

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

UNSTARRED QUESTION NO:948
ANSWERED ON:16.07.2014
PAID NEWS
Dhruvanarayana Shri Rangaswamy

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

- (a) whether the Government proposes to bring new rules regarding paid news;
- (b) if so, the details thereof and the time by which the said rules are likely to be implemented; and
- (c) if not, the reasons therefor?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) to (c): The Press Council of India (PCI), a statutory autonomous body set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in the country and also to inculcate the principles of self regulation among the press, has formulated 'Norms of Journalistic Conduct' for adherence by the media. These norms prescribe that news should be clearly demarcated from advertisements by printing disclaimers. As far as news is concerned, it must always carry a credit line and should be set in a typeface that would distinguish it from advertisements. The Council has also drawn up a set of guidelines that are applicable to financial journalism and also on reporting of elections.

Besides, based on the recommendations of the Standing Committee on Information Technology, inclusion of provisions in the 'Press and Registration of Books and Publications Bill' to check the incidents of paid news is proposed.

So far as electronic media is concerned, all private satellite TV channels are required to adhere to the Programme & Advertising Codes prescribed under Cable Television Networks (Regulation) Act, 1995 and the rules framed there under.

However, the issue of electoral reforms in its entirety, which inter alia, includes issue relating to election time paid news, has also been referred to the Law Commission of India for its recommendations. On receipt of the recommendations of the Law Commission, the matter will further be examined in consultation with the Stake holders.