

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

STARRED QUESTION NO:221

ANSWERED ON:10.03.2000

ADVERTISEMENTS ON DOORDARSHAN

MADHAVRAO SCINDIA;SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a): whether attention of the Government has been drawn to the recently published UNESCO report, 'The Killing Screen', which studies the impact of TV violence on children;
- (b): if so, whether the Government are aware that advertisements for children products like chocolates, biscuits, toffees, health food and baby products are associated with horror and violence;
- (c): the steps being taken to ensure that children and baby products are kept away from advertisements with crime and horror;
- (d): whether there is any agency to monitor the compliance of code for commercial advertisements by Doordarshan and other private and foreign channels; and
- (e) : if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a to e) : A statement is laid on the Table of the House.

Statement as referred to in reply to parts (a) to (e) of Lok Sabha Starred Question No.221 for answer on 10.3.2000

(a) to (e) : Government is aware of the report of UNESCO sponsored study 'The Killing Screen-Violence on Television and its Impact on Children'. UNESCO had conducted a global study on media violence in 1996 and 1997 and this was followed up in 1998 by a monitoring study of TV programmes in India by Centre for Advocacy and Research under the aegis of UNESCO. The report 'The Killing Screen' summarises conclusions of both these studies.

2. The report concludes that there is a strong co-relation with the accessibility of modern media and the predominant values and orientations. It also concluded that children's aggressive behaviour patterns and perceptions are a mirror of what they experience in their real environment. The report has noted with concern the worldwide adverse impact of violence in TV programmes on children's psyche and personality. The report has recommended that centralized control and censorship are not efficient and do not meet the criteria of democratic societies. It has suggested "â€"

? public debate and common ground talks between politicians, producers and teachers; ? development of a professional code of conduct and self-discipline for producers; ? innovative form of media education to create competent and critical media users.

3. The study in India indicates that impact of TV/media violence can be manifold. It notes lack of regulations/guidelines for children and the media in India. The study has noted that producers do not avoid violence because such programmes are viewed widely and advertisers even of healthy products or children's products readily sponsor such programmes or make advertisements to benefit from large viewerships.

4. Regulatory framework for broadcasting in India so far is weak because there is no broadcasting law for setting up regulatory system so far. The TV programmes are not subject to jurisdiction of Film Censor Board also. However, the situation is not totally unregulated. Advertising on Doordarshan is regulated by its code for Commercial Advertising. The private satellite channels uplinked from India are required to follow the same code under conditions of Government permission. Under the Cable TV Network Rules encrypted satellite channels uplinked from outside India are subject to advertisement code specified under this Act. Rule 7 prohibits advertisements which endanger safety of children or create interest in unhealthy practices. Under Section 18 of the Cable TV Networks Act officers designated by the State Governments can take cognisance of violations of advertisement code.