

Unit 5

Media Organizations in India

Key Concepts

- Print Media Organizations
- Electronic Media Organisations
- Film Organizations
- Media Training Institutes
- Media Apex Authorities

1. What are the Print Media Organizations in India?

- a. Registrar of Newspapers for India (RNI)
- b. The Press Information Bureau (PIB)
- c. Publications Division
- d. Press council of India (PCI)
- e. Audit Bureau of circulations (ABC)
- f. Directorate of Advertising and Visual publicity (DAVP)
- g. Indian Newspaper Society (INS)
- h. National Readership Survey (NRS)
- i. Readership Studies Council Of India(RSCI)

2. What are the Electronic Media Organizations in India?

1. Prasar Bharati

- AIR
- Doordarshan

2. Parliament Channels

- RSTV
- LSTV

3. IBF

4. BCCC

3. What are the Film organizations in India?

1. Films Division

2. NFDC

3. CBSI

4. CFSI

5. NFAI

6. Directorate of film festivals

7. KSFDC

8. Kerala State Chalachitra Academy

4. What are the Media Training Institutes?

1. IIMC

2. PII&RIND

3. FIIT

4. SRFTI

5. Kerala Press Academy

5. What are the Media Apex Authorities?

1. Ministry of Information and Broadcasting

2. Information and Public Relations Department.

6. Registrar of Newspaper for India is the only organization that has a register of Newspapers. Analyse the functions of RNI.

OR

Explain Registrar of Newspapers for India (RNI)

- Rule 5 of PRB Act 1867
- No newspaper shall be published in India without formal registration
- Newspaper-any printed periodical work containing public news or comments on public news

Major Functions of RNI

1. Title verifications

2. Registration of newspapers

3. Issue of revised/duplicate certificates

4. Verification of circulation claims of newspapers and periodicals.

7. **Explain The Press Information Bureau (PIB)**

- Nodal agency of the Government of India
- Disseminate information to the print and electronic media
- Information about government policies, programmes, initiatives and achievements.
- Functions as an influence between the government and the media.
- Headquarters -New Delhi
- Headed by Principal Director General
- Assisted by a director general and Additional director generals

Activities of PIB

- Activities of PIB are classified into 3

a. Information, education and communication (publicity)

- Disseminates information through different modes of communication
- E.g.; (Press releases, Press notes, feature articles, backgrounders, photographs, databases available on Bureau's website)
- Organizes press conferences, press briefing, interviews of ministers & secretaries
- Inform media persons on important policy initiatives of the government

b. Feedback to government

- Provides sample feedback to the government on the reaction of the people as reflected in the media.

c. Accreditation & Special services

- Provides accreditation to media representatives
- Facilitates them to access information from the Government sources.

8. **Explain Publications Division**

- The Government of India aims at providing authentic information on different aspects
- Established in 1941
- Books of publications Divisions cover a wide of subjects
 - Art
 - Culture

- History
- Land & people
- Flora and fauna
- Children's literature
- Science and technology,
- Gandhian literature
- Biographies
- Brings out 18 monthly journals in several Indian languages
- **Employment News-** Popular weekly

9. **Press council of India is the watch dog of the watch dogs. How?**

OR

Explain.Press council of India (PCI)

- A Statutory quasi-judicial authority mandated by the parliament
- Preserve freedom of the press
- improve the standards of newspapers and the news agencies in India.
- The council receiving complaints either against the press for violation of journalistic ethics or by the press for interferences with its freedom
- If a news agency /editor/working journalist violated the ethics of journalism the council can warn, disapprove their conduct.
- The decisions' of the council are final
- Decisions cannot be questioned in any court of law
- Includes 28 members

- Headed by chairman
- Chairman -be a sitting or retired judge of the Supreme Court of India
- 20-represents various segments of the press
- 8- representatives of the University Grants Commission, the Bar council of India and Sahitya Academy

10. Central government advertisements are prepared by an ad making agency. Which is it? What are the functions of this agency.?

OR

Explain Directorate of Advertising and Visual publicity (DAVP)

- The multimedia advertising agency of the central Government
- It caters to the communication needs of almost all central ministries
- Providing single window cost-effective services.
- Informs and educates the people about the government policies
- Motivates people to participate in development activities

11. Explain Audit Bureau of circulations (ABC)

- A voluntary organization of publishers, advertisement agencies and advertisers
- Verify the circulation data published by the member
- Issues ABC certificates every six months.
- Authentic certificate in publications circulation
- Advertisers to decide which publication is suitable to advertise

12. Explain Indian Newspaper Society (INS)

- An independent organization of newspaper owners, proprietors and publishers.
- Founded in 1939.
- Headquarters-New Delhi
- Protect and promote the freedom of press in India.
- Discusses problems related to newspaper industry.
- Help to protect the interests of the newspaper industry and print media.

13. Explain National Readership Survey (NRS)

- First started in 1974.
- Jointly formed by the Advertising Agencies Association of India, The Indian Newspaper Society and The Bureau of circulations.
- Provide data of advertising space in the print medium.

14. Explain Indian Readership Survey (IRS)

- Initiated to counter the NRS
- First Readership Survey -1995

15. Explain Readership Studies Council Of India(RSCI)

- NRS (National Readership Survey) and IRS Indian Readership Survey merged to form RSCI

2. Electronic Media Organisations

16. Explain Prasar Bharati ?

- A statutory autonomous body
- Established on November 23, 1997
- Organize and conduct public broadcasting service to

- Inform, educate and entertain the public
- ensure a balanced development of broadcasting on radio and television

Two constituents

- ✓ Akashvani (All India Radio)
- ✓ Doordarshan

Objectives of Prasar Bharati

- To uphold the unity and integrity of the country
- To uphold the values enshrined in the constitution
- To promote national integration.
- To safeguard citizen's right to be informed on all matters of public interest.
- Presenting a fair and balanced flow of information.
- To play special attention to the fields of
 - Education
 - Spread of literary
 - Agriculture,
 - Rural development
 - Environment
 - Health
 - Family welfare
 - Science
 - Technology
- To create awareness about women's issues
- Taking special steps protect the interests of children, aged and other vulnerable sections of the society.
- To provide adequate coverage to the diverse cultures, sports & games and youth affairs.
- To promote social justice.
- Safeguarding the right of working classes, minorities & tribal communities.
- To promote research.
- Expand broadcasting facilities.
- Development in broadcasting technology

a) All India Radio

- Name- Akashvani
- Short form AIR
- ◆ Part of Prasar Bharati
- ◆ Provide Radio broadcasting through out the country and abroad.

- ◆ One of the largest broadcasting organisations in the world
- ◆ Motto '**Bahujana Hitaya Bahujana Sukhaya**' (the welfare and happiness of the masses)
- ◆ 1936- The Indian State Broadcasting Service was renamed as AIR
- ◆ 1957- AIR got new name Akashvani.
- ◆ Today-407 Stations
- ◆ Producers programmes in 23 languages and 146 dialects.
- ◆ Help to provide information, education and entertainment .

b) Doordarshan.

- One of the main organs of Prasar Bharati
- Provides television services in the country
- Motto- **Satyam Shivam Sundaram** [the truth is the God and the God is beautiful]
- **First November.1959**, new Delhi-television transmission started in India on an experimental basis
 - 1965-began regular daily transmission.
- 1972- Service extended to Mumbai.
- 1st April 1976-, television transmission separated from AIR
- New name given as Doordarshan.
- 1982- Started colour transmission [during Asian games, New Delhi
- Today, operates, 20 TV channels in 22 Languages.

17. Explain Parliament channels

α. Rajya Sabha Television (RSTV)

- Telecast proceedings of the Rajya Sabha
- Provides a live coverage of the functioning of the Rajya Sabha
- Telecast programmes that touch the political, economic, social and cultural life of the people

β. Lok Sabha Television (LSTV)

- a parliament channel dedicated to the live telecasting of the proceedings of Lok Sabha.
- Telecast programmes of general interest
- Telecast issues relating to democracy, governance, social economic and constitutional issues that concern the citizens.

18. Explain Indian Broadcasting Foundation

- Short form IBF

- Established in 1999
- Indian's apex organization of television broadcasters
- Promotes the interest of the Indian television industry
- Help to achieve common goals
- Consists of all major broadcasters from more than 250 TV channels

19. Explain Broadcasting Content Complaints Council

- Short form BCCC
- ✓ Set up in June 2011
- ✓ An independent self regulatory body for non-news channels
- ✓ Set up by IBF in consultation with the Ministry of Information & Broadcasting
- ✓ Comprises of 13 member body
- ✓ Chairman-Retired Judge of the Supreme Court or High Court
- ✓ 12 other members.
- ✓ Examine complaints about TV programmes received from viewers or any other sources.

20. Explain Film Division

- Short form FD
- Under Union Ministry of Information and Broadcasting
- Produces documentaries, short films and news magazines
- Headquarters-Mumbai.
- Delhi Unit-Produce films on Defense and family welfare.
- Kolkata and Bengaluru-Short fiction films for rural audience are produced.
- Caters to nearly 8500 cinema theatres & to the non- theatrical circuits.

Major clients of the division.

- Directorate of field publicity
- Mobile units of the state Governments
- Field units of the department of family welfare.
- Educational institutions
- Film societies.
- Voluntary organisations

Aims

- Distribution rights of documentaries and feature films
- Produce films.
- Hire its studio, recording theatre, editing rooms etc
- Organizes the Mumbai International Film Festival (MIFF)

21. National Film Development Corporation Limited

- Short form NFDC
- Help to encourage the good cinema movement in the country.
- Helps to plan, promote and organize an integrated and efficient development of the Indian film industry.
- Encourages new talents.
- Promote the multi-lingual diversity of Indian cinema.
- Promote the growth of Indian cinema
- Helps in script development, promotion of films made by independent film makers
- Provides pre-production and post -production technical infrastructure support to the film industry.
- Helps to organize festivals
- Acquire films from all over the country
- The National Film circle- conducts screening at films in four metros to speed culture of Cinema.
- 1992-set up a trust-Cine Artist's Welfare Fund of India

22. Write short notes on Central Board of Film Certification

- Short form CBFC
- Set up under the Cinematograph Act, 1952
- Certifies films for public exhibition in India
- Display it before screening in movie houses and TV
- Consists of chair person and 25 non-official members.
- Headquarters-Mumbai

Issues Certificates

- U- Certificate- Universal.
- UA- needs parental control. People under the age of 12 should only see them in the presence of their parents.

- A -Certificate-Adults Only.Restricted to those aged 18 and over.
- S- Certificate-Restricted to Special Category People. For example, movies that target a specific audience, such as Doctors

Regional offices

1. Bengaluru
2. Kolkata.
3. Chennai
4. Cattack
5. Guwahati.
6. Hyderabad.
7. Mumbai.
8. New Delhi.
9. Thiruvananthapuram.

23. Children's Film Society India

- Short form CFSI
- Formed in 1955
- An autonomous body
- Functioning under the Union Ministry of Information and Broadcasting
- Aims at harnessing the Media of cinema
- Provide healthy entertainment for children in particular and youth in general.
- Conduct film festivals

Has three objectives

- ✓ Production & acquisition of film
- ✓ Distribution
- ✓ Organisation of International Children's Film festival produce
- ✓ Produces exhibition rights of award winning Indian and foreign films.

24. Write short notes on National Film Achieves of India

- ✓ Short form NFAI
- ✓ Founder Director- P.K Nair

- ✓ Established in 1964 at Pune
- ✓ Under the Ministry of Information and Broadcasting
 - Main objectives
- ✓ Preserve the heritage of national cinema
- ✓ To classify and document data relating to films.
- ✓ To promote film scholarships
- ✓ Encourage research on various aspects of cinema.
- ✓ Centre for the dissemination of a healthy film culture
- ✓ To promote Indian Cinema abroad.

25. If you are a documentary film maker, whom do you approach to exhibit your film in a national film festival?

OR

Explain Directorate of Film Festivals

- Set up in 1973
- Under the Ministry of Information and Broadcasting.
- Organize International and National film festival
- Facilitates India's participation in film festivals abroad.
- Arrange programmes of foreign films in India and Indian films abroad.
- Holds the National film Awards function
- Promotes international friendship
- Provide access to new trends in world cinema
- Generates healthy competition
- Improve the standards of Indian films.
- **Goa-permanent venue of International Film Festival of India (IFFI)**

26. Kerala State Film Development Corporation

OR

If you would like to avail the help of an agency to produce Malayalam film, which government agency do you approach? Why?

- Kerala State Film Development Corporation
- KSFDC
- Established in 1975
- Facilitate the production and promotion of Malayalam Cinema.
- First public sector corporation for film development in a state in India
- To introduce latest film technology in South India

- Owns an exhibition network with 10 fabulous theatres
- Works as a production agency
- Makes public interest documentary films for the government of Kerala.

27. Short notes on Kerala State Chalachitra Academy

- Founded in 1998
- An autonomous, non- profit institution
- Work under the cultural Affairs Department
- Promote good cinema.
- Organized International Film Festival of Kerala (IFFK)
 - ✓ Permanent venue Thiruvananthapuram.
 - ✓ Also organizes International Video Festival of Kerala (IVFK)

State Film Awards

- ✓ J. C Danial Award
- ✓ State TV Award.
- ✓ National Film Festival of Kerala.
- ✓ Spanish Film Festival.
- ✓ European Union Film Festival.
- ✓ Visual Appreciation Camps for students and teachers
- ✓ Seminars.
- ✓ Exhibitions on Cinema.

4. Media Training Institutes.

28. Indian Institute of Mass Communication

Short form IIMC

- An autonomous centre for advanced studies in mass communication
- Established in 1965
- Headquarters -New Delhi

Regional branches

1. Dhenkanal (Odisha)

2. Kottayam (Kerala)
3. Thabua (MP)
4. Dimapur (Nagaland)

- Funded by the government of India
- Conducts orientation courses for officers of Akashvani and Doordarshan.
- Offers P G diploma courses in journalism, advertising and public relations.

29. Press Institute of India and Research Institute for Newspaper Development

(RIND)

➤ **The Press Institute of India (PII)**

- Founded in 1963
- Independent, non profit trust
- To create and sustain high and responsible Standards of journalism
- Conducts training workshops for journalists on-
 - a. Rural reporting
 - b. . Development journalism
 - c. Women empowerment
 - d. The panchayath movement
 - e. Tight against child labor
 - f. Fight for the right of children
 - g. . National security
 - h. The reporting and editing skills.

30. The Research Institute for Newspaper Development (RIND)

- Established in 1979
- Focus on the technical aspects relating to newspaper production
- Conducts surveys on technical aspects of newspaper products
- Conducts workshops for journalists,
- April, 1990-PII and RIND merged to form the PII-RIND

31. Film and Television Institute of India, Pune (FTII)

- 1960-set up by the government of India

- under the Union Ministry of Information and Broadcasting.
- 1947-Television wing added to FTII,
- Institute was redesigned as Film and Television Institute of India.
- October 1974-Institute became a society

The Society consists of

- Eminent personalities connected with film
- Television, communication, culture and alumni of the Institute.
- Consists 2 wings : Film and T.V

The institute offers.

- ✓ 3-years P G Diploma Course in Film Direction, cinematography, Autography and Film Editing.
- ✓ 2-year P G Course in Art Direction and Production Design.
- ✓ One-year P G Certificate Course in feature Film screenplay writing
- ✓ One and half-year certificate Course in Animation and Graphics.
- ✓ In-service training provided to officers of Doordarshan.

32. Satyajit Ray Film and Television Institute Kolkata (SRFTI)

- Established by the Government of India
- An autonomous educational institution
- Under the Ministry of Information and Broadcasting.
- The second national level training institute.
- Offers 3-years post graduate diploma courses in Direction & Screenplay writing, Motion Picture Photography, Editing and Sound recording.
- Conduct short & Medium term courses on film and television areas
- Research and explorative studies in sociology, culture and technology of film and television.

33. Kerala Press Academy

- Kerala Media Academy
- Established in 1979
 - A joint venture of
 - ✓ Government of Kerala
 - ✓ Kerala Union of Working Jouranlists
 - ✓ Indian Newspaper Society.

- Aims to promote professionalism and excellence among journalists.
- Offers PG Diploma Course in
 - ✓ Journalism
 - ✓ communication
 - ✓ Public Relations.
 - ✓ Advertising.
 - ✓ TV Journalism.
- Publishes books on journalism and a bi-lingual periodical, **Media**.

5. Media Apex Authorities

- Controlling units of Mass Media.
Mass Media include Print Media, audio media, audio/visual media, films advertising and traditional media.
- ✓ Eg: 1. Indian Ministry of Information and Broadcasting.
- ✓ 2). Information and Public Relations Department.

34. Explain Ministry of Information and Broadcasting.

- The Government of India's apex body
- For formulation and administration of the rules and regulations and laws relating to dissemination of information and production of films in India.

14 divisions

- a. Prasar Bharathi.
- b. DAVP
- c. Field Publicity.
- d. Song and Drama Division
- e. Publications Division
- g. Directorate of film festivals.
- h. Film and Television Institutes
- i.. NFDC.
- j.. PIB
- k.. IIMC
- l..NFAI
- m. CFSI
- n.. CBFC

35.. Explain Information and Public Relations Department

- I&PRD
 - Official publicity agency of the government of kerala.

- Disseminates information concerning the government and its department.
- Provides the government with the public's feedback.
- Ensure a healthy relationship between the government and the public.

Major activities include

- a). Publishing the policies and programmes of the Government.
- b). Publishing books on subjects related to
 - Culture
 - Education
 - Traditional art forms.
- c). Maintenance of official web portal of the Government of Kerala.
- d). Organizing Press conferences for ministers and officials.
- e). Issuing various departmental advertisements
- f) .. Screening feature films, documentaries & short films

