

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

UNSTARRED QUESTION NO:295
ANSWERED ON:27.07.2010
GUIDELINES FOR NEWSPAPERS
Jaiswal Dr. Sanjay

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

- (a) whether the space for advertisements in different newspapers in the country is increasing vis-à-vis the news content;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government/Press Council of India has framed any guidelines/proposes to frame guidelines recommending the criteria for allocating space in newspapers for new content and advertisement; and
- (d) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

- (a) & (b): Ministry of Information & Broadcasting has not conducted any study recently regarding news-to-advertisement ratio in the newspapers. However, a report of the Press Council of India (PCI) on 'Future of Print Media' in the year 2001 has indicated increase in the advertisement content vis-à-vis news content in the newspapers.
- (c) & (d): At present, there is no proposal to frame guidelines in this respect.