

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

UNSTARRED QUESTION NO:4491
ANSWERED ON:30.08.2011
NEWS THROUGH MEDIA
Singh Shri Radhey Mohan

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

- (a) whether most of the electronic/print media transmit/published more urban culture news than rural culture news;
- (b) if so, the reaction of the Government and the measures being taken to cover such news evenly;
- (c) whether the media now-a-days has become more active and many agencies are airing/publishing their views as the final verdict; and
- (d) if so, the details thereof and the measures taken by the Government to contain excessive activism of the electronic and the print media?

Answer

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

(a) & (b): In so far as AIR/Doordarshan is concerned, equal importance is given to rural and urban news. Prominence is also given to news concerning rural areas on the basis of news value through its national and regional news bulletins. As regards print media and private satellite TV channels, no such study/survey has been brought to the notice of the Government.

(c) & (d): As a Public Service Broadcaster, Doordarshan and AIR telecast/broadcast accurate, factual, balanced objective and fair news, away from speculation and sensationalism.

As regards print media and private satellite TV channels, no such study/survey has been brought to the notice of the Government.

As regards regulatory measures for print media, the Press Council of India, a statutory autonomous body has been set up under the Press Council Act, 1978 with the twin objectives to preserve the freedom of press and to maintain and improve the standards of newspaper and news agencies in India and also to inculcate the principles of self-regulation. Accordingly, the Council has built 'Norms of Journalistic Conduct' which cover principles and ethics of journalism, for adherence by the media.

In respect of private satellite TV channels, although there is no pre-censorship of the programmes/news aired on these channels, the programmes/news aired on these channels have to conform to the Programme Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed there-under.