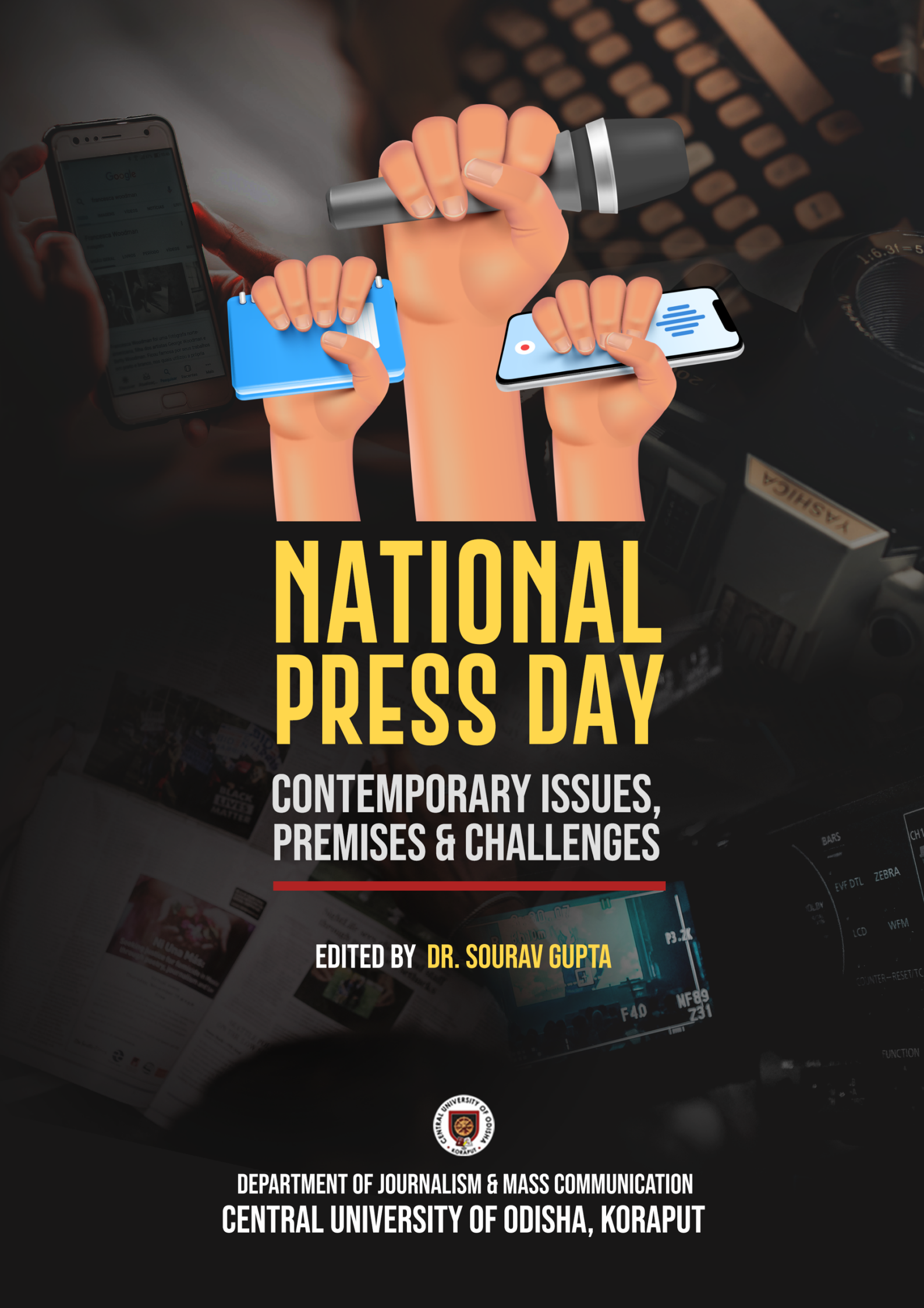




NATIONAL PRESS DAY

CONTEMPORARY ISSUES,
PREMISES & CHALLENGES

EDITED BY **DR. SOURAV GUPTA**



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CENTRAL UNIVERSITY OF ODISHA, KORAPUT

NATIONAL PRESS DAY

**CONTEMPORARY ISSUES,
PREMISES & CHALLENGES**

AN E-BOOK

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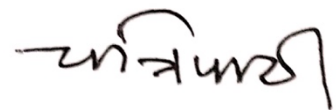


PROF. CHAKRADHAR TRIPATHI

The Department of Journalism & Mass Communication is organizing a National Seminar on the occasion of National Press Day on 16 November 2023. It is a moment of pride and pleasure for me to share this message from my desk on this academic initiative. I feel elated to know that the Department has also come up with an e-book titled, National Press Day: Contemporary Issues, Premises & Challenges, that includes the write-ups of the faculty members of the department.

Media plays an important role in the path of unprecedented growth and development of the country as well as it upholds and supports the vision of our great National Leaders. I earnestly hope that this National Seminar will successfully enlighten the role of the Press and Media in Nation building. I strongly believe that this e-book will be a great resource for media studies in future.

I shower my heartfelt wishes and greetings to the Department of Journalism & Mass Communication for all such endeavors.



Prof. Chakradhar Tripathi

FROM THE DESK OF
**HON'BLE CHAIRPERSON, PRESS
COUNCIL OF INDIA**



SMT. JUSTICE RANJANA PRAKASH DESAI

न्यायमूर्ति रंजना प्रकाश देसाई
अध्यक्ष
Justice Ranjana Prakash Desai
Chairperson



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Dated: 14.11.2023

Message

I am pleased to know that the Central University of Odisha, Koraput is commemorating the National Press Day on November 16, 2023 by organizing a virtual seminar on this year's viz theme "Journalism in the era of Artificial Intelligence".

The transformative potential of AI has necessitated thoughtful deliberation and discussions to ensure it serves the best interests of society. I hope the discussions will explore the various opportunities as well as challenges introduced by Artificial Intelligence in the field of Journalism.

I am also happy to note that the university is also inaugurating an E-Book titled "National Press Day: Contemporary Issues, Premises & Challenges". I extend my heartfelt felicitation to the Vice-Chancellor and University faculty and wish the event a great success.

(Ranjana Prakash Desai)



FROM THE DESK OF THE EDITOR

DR. SOURAV GUPTA

Assistant Professor & HOD, Dept. of J & MC, CUO

Jai Jagannath!

The valiant role played by the Indian newspapers, their editors and the journalists during the British colonial rule made them an integral part of the Freedom Movement. The great leaders of our country were convinced of the capability of the press to mobilize the masses. Post independence, the role of press was recognized and that led to the constitution of the First Press Commission in 1952 whose recommendation gave birth to the Press Council of India on 16 November 1966. Since then the date is celebrated as the National Press Day. The Press Council of India is a quasi judicial body which facilitates the self regulatory mechanism for the press. The major mandate of the Press Council is to ensure ethical standards of journalism and to safeguard the freedom of the press.

Much has happened since then....the internal emergency (1975-77) was a horrible attack on the freedom of press in independent India which led to the formation of the Second Press Commission in 1977. The issue is being debated since then with the press functioning under the constitutionary provisions. The issue of ethics has attained a new and complicated dimension especially with the foreign capital entering the Indian media market via globalization in 1991. The media market has attained a huge industry status by its proliferation from print to electronic to IT based media viz. DTH, IPTV, Social Media, OTT etc. The society as a whole has underwent changes to redefine what ethical norms stand for.

In the light of the above, it is imperative that we reflect on the National Press Day, celebrated every year on 16 November-the foundation day of the Press Council of India and arrive at a understanding of the scenario regarding press or media as the current nomenclature demands and its standing in the Indian society. And who should be the more appropriate agency than a Journalism department of a University to do this? The Department of Journalism & Mass Communication, Central University of Odisha is happy to organize the National Seminar on 16 November 2023 on the theme of the National Press Day declared by the Press Council of India-Journalism in the era of Artificial Intelligence, as it is a topic which is futuristic, visionary and will give a hint of the days to come in a new paradigm of human

civilization. Artificial Intelligence is a boon or bane? The question is under the scanner and the seminar wishes to address the relevant apprehensions. We express our gratitude to Prof. Arun Kr Bhagat, Shri Harshvardhan Tripathi and Shri Ashok Pradhan, the Resource Persons of the National Seminar for sparing their valuable time & thoughts to enrich us on this occasion about the multiple facets of journalism and AI.

The DJMC humbly presents another small initiative-an E-Book titled, National Press Day: Contemporary Issues, Premises & Challenges where the Faculty members have made an effort to offer a critical insight into the pressing and allied issues to the National Press Day. The book is no way exhaustive but indicative to say the least. Let the discussion begin, continue and flourish to lead us to a world of new light.

We are grateful to Smt. Justice Ranjana Prakash Desai, the Hon'ble Chairperson of the Press Council of India for gracing the E-Book with her valuable message. We are extremely privileged to have a dynamic leader in the form of Prof Chakradhar Tripathi, Hon'ble Vice Chancellor, CUO who has always been so supportive and concerned about the Department of Journalism & Mass Communication and its endeavors. It's due to his blessings and inspiration that the Seminar & E-Book is a dream realized. Special thanks to Prof N C Panda, Registrar & Finance Officer, Prof V C Jha, Consultant, Administration and Dr. Prashant Meshram, Controller of Examinations for their relentless support and cooperation. I, in the capacity of the HOD (in charge) of the DJMC would like to underline the efforts of the faculty, research scholars, staff and students of the DJMC in organizing the event.

Happy Reading!

Cogito Ergosum!



Dr. Sourav Gupta

CHAPTERS





JOURNALISM & ARTIFICIAL INTELLIGENCE: A LOOK FORWARD

DR. SOURAV GUPTA
ABATIS THOKALATH SUNNY
ABHINASH HANTAL

ABSTRACT

The process of Artificial Intelligence integration in newsrooms have taken off in the various media houses. With that it has also raised the inevitable question of ethical norms of journalism. The present study is an overview of the impact of AI on journalism and the ethical challenges thereof. The study is based and quotes relevant sections from a recent survey by the London School of Economics & Politics conducted in newsrooms. It infers that ultimately it rests on the journalists themselves whether they will allow the AI to replace them.

Keywords: Artificial Intelligence, AI Integration, Journalistic Ethics

INTRODUCTION

The ethical consideration of journalism has undergone a sea change with proliferation in the media technology and industry. The concept started with the conventional newspapers, popularly known as the press. In India, journalism progressed by leaps and bounds transcending from literary traditions of the likes of Mahatma Gandhi, Gopabandhu Das to informative & interpretative style, often political, like Kuldeep Nair, Khushwant Singh, Arun Shoury to name a few. As political movements intensified in the country, journalistic practices also changed and along with it changed ethical terms of reference. The collection of news, its re writing and presentation in print was the focus of discussion till the advent of electronic media in 1991 via globalization. The entry of the foreign capital in Indian media market changed the entire way of thinking, collection and presentation of news. The self regulatory mechanism of journalistic ethics was not prepared and updated for this transformation. The situation attained a new shape after the advent of high speed internet and the onset of the social media revolution. Ethics was at mercy of tech savvy individuals who could easily open a social media profile, record a video, edit it through apps and upload it on the web-all possible with a single smart phone ! The latest technological innovation to arrive

on the scene is Artificial Intelligence—a multi-faceted technology which has the potential to think and act like human brain. It can recover and produce journalistic content on any topic and promises to make a paradigm shift in the world of journalism. The present piece discusses the pros and cons of AI from the perspective of journalistic practices and ethics.

DIMENSIONS OF ARTIFICIAL INTELLIGENCE—AN OVERVIEW

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision. As the hype around AI has accelerated, vendors have been scrambling to promote how their products and services use it. Often, what they refer to as AI is simply a component of the technology, such as machine learning. AI requires a foundation of specialized hardware and software for writing and training machine learning algorithms. No single programming language is synonymous with AI, but Python, R, Java, C++ and Julia have features popular with AI developers.

In general, AI systems work by ingesting large amounts of labeled training data, analyzing the data for correlations and patterns, and using these patterns to make predictions about future states. In this way, a chatbot that is fed examples of text can learn to generate lifelike exchanges with people, or an image recognition tool can learn to identify and describe objects in images by reviewing millions of examples. New, rapidly improving generative AI techniques can create realistic text, images, music and other media.

AI programming focuses on cognitive skills that include the following:

- *Learning*. This aspect of AI programming focuses on acquiring data and creating rules for how to turn it into actionable information. The rules, which are called algorithms, provide computing devices with step-by-step instructions for how to complete a specific task.
- *Reasoning*. This aspect of AI programming focuses on choosing the right algorithm to reach a desired outcome.
- *Self-correction*. This aspect of AI programming is designed to continually fine-tune algorithms and ensure they provide the most accurate results possible.
- *Creativity*. This aspect of AI uses neural networks, rules-based systems, statistical methods and other AI techniques to generate new images, new text, new music and new ideas.

AI is important for its potential to change how we live, work and play. It has been effectively used in business to automate tasks done by humans, including customer service work, lead generation, fraud detection and quality control. In a number of areas, AI can perform tasks much better than humans. Particularly when it comes to repetitive, detail-oriented tasks, such as analyzing large numbers of legal documents to ensure relevant fields are filled in properly, AI tools often complete jobs quickly and with relatively few errors.

Because of the massive data sets it can process, AI can also give enterprises insights into their operations they might not have been aware of. The rapidly expanding population of generative AI tools will be important in fields ranging from education and marketing to product design. Indeed, advances in AI techniques have not only helped fuel an explosion in efficiency, but opened the door to entirely new business opportunities for some larger enterprises. Prior to the current wave of AI, it would have been hard to imagine using computer software to connect riders to taxis, but Uber has become a Fortune 500 company by doing just that.

AI has become central to many of today's largest and most successful companies, including Alphabet, Apple, Microsoft and Meta, where AI technologies are used to improve operations and outpace competitors. At Alphabet subsidiary Google, for example, AI is central to its search engine, Waymo's self-driving cars and Google Brain, which invented the transformer neural network architecture that underpins the recent breakthroughs in natural language processing. Artificial neural networks and deep learning AI technologies are quickly evolving, primarily because AI can process large amounts of data much faster and make predictions more accurately than humanly possible. While the huge volume of data created on a daily basis would bury a human researcher, AI applications using machine learning can take that data and quickly turn it into actionable information. As of this writing, a primary disadvantage of AI is that it is expensive to process the large amounts of data AI programming requires. As AI techniques are incorporated into more products and services, organizations must also be attuned to AI's potential to create biased and discriminatory systems, intentionally or inadvertently.

Advantages of AI

- Good at detail-oriented jobs.
- Reduced time for data-heavy tasks.
- Saves labor and increases productivity.
- Delivers consistent results.
- Can improve customer satisfaction through personalization.
- AI-powered virtual agents are always available.

Disadvantages of AI

- Expensive.
- Requires deep technical expertise.
- Limited supply of qualified workers to build AI tools.
- Reflects the biases of its training data, at scale.
- Lack of ability to generalize from one task to another.
- Eliminates human jobs, increasing unemployment rates.

Scope of AI

- Automation. Machine learning.
- Machine vision.
- Natural language processing (NLP).
- Robotics.
- Self-driving cars.
- Text, image and audio generation.

Wide variety of markets of AI:

- AI in healthcare. AI in business.
- AI in education.
- AI in finance.
- AI in law.
- AI in entertainment and media.
- AI in software coding and IT processes.
- AI in Security.
- AI in manufacturing.
- AI in banking.
- AI in transportation.

AI & JOURNALISM-IMPLICATIONS

Artificial Intelligence (AI) is used in day-to-day life. The autocorrect feature when typing something on your smartphone or while composing an email, and the recommendations you get when visiting shopping portals, is nothing but the use of AI-powered algorithms to eliminate manual tasks and save valuable time. AI for journalism is a reality. Just like other key aspects in our life, AI has entered the world of journalism as well. Many news organizations have adopted AI in journalism to perform various tasks in the newsrooms.

In today's digital world, several technologies are powering journalism. One such technology that is transforming the journalism field is artificial intelligence. Research points out that the use of AI in journalism can help automate an editor's job by 9%, and a reporter's job by 15%.

Automated writing through AI programs

- Previously, for many years, the media was heavily dependent on expert and experienced journalists and writers to write news articles on a daily basis.
- There is still a reliance on journalists and writers to come up with unique content and stories.
- However, with the introduction of AI in journalism, novel strategies for content creation and communication have come up.

- Journalism is such a field that many times involves writing mundane news articles and reports, which may be repetitive in nature.
- With the power of AI for journalism, many news articles can be written using AI programs.
- Thus, professional journalists can specifically focus on writing in-depth articles and content that require more expertise and concentration.
- AI for journalism has been a blessing for journalists.
- By using various AI programs and software, news articles can be created within minutes.
- All that AI programs require is data in the form of text, audio, video, or digits.
- Using the data, an AI software will be able to generate relevant news articles.

Identify and reduce biases

- AI in journalism helps control bias in news media.
- Artificial intelligence assists in reducing bias while interpreting data.
- Manually inspecting data and tracking down bias is quite difficult and tiring.
- AI programs and machine learning algorithms that are trained can help easily detect and put a break on biases in the world of journalism.

Transcribing interviews

- The use of AI for journalism saves journalists valuable time by transcribing audio and video files of interviews.
- Journalists can then focus on the key insights from the interview rather than spending time on transcribing the files.

Spotting trends in journalism

- With the power of AI in journalism, compiling and organizing large data becomes easy and seamless.
- Manual categorization of data is tedious, cumbersome, and time-consuming as well.
- Artificial Intelligence can codify data in no time.
- Journalists across the globe are using AI to spot the latest trends, which helps them interpret the changes needed to be done to their content in the future.

Improving the journalistic processes

- The implementation of AI in journalism helps improve key processes and organize workflows better.
- AI programs can help organizations streamline various essential journalistic processes.

Flagging misinformation

- AI can conduct a meticulous examination of a large database to identify any misinformation or false information.

- The flags help to alert journalists about information falsehoods and fake news.
- Flagging misinformation by AI programs helps to reduce the negative impact on readership.

Augmented reporting

- Augmented reporting, also known as automated reporting, is the future of journalism.
- It makes use of robust technologies like artificial intelligence, machine learning, data visualization and many others for news content creation, analysis, and reporting.
- In augmented reporting, AI programs can analyze large documents, and detect the latest breaking news events happening in the world.

Lower variable cost

- Another important application of AI in journalism is lowering variable costs.
- The use of various AI programs help to automate several functions of journalism.
- Automation of various journalistic processes helps organizations reduce variable costs.

AI Integration in media houses

- Compared to small local news organizations, AI projects are taking place at large national and global news organizations.
- Large news organizations have got more resources, i.e., capital, manpower, and time to invest in innovation and use of AI in journalism.
- AI projects require professionals having specialized skills.
- Smaller news organizations do not have the capacity and bandwidth to experiment with AI for journalism.
- Hiring experts and professionals with the right skills is difficult and a major challenge for a newsroom.
- However, it is time for the small (local) newsrooms to also step up and adopt AI for journalism.

The following figure portrays the use of AI in media industry:

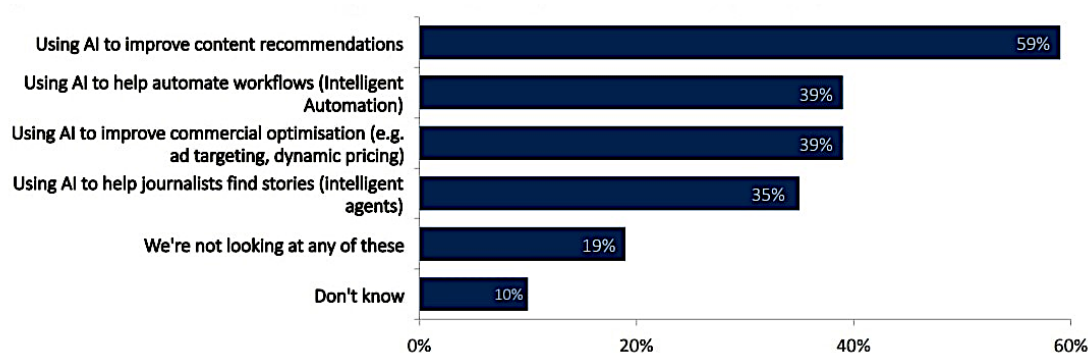


Fig 1: Use of AI in Media Industry
 (Image Courtesy: Reuters Institute for the Study of Journalism)
 Source: www.weforum.org

JOURNALISTIC ETHICS & AI-PRESSING ISSUES

Our news media world has been turned upside down again. As always, serious technological change produces both dystopian and utopian hype. Much of this has been generated on social media by corporate PR and politicians. News coverage and expert commentary has also veered from excited coverage of positive breakthroughs in fields such as medicine to much more frightening visions of negative forces unleashed: Generative AI (genAI) is producing a tidal wave of automated, undetectable disinformation; it will amplify discrimination, extreme speech and inequalities. And its impact on journalism? Again, much of the coverage has focused on the unreliability of many genAI tools and the controversy over its rapacious appetite for other people's data to train its algorithms.

What are they doing with AI and genAI; what might they do in the future; and what are their hopes and fears for its impact on the sustainability and quality of this hard-pressed journalism industry? Whether you are excited or appalled at what genAI can do, it is vital to learn and engage with this technology?

Ethical concerns are central to the debate about AI in all industries and journalism is no exception, particularly as a profession meant to serve the public interest. In a recent survey conducted by the AI Initiative wing of the London School of Economics & Political Science, more than 60% of respondents expressed concerns about the ethical implications of AI integration for editorial quality and other aspects of journalism. For journalists, the central question is, how do we integrate AI technologies in journalism while upholding journalistic values like accuracy, fairness, accountability, and transparency? Since AI systems mirror societal biases, respondents worried that a reliance on AI technologies could exacerbate biased news coverage and misrepresentation of marginalized groups. Algorithmic bias is a potentially larger problem for content in languages other than English.

Respondents largely agreed about the significance of addressing algorithmic bias by establishing debiasing techniques, but the responses suggest that building and implementing ethical guidelines for AI adoption is one of the most challenging areas for media organizations, in terms of complexity and time. Designing de-biasing techniques often requires multidisciplinary collaboration. Several respondents said they did not know whether their organization deployed any, while others said their use is still "too limited" for them to develop such techniques. It is important to keep in mind that our respondents come from journalistic and technical fields with widely ranging tech expertise which might explain why they did not offer many examples of de-biasing techniques.

In addition to debiasing techniques, respondents suggested measures that would help mitigate some of the ethical concerns discussed. Their responses focused mainly on transparency, considering the "black box" nature of AI systems and the need to maintain roles performed by humans when AI technologies are part of a process. They called for transparency from the designers of AI systems as well as transparency from those who apply

the systems, such as newsrooms. They argued that audiences should be made aware when AI systems are used in content creation or other tasks. They called for transparency from the designers of AI systems as well as transparency from those who apply the systems, such as newsrooms. They argued that audiences should be made aware when AI systems are used in content creation or other tasks. An emphasis on the need for a ‘human in the loop approach’ has not changed much since our 2019 survey. Newsrooms continue to view human intervention as crucial to mitigating potential harms like bias and inaccuracy by AI systems.

From the survey, it has transpired that Contextualisation is key in journalism and AI systems cannot perform it yet as is evident from one response which goes like:

“Context and interpretation is everything in our industry, and this is something that AI technologies will struggle to duplicate. We cannot let our audiences think that we have outsourced this critical function to technology.” (LSC & P, 2023: 42)

AI will change the world we report upon. It needs critical attention from independent but informed journalists. It is also already changing journalism. It brings exciting opportunities for time saving, efficiency and even creativity. But it also brings specific and general hazards. The good news is that the best organisations are aware of the opportunities and risks and are beginning to address them. They have set up structures to investigate genAI and processes to include all their staff in its adoption. As it is evident that the AI integration is a recent phenomenon and there are gray areas regarding how to counter ethical issues. However, one thing is pretty clear that like every technology, usage is the prerogative of human beings. In case of use of AI in journalism also it is the journalists who have to play a pivotal role. The adoption of AI in journalism raises potential concerns related to bias, editorial independence, transparency, verification, data ethics, and human judgement. It is important for journalists and news organisations to carefully consider these concerns and take necessary steps to ensure responsible and ethical use of AI in their editorial work, while upholding journalistic principles of accuracy, fairness, and integrity.

CONCLUSION

While AI tools present a range of new functionality for businesses, the use of AI also raises ethical questions because, for better or worse, an AI system will reinforce what it has already learned. This can be problematic because machine learning algorithms, which underpin many of the most advanced AI tools, are only as smart as the data they are given in training. Because a human being selects what data is used to train an AI program, the potential for machine learning bias is inherent and must be monitored closely. Anyone looking to use machine learning as part of real-world, in-production systems needs to factor ethics into their AI training processes and strive to avoid bias. This is especially true when using AI algorithms that are inherently unexplainable in deep learning and generative adversarial network (GAN) applications. The use of AI in journalism is increasing significantly. AI for journalism is a

great tool offering many benefits. However, it is also true that AI in journalism is yet to realize its true potential. Artificial intelligence and the future of journalism go hand-in-hand. The extent to which AI for journalism can be used still remains to be unexplored.

This is a critical phase for news media around the world. Journalists have never been under so much pressure economically, politically and personally. GenAI will not solve those problems and it might well add some, too. Responsible, effective journalism is more needed than ever.

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ROLE OF MEDIA AS THE HARBINGER OF SOCIETY: THE INDIAN PERSPECTIVE

DR. PRADOSH KUMAR RATH
TELARAM MEHER

ABSTRACT

Change is always inevitable. Change or social transformation is part and parcel of the globe. When the flow of information changes, it leads to the change in communication process as a whole, which ultimately leads to the social change. With the invention of new technology in the media sector the changes occur in the dissemination of information. When we talk about the advancement of communication process, it obviously means the changes in technology or the mass media sector. It reflects the idea of Marshall Mc Luhan who says “medium is the message”. So when the changes occur in the mass media, it ultimately leads to the change in the society. Whenever, change impends, wherever change occurs in human society there communication flows. So we can say that mass media works as an agent of change in the society. It is the mass media which informs the people about the changes occur or the pros and cons of change. Basing on the views of the mass media the people adopts the change otherwise they reject it. So mass media plays an important role in the transformation of the society.

The present study describes the different aspects of society where mass media plays important role, particularly in the underdeveloped countries like India. It observes the present status of media as what it is doing in the transformation of the society and also suggestions are given as what the media should do.

MEDIA AND CHANGE

Change is an inevitable part in the development. In every sphere of activities human always needs change. But the difference between change and development is that change may be negative, i.e., sometimes it may not be accepted by the people. But development is positive in character, but change is the precursor for the development. In the development process, when changes occur, it is the role of the media to inform the people about the change, so media itself does not bring change, rather media works as the catalyst of change. Its function is to facilitate the changes for development. The society sees so many changes starting from

the agricultural age, industrial age to post industrial and information age. With the changes in the age the technology in the process, also changes. The changes of artifacts to modern technology are the glaring example.

Of all the technological changes which have been swapping through the traditional societies of the underdeveloped world in the last decade, changes in the production of energy, in the process of agriculture, in the techniques of industry, in the nature of weapon, the most fundamental and pervasive in their efforts of human society have been the changes in communication. Change is a continuous process and media is the catalyst to this change process. No change can take place without flow of information. Communication is very much involved in the change process, and those who have access to communication facilities are in a position to exert a strong influence on the direction the change will take place. Change is one of the important factor in the process of national development and the information and communication technology is regarded as one of the harbinger of change in the development process.

Presently the information & communication technology or the ICT is the modern equipment for socio-economic development. When the flow of information changes, it leads to the change in communication process as a whole, which ultimately leads to the social change. With the invention of new technology in the media sector the changes have been stridently fast enough.

MEDIA AND DEVELOPMENT

While discussing about role of media in development, it is necessarily conceived as dynamic in the service of the progress. A nation's social, cultural, political, spiritual, intellectual, academic, and literary life is all greatly influenced by the media. The media has a crucial role in the dissemination of knowledge and information to the public, thereby increasing public awareness, providing valuable information, and promoting vigilance regarding their rights, duties, and societal responsibilities. The media not only publicizes the government's objectives, policies, programs, and agenda for governance, but it also alerts the public to administrative shortcomings and governance gaps. The media actively participate in the process of reviving and rejuvenating the country. The progressive change is described as alternations in awareness, motivation and participation of the individuals. From a social point of view the development refer to the change in the social structure or in the functions performed by different groups and units within it. It is a process of innovation where one learns from the experiences of others and assimilates what is considered useful through a process of selection. In the context of development the fundamental purpose of human communication is to understand the reality in order to achieve goals and select other subsequent goals. Thus, mutual understanding is the fundamental to the process of communication. For the socio-economic development communication at each level is very

much essential. Development communication is described as the systematic use of communication in support of national development.

In underdeveloped state like Odisha in India the role of development communication is very much significant as the people need to be communicated properly regarding different governmental activities implemented by them.

In the hoard of development, it is often held axiomatic that information flow is involuntary and it would reach the public automatically. In such a state, it is worth examining the role of the media. Whether the media only performs the role of a catalyst or it is an agent of social change, therefore still remains a topic of the gray area. While discussing about role of media in development, it is necessarily conceived as dynamic in the service of the progress. The progressive change is described as alternations in awareness, motivation and participation of the individuals. From a social point of view the development refer to the change in the social structure or in the functions performed by different groups and units within it. It is a process of innovation where one learns from the experiences of others and assimilates what is considered useful through a process of selection. In the context of development the fundamental purpose of human communication is to understand the reality in order to achieve goals and select other subsequent goals. Thus, mutual understanding is the fundamental to the process of communication. For the socio-economic development communication at each level is very much essential. Development communication is described as the systematic use of communication in support of national development.

MEDIA AND SOCIAL CHANGE: THE INDIAN PERSPECTIVE

In the process of social change media acts as the harbinger of the society. In the complex societies like that of India the role of media quadruples. Because the Indian society is totally diversified with varieties of caste, community, culture, sub-castes etc. and it is really a challenging task to bind all the characteristics into one. Indian society is often characterized as one of “unity in diversity”. It symbolises the importance of human communication in the nation. The Indian society was highly stratified and hierarchical. Communication tended to flow from person of higher status to persons of lower status. In any communication situation, the relationship between the source and the receiver was that of dominance and subordination. In spite of this there was some dialogue between the two. Both shared a common frame of reference which made the communication smooth and effective.

With the advent of British rule in India, there was an increase in the administrative links, and physical mobility was encouraged through rails and roads. With the introduction of English language in the country a new philosophy and culture was created. The communication of foreign concepts, ideas and philosophies was successful as a lot of Indians accepted them. At the same time the conflict between Indian and British ways of life became evident. As a consequence, there were upheavals and turmoils, which ultimately led to the

birth of independent India. After India got independence it made her own constitution which envisaged the nation as democracy based on universal adult franchise as a form of government. As a welfare state it has opted for planned development. The technological growth and development,, huge development in communication and increases in the scale of economic activities have enlarged the range of choices. The philosophy of equality, irrespective of caste, creed and religion and the compulsions of democratic elections at all levels village panchayats to the parliament help to minimize.

Communication is not confined only through to religion and practice of social norms. Its task is much more than maintaining the order and stability in society. Though the speaker is still viewed as an authority figure, particularly in rural areas, and the listener as a subordinate, such a relationship does not go unchallenged in many parts of our country today. Tensions centred on such relationship do exist and reports of social tensions from different parts of the country are frequently published. At the same time, there are situations where communication patterns are more on a basis of equality. Communication is no longer viewed only as a means to stability and harmony but for change as well. Thus communication in India has become a complex object.

THE ROLE OF MASS MEDIA IN SOCIAL CHANGE

The role of mass media in social change completely depends upon the nature of mass media itself. Change in the society does not mean social change only. It also includes economic, cultural, technological changes etc. Mass media consists of four types of media, i.e. traditional, print, electronic and new media. The traditional media is the best media for the rural people who think traditional media as their own and the rest media as external. It is the best possible medium to inform the people on the changes of society. There are generally two types of traditional media i.e. liberal and non-liberal. In case of the liberal traditional media the social changes can be included as the content of the medium. The burning problems, diseases or menaces of society can be properly explained through liberal traditional media.

In India, the print media took first in the major provincial capitals of British India- Calcutta and Madras and later Bombay. These cities with their surrounding areas accounted for the bulk of their newspaper circulations. Advertising also developed in these metropolitan centres. As the freedom struggle gained momentum, newspapers were published from the main centres of the agitation like Delhi, Lahore, Lucknow and Kanpur. Other newspaper centres were concentrated in the princely states of Mysore, Hyderabad, Bhopal and Baroda. These cities also had their own radio stations.

Newspaper readership continued to remain in urban areas. After independent the print medium emerged from its pre-coronial past and spread into the semi urban and rural areas. Advanced technology, better roads and transport helped the press to move into semi urban centres, but they were still rooted in the cities. The newspaper always works as the harbinger

of the society since the time of Raja Ram Mohan Roy, the father of Indian language journalism. All the social reformers like Raja Ram Mohan Roy, Keshab Chandra Sen, Mahadev Govind Ranade, Gopal Krishna Gokhale, Tilak, Aurobindo Ghosh, Mahatma Gandhi and others always relied on newspapers to ventilate their opinions to the society. In the present period also newspaper or the print media caters to the need of the people. Though the English newspaper is for middle class or higher classes only the language newspapers always works for the marginal people. But the demerit of print media is that it can't be read by the illiterates which constitute nearly 26% of total population of India as per the census of 2011.

Odisha is still one of India's most backward states. The reach of print media in Odisha today is depressing on many fronts due to the state's low literacy rate and limited infrastructure.

The broadcast media, constituting Television and Radio, though under government control, have the capacity to reach out to the people in nook and corner of the country. While both are highly capital-intensive, it is their capacity to reach out to millions that makes them a people's medium. The rural people, particularly the farmers heavily depend on radio for their day to day problems. The All India Radio also fulfils their need by giving them information and suggestions from time to time. The programme contents of All India Radio are also made particularly for the rural and marginal people. Thus radio always works for the society and any changes occur if any, are informed to the people through radio.

Television is another form of mass media which has special characteristics with combinations of audio, video, light, sound and action. For this purpose television is regarded as one of the important mass medium. As everybody follows the quotation of "seeing believes", television occupies an important position in the global arena. So far as the development of the nation is concerned, television is another important vehicle for disseminating information regarding the government plans and policies. The programmes disseminated through television can be understood easily by the people because they can see the cause and effect of everything either live or in a dramatic manner. The problems of drug abuse, family welfare, agricultural production, educational development, environment protection and other related matters can be shown properly in television. The recent changes in the cultural system of India are due to the impact of television only. Though the negative impact is more on our cultural values but it can be positive if proper route is provided. Film media is other form which brings social change to a greater extent as the films are made on the Indian societies. Films consist of feature films, documentaries and newsreels. The themes may encompass such diverse subjects as industry, agriculture, development, education, environment and vital national issues like family welfare, national integration, domestic violence and untouchability etc. Thus non-commercial films are important for social change as it gives a social message on every theme. Video is used to be a very popular mass medium before the emergence of new media. But it satisfied the peoples entertainment urges rather

than development needs. If properly used video can be a significant medium for social change and development. In campaigning programmes video plays an important role.

The new media consists of satellite communication, Social Media Internet and other Information Technology related applications is also important social change agent. The communication satellite is a man-made platform launched into space which is relatively stationary over the earth. It puts a vigil on the globe in general and the nation in particular. The use of satellite is reflected in the form of weather forecasting, use of improved seeds and pesticides for agriculture, medical treatment and other regular features like news telecast, live shows and sports programmes etc. The emergence of internet also made the society more dynamic. This also led to the growth of alternative channels which can be used by the marginal people to ventilate their grievances through e-mails, Social networking sites, weblogs (blogs) and other portable media platform. But technology should be properly used for the benefit of the society only. Otherwise it may lead to a huge technological gap. We require to prioritise our use of technology, particularly those needs related to the socio-cultural and linguistic demands.

THE ODISHA EXPERIENCE

Odisha is classified as one of India's underdeveloped provinces. Population growth, unemployment, disease, pollution, water scarcity, Maoism, farmer suicides, transportation, flooding, cyclones, drought, poverty, and regionalism are some of the challenges it faces. Conversely, Odisha possesses an abundance of natural resources, such as forest and mineral wealth. Notwithstanding its coastal location and proximity to major iron, steel, and aluminum corporations (NALCO, Jindal Steel, IMFA, Bhushan steel, Vedanta, and Tata), the state continues to encounter apprehensions pertaining to its progress. A considerable quantity of newspapers and periodicals are published within the borders of Odisha.

In Odisha, print media does not prioritize or given less importance to the topics related to development issue. Only significant news that is of general public interest is given precedence. However, the first page features stories about politics, big international issue, crime, sports and other big issue. During the period of elections and budget discussions, the presentation of development news pertaining to Odisha often portrays a significant amount of progress and advancement. The prominent newspapers in Odisha include Sambad, Dharitri, Samaj, Pragativadi, Prajatantra, and Prameya. Several English newspapers are published, including The Times of India, Orissa Post, The New India Express, The Hindu, Pioneer, and Statesman.

There are almost 100 more newspapers published in addition to this one. The publications Krushi Jagarana, Kadambini, Yojana, and Pratinidhi are well-known. In addition, publications published at the national level such as Yojana, Economy India, Indian Infrastructure, Education world, Rural Marketing, Kurukshetra, and Sustainable

Development in India also make significant contributions. Major newspapers only publish two to three percent of their pieces on development in their editorial pages.

There are a good number Radio stations in the state of Odisha, an essential part of coverage on rural development is played by All India Radio. Through All India Radio's Yuvavani and Kisanvani programs, people are made more aware of many issues. A significant part in community development is played by community radio.

Odisha is home to numerous TV networks in the Odia language, such as DD Odia, Odisha TV, Zee Kalinga, News 7, MBC News, ETV News Oriya, Kalinga TV, Kanak News, Argus news and others. DD Odia, Odisha TV, Argus News, and Nadighosh TV play a significant part in the socio-economic progress of the state of Odisha. DD Odia offers a range of renowned shows, including Krishi Darshan, Gyan Darshan, Health Show, and Amri Sebare. Educational channels such as ETV, Site, Kheda Project, and EduSet are dedicated to disseminating knowledge and promoting awareness. Television programs such as 'Apan Eka Nuhanti' on OTV effectively address the issues faced by individuals in a manner that is characterized by a serious tone. In addition to this, matters pertaining to development are deliberated about in several talk shows and panel debates in many Tv Channel based in Odisha.

Additionally, a large number of television news channels are present in this area. Likewise, the prevalence of Odia cinema films is not diminished. Villages and rural regions are where the majority of Odia film viewing occurs. Additionally, traditional mediums abound here. Notwithstanding the presence of sufficient mass communication channels, the populace of Orissa state remains uninformed regarding development initiatives.

In the state like Odisha in India, where almost 50% of young individuals engage with social media, it possesses the potential to actively contribute to the transformation of societal attitudes and behaviors. The utilization of social media platforms has been crucial in shaping democratic processes and facilitating socio-economic advancements in the state of Odisha. The media organization and individuals in positions of authority have successfully employed this method to disseminate messages pertaining to significant socio-economic transformations and to inspire the general public to embrace the intended development agenda. This phenomenon has ultimately resulted in the shaping of perspectives and dispositions among rural populations.

Rural people's lives have undoubtedly changed as a result of social media. Social media has a big influence on rural development because it modifies the diffusion of contemporary technologies and keeps the general public's knowledge and skill set up to date. Since mobile phones are used in both urban and rural locations, they have become the preferred device for most people these days. In India, more than 100 ICT-based programs have been introduced to support rural and agricultural development. Examples of these programs include e-Choupal, e-aqua, and Digital Green. The Rural Development Ministry has chosen to go all out on community websites like Facebook, Twitter, LinkedIn, YouTube, and Instagram to

highlight its initiatives like better sanitation, drinking water facilities, health facilities, SHGs scheme, rural roads, rural water supply, and economy schemes of Odisha. The Central and State governments are placing a lot of emphasis on social media presence. In terms of agriculture, these have eliminated intermediaries by providing farmers with a plethora of opportunities and streamlining the crop-selling process through online programs.

The media ought to cover development-related topics as extensively as possible. This is where the media becomes more accountable. Reporting and presentation strategies appear to be lacking. The media should cover development-related concerns as much as possible.

CONCLUSION

The best possible way for the society is to combine all the mass media into one super media and apply for the well being of the society. The television programmes can be listened through radio, traditional media can be shown on television, newspaper can be shown on the internet and so on. The proper media mix is necessary for the well being of the society. But most important function of the media is that it should follow the change of the society and urge the people to follow it. Presently the use of information technology can be regarded as a change pattern of the society. But just acquisition of communication technology may not help the Indian society. The increase in the use of modern technology for development can not help if it is not communicated to the users properly. It may be noted that the communication system of the nation is run by some powerful political and economic forces. This lead to distortion or miscommunication I the information process. But this can be avoided if the media at the grass root level is encouraged.

Thus media should work as the change agent of the society. It does not bring change but facilitate the changes made in the society. The Information and Communication Technology or ICT is regarded as the latest change in the society. To enhance the socio-economic development of a developing nation the people must be acquainted with ICT and ITES (IT Enabled Services). In this regard, the onus lies with the government to make the people learn ITES.

As an agent of change the media should aims at:

- Help the government in providing decision support to administration for improved planning implementation and monitoring of development programmes.
- Work for the improvement of the citizens and administration interface and public service delivery.
- Facilitated the empowerment of citizens to access information and knowledge
- Bringing in transparency in service delivery and information sharing.
- Highlighting key issues such as project implementation and sustained training in planning and implementing ICT applications.
- Help in enhancing the accountability of governance mechanism and

- Facilitating the development of human resources..

In the conclusion, it can be said that the media scenario in each districts and states of the country are same. The watchdogs of the country forget their role; they deviate from the core issues of the country and move behind the glitterati of the nation, which are unreal. The need of the hour is all the caretakers of media should come forward and join hands to build the nation. The media should come forward in this case to let the people know about the different activities of government. It should work as a liasioning agent between the government and the people. First, it should disseminate information to the people regarding the functions of IT enabled services and their benefits. Secondly, it should collect feed back of the people and inform the govt. so that corrections can be made.

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ETHICS AND THE PUBLIC RELATIONS PROFESSIONAL

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ABSTRACT

Public Relations may be defined as the deliberate planned and sustained effort to establish and maintain mutual understanding and excellent communications between an organization and its publics. Ethics in PR is significant as PR is always deliberate, planned and sustained. The golden rule of Public Relations (PR) is 'Do not lie'. Truth and fairness form the foundation of all Public Relations activities. We find similar representation in our nation as we go to the concept of Satyameva Jayate or Truth Alone Triumphs that is in our national emblem. This has been borrowed from the Mundaka Upanishad. Let us have a look of two other sayings about ethics:

"In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so." - IMMANUEL KANT

"A man's ethical behavior should be based effectually on sympathy, education, and social ties and needs; no religious basis is necessary. Man would indeed be in a poor way if he had to be restrained by fear of punishment and hope of reward after death." - ALBERT EINSTEIN

This write-up is a humble attempt to discuss ethics and its place in Public Relations. The Internet Encyclopedia of Philosophy explains: "The field of ethics, also called moral philosophy, involves systematizing, defending, and recommending concepts of right and wrong behavior."

The word 'Ethics' comes from the Greek word 'ethos' that refers to conscience or character. Again, this is based upon our moral judgment. It is not an easy task to define morality. Concept of ethos is related to our framing of morality. There is no particular benchmark on our conscience and it evolves with time and scenario. The study here refers to Ethics as a system of codes set up in part of professionalism with particular reference to Public Relations as this is a people-oriented and applied form of mass communication. Ethics guide us to distinguish right from wrong. In PR, ethics includes values such as truth,

transparency, truth, integrity and good practices. PR practices require ethical concerns because the early Press Agency model of Grunig and Hunt was based upon hyperbole and sensationalism. And we have come a long way to a more symmetrical two way model.

As various societies and various bodies develop and evolve, and as there is proliferation of technology, and as there is mergers of cultures and with the effect of globalization, it is imperative to bring certain guidelines in professions. This will add discipline and streamline professions. Media and applied forms of mass communication are no exceptions where there is need for ethics as these are related to community and society and placed on the symbiosis of the organization and the stakeholders. There is a lot of credibility attached to the professions and communities place trust on the organizations related to media. Public Relations wing issues press releases that are used by media organizations. This is different from paid news. The general public believes that the representation in media is sacrosanct. So there is a great deal of responsibility on the corporate, government, PSUs and NGOs and other such organizations to have a code of conduct for bringing in professionalism.

Laws and Ethics: Ethics are different from laws; Ethics arise out of our sense of right or wrong. There is a fine line between the two. Time, circumstances, norms and customs evolve and change. Customs vary in different communities. Professional ethics are codified to guide professionals in course of performance of duty. Duty should be performed based on its implication towards society and not because of fear of punishment or legal action. Ethics help to guide professionals when there is any doubt or there is a controversial situation or there is a moral dilemma. This is particularly true in situations of crisis communication for the PR professional.

Ethics in Public Relations is linked to generation of goodwill by an organization with its various publics. There is a misconception that an organization goes to any extent, it resorts to propaganda, and it uses manipulative techniques to create a good image of the organization. The PR professional is seen to be toeing the lines of his employer. This is far from being true. PR is based upon tenets of fairness, honesty and also sustainability.

The PR professional walks upon the roadway of ethics. He has to coordinate with the employer or client, the various stakeholders and of course with the media. Ethics is a necessary guideline for the professional as there is a question of one-way communication or two-way communication. Should the interests of the employer or client organization be paramount for a PR professional? Or should the larger interests of the community and for the environment for PR publics find precedence? As a PR professional is a bridge whose aim is to serve the interests of both the employer (client) as well as that of the public, the field requires a good understanding of both profit-orientation as well as service to society. This requires education, training and skill.

Need for Ethics in the Age of Technology: The world keeps changing. That what is new today gets old the next day. PR gets a new challenge with the advent of digital era. We cannot imagine the profession of PR today without use of social media. The factor considered

here is that there is less of gate keeping in PR keeping with respect to social media. But on the positive note, there can be a lot of transparency on social media. Videos, testimonials, information on websites are added advantages. CSR work can be assessed better through digital media.

Social media is easy and fast to communicate with publics, it can also be morally and ethically challenging. A brand may be represented untruthfully and endorsements may be fabricated with use of technology. There may also be privacy infringements. Knowledge of IT laws is of paramount importance with regard to social media. Misinformation and disinformation can be easily spread through social media. There should be fact-checking at every step by the PR professional.

Beyond Profits: Ethics in this profession aim to promote a vision to go beyond profit making ventures. While the goal of a Corporate or a PSU or even an NGO can be to generate profits or funds, there has to a long-term objective of all organizations to shed the myopic 'profit by all means' objective. There is also the mandatory CSR for bigger corporate and organizations. CSR becomes mandatory for large profit making organizations. This was first introduced in India. We find instances in historical times of the concept in spirit also even though there was no corporate then. It is ethical to see the corporate, shareholders and as one community or as one single entity. There should be development of the whole and not just one part. CSR data and audits should have proper compliance.

Sustainability and environment care is ethical: In the horde for generating profits, we should take care that the environment is not harmed. There should no effluents that could damage the aquatic life. Pollutants and harmful gases as by-products should be kept to the minimum. Flouting of environmental norms should be avoided. There should be a limit to pollutants.

Education and skills: The communication in PR should be credible and trustworthy. Ethics are not laws and ethics are moral guidelines. But in some cases, say for flouting CSR norms there is punitive action. Therefore a PR professional must adhere to ethical norms and at the same time he should be aware of the law of the land. Ethics and laws, both are based on customs, norms, socio-economic and political scenario of the land. Ignorance of the law is no excuse, goes the saying: *ignorantia juris non excusat*. It is time to remove ambiguities in PR activities and go for transparency. And remove the perception that PR people are Spin Doctors.

TARES to guide the professional: Ethics should be followed at every step by the professional. Ethics build up a community that is based upon trust. Whenever there is a dilemma, the PR professional has the TARES model to consult. The TARES model is an acronym for Truthfulness (of the message), Authenticity (of the persuader), Respect (for the persuadee), Equity (of the persuasive appeal) and Social Responsibility (for the common good). This was developed by Baker and Martinson (2001) to focus on five principles for

ethical persuasion. This is a guide to help in ethical decision making. This test helps to establish moral boundaries and is based upon action-guiding principles.

A LOOK AT THE CODE OF ETHICS RESPECTED GLOBALLY

THE “IPRA CODE OF CONDUCT”

Adopted in 2011 the IPRA Code of Conduct is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide.

The Code consolidates the 1961 Code of Venice, the 1965 Code of Athens and the 2007 Code of Brussels.

- a) RECALLING the Charter of the United Nations which determines “to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person”.
- b) RECALLING the 1948 “Universal Declaration of Human Rights” and especially recalling Article 19.
- c) RECALLING that public relations, by fostering the free flow of information, contributes to the interests of all stakeholders.
- d) RECALLING that the conduct of public relations and public affairs provides essential democratic representation to public authorities.
- e) RECALLING that public relations practitioners through their wide-reaching communication skills possess a means of influence that should be restrained by the observance of a code of professional and ethical conduct.
- f) RECALLING that channels of communication such as the Internet and other digital media, are channels where erroneous or misleading information may be widely disseminated and remain unchallenged, and therefore demand special attention from public relations practitioners to maintain trust and credibility.
- g) RECALLING that the Internet and other digital media demand special care with respect to the personal privacy of individuals, clients, employers and colleagues.

In the conduct of public relations practitioners shall:

1. *Observance*: Observe the principles of the UN Charter and the Universal Declaration of Human Rights.
2. *Integrity*: Act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the practitioner comes into contact.
3. *Dialogue*: Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views.
4. *Transparency*: Be open and transparent in declaring their name, organisation and the interest they represent.

5. *Conflict*: Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur.
6. *Confidentiality*: Honour confidential information provided to them.
7. *Accuracy*: Take all reasonable steps to ensure the truth and accuracy of all information provided.
8. *Falsehood*: Make every effort to not intentionally disseminate false or misleading information, exercise proper care to avoid doing so unintentionally and correct any such act promptly.
9. *Deception*: Not obtain information by deceptive or dishonest means.
10. *Disclosure*: Not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest.
11. *Profit*: Not sell for profit to third parties copies of documents obtained from public authorities.
12. *Remuneration*: Whilst providing professional services, not accept any form of payment in connection with those services from anyone other than the principal.
13. *Inducement*: Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders.
14. *Influence*: Neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders.
15. *Competitors*: Not intentionally injure the professional reputation of another practitioner.
16. *Poaching*: Not seek to secure another practitioner's client by deceptive means.
17. *Employment*: When employing personnel from public authorities or competitors take care to follow the rules and confidentiality requirements of those organisations.
18. *Colleagues*: Observe this Code with respect to fellow IPRA members and public relations practitioners worldwide.

IPRA members shall, in upholding this Code, agree to abide by and help enforce the disciplinary procedures of the International Public Relations Association in regard to any breach of this Code.

PRSI'S CODE OF ETHICS

International Code of Ethics for Public Relations which was adopted by the Public Relations Society of India at its 1st National Conference at New Delhi on 21-4-1968.

Considering that all Member countries of the United Nations Organization have agreed to abide by its Charter which reaffirm "its faith in fundamental human rights, in the dignity and worth of the human person" and that have regard to the very nature of their profession, Public Relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Charter, Considering that apart from "rights", human beings have not only physical or material needs but also intellectual, moral and social needs, and that their

rights are of real benefit to them only insofar as these needs are essentially met, Considering that, in the course of their professional duties and depending on how these duties are performed, Public Relations practitioners can substantially help to meet these intellectual, moral and social needs, And lastly, Considering that the use of techniques enabling them to come simultaneously into contact with millions of people gives Public Relations practitioners a power that has to be restrained by the observance of strict moral code. On all these grounds, the Public Relations Society of India hereby declares that it accepts, as its moral charter the principle of the following Code of Ethics, and that if, in the light of evidence submitted to the Society, a member of this Society should be found to have infringed this Code in the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty. Accordingly, each Member of this Society, Shall Endeavor

1. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under the “Universal Declaration of Human Rights”.
2. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed, and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members.
3. To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact.
4. To bear in mind that, because of the relationship between his profession and the public, his conduct – even in private – will have an impact on the way in which the profession as a whole is appraised.

Shall Undertake

1. To observe, in the course of his professional duties, the moral principles and rules of the “Universal Declaration of Human Rights”.
2. To pay due regard to, and uphold, human dignity, and to recognize the right of each individual to judge for himself.
3. To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views.
4. To act, in all circumstances in such a manner as to take account of the respective interest of the parties involved: both the interests of the organization which he serves and the interests of the public concerned.
5. To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employers, past or present, and of all the public’s that are affected by his actions.

Shall Refrain From

1. Subordinating the truth to other requirements.
2. Circulating information which is not based on established and ascertainable facts.
3. Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity.
4. Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.

CONCLUSION

The profession of Public Relations should include periodical trainings and workshops to train and equip all professional with right education and skills. How we choose to respond to the crisis of trust among our publics will define the public relations of the future. There should be continuous brain-storming among people within the organization about the practices followed in their set-up. There should be ongoing attempt to collect feedback from publics and beneficiaries regarding practices. A PR professional should analyze ethical issues and handle both the management and the publics with care and caution. A PR professional should always be prepared before he is faced with moral and ethical issues. This is pre-crisis handling. Ethics will generate respect and goodwill for the organization and the PR person. A corporate or any organization will prosper in the long run if based upon ethical concerns. The mission of an organization must reflect the ethical issues. Organizational policy and decision making could be rigorous and challenging, but ethical issues when incorporated will promote a good image and resolve conflicts bring in brand loyalty. Means and ends will not clash if truth and honesty are followed. Even if the issues are sensitive or even if there has been some shortcoming on part of the organization, ethical PR entails truth and transparency at any cost.

Good PR is for all organizations, big or small. The world has become a smaller place, thanks to mass media and the internet. Even the most insignificant of news is available at the click of a button. In this scenario there is ample opportunity of any organization to prosper if it has a well defined mission and vision, backed by ethical values. Unethical practices will get noticed, sooner or later. And the reputation of the organization could get tarnished. All publicity and advertising will bomb if the organization does not follow the path of integrity and honesty. Ethical PR provides equality of opportunity for all stakeholders and a forum for all voices to be heard.

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YOUR TV IS RINGING

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Remember when first time you saw an iPhone or a 'smartphone' and how you reacted to it; 'wow, it's cool', 'I want to have it', 'amazingly excited' thinking about virtually everything. This is smart media, gives you everything you are looking for, from buying your everyday needs to your luxury life, make you view the contents of almost every media, and a whole lot more. If we name these as smart media then what are the other un-smart media. There is no such concept in the study of mass media. With the advent of internet and with some technological advancement some mode of communication becomes smart and easy like social media.

MEDIA MANIA

Media is a very popular word today. Though 'media' is plural of 'medium', it is widely used as singular term too. But, it is today simply impossible to write about media, or 'what is media today'. We, somewhere, somehow indulged ourselves 'twenty-four into seven' into any kind of media. It has become imperative in our daily lives. People crave for information, and more curious to know the news. And, we get information and news from media. Young and old, men and women, educated or uneducated, everyone is talking about media. But, we fail to get answer on asking ourselves that how much we know about media we use today. Undoubtedly, the media consumers are increasing day by day. In search of gaining knowledge man is running after a multiple categories of media from newspaper, television to the world of blogs, vlogs etc. and without a basic understanding of whether these are the credible sources of information. The result is sometimes totally different; man is miscommunicated and misinformed instead. The onus is on the media. Here the question comes how to authenticate media and how someone must regulate the media. Today, it is certainly an exciting time to know more about mass media, mass communication and about who should be the controlling body, and more about to know facts and check the facts.

REGULATING INDIAN PRESS

In India, the press before, during and after independence has dominantly played significant role in development of nation with some illness suffering from freedom of speech sans a

proper controlling system. For a comprehensive and in-depth examination of the state of the Indian press the Press Commissions were appointed. The First Press Commission appointed in 23 September 1952, was asked to look into factors, which influence the establishment and maintenance of high standards of journalism in India. The need of the commission was due to the fast changing role of the press in India ¹. The recommendation of this commission first time provides idea of what the responsibilities of a press should be. On recommendation of the First Press Commission, the Indian Press Council Act, 1965, was enacted, and under it, the first Press Council was set up in 4 July 1966 ², and started functioning from 16 November in the same year which is being observed as the National Press Day. The Act was repealed in 1975 during the Emergency, and the Press Council was abolished. The Act was re-enacted substantially on the same term. The Government of India appointed a Second Press Commission in 18 May 1978 after the internal emergency in the country ended, and the Press Council was re-established under it, in 1979, for regulating the press ³. The Commission enquired into the growth and status of the Indian press and suggested how best the press should develop with full strength in the future. Both press commissions of India included several respectable members of the press. The Second Press Commission expressed clearly that development should be the main focus of the press in a country which is building itself a prosperous and self-reliant society.

INFORMATION IS THE OXYGEN

The main objective of the Press Council of India is to preserve the freedom of the press and to maintain and improve the standard of newspapers and news agencies in India ⁴. Today, in this information seeking age people's thirst is not quenched by only newspapers. A lot more media is necessary to satisfy your hunger. Once, Ronald Regan, the US President said "Information is the oxygen for modern age" ⁵. It is very true today; we cannot survive without oxygen, so without information. Now the most instant information giving medium is your social media; with a click or with a tap you can access to any kind of media and have your information. But we have to find how factual this information is. Can one rely on this piece of information? Is the source reliable, authentic, and credible to believe on? Most of the time it is seen that people do not have time to find the fact or check it, so they trust and receive whatever media gives. But now the situation is not like that of the Harold Laswell's (1927) 'Magic Bullet' theory and 'Hypodermic Needle Model' where message/content of media is fired (idea of a 'shooting' paradigm) from a 'media gun' into the viewers or media needle injects its content straight to the passive audience ⁶. The passive audience is affected, but cannot escape from the media influence as people are defenseless and exposed to the content shot at them because of the limited communication tools.

A NEW FORM OF MEDIA

Today, the media consumption scenario is changed. There are unlimited communication tools and extensive researches have been conducted on media's effect. People can have immediate feedback through SMS, call, and post on social media etc. where earlier it was only through 'Letters to Editor'. The process of communication is held on your palm provided you are connected to the internet. As a mass medium, the internet is spreading information around the world. In order to understand the social media comprehensively, it is very much essential to understand the history, development and impact of the internet. It has set life to the new form of media—the Social Media ⁷. Turow nicely said "Understanding the changing media system and the issues surrounding it can help us to be responsible citizens—parents, voters, workers—in our media driven society" ⁸. It is not easy to define social media. All media use is social. Media is not social if one writes a document alone, but it is social to send an email or chat with a friend on Face book. According to Ricardo Buettner, social media are computer mediated technologies that allow individuals, companies, government, NGOs, and other companies to view, create, and share information, ideas, career interests, and other forms of expression via virtual communities and networks ⁹. It has become very significant because of its two important features, as ubiquity and interactivity.

FREEDOM IN MEDIA MEANS ABSENCE OF CONTROL

Social media enjoy freedom. Freedom means absence of control, interference or restriction ¹⁰. But, like every other media, this freedom is also not absolute freedom. It cannot be absolute, but it subject to well-known exceptions- with some restrictions. Furthermore, the restriction should be 'reasonable'. However, if no media can enjoy absolute freedom, then how can social media enjoy. Since the time of First Press Commission appointed there are many media laws and regulations, but it is clear that a blanket ban can never be put on any media till now. Prior restraint if placed, then media would be unreasonable. In contrary, if there is no restriction, then media go to any extent even forgetting the ethical values. So, there must be a proper control mechanism. The media itself needs to be regulated. Every media should know how to become a responsible media. It is necessary to take its own responsibilities, it is necessary to regulate its activities and try its level best to avoid any untoward incident ¹¹. Self-controlled meditation is now needed for media. Because, rules and regulations have their limitations. Everytime, the situation is not the same when journalism is in practice. The existing regulation may not be sufficient to determine the course of action or it may not be very easy to interpret the situation or regulation to match and find the solution. Moreover, for these reasons media laws are not exhaustive and many preferred to have their self regulatory bodies.

The new norms and forms of media led to a rapid paradigm shift in nomenclature of Indian journalistic terms, from press to media; from newspapers, news agencies in press

council to new media, social media, digital media, and online media etc. today. Historically, the press used to be accountable to the government but today the government and others (those in government or other bodies that enjoy significant power) are accountable to the media ¹². In the years when the press was only in print form, was the dominant media and was strictly monitored and regulated by the government. This was the time when authorities sought to control the press ensuring that they did not publish anything which went against them and their reputation. When the nomenclature changed to ‘media’ it is controlled either by the profit making agencies, advertisers or by the political entity, to ensure giving them the best price in terms of money or making image. However, it is a high time to think who should control whom or it should be a self controlling media,

MEDIA COMMISSION: THE NEED OF THE HOUR

In the present day more often media has been found to be neglecting its duty. A media is often described as watchdog of the society. Society needs its watchdog but media people are sometimes prone to doubts and misguided activities where being loyal, vigilant, unerring and ready for corrective measures, are supposed to be the qualities of a watchdog. At times, media has let down society and has been subjected to scrutiny and severe criticism. The new age media, the popular social media has been found guilty of indulged into unethical practices, knowingly and unknowingly. Social media strategies need to be able to make out areas of ethical concern and apply an ethical scaffold to social media management in order to best serve their organization and the online social networking community. Authentic communication must be there between online communities. The focus of this authentic communication should guide strategies within social media campaign. It needs to remain on the conversation and relationship, not for just mere publicity. Bakers and Martinson suggested five principles that can help guide communication efforts. They are: truthfulness of the messages, authenticity of the organization, respect for the people being communicated with, equity of the message, and social responsibility ¹³. Ethics must play an important

Box 1 Making Ethical Decisions

Every day you will find yourself in situations in which ethical decisions need to be made-whether those situations involve the mass media or not. How will you make these decisions? What sort of moral reasoning process should you follow-not only as a media consumer but, more importantly, as a good citizen?

Bob Steele, a senior faculty member at the Poynter Institute, outlines a model that media literates and professionals alike can use to evaluate and examine their decisions and to make good ethical decisions. Steele is concerned specifically with journalism, but the ethical-thinking process that he suggests can work for all sorts of media practitioners and consumers. Steele says, ask yourself these ten questions

- 1 What do I know? What do I need to know?
- 2 What are my ethical concerns?
- 3 What is my journalistic (or informational, entertainment, advertising, or educational) purpose?
- 4 What organizational policies and professional guidelines should I consider?
- 5 How can I include other people, with different perspectives and diverse ideas, in the decision-making process?
- 6 Who are the stakeholders-those affected by my decision? What are their motivations? Which are legitimate?
- 7 What if the roles were reversed? How would I feel if I were in the shoes of one of the stakeholders?
- 8 What are the possible consequences of my actions in the short term and in the long term?
- 9 What are my alternatives to maximize my truth-telling responsibility and minimize harm?
- 10 Can I clearly and fully justify my thinking and my decision to my colleagues, to the stakeholders, and to the public?

Try to answer these questions for yourself. Where do you stand?

role in sharing information. Ethics is a system of principles about what is right that guides a person's actions ¹⁴. It is important to make your own ethical decisions. Here Bob Steele's evaluation to know where do I stand ethically or how ethical I am (see Box 1).

The world over and in India too, concerns are commonly expressed that given market pressures, to maximize profit the media is not actually as free as it claims to be. It has been shown as per business point of view that of the essence of increasing revenue have taken their toll on editorial freedom and journalism that is the demands of advertisers and the drive to increase circular figures. In worst cases it is also found that the media is entirely controlled, directly or indirectly, by market pressure, and the consequences is like the necessary of public service is just kept aside and a new way of authoritarianism is the new model of today's media. Media risks compromising its role and responsibilities as society's watchdog, rather a pampered pet-dog of advertisers and owner of media organizations.

In order to control the unethical practices on social media and to safeguard the prestige of media, to protect the democracy of the country, and to establish a healthy society through today's media, there is need of the hour to regulate media by appointing a Media Commission which will not confine to control the press-newspapers and news agencies only, but to regulate whole lot of media. Media, from old traditional to new modern social media, played very positive role in many significant cases. But still to promote fair journalism it is the need of the moment to appoint a Media Commission. Now it is the time to understand the need of the society and media, and to have a modified version of concept to provide them with realizable principles. Though it is difficult to apply the basic concepts of journalism-truth and fairness, but media should understand those deeply to promote fair journalism. Because, it is this moment of time where not the telephone, but your TV is ringing.

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