

Journalism Education at Crossroad in India: A Swot Analysis

Tasha Singh Parihar*

Abstract

In India, education and training in Mass Communication and Journalism is about 60 years old. In pre-independence time Punjab University of Lahore was the first to offer a Post Graduate Diploma in Journalism course. But after Independence the first university of Journalism which came into existence in 1990 was Makhn Lal Chaturvedi National University of Journalism, Bhopal and the second university of Journalism which is recently established in 2004 is Kushabhau Thakre Patrakarita Awam Jansanchar University, Chattisgarh. Media education in India has made its advent through western influences. The composite culture of India incorporates Mass Communication and Journalism in all its languages and regions. Mass Communication and Journalism education assumes new significance in the age of globalization and communication.

In India at present most of the agricultural universities are imparting training on farm communication, extension education and development communication. Many Universities and private institutions annually train number of students in various aspects of Mass Communication and Journalism including reporting, editing, photography, videography, printing, designing, advertising, public relations, research, web - journalism etc. Most of the universities and colleges have provided infrastructural facilities and manpower in audio-visual communication to fulfill the market demand generated by explosion of infotainment sector in 24 x 7 news channels, FM radios, Community Radio Stations, Advertising agencies and many more.

However, Mass Communication and Journalism teaching, training, research and extension activities are not properly organized on sound resources and systematic management. Especially the teaching of communication skills and crafts is almost haphazard. The mushrooming mass communication institutes are churning thousands of inefficient thereof unemployed graduates and post-graduates every year. Campus placement is not guaranteed anywhere in journalism course. This is not

because there no demand but the reality is that most of the times the media owners or the industry people are not finding competent freshers who can be picked up directly after passing out. The Press Commissions (1954 & 1984) have recognized the importance of Mass Communication and Journalism training for the overall development of the country. Although, the second Press Commission headed by Justice K. K. Mathew has made only a passing reference in this regard. Proper mass communication and journalism education and training is very essential in order to develop media systems, professionals and activities vigorously.

Within the above framework this paper tries to scan the challenges before journalism education in India. Its present status and suggestions to uphold and maintain the standard of media studies in India that can nurture the Indian students to match the international standards.

Keywords: Mass Communication, Journalism, SWOT analysis, FM radio, Connectivity radio

Introduction

Media in India consists of several different types of communication media: Television, Radio, Cinema, Newspapers, Magazines, and Internet-based Web sites. The Indian media was initiated since the late 18th century with Print media started in 1780, Radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumiere moving pictures in Bombay initiated, during July 1895 is among the oldest and largest media of the world. Indian media has been, "Free and Independent" throughout most of its history. The period of emergency (1975-1977), declared by Prime Minister Indira Gandhi, was the brief period when media faced potential government retribution.

The country consumed 99 million newspaper copies as of 2007 making it the second largest market in the world for newspapers. By 2009, India had a total of 81million Internet users comprising

*Assistant Professor, Amity School of Communication, Amity University, Noida U.P, INDIA

7.0% of the country's population, and 7.5 million people in India also had access to broadband Internet as of 2010 making it the 11th largest country in the world in terms of broadband Internet users. As of 2009, India is among the 4th largest television broadcast stations in the world with nearly 1,400 stations.

The organization Reporters Without Borders (RWB) compiles and publishes an annual ranking of countries based upon the organization's assessment of their press freedom records. In 2010 India was ranked 122nd of 178th countries, which was a setback from the preceding year.

In the 1950's 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional languages. This number rose to 2,856 dailies in 1990 with 209 English dailies. The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies).

In 2007 Newspaper sale in the country increased by 11.22%. By 2007, 62 of the world's best selling newspaper dailies were published in China, Japan, and India. India consumed 99 million newspaper copies as of 2007 making it the second largest market in the world for newspapers.

Radio broadcasting was initiated in 1927 but became state responsibility only in 1930. In 1937 it was given the name *All India Radio* and since 1957 it has been called *Akashvani*. Limited duration of television programming began in 1959, and complete broadcasting followed in 1965. The Ministry of Information and Broadcasting owned and maintained the audio-visual apparatus including the television channel *Doordarshan* in the country prior to the economic reforms of 1991. The Government of India played a significant role in using the audio-visual media for increasing mass education in India's rural swathes. Projected television screens provided education in India's villages by the 1990's.

Following the economic reforms satellite television channels from around the world including BBC, CNN, CNBC, PTV, and other foreign television channels gained a foothold in the country. 47 million household with television sets emerged in 1993, which was also the year when Rupert Murdoch entered the Indian market. Satellite and cable television soon gained a foothold. *Doordarshan*, in turn, initiated reforms and modernization. With 1,400 television stations as of 2009, the country ranks 4th in the list of countries by number of television broadcast stations.

On November 16, 2006, the Government of India released the community radio policy which allowed agricultural centers, educational institutions and civil society organizations to apply for community based FM broadcasting license. Community Radio is allowed 100 Watt Effective Radiated Power (ERP) with a maximum tower height of 30 meters. The license is valid for five years and one organization can only get one license, which is non-transferable and to be used for community development purposes.

Indian films were soon being followed throughout Southeast Asia and the Middle East, where modest dressing and subdued sexuality of these films was found to be acceptable to the sensibilities of the audience belonging to the various Islamic

countries of the region. Cinema as a medium gained popularity in the country as many as 1,000 films in various languages of India were produced annually. Hollywood also gained a foothold in India with special effects films such as *Jurassic Park* (1993) and *Speed* (1994) being specially appreciated by the local audiences. Expatriates throughout the United Kingdom and in the United States continued to give rise to international audiences to Indian movies, which according to The Encyclopedia Britannica (2008) entry on Bollywood continued to be formulaic story lines, expertly choreographed fight scenes, spectacular song-and-dance routines, emotion-charged melodrama, and larger-than-life heroes.

The Indian economy underwent economic reforms in 1991, leading to a new era of globalization and international economic integration. Economic growth of over 6% annually was seen from 1993 to 2002. The economic reforms have driven in part by significant internet usage in India. The new administration under Atal Bihari Vajpayee which placed the development of Information Technology among its top five priorities formed the Indian National Task Force on Information Technology and Software Development. Internet gained a foothold in India by 1996. India had a total of 81 billion Internet users comprising 7% of the country's population by 2009. By 2009, 7.5 million people in India also had access to broadband Internet, making it the 12th largest country in the world in terms of broadband Internet users.

India had approximately 37 billion telephone lines in use by 2009. In the fixed line arena, BSNL and MTNL are the incumbents in their respective areas of operation and continue to enjoy the dominant service provider status in the domain of fixed line services. BSNL controls 79% of fixed line share in the country. In the mobile telephony sector, Bharti Airtel controls 24.3% subscriber base followed by Reliance Communications with 18.9%, Vodafone with 18.8%, BSNL with 12.7% subscriber base as of June-2009. India had approximately 5.5 billion mobile phone connections by 2009. Total fixed-line and wireless subscribers reached 688 million as of August 2010.

India joined cyber world in 1995, quite late compared to the West, although Internet was available to researchers earlier also. In the initial period, net access was limited to only four metros. It was very slow. Computer penetration was very low. However, the penetration improved as prices of computers began falling and net connectivity spread to small towns when private service providers came on the scene.

By 2007, India had an estimated base of 42 million Internet users, which was 3.6 per cent of the world users. Although this base was far below the Internet users of USA was 21 million, China 16 million, Japan 8 million or Germany 5 million, India ranked fifth in the list of top twenty countries using Internet.

In case of India, this was noteworthy because she is still considered a developing country. Advanced countries have better infrastructure and resources for rapid development in Information and Communication Technology (ICT) area. India lacked even in availability of power in cities and villages in every state without any exception. It was therefore no surprise, that India would lag behind in terms of computer penetration, Internet connectivity and its usage during the initial phase of ICT.

Against this background, publishers of Indian dailies were hesitant initially to launch web editions. Even later, except for a few English and 'language' dailies, majority of the newspapers put up their websites as a 'me-too' syndrome.

Status of Mass Communication and Journalism Education in India

In the Indian sub-continent, Punjab University of Lahore was the first to offer Post Graduate Diploma in Journalism course. However, after Independence, the first University of Journalism, which came into existence in 1990, is Makhn Lal Chaturvedi National University of Journalism, Bhopal and recently the second University of Journalism is Kushabhau Thakre Patrakarita Awam Jansanchar University, Chattisgarh. In India, education and training in Mass Communication and Journalism is about 60 years old. Media education in India has not received proper recognition from the government as well as media. In India at present some 60 Universities, 25 agricultural universities and many private institutions annually train about 3000 - 4000 students in various aspects of Mass Communication and Journalism including reporting, editing, photography, videography, printing, designing, advertising, public relations and so on. Especially agricultural universities are imparting training on farm communication, extension education and development communication. Most of the universities and colleges have provided infrastructural facilities and manpower in audio-visual communication field also, to some extent.

The Universities of the country has initiated Courses in Journalism and Mass Communication. In Delhi, the national capital, Indira Gandhi National Open University (IGNOU) is running various courses in distance as well as in regular mode. It is the vision of the university to strengthen the development of the National Resource Center. IGNOU is running primarily two main courses: M.A. in Electronic Media Production and Management (MA-EMPM) and M.A. Journalism and Mass Communication (MA-JMC). In Tamilnadu, Madras University and Madurai Kamaraj Universities (MKU) are offering Master degree programmes in Journalism and Mass Communication. National Council of Science and Technology Communication (NCSTC), Dept of Science and Technology, Govt. of India, sponsored B.S. Degree course in Science Communication at Science Communication Dept. in Madurai Kamaraj University. Tirunelveli Manonmaniam Sundaranar University also offering degree courses in Journalism. Delhi University provides Journalism Honors course. Punjab Technical University is offering B. Sc. in Mass Communication. The Devi Ahilya Vishwavidyalaya Indore University, is providing Diploma, Bachelors and Masters Degree in Journalism. In West Bengal Calcutta University, Vidyasagar University, Chitrakoot Gramodaya Vishwa Vidyalaya, Satna, Guru Ghasidas University, Bilaspur, Ranchi University etc. are running such courses.

The National Council of Educational Research and Training (NCERT) will soon introduce Journalism as a subject in School education. Many universities have proposed to offer five year integrated course of Journalism and Mass Communication. Many Media houses have entered into education sectors by starting their independent Schools of Journalism – T.V School of

Journalism, NDTV, T.V Today Media Institute, Aaj Tak, International School of Media and Entertainment Studies, BAG Films etc.

The SWOT Analysis

Strengths

The Growing Indian Media Industry:

The Indian Constitution does not expressly guarantee freedom of the press, like the First Amendment of the US Constitution has done. But the country's vigilant Supreme Court has held in successive judgements that freedom of the press is covered by, and is an essential part of, freedom of expression guaranteed by Article 19. Today, the Indian press is widely recognised as the most pluralistic, the least inhibited, and the most assertive and independent in the less-developed world. The decade of the 1990s can be truly called transformational for the Indian media. It saw the convergence of many changes in the country - the liberalisation of the economy, the loosening of many regulations, the advent of satellite television, and the improvement in communication technology.

India today has emerged as the second largest media market in the world after China, says the World Association of Newspapers (WAN), the global association for the industry. According to figures compiled by afaqs!, an Indian media, advertising and marketing organisation, the readership of the print media in the country has gone up from 232 million in 2000 to 302 million in 2007. Indians buy 99 million copies of newspapers alone every day, making it the second-largest newspaper market in the world after the United States. This is in marked contrast to most industrialized nations, especially the US, where newspaper circulations have been dipping. The growth of the Indian media industry is nowhere best reflected than in the stock market. Six media companies are listed, each of which has a company valuation of over Rs.10,000 million (\$250 million).

The current scenario is a far cry from about two decades ago, when the largest media company reported net profits of about Rs.50 million (a little over a million dollars).

Since January 2007, investors have pumped in Rs.15 billion (\$375 million) in the media industry alone, with no sign of their appetite sating. The combined market value of those listed comes to as much as Rs.350-400 billion (\$8-10 billion). The print media, despite being challenged by the phenomenal growth of the electronic world, has fought back to record a compounded growth rate of 13 percent. The rapid expansion and diversification of the Indian press - at a time when the Western world is talking about the demise of the newspaper by 2030 - is in a large measure due to the country's growing population. This is accompanied by rising literacy levels, particularly in the hitherto backward Hindi speaking heartland, and the explosion of the aspirational class estimated at 42 percent that has ridden on the country's sustained economic growth over the last decade. The Indian Newspaper Society, an organisation of the print media in India, says it has over 990 dailies, bi-weeklies, weeklies, fortnightlies and monthlies as members. They publish in 18 languages from all over the country, accounting for over 90 percent of the national readership. If one were to look at the top

10 newspapers of the country, Hindi journalism clearly dominates. Hindi newspapers occupy the top four slots, five are from regional languages, while there is only one English newspaper in the list.

After the TV explosion, the third phase of media growth has been powered by the so-called New Media. Slowly, but steadily, the Internet is spreading across the country on the back of high-speed communication lines. Newspaper websites too seem to be exploiting this. Radio too has shown a significant resurgence. Once a government monopoly, private and community radio stations have been allowed after government relaxed its policies and permitted privatisation. Private radio stations are still not permitted to broadcast news. FM radio has driven this explosion - from 76 million individuals listening during an average week in 2005 to as many as 119 million individuals in 2006 a 55 percent increase during that year and increase of over a 100 percent from 2002. The sudden growth has also its own set of problems with the media explosion not keeping pace with the talent supply. Media schools have mushroomed to provide the industry with reporters, editors, and other content.

It has also led to an exponential demand for quality content resulting in India having the largest number of news agencies in the world. Besides PTI and the United News of India (UNI), the last couple of decades have seen the emergence of private news agency players like the Indo-Asian News Service (IANS) and the Asian News International (ANI).

“Despite rising inflation and a slowing gross domestic product, India remains one of the world’s bright spots for magazine publishing,” wrote the New York Times, recently. Magazine advertising in India is expected to grow by 20 percent to \$302 million in 2008, it quoted the International Federation of the Periodical Press as saying, leading to a virtual explosion of Western and specialist magazines on the Indian newsstands in the past year. All of them, like Vogue, Rolling Stone, Hello, People, Housekeeping and Marie Clare have Indian editions. Meanwhile Conde Nast has set up a fully staffed Indian office to write and print its fully owned titles.

Journalism: A new span to a brighter career

With the boom in the private television channels, in India there is an increasing strength of student’s opting for career in Journalism and Mass Communication Journalism. Thus, Journalism education is now offered, at different levels and in over a few hundred public and private institutions in India. There are different nomenclatures used for the degrees and a number of terms are used synonymously. It is not uncommon to use Journalism, Communication, Mass Communication, and Media individually or in a combination when referring to the degree emphasis. Traditionally, journalism courses have been a postgraduate offering available for students after their regular Bachelor of Arts, Science or Commerce degrees, but even though it is a postgraduate degree it is still termed as a Bachelor’s in Communication and Journalism (BCJ) or a Bachelor’s in Science (Journalism /or Communication) or a Bachelor’s in Journalism and Mass Communication (BJMC) and a Master’s in Communication and Journalism (MCJ) or a Master of Arts (Journalism/Communication) degrees. In addition, there are a number of postgraduate diplomas and certificate courses offered by private institutions.

Many Research Units are working in field of Communication research. The Professors of Mass Communication are contributing in Research on International and National platform. IIMC, Jamia Millia and many distinguished Institutes and Universities have set up Research Units of Media.

A number of media houses also train some of their own journalists by selecting potential students with necessary skills and putting them through journalism training workshops and on-the-job training ‘intern’ programs. They have also entered into education field by starting their independent Schools of Journalism – The Times Research Institute, and The Eenadu School of Journalism are two of the institutions that come to mind and also T.V School of Journalism, NDTV, T.V Today Media Institute, Aaj Tak, International School of Media and Entertainment Studies, BAG Films etc. Such media houses believe that it builds employee loyalty and increases long-term employee retention rates while also proving cost-efficient.

All state institutions in India offer degree courses in Journalism and Communication and some have institutions that offer journalism courses through distance education courses. Each state also has a number of private institutions that offer degree and diploma courses. Journalism education in India is undergoing dramatic changes with the increasing demand for workforce in the business of television channels, content / technical writing and corporate communicators. What’s - even a decade ago a neglected department of certain universities and educational institutions in India, media and journalism has now become a much sought after profession of the younger generation.

Weaknesses

Currently, the country’s mass media pattern is almost the same in all developing countries including Southeast Asia. The Indian universities and other institutions have expanded educational services in accordance with the needs of the media industry. Mass Communication and Journalism being the multi-faceted discipline and multi-pronged profession, planned, deliberate and specialized training in English and Indian languages is of great significance in a developing country like ours. There is an all round progress in the mass media system in the country in the post independence era. Today, Mass Communication and Journalism education is taken for granted especially by the policy makers. Most of the universities have not updated the syllabi in accordance with the changing media scenario. Adequate faculty members who are specialists in various aspects of Communication and Journalism are not recruited because of policy constraints and financial constraints. The faculty members are not given adequate opportunities to develop higher specialization, skill and competence. In reality, fellowships, scholarships and other facilities are not extended to the faculty members adequately in order to ensure advanced studies, research and professional growth.

The students are taught history, theory, research, extension and a broad array of other aspects of Mass Communication and Journalism. Educators with advanced degrees and diplomas are not available in plenty. Those who have not experienced the real practical problems, challenges and opportunities are not in a position to handle the subjects judiciously. There are sizeable

number of Mass Communication and Journalism departments in the country, which are managed by one or two teachers and couple of part timers. This is indeed a pathetic situation with respect to Mass Communication teaching in the country. The private managements have taken the teachers for granted. They are not encouraged by these private managements to acquire specialized knowledge and experience. Those who are qualified and competent professionally and otherwise are not encouraged with judicious pay, allowances, promotions and other benefits.

Media practitioners and scholars often find themselves on different paths. There are very few centers of learning where the citadel of Mass Communication education is directed at professional competence. Even now there is no agreement on what Mass Communication education should be in India. The question of whether universities should teach Mass Communication and Journalism has not been answered decisively. Especially the private coaching institutions are not conducting the courses on sound agenda and grounds. Even now there is dearth of qualified and competent teachers especially in regard to training the students in the fields of New Communication Technologies, Broadcasting Journalism, Film Journalism, Advertising, Public Relations, Media Laws, Media Management and so on. A good deal of theoretical inputs are made available instead of adequate practically relevant components and inputs. In the absence of practically relevant training the graduates are found in a helpless situation when they join the media organizations. Lack of trained teachers, infrastructural facilities and upgraded syllabi are the major hurdles in the way of sound Mass Communication teaching. Most of the departments are not getting latest books and professional journals due to financial constraints. They do not have well equipped audio-visual lab, computer lab, photo lab, close circuit television, Internet facility, departmental library and allied facilities.

A major drawback of Mass Communication and Journalism education in India is the lack of locally relevant textbooks, professional journals and advanced reading materials. Many scholars have identified this glaring gap with concern. Senior media professionals and teachers are not encouraged to contribute their mite in this regard. Publishers also show lukewarm interest in producing books which fit into Indian context mainly due to marketing and sales limitations. The Government, UGC, Universities and Publishing houses have not come forward to bridge this gap. There is utter lack of locally relevant reading materials especially in Indian languages. The libraries also have fewer books and professional journals.

The policy makers in the government, UGC, universities and other bodies have not accorded a place of pride to Mass Communication and Journalism education even though there are gainful employment opportunities to the students in the modern society. Lot of funds are made available to medical, engineering, management and other professional courses in universities and private institutions. Unfortunately Mass Communication and Journalism departments are hunting for funds from several quarters. These factors are largely responsible for the sorry state of affairs in journalism training. The less said the better about the current state of journalism education in the Indian languages. Mass Communication and Journalism training programmes in India are not planned as an

integrated development programme. Even now universities, government, UGC and media organizations have not come forward to work in unison. Many scholars have also criticized the utter callousness and hostility on the part of media organizations in regard to journalism education in our country.

There is no consensus with respect to syllabi in this age of communication revolution. Many scholars have rightly felt that general instructions and classroom lectures particularly in universities and colleges are bookish, bereft of practical demonstration or explanation on the part of faculty. Many have not worked in the print, audio-visual and new media organizations. The latest techniques such as desktop printing, video display terminals, facsimile editions, videography, photography and so on are not fully and properly understood by the faculty, mainly due to lack of exposure and job-oriented training facilities.

Media institutions have become industrial centers. We come across information industry, knowledge industry, entertainment industry, advertising industry and other kinds of media industries. The expectations of these media industries are not properly understood by our policy makers and educationists. What is Mass Communication and Journalism? What are the expectations of the media industry? How to train our students? What should these students do in the media organizations? These questions have to be answered by our policy makers and teachers in order to facilitate need-based training and make students worthy communicators of our times. The purpose of Mass Communication education is more than understanding theory and practice, though communication skill development and communicators' capacity building are very essential. Its purpose should go beyond these things.

The ultimate purpose of Mass Communication training is to build a band of conscious, committed, competitive, courageous and compassionate professionals and nation builders. The educational institutions should contribute champions of professionalism and public interest. The media owners should look forward to recruiting such worthy graduates. However, they should not be indifferent to these qualities of graduates. It would simply mar the profession of Mass Communication and Journalism. These aspects need proper introspections by the policy makers in the universities and colleges. These aspects should be adequately covered in the syllabi at various levels of Mass Communication and Journalism training. The great task for Mass Communication educators is to equip their students with a firm sense of professionalism. Mass Communication and Journalism training institutions and programmes should become centers of excellence where these ideals are translated into realities.

The teachers and trainees cannot confine themselves to the classroom. The best foundation for a career in Mass Communication is in the field setting (newsroom in print media, studio in electronic media, film making settings in film media, computer room in software setting etc.). Practical exposure is indispensable. Otherwise, trainees remain malnourished practically and otherwise. The media owners can no more remain under the age-old impression that 'Mass Communicators are born'. They must encourage well-qualified, trained, skilled and competent work force in order to enhance professional excellence, accountability and social responsibility.

Mass Communication training programmes are not designed in tune with the changing media trends and expectations. The programmes lack professional depth, seriousness and quality. The need for involvement of media professionals in the training programmes is not felt by the policy makers. The teachers are not deputed to media institutions in order to gain professional skill and outlook. The students do not get opportunities frequently to gain familiarity with the diverse media systems and operations. They do not personally understand the media environment along with social, economic, political and cultural needs and aspirations due to lack of frequent interactions. The students are not enabled to acquire practical skills and operational competence on regular basis during their study period. The standard of teaching, research, extension and publication activities is not periodically assessed in order to make necessary changes and improvements. The critics have termed Mass Communication training programmes as 'hog-wash'.

Teachers, professionals and policy makers do not work together toward making Mass Communication and Journalism education purposeful. Therefore, showing concern to the improvement of qualitative learning methods becomes very essential in the present times. Such deliberations and resolutions through programmes of this kind would go a long way in facilitating qualitative learning methods in Mass Communication education. In this age of competitiveness, earnest efforts should be made toward elevating learning methods. Inter-disciplinary teaching, innovative multi-media programmes, collaborative exercises, training sessions in the media organizations, periodic practical assignments and university-industry collaboration would enrich Mass Communication teaching in this competitive times.

Opportunities

Rapid revenue generation in Media - India's TV industry records 15.5% annual growth

India's television industry expanded by 15.5% in 2010 and is expected to record a compound annual growth rate (CAGR) of 16% to touch Rs.630 billion by 2015, according to a new report from FICCI-KPMG.

The research on the South Asian country's media and entertainment industry showed that overall, the sector recorded growth of 11% in 2010 (from 2009), becoming worth Rs 652 billion, according to online publication afaqs!

A huge increase in the direct to home (DTH) TV subscriber base, which reached 28 million by the end of 2010, helped boost the entire sector. The number of TV households in India is expected to surge to 156 million by 2015 during the planned process of cable and terrestrial digitisation.

During this time, the report suggests television will account for almost half of the Indian media and entertainment industry's revenues. The nation's second largest media sector, print, is predicted to account for less than half of the amount television will generate – in spite of the healthy 10% growth print recorded in 2010.

Advertising spends, meanwhile, grew by 17% to Rs. 266 billion.

This year, the media and entertainment industry is predicted to achieve 13% growth, it is due to an increase in media consumption in India. By 2015, FICCI-KPMG expects the combined industry will make Rs.1,275 billion, having registered a 14% CAGR.

FM radio industry posts remarkable growth

Driven by the launch of 50 new private FM radio stations as part of government's second phase expansion plans, the FM radio industry has registered remarkable growth within the media and entertainment sector.

FM radio generated advertising revenue in excess of Rs 500 crore, according to radio industry estimates. The media and entertainment sector will continue to grow at 20-22 per cent. Last year, the FICCI-PWC report had indicated 32 per cent growth for the FM radio industry on a base of Rs 300 crore revenue generation. This was based on second phase rollout of private FM radio expansion plans by the Ministry of Information and Broadcasting.

The boom in FM radio is driven by the anticipation of an increase in the foreign direct investment (FDI) cap from current 20 per cent to 26 per cent or even more and the permission to broadcast news and current affairs.

Radio as an industry may cross the Rs.20,000 crore mark within couple of years. Currently, over Rs.3,000 crore worth of investments have already been made and the third phase could very well see setting up of support industry to further fuel the growth and investments.

Within this year, all the 270-odd private FM stations will be operational. Also, the government has already indicated the possible rollout of another 700 FM stations in the third phase which will sustain the high growth rate of the radio industry.

For the third-phase of FM radio expansion, industry is expecting an investments of another Rs.5,000 crore.

India Leads Ad Spend Growth across Major Markets in Asia Pacific in Q2 2010

Print leads the charge with a higher share of advertising and the fastest growth rates

Continuing its growth trajectory, ad spend across mainstream media (Television, Newspaper & Magazine) in India witnessed a 28 percent Year On Year (YOY) growth and a 32 percent growth in Q2 2010 over Q2 2009, the highest amongst the 12 Asia Pacific markets covered in The Nielsen Company's survey on Media Ad Spends.

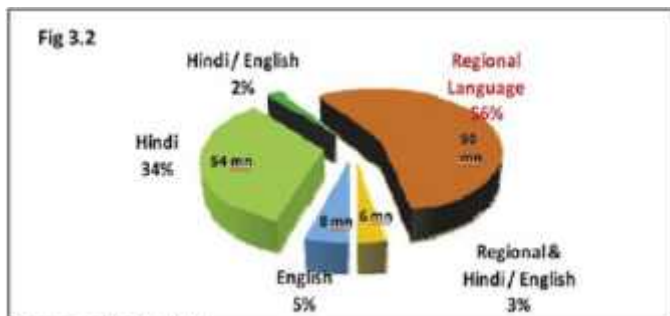
Across the 12 markets in Asia Pacific the Q2 ad spends showed a robust 15 percent lift over Q2 2009, and a 17 percent lift in the first half of 2010 over the same period in 2009. However, of greater significance, is that after the first half of 2009 saw a minimal three percent lift over 2008, the first half of 2010 recorded an impressive 20 percent increase over the "Pre GFC" (Global Financial Crisis) period of 2008. India recorded a 33 percent increase in the first half of 2010 over the same period in 2009.

The ever increasing confidence levels of Indians in the economy, as reflected in the Q2 2010 Nielsen Global Consumer Confidence Survey, which India topped, has instilled greater confidence in Indians to spend on items that they want and need. This growing demand for products and services is not lost on marketers who have expanded their advertising budgets compared to the contraction they experienced during the economic slowdown.

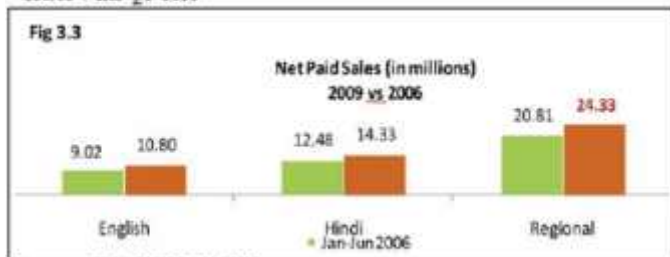
Consumers and marketers have more faith in the economy now and seem to be more confident of their financial prospects in the near future. The 'recessionary mindset' is fast becoming a thing of the past and marketers are using advertising strategies to reinvigorate brands by strengthening their visibility in mainstream media resulting in accelerated growth in media spends.

Growth of Regional Newspapers

In India, the dailies in regional languages command more than half of the Average Issue Readership in 2009 as per IRS Q1 2010. There are 90 million readers of dailies in the regional languages, as compared to 54 million for dailies in Hindi and 8 million for dailies in English.(see fig 3.2) If we turn to growth in net paid sales, dailies in regional languages have increased by almost 4 million copies in Jan-June 2009 over Jan-June 2006 as per the Audit Bureau of Circulation. The corresponding figures for Hindi dailies is 2 million and for English dailies remaining at one million (see fig 3.3).



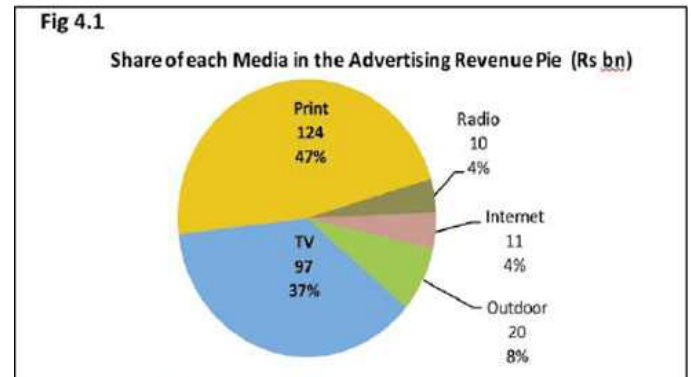
Source : IRS Q1 2010



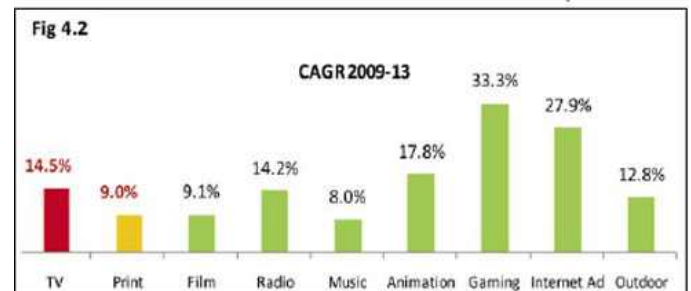
Source : ABC, JJ 2006 & 2009

It is obvious that from advertiser's point of view, dailies in English remain the favourites. Advertisers, with some justification, perceive readers of English newspapers to be more socially sophisticated with higher purchasing power and therefore more open to new products, risks and experimentation. The story of growth of newspapers in India should not deflect attention from the problems that newspapers are facing. The media space is fragmented. Apart from print and television, radio, film entertainment, music, animation, internet and outdoor are also competing for the attention of consumers.

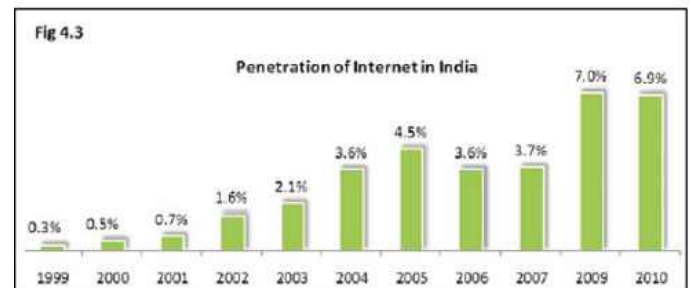
Though the largest share of the advertising revenues of the Media & Entertainment Industry in billions is taken by Print Media (47%), with television (37%) coming second; Outdoor (8%) coming third and followed by Radio and Internet Advertising with a 4% share each, the new media --- music, gaming and animation, whose share is insignificant, cannot be completely ignored. (See fig 4.1)



Source : FICCI-KPMG Report 2010



Source : FICCI-KPMG Report 2010



Source : Internet World Stats

Indian News Agencies

Indo-Asia news service or the IANS is not only India's only news agency with a growing International reach but is also a brilliant content, knowledge and publishing outsource for Indian publications and institutions all around the world. They are the one-stop content provider on news and information from India, South Asia and the vast Indian sub continents.

National news service is a news agency for agribusiness that provides daily trading prices and news for 1500 agri-commodities, Indian trade journalism and providing content to all national dailies and significant TV news channels.

PTI now has its own satellite delivery system through a transponder on an INSAT satellite for reaching its services

directly to subscribers anywhere in the country. Photo service is delivered by satellite as well as accessed by dial-up. PTI is now on the Internet at: <http://www.ptinews.com>.

With a staff of over 1,500 including 400 journalists, PTI has over 100 bureaux across the country and foreign correspondents in major cities of the world including Beijing, Berlin, Colombo, Dhaka, Dubai, Islamabad, London, Moscow, New York and Washington. In addition, about 500 stringers contribute to the news file at home while 20 part-time correspondents bring news from the rest of the world.

PTI is a leading participant in the Pool of News Agencies of the Non-Aligned Countries and the Organisation of Asia-Pacific News Agencies. It also has bilateral news exchange arrangements with several news agencies belonging to the countries of Asia, Africa, Europe and Latin America.

United News of India (UNI) was launched on 21 March 1961, and has now grown into one of the largest news agencies in Asia with about 90 bureaux in India and abroad. It has more than 1,000 subscribers in India and abroad, especially in the Gulf States.

UNI has collaboration with several foreign news agencies, including Reuters, DPA, IPS, RIA Novosti and United News of Bangladesh. It has more than 320 journalists on its staff and more than 250 stringers.

Threats

Over the last few years, media has undergone a sea change in terms of the news that it offers. It no more can be assigned the repute of being society's watchdog. The competitive strides in almost every field have affected the India media news field as well as the number of news channels flooding to the fore front is endless. As the number is increasing at a paced rate, the quality of media news being served is degrading. Hard-hitting investigative reporting is now a thing of past, what we see today is something superficial and at times very trivial. Media news India can also be blamed to be biased when it comes to highlighting the media news regarding any particular political party. Today, the media news India concentrates on debate spun news programs with the hosts and panelists having absolutely no connection with the topic being discussed. Ground fact finding has taken the back seat as investigative news reporting is being mitigated.

The cobweb of a vast cable network can be attributed the entire blame for having captured the lion share of the media news market being flooded with the overtaking local news affiliates. Apparently, it is not the reporters or the commentators who are to be blamed for this degradation; the root problem lays with the producers, the owners and the editors of the media news channels. Today, the media news organizations seem to have compromised with their professionalism as an aid to reaping profits. The viewers on the other hand are accepting half the truth being posed to them through media news. The fact is that media news India have tossed a veil over their spotlights which once upon a time shone bright. Technology news too has been discarded as a bargain with the other entertainment news simply to achieve maximum TRPs and thus, more profits. India technology news now remains restricted to a simple news item

that runs for about ten to fifteen minutes whereas the other trivial news shows continue being repeat telecast for hours.

Poor communication

All books on journalism are by foreign authors or Indians based abroad and are often irrelevant to the practices and facilities available in this country. It is not that there is no one here to write such texts but that time for research and writing is not granted to university teachers. These books do not fulfill the demand of existing syllabus which has not been updated on International scale.

Paid News and Ethics of Journalism

Paid News has cropped up as one of the greatest threats to Indian journalism and the related socio-political fabric. While previously an individual journalist or two occasionally used to implant stories on monetary allurements but the phenomenon of Paid news is such that some of the owners of important newspapers are alleged to be taking money at one place and are forcing their journalists to write intended and targeted stories in the Newspapers. This in other way contradicts, the Ethics of Journalism taught to the students.

Lost of Identity

Alike Indian Council of Medical Research, there is an urgent need to have a Council for Education in Journalism & Mass Communication. Either the Press Council of India may be given this function to maintain and uplift the standard of Journalism & Mass Communication. As today, Media education is at crossroads because of not having regulatory body to safeguard it.

Degradation in Media Research

Due to the continuous degradation of Media in India, the research work will be deeply affected as hypothesis will contradict with the findings. There will be a vast difference in what is being taught and practiced.

Suggestions

Mass Communication and Journalism education in India has made considerable progress during the last three decades. In reality, a majority of Mass Communication and Journalism departments are ill equipped in terms of manpower, equipments, literature and allied resources. By and large, training in this sector is not imparted on the basis of sound vision, expertise, recognition and patronage. In particular, the vernacular Mass Communication and Journalism education is absolutely unplanned and disorganized. Keeping in view the imperativeness of enhancing qualitative learning methods, the following suggestions are made for consideration. They include:

1. Mass Communication and Journalism education should be planned as an integrated development programme taking in to account the present trends like globalization, liberalization and privatization. The changing media scenario should be properly understood by the policy makers and factors like manpower, resources, technologies,

equipments, literature, research and extensions should be taken into account while redesigning education system in general and enriching qualitative learning methods in particular.

2. Standardization of Mass Communication and Journalism training should be ensured in order to make training in this sector absolutely result oriented. A national level regulatory body consisting of policy makers, scholars, specialists, professionals and bureaucrats should be set up to streamline admission procedure, course contents, recruitment norms, training methods and evaluation techniques. This body should be empowered to govern the process of Mass Communication and Journalism training in the country.
3. The Departments of Mass Communication and Journalism should be equipped with the state of art facilities and competent manpower.
4. The course contents should be modified in order to keep pace with changing needs of media industry in particular, national and international environment in general. There should be meaningful combination of basic and applied Mass Communication and Journalism. The ratio of theory and practice should be 25:75 in order to enable the students acquire necessary professional skill and competence. There should be simultaneous teaching in the classroom and internship in the media organizations.
5. There should be a regular scheme of special lectures to strengthen the process of training since all departments cannot afford to recruit and maintain large number of specialists as trainers. UGC, Publications Division, National Book Trust, Research and Reference Division, Universities and other publishing houses should produce teaching materials which fit into national and regional contexts adequately.
6. The teachers should also be trained very frequently in order to keep pace with the changing needs of media industry as well as teaching profession.

Conclusion

Multi-ethnicity, multi-culture and multi-language are the hallmarks of India. The dichotomy between rural and urban population has complicated the media scenario further. Many courses are offered in Mass Communication and Journalism at different levels with different nomenclatures. They range from certificates to doctoral programmes. Though most of the institutions offer only English as the instructional medium, students can write examinations in the regional language. Even doctoral research is encouraged in vernacular Mass Communication and Journalism. The educational scenario depicts series of drawbacks with respect to qualitative learning methods. Suitable networks have to be created at local, regional and national levels to facilitate integrated development of Mass Communication and Journalism education in India. The Departments of Mass Communication and Journalism will have to devote their time, energy and resources in this direction.

Reference

Articles:

1. *Print media in India.*
2. *List of newspapers in India.*
3. *List of newspapers in India by circulation.*
4. *Amateur radio in India.*
5. *Television in India.*
6. *Category: Amateur radio in India*
7. *Cinema of India*
8. *Information technology in India*
9. *Communications in India*

Reports:

1. *National Readership Survey*
2. *Press Trust of India*
3. *United News of India*
4. *Category: Indian magazines*
5. *List of Indian television stations*
6. *List of FM radio stations in India*
7. *List of mobile network operators of India*

Research Papers:

- *Online Journalism in India: An exploratory study of Indian newspapers on the Net (Paper submitted to Indo-Russia Conference, Moscow, December 07-08, 2007, by Kiran Thakur)*
- *Journalism education in India : A quality perspective by Dr B P Mahesh Chandra Guru and Madhura Veena ML*

Media in India

- *Number of Daily Newspapers: 398*
- *Total Circulation: 30,772,000*
- *Circulation per 1,000: 50*
- *Number of Nondaily Newspapers: 98*
- *Total Circulation: 7,774,000*
- *Circulation per 1,000: 13*
- *Total Newspaper Ad Receipts: 35,624 (Rupees millions)*
- *As % of All Ad Expenditures: 50.40*
- *Number of Television Stations: 562*
- *Number of Television Sets: 63,000,000*
- *Television Sets per 1,000: 61.2*
- *Number of Cable Subscribers: 39,112,150*
- *Cable Subscribers per 1,000: 38.5*
- *Number of Radio Stations: 312*
- *Number of Radio Receivers: 116,000,000*
- *Radio Receivers per 1,000: 112.6*
- *Number of Individuals with Computers: 4,600,000*
- *Computers per 1,000: 4.5*
- *Number of Individuals with Internet Access: 5,000,000*
- *Internet Access per 1,000: 4.9*