

## **MEDIA LANDSCAPE IN INDIA**

India has three types of media – print, digital, and audiovisual. India has a huge media network including 500 satellite channels, 80 of them news channels, 80,000 newspapers with over 100 million copies sold every day. The vernacular press consists of 30 local languages.

Major media agencies include news outlets, channels, publications. The major news agencies covered are: Indian Express, Times of India, The Hindustan Times, The Hindu, The Statesman, The Sunday Guardian, The Deccan Chronicle, Pioneer, The Wire, The Business Standard, The Economic Times, The Financial Express, The Arunachal Times, Shillong Times, Orissa Post, Samvad, Amar Ujala, Jansatta, Dainik Bhaskar, Dainik Jagran, Hindustan, Punjab Kesari, the portals of News18, Republic Bharat, India TV, NDTV, and the online papers like the Wire, the Scroll and the ANI.

The laws enshrined in the Constitution of India and statutes give the media certain rights and enjoin accountability. Rights include the Freedom of Speech Expression, a fundamental right, (article 19(1)(a)). This includes the freedom to publish and broadcast news, views and opinions. Article 19 also guarantees freedom of the press which includes the right to publish newspapers, magazines and online news portals.

The Statutory Rights include the Press and Registration of Books Act, the Telegraph Act and the Cinematograph Act. These Acts regulate the publication of books and Newspapers; the transmission of messages by telegraph which includes news transmission and the exhibition of films, news reels and documentaries.

There are Regulatory Bodies like the Press Council of India regulates the press demanding accountability in terms of ethics, authenticity of source and veracity of news items. The News Broadcasting Association and Indian Broadcasting Foundation oversee the broadcasting of news, arbitrating on disputes on content and behaviour of broadcasters

The Ethical Rights of the media in India include the right to seek information from the government agencies and the public authorities under the Right to Information Act, the Right to Protect Sources of Information as guaranteed by the Supreme Court of India, and the Right

to Editorial Independence which includes the freedom to decide the content and how to present the news.

Media coverage plays a significant role in shaping public opinion, influencing decision makers and promoting various causes. Media can also be used to manufacture or manipulate public opinion. In particular, conflict reporting is one of the most traditional and prestigious assignment for journalists. The journalists covering war zone are awarded suitably and kept in high estimation.

Indians like people in other developing countries do not have much interest in internationalism. Besides, many common people in India do not comprehend that international community comprising both state and a non-state actors influence each country including India in multiple ways. Yet, foreign policy is not a popular topic in India, it is left to the diplomats in the department of External Affairs.

The external influence and implications have intensified under the ongoing process of globalisation. In the last years, two wars, one in Gaza and the other in Ukraine have unleashed international forces and changed the balance of power. India cannot insulate itself from these developments.

When Russia launched a full-scale war on land, sea and air, against Ukraine. On 24<sup>th</sup> February 2022, Indian media started to report on it. By many accounts, it has been presented as the largest and deadliest conflict in Europe since the World War II. However, the interpretations of its elements differ.