

ETHICAL PERSPECTIVES OF TELEVISION NEWS CHANNELS IN INDIA: AN OVERVIEW

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ABSTRACT

Should ethics be considered when showing news? Or ignore these questions and watch TV. In the present research paper, by studying the changing ethics of media, an attempt has been made to know whether there should be a limit of morality in the news media or it should be left autocratic. What is the meaning of freedom of the press? Does freedom of the press mean only to be free from the control of the government and to be subject to capitalists like editors, publishers, owners of television? What kind of news should be shown when it comes to television channels? What should be the range of news? To what extent should the news be shown? Channels should also just see their profits like a seasoned trader. Present scattered literature in order to build a fresh argument suggest, one cannot stay away from the commercialization of journalism and foreign investment, but the media will have to make its own guidelines and strictly follow them, and set such a limit so that the news media can remain within its ambit and make people aware.

Keywords: *Ethical Perspective, Media Ethics, News Media, Commercialization of Journalism.*

Introduction

Taking a look at the history of journalism in India, it is found that in the early period the drive of newspapers and magazines was to give information, but information dissemination was inspired by a kind of social, political, religious purpose, through a newspaper at that time for education too. Due to limited expansion, limited facilities of printing and sales, the press could bring prestige to the publisher or editor, but could not make him rich, so the purpose of magazines at that time was not commercial. The biggest impact of globalization has been on the objectives and priorities of the press. Even if the purpose of printing magazines is considered mainly commercial, can newspapers give the right direction to public opinion while earning money? But today's journalism has given a rise to a new kind of debate. What type of news should be shown? How to determine the news value of everyday events? The newspaper is indeed the main medium of freedom of expression and it has to give expression to public opinion but newspapers also have their limits. Newspapers cannot give expression to every event or category. The responsibility of which news to take and which to leave depends on the discretion of the editor. One thing to be noted here is that the indirect interference of newspaper or television channel owners is seen in the sorting of news. The influence of the political inclination and economic interests of the newspaper owners is visible on the news. Issues and the way of presenting them are also decided by the publisher and editor and also decide which news will be published and which will not, thus it can be said that they also have the right to decide the direction of the news. It happens. There are different opinions in society and everyone should get the opportunity to express themselves fairly, so free press means that anyone has the right to print magazines and the government cannot interfere in that publication unless someone does not break the common law. Then it also has to be recognized that the press will be free only if it is not under the control of the government. Generally, the prevailing belief is that freedom of the press means freedom from the government, but today the press can be independent of the government but not from the capitalists. When the press has taken the form of a business, then the question arises whether it can be independent of the capitalists also? The Western belief of the free press is purely private property.

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Dennis McQueen, in his book 'Mass Communication', states that- 'In many cases, the freedom of the press has become united with private property and this means the right to own and freely publish publications without interference from the government. Use. The main justification for this view is the belief that freedom generally means freedom from government. Apart from this, it is also believed that the free market of ideas is equivalent to the real free market, where information and communication are such goods that can be produced as well as sold.

Due to foreign investment in media in India, the challenges have also increased a lot. Most newspapers are controlled by individual groups in such a way that their editorial policies are directly or indirectly influenced by their corporates and business interests. The reality is that for a newspaper to survive in a competitive market for a long time, it is necessary to have an experienced and well-versed publisher. Here another question arises that we often talk about the owners of newspapers and television channels but reluctant and away from discussing the ethics of journalists. The number of people who consider journalists to be 'easy to sell' is no less. Politicians and officials engaged in the game of power often claim that buying journalists is a popular practice in politics.

Review of Literature

A few years back, video clippings of Ranbir Kapoor and Katreena Kaif on beach were shown in the headlines for several days by all the channels and newspapers. It cannot be said that the media presenting the personal moments of someone's life to the audience in a glitzy manner by making mobile clippings cannot be said to be justified.. These things are often violated in our newspapers and news channels. Sometimes there is no need to conduct a preliminary examination of the veracity of the information; it is also true that the difference of opinion does not give the right to any journalist to present the untruth as fact. The argument that there are defamation laws in the country and the affected person can approach the courts is wrong. The ground reality is that even fighting a legal battle against power is not easy. Even today, unconfirmed news is seen in large numbers in Hindi newspapers and channels and heavy editorials are also written on such news whose veracity is already doubted. Therefore it can be said that if the big English newspapers remain society neutral then the reputed Hindi daily suffers from social intolerance, now it is to be decided which trend is more harmful. In my opinion, the main level of Hindi journalism should be constructive and unity-oriented and not negative and disruptive.

What kind of news should be shown when it comes to television channels? What should be the range of news? Where the news should be shown? Should ethics be considered when showing news? Or ignore these questions and watch TV. Channels should also just see their profits like a seasoned trader. This is a big question. For example, news channels show concern over sexy videos, obscene photographs and make them appear. Presents theatrical versions of the news to make the news entertaining and engaging. It seems okay to report an accident or serious subject through graphics, but doing spicy theatrical adaptations for the entertainment of the people is completely inappropriate and cannot be justified in any way. At present news, channels are getting converted into entertainment channels. Most of the channels today have started showing the entire program by showing clippings of the comedy shows shown by the entertainment channels. Can this be put in the category of news? There is a need to ponder over this. It is customary to show his news as well as special programs during cricket matches, mostly featuring experts like Vinod Kambli, Sanjay Manjrekar, Atul Wassan, Saba Karim, Nikhil Chopra etc. Those who sit in the studio and find out the shortcomings of every player like Virat Kohli, Rohit Sharma Rishabh Pant, Hardik Pandyas etc. They probably forget that there is a lot of difference between playing on the field and sitting outside and watching, they do not even think that if they knew the shortcomings of every player. If so, why can't he understand his shortcomings in his time, if he could understand, he would not have been doing anchoring by sitting here. The extent is reached when comparing a player to the world's famous cricketers on his good performance in a match and calling him a great player and declaring him as a poor player in the next match, advocating for his removal from the team I am these flop players of their time tearing apart the greatest players with their momentary comments. Sometimes it seems that while such comments are doing the work of healing the anger of the people who are agitated and disappointed due to defeat, they also take out their frustration due to the power of the media. Nowadays, the future of people is being told through astrologers by news channels. We do not want to get into the argument here that whether astrology or Vastu has an effect on people's lives, but it is true that instead of many channel astrologers, such people wear luxurious clothes, many types of garlands, talismans, rings. Those who do not know anything about astrology. It is sad to say that those who do not know about their future, are made future speakers of the people, who cheat people by telling frivolous measures. The news media needs to analyze this.

From the Lok Sabha to the Vidhan Sabha, even in the election of the councilor and mayor, the news of a strong victory of the candidates by making money through paid news or staying ahead of other candidates is published in the open, and if this allegation is only on the part-time journalists working in the districts. It was easy to understand the circumstances behind it, but this allegation also falls on the journalists of metros, state capitals, and Delhi, including some senior journalists.

The question here is not about the facilities that a recognized journalist gets from the state. These facilities cannot be placed in this category, since they are common to all, so they cannot be used as 'temptations'. The question is about those facilities, which are suddenly available to a journalist or keep getting secretly. The practice of large companies holding journalistic conferences and celebrating food and drinks has led to the belief that the writing of a journalist is governed by taste - influenced by lightness. Sometimes this disease also catches such people, whose main job is to work for drug addiction. The size of the news is determined by the gifts received in the press conference. Some behaviorists argue that when the whole society has become indulgent, then why do you expect the poor journalist to have ideal or pure conduct?

But if this is true, then a journalist should not even expect social prestige or respect? His credibility will then be due to fear, due to which the 'Dada' of the locality or city belongs. This image will not be acceptable to most journalists, because even today most of the journalists work under some ideal or some big dream even after getting frustrated. Most of the youth who enter the media business of journalism is motivated by deep social sense, but today the atmosphere inside this media business has started to look like that in which everyone looks naked when peeped from outside. Dr. John C. Merrill has written - 'before accepting any kind of moral law, a journalist must decide whether he wants to be ethical or not. Of all the things he has to choose, this is the first and most important choice. Yes, it is possible, as Sartre and other existentialists have observed - "Not choosing means that the choice has been made." And not choosing to follow the moral path only means later on the immoral path. The choice can be made. But choosing early is not enough, because as mentioned, new and young journalists in their innocence often aspire to be ethical. It is also necessary to remember the election which has taken place again and again so that any deviation from it raises the voice of rebellion or resistance from within journalists.

Research Objectives for Present Study

- To discover the ethical issues in news media
- To discover the advantages and disadvantages of news ethical management

Here the question is not only about the deviation of a journalist's inducement but also of his responsibility towards society. The justification for giving any information about any person, institution, or community is that it is in the public interest. Three things need to be kept in mind in media ethics. The first is that the individual, institution, or community also has its own constitutional and civil rights. Their disregard cannot be called 'moral conduct'. If any information is in the larger public interest, it has to be ensured that what we call 'public interest' is not merely 'public use'. A quick piece of news from a person's personal life will be fun, useful for many people, but it cannot be called 'public interest'.

In the race as well as aspiration to tell the fastest and quickest news, it is necessary to show or tell about the accident immediately after an accident but to make the news entertaining, the process of the family members of the victim in the form of mourning and bites in the house of the deceased. Can't show that news without it? The other side is the profile or the number of dead. While broadcasting the news, the news is broadcast only after seeing the profile of the victim or the deceased. For example, thousands of people die in the village due to hunger, lack of treatment, lack of facilities but this news is not given that prominence. At the same time, the Aarushi Talwar murder case in Noida has been in the media headlines for years. Talking about the number of dead, the reporter is often asked that how many died in this accident? And when there are fewer deaths, that news is dropped. Many questions arise here whether the sense of media is dead or there is no logic in it.

The media should also avoid presenting the news based on its presumption because if its guess turns out to be wrong then someone or the other has to bear the brunt of it. For example, as soon as any obscene MMS comes to the fore, the media immediately shows it, but if it is found later that the MMS has been created using computer software technology and in the meantime, if the victim commits suicide, can the media bring him alive? Could. The question arises whether there should be any limit to the morality of the media or should it be left autocratic? In researcher's opinion, the media should refrain from commenting on the cases going on in court. Today the media trial of the accused

person is done sitting in the newsroom and he is even convicted. Which is wrong as well as contempt of court. The function of the media should be only that they present the facts and information related to a case in front of the people impartially, and not become a judge and give its verdict. The media should avoid the role of being a judge.

Discussion and Conclusion

In conclusion, it can be believed that despite all these shortcomings, the media is still a powerful watchdog of democracy and due to this the most influential people of the society like Lalu Yadav, Kuldeep Singh Sengar, Ram Rahim, Asharam, etc. are also not autocratic but news media needs to reconsider its morality. Indeed, one cannot stay away from the commercialization of journalism and foreign investment, but the media will have to make its own rules and procedures and strictly follow them and set such a limit, within which the media should be aware of the people with full morality. No media house can indeed run without advertising and advertisements are received only based on TRP (Television Rating Point) of the channel, but it is surprising that in a country of more than 135 crore people only 10000 TRP boxes are available in this. They declare which television channel was watched in the whole country for how long and the limit is reached only when the advertisers give their advertisements based on that. This also needs to be thought about seriously. The owners of media television channels argue that news is made to be entertaining so that viewers can watch it. Talking about the business, crores of rupees are spent in starting a news channel and many times that channel will be sold by cable operators, MSOs, DTH. However, expenditure has to be incurred on showing which requires huge capital investment. For this reason, many industrial houses and capitalists are coming forward, whose main objective is not to serve the country through journalism but to ease the way of running their industry and earn net profit through news channels. True news becomes light from the profits of the news and in journalism when the profit becomes more than the news then it is natural for the news to be affected. It is not that all the news of news channels are affected.

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