट द्वारा वर्ष 2018 में लांच किया गया प्रोजेक्ट Natick इसका एक बहुत ही बढ़िया उदाहरण है। कंपनी का कहना है कि जब दुनिया की आधी आबादी समुद्र के किनारे निवास कर रही है तो उनका डाटा भी समुद्र में रखा जा सकता है।



इस प्रयोग के माध्यम से माइक्रोसॉफ्ट कंपनी यह जानना चाहती थी कि एक डाटा सेंटर समुद्र के भीतर कितनी कुशलता के साथ काम करता है और इस प्रयोग को दो वर्ष बाद सफल भी पाया। यह पूरा डाटा सेंटर सीलेण्डर के आकार का था और समुद्र के पानी से कुदरती तौर पर ठण्डा होता था। इसके अलावा इसे पूर्ण रूप से अक्षय उर्जा स्रोत से जोड़ा गया था। वर्ष 2020 में जब दो वर्ष बाद इसे पानी से निकाला गया तो कुल स्थापित 855 सर्वरों में से मात्र 8

खराब हुए जो जमीन पर स्थित किसी भी डाटा सेंटर से इतने समय में खराब हुए कुल सर्वर से कहीं कम थे। टीम अपने इस प्रयोग से काफी उत्साहित है व इसके द्वितीय चरण के प्रयोग हेतु अग्रसर है।

वहीं दिग्गज सर्विस प्रदाता फेसबुकने भी संयुक्त राज्य अमेरिका के बाहर अपना पहला डाटा सेंटर वर्ष 2013 में स्वीडन में स्थापित किया यह इतना बड़ा था की इसमें 11 फुटबाल के मैदान समा सकते हैं। इस डाटा सेंटर की खास बात यह थी की यह किसी मेकेनिकल कुलिंग सिस्टम से नहीं जुड़ा था अपितु यह कुलिंग के लिए प्रकृति का प्रयोग करता था।

यह DC अपने उपकरणों की उष्मा उत्सर्जन प्रक्रिया हेतु प्राकृतिक हवाओं का प्रयोग करता है। इस DC को Luleå campus नामक स्थान पर स्थापित किया गया था जो आर्कटीक से मात्र 70 मील दक्षिण में स्थित है। जहां का वातावरणीय तापमान कुलिंग लिए अनुकूल है। यह डाटा सेंटर कार्य करने के लिए अपनी संपूर्ण उर्जा को पास की नदियों में 12 हाईड्रोइलेक्ट्रीकपावर सेंटर के द्वारा बनाई गई बिजली से पूर्ण करता है। यह विशाल डाटा सेंटर 25000 सर्वर से लैस है और यह इतना विशाल है कि इसमें आवागमन के लिए कर्मचारी स्कूटर का इस्तमाल करते हैं। [17]

एक रिपोर्ट के अनुसार डाटा सेंटर बनाने वाली एक अमेरिकी कंपनी cyrus one ने जल संरक्षण की दिशा में बहुत सार्थक पहल की है। अमेरिका के ऐरिजोना प्रांत में उन्होंने “net positive water” डाटा सेंटर बनाया है। जिसमें उपयोग किए जाने वाली मात्रा से अधिक पानी बहाल किया जाएगा। आशा है यह प्रयोग भविष्य में सभी डाटा सेंटरों द्वारा अपनाया जाएगा जो जल प्रबंधन का एक प्रभावी मील का पत्थर साबित होगा। IBM के Thrive प्रोजेक्ट में निष्कासित होने वाली उष्मा से विशेष पंप द्वारा कुलिंग डिवाइसेस को चलाया जा रहा है जिससे उर्जा तथा पानी दोनों की बचत होती है।

हमारे देश में स्थापित डाटा सेंटरों की बात की जाए तो इसकी क्षमतावर्ष 2020 की पहली छमाही में 8 प्रतिशत बढ़कर 375 मेगावाट हो गई थी। रियलस्टेट कंपनी जेएलएल की माने तो यह capacity वर्ष 2025 तक बढ़कर 1078 मेगावाट हो जाएगी। [11] एशिया का सबसे बड़ा डाटा सेंटर नवी मुंबई में 3500 करोड़ रुपये की लागत से बनने जा रहा है। Yotta NM1 नामक यह टीयर-4 का एशिया का पहला व दुनिया का दूसरा सबसे बड़ा डाटा सेंटर होगा। 18]CtrlS, Sify Technologies, STT GDC India, NTT Netmagic जैसी कई भारतीय डाटा सेंटर पहले से ही अपनी सेवाएं दे रहे हैं।

भविष्य की राह

आपका इंटरनेट पर बिताया समय भी हमारे प्राकृतिक संसाधनों की कीमत पर होता है। इस क्षेत्र में अध्ययन की कमी के

कारण नहीं बता सकते कि कितना पर इतना जरूर कह सकते हैं कि आप भविष्य के लिए चिंतित महसूस करें। समस्या या उसके समाधान का मूल्यांकन उस समय तक नहीं किया जा सकता है जब तक विषय से सम्बंधित अध्ययन और उसके आंकड़े हमारे पास उपलब्ध न हो। यह संपूर्ण विषय भविष्य की चिंताओं व दूसरे देशों में हुए प्रभाव से जरूर अवगत करवाता है किंतु साथ ही साथ हमें यह भी बताता है कि भारत में भी इस महत्वपूर्ण विषय पर अनुसंधान किए जाने की आवश्यकता है।

भारत वर्तमान में करीब 100 करोड़ मोबाईल फोन उपभोक्ता तथा 70 करोड़ इंटरनेट उपभोक्ता के साथ 2017-18 में 200 बिलियन डालर से छलॉग लगाकर 2025 तक 1 ट्रिलियन डालर की डिजिटल इकोनोमी बनने जा रहा है। [19] उर्जा कंपनियों तथा रीयल एस्टेट कंपनियों को इसमें अपार संभावनाएं दिख रही हैं। AI इंडस्ट्री बहुत तेजी से भारत में विकसित हो रही है जिसमें विदेशों द्वारा भी अपना कुछ कार्य आउटसोर्स कराए जाने की संभावना है। इसके कारण भविष्य में डाटा सेंटरों की अप्रत्याशित वृद्धि निश्चित है।

हाल ही के घटनाक्रमों ने भारत को विश्व में एक अच्छे और सुरक्षित निवेश क्षेत्र की पहचान दी है जिससे कई बड़ी कंपनियां यहां निवेश करने हेतु आकर्षित भी हुई हैं। ऐसे में सही समय पर सही अध्ययन और बेहतर नीति क्रियान्वीत कर डाटा सेंटरों के क्षेत्र में एक बहुत बड़े निवेश हेतु कार्ययोजना बनाई जा सकती है। इलेक्ट्रॉनिक्स एवं सूचना प्रौद्योगिकी मंत्रालय, भारत सरकार द्वारा हाल ही में DATA CENTER POLICY-2020 का मसौदा तैयार किया गया है। दुर्भाग्यवश इस पॉलिसी में डाटा सेंटर के वाटर फुटप्रिंट अथवा जल संरक्षण के विषय में कुछ भी स्पष्ट नहीं लिखा गया है। पानी के बड़े उपभोक्ता के रूप में डाटा सेंटरों को जल संरक्षण के विषय में जिम्मेदार बनना ही चाहिए।

अब समय आ गया है की हमारे देश में उद्योगों, और खासकर ऐसे उद्योगों को जो उत्पादन हेतु अधिक जल के उपयोग पर निर्भर है, एक बार में सीमित मात्रा में ताजा पानी सप्लाई किया जाए जिससे कंपनी प्राप्त किए गए जल को रीयूज करने की मशीनरी अपने स्तर पर विकसित करे। इस तरह प्राकृतिक संसाधनों पर दबाव कम किया जा सकेगा। विदेशों की तर्ज पर अब देश में भी समय आ गया है जब सर्कुलर ईकॉनोमी को अपनाया जाए खास कर डाटा सेंटर जैसे व्यापार में जहां वाटर फुटप्रिंट बहुत ही ज्यादा रहता है।

भारत में कारपोरेट कार्य मंत्रालय द्वारा एक नीति विकसित की गई है जिसके अन्तर्गत सभी लाभ कमाने वाले संगठन अपने लाभ के प्रतिशत का कुछ हिस्सा क्षेत्र की जनता व संसाधनों के विकास में खर्च करेंगी। यह लाभ इन्हें अनिवार्य रूप से सामाजिक कार्यों, प्राकृतिक संसाधनों एवं इसके पुन-भरण हेतु आरक्षित किया जाना होता है। देश में डाटा सेंटर चलाने वाली कंपनियां वर्तमान में इस

पालिसी के लचीलेपन का लाभ ले लेती है क्योंकि इन डेटा सेंटर से लाभ प्राप्त करने वाली अधिकांश कम्पनियां विदेशी है जो प्रति डेटा सेंटर लाभांश की घोषणा नहीं कर पूर्ण स्वामित्व पर लाभ की घोषणा करती हैं। जिससे जिस देश/क्षेत्र के संसाधन उस क्षेत्र में उपस्थित डेटा सेंटर ईकाई को चलाने हेतु खर्च हो रहे है उन क्षेत्रों तक सीधे लाभ नहीं पहुंच पाता है। अर्थात इन डेटा सेंटर के लिए नीतियों का समावेश करने की आवश्यकता है। CSR Policy के अन्तर्गत कंपनी के लाभांश का अनुमोदित अंश स्थानीय जल संसाधनों के विकास व सर्कुलर इकोनोमी को प्रोत्साहित करने हेतु किया जाना चाहिए।

उपभोक्ता के तौर पर हमारी भी जिम्मेदारी बनती है कि हम इंटरनेट डेटा को अनियंत्रित उपभोग की वस्तु न मानकर उसको एक आवश्यक सेवा के रूप में समझदारी से उपयोग करें। अपने डेटा इस्तेमाल में व्यवहार परिवर्तन लाकर हम इस समस्या के समाधान में अपना योगदान कर सकते है। इसके लिए निम्न प्रयास करने होंगे:-

- डेटा उपयोग न करते समय फोन का डेटा हमेशा ऑफ रखें, इससे बेवजह आपके फोन में रखी एप्स अनचाहा डेटा एक्सचेंज नहीं कर पाएगी।
- मोबाइल में कई ऐसी एप्स होती है जो लगातार आपकी लोकेशन आदि का डेटा सर्वर sync कर रही होती है। ऐसी एप्स को डिसएबल करके रखें जिससे डेटा भी बचे और

आपकी प्राइवैसी भी बनी रहे।

- मोबाइल फोन में डेटा सेविंग स्कीम्स को हर समय इनेबल्ड रखें। कई स्मार्ट फोन में कंपनी द्वारा डेटा सेविंग स्कीम्स प्रीइंस्टाल दी जाती है। उसका उपयोग करें और परिवार, मित्र, तथा परिचितों को भी उपयोग करने हेतु प्रोत्साहित करें।
- इसी तरह आपके घर में इंटरनेट एक्सेस करने वाली डिवाइसेज जैसे राउटर, वाई-फाई आदि को हमेशा बंद रखे जिससे बेवजह डेटा की बर्बादी न हो और अपना नेटवर्क भी सुरक्षित रहे।

याद रखें अगली बार आप जब भी सोशल मीडिया पर सेल्फी अपलोड करें, ट्वीटर पर ट्वीट करें या किसी को ई-मेल पर थैक्यू लिखें, अपनी पसंद के गाने सुने या यूट्यूब पर वीडियो देखें, इस प्रक्रिया में काम में आने वाले डेटा को उसकी असली कीमत के हिसाब से याद रखें। यह आपमें डेटा को संचित करने की प्रवृत्ति विकसित करेगा। इसी तरह के प्रयासों से हमारा देश इंटरनेट डेटा का प्रभावी उपयोग करते हुए जल संरक्षण भी कर सकेगा। नीति निर्माता, उपकरण निर्माता, डेटा सेंटर आपरेटर्स, डेटा उपभोक्ता सभी का यह दायित्व होगा कि भविष्य में हम डेटा का प्रयोग समझदारी तथा संवेदनशीलता के साथ करें जिससे प्राकृतिक संसाधनों पर दबाव सतत विकास (sustainable development) में अवरोध न बनें।

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