

Social Responsibility of Media in Andhra Pradesh on Present Society

Dr. GLV Prasada Rao¹, Dr. Padma Ponugoti²

¹Assistant Professor, Department of Journalism and Mass Communication, Dr. B.R. Ambedkar University, Srikakulam, India

²Assistant Professor, Department of Journalism and Mass Communication, Dr. B.R. Ambedkar University, Srikakulam, India

leelaprasad939[at]gmail.com
-padmaponugoti123[at]gmail.com

“Always fight for progress and reform; Never tolerate injustice or corruption; Never lack of sympathy for the poor; Always devoted to public welfare; Never be satisfied with merely printing the News; Always be drastically independent, and never be afraid to attack wrong”
-Jospeth Pulitzer

Abstract: *The paper mainly focus on the how Media Organizations view and conduct their Corporate Social Responsibility (CSR) activities. This paper is purely based on primary data. The Media is playing the role of a watchdog over government and the corporate world that is influencing, promoting, providing, encouraging, innovations and ensuring good governance. Media is considered the indispensable pillar of democracy. It purveys and shapes their people's values, beliefs, perception and behaviour. Significant of this study is more and more types of Media are joining into social services, ethical lines, participatory communication etc.*

Keywords: Media Organizations, Social Responsibility, Society

1. Introduction

The Media is known as the fourth pillar of democracy has huge impact on Society. Media helps in getting awareness, brining the world together and entertains the people. In Ancient India, Social Responsibility was voluntary and not a mandatory. Besides CSR, there are many management concepts from the ancient Indian Literature, one such example taken from Reg veda. There is particularly verse which states that affluent people in society should share their wealth with poor for social development. Kautilya in Arthasasthra also stated sukhasya moolam dharma, means that happiness cannot be obtained by wealth and profit alone but only by doing this rightly and doing right things.

India has one of the biggest democracies in the world and media has a powerful trust area in the Country. Democracy is commonly defined as a government of the people, by the people and for the people. Democracy and Freedom walk hand in hand. Democracy is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with unbelievable power. In another side, media acts as an interface between the layman and Government. It is a very powerful weapon with the ability to make and break the opinion of people. We live in society today where the media plays a pivotal role in how we see the world, and how our opinions are formed, whether it is from what we watch on television or what we gather from newspapers. And also every society activities based on communication. Mass Media are the important and chief carriers of Mass Communication. The factor of responsibility is closely associated to Society. Mass Media like Print, Electronic, New Media are its different forms have influenced human life in the present generation. They have primarily provided

information and entertainment to people across country. However, among all these developments there is a cause of concern. Is really fulfilling its social responsibility? Is a booming this Mass Media posing threats to the democratic way of thinking? In it posing challenges to a country like India where media has a greater role to play rather than merely providing information and entertainment? These questions and role of Media in a democratic system has been always widely debated. In this context, present day's Indian Media has been subject to a lot of criticism for the manner in which they have disregarded their obligation to social responsibility. Dangerous business practices in the field of Media have affected to Indian democracy. Big industrial hands in the business of Media have threatened the existence of pluralistic viewpoints. The present scenario is not quite encouraging and need to be addressed.

Media and its role:

Now day's Mass Media play a vital role in various contexts and in its different forms have influenced daily life. Traditional Media like folk arts, related performances, Print Media like Publications, Magazines, Newspapers, Electronic Media like Radio, Cinema, Television, New Media like Internet, Web journals, ipad, portal, Cell Phones, Whatsapp, Facebook, LinkedIn, Twitter etc., play a prominent role to educate the society, transfer of the information in different aspects. These are the vital instruments or vehicles for communicating with the vast ocean humans. The Media constitute a powerful mechanism of monitoring and accountability on behalf of the people. In early days only Newspapers were available. Now scenario has rapidly changed by means of Radio stations, TV channels, New Media are best tools in communicating process of entertaining, educating, influence to the people. Two decades onwards we entered into new era like Cable TV, Dish TV, Internet, FM Radio, multiple publications, chine

Volume 11 Issue 6, June 2022

www.ijsr.net

[Licensed Under Creative Commons Attribution CC BY](https://creativecommons.org/licenses/by/4.0/)

system Media organizations, group of publications, corporate media.

The present paper attempts to propose how the Media, while having to report on development news, involving in social service activities, should go beyond national integration, coverage to objective, truthful, more real news, social responsibility and simultaneously faced the criticism and allegations.

Today Media is not only giving news but also participating in national development, creating awareness to the society, give the progress policies to government and eradicating the social evils including other related areas sociologically, politically, educationally, culturally Media gives a proper direction to the society. In this connection corporate and new media execute more social responsibilities. Media has at times successfully played the role of a watchdog of the government functionaries and has also aided in participatory communication with special interest. But it faced criticisms at different stages. Thus it maintained so far distance from the social responsibilities.

Social Responsibility:

The newsroom definition of 'media ethics' can translate into the broader concept of "Social Responsibility", which is appropriate for the purpose of reasoning in sociological or legal terms. At first sight, the topic hinges in the question if what is right or wrong, good or bad, acceptable or not, in the ways that the media collects and publishes information.

Defining social responsibility in the media traces back to a key landmark in the field that is, a report produced by the Commission on the Freedom of the press, more casually known as the Hutchins Commission. The project was requested in 1942 by the founder of Time magazine Henry Luce, at a time when it was believed that First Amendment freedoms were being increasingly threatened by the rise of totalitarian regimes throughout the world. Led by the then president of the University of Chicago, Robert Hutchins, this commission submits the report entitled "A Free and Responsible Press". It's suggested to Media, following five guidelines (Blevins, Fred, 1997)...

- 1) a truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning;
- 2) a forum for the exchange of comment and criticism;
- 3) the projection of a representative picture of the constituent groups in the society;
- 4) the presentation and clarification of the goals and values of the society;
- 5) Full access to the day's intelligence.

Some of the other explanations about SR:

According to the Indian constitution, some rights and responsibilities are to be followed by the media. For example showing respect to the public their rights, interest and relation to national, racial and religious issues and maintenance of peace.

One of the important study reports on Mass Communication area i.e. Mac Bride's report also spells out, press and corporate media must execute the some responsibilities. These are... (Sean MacBride, 2003)

- 1) A social responsibility entailing obligations towards public opinion and society as a whole.
- 2) Responsibilities deriving from obligations to compel with the law.
- 3) Responsibilities towards the international community, relating to respect from human values.
- 4) Respect to the public and it's their rights and interests.

The press council of India also upgraded and released some proper guidelines to media people, related social responsible ethics. The social responsibilities are an omnibus term that covered a wide range of activities, one of the most trenchant critics of the press.

Prof. N.S. Ramaswamy, former director of the Indian institute of management, Bangalore has asserted that "a survey of the various professions, including the mass media would reveal that social relevance is not high". Even though media can set agendas for better social culture and can promote social coherence.

One of the eminent communication scholars Denis McQuail summarized the basic principles of Social Responsibility Theory as the following:

- 1) Media should accept and fulfill certain obligations to society.
- 2) These obligations are mainly to be met by setting high or professional standards of in formativeness, truth, accuracy, objectivity and balance.
- 3) In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- 4) The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- 5) The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- 6) Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- 7) Journalists and media professionals should be accountable to society as well as to employers and the market. (Mc Quail, 1987).

The philosophy of social responsibility:

It is an extension of the libertarian philosophy in that the media recognize their responsibility to resolve conflict through discussion and to promote public opinion, consumer action, private rights, and important social interests. This theory has its major premise that freedom carries concomitant obligations. The press has an obligation to be responsible to the public. If it is not so, then some agency of the public should enforce it. Public opinion and consumer action can guarantee that the press behaves. This theory led to the establishment of Press Councils, drawing up of Codes of Ethics and anti-monopoly laws in many countries. (Dr Ravi. B. K. 2012).

Media and SR activities:

In the present scenario of media has rapidly changed. It is awake and educating people in various social, political, cultural aspects including human-rights. And also it gives a

proper direction to the society in ante regional, religious conflicts. Now a day's media is consists corporate look and corporate culture, it has to give the society; not only news but also it feels social responsibilities. Many reputed media organizations, group of publications, TV channels, Newspapers, Private radio stations organize the different awareness programs, social motivate activates, public benefit expos. Media has coming forward for upgrading to social, cultural, traditional values. For examples, one of the vast readability in English national daily "The Hindu" conducted the many events for society in the way of aware the different social and educational issues. This organization conducted the counseling classes for competitive students in the areas of stress and career. For unemployed youth 'The Hindu' conducted job fairs and games. Such type of events gives a healthy direction and encourage to youth for better future. 'Zee TV', first Indian based private channel has concentrate on social service and conduct campaign on breast cancer, HIV-AIDS, visually impaired, pulse polio and etc., Zee group drive for free plantation to save the environment. And also giving the priority to rural and tribal education and adopt many villages across 21 states in India. Another pioneer media house 'The Times of India' also pay the more attention on social responsibility activities. It focuses on education and actively working in this area with collaborate nearly 100 NGO's. Few years back, TOI group conducted an international event 'Spelling Bee's' association with American centre at Delhi, aimed to engage young people in an all India level competition of English spellings thus improving their English in an informal manner. Association with Kolkata Municipal Corporation, Ram Krishna Mission Library, and Times of India involved in the project of Kolkata beautification. Behalf of the TOI, Times foundation released the Delhi Citizen Handbook, book on climate change. In activities of SR, TOI reconstruction of damaged schools in earthquake affected region like mendhar town of poonch district in Jammu & Kashmir etc. Like these media groups in previously many other national television channels, newspaper organizations, and media houses are actively involved in various social responsibility programs.

If we look into the contribution of radio, there has been a steady growth in the social obligatory functions. Right from beginning, radio endured to uplift the rural society. Radio being play a role an intimate medium holds the power to transmogrify the social ill practices. Whenever new schemes benefiting the rural masses were induced, radio has helped the potential to convey the messages to grass root levels. Radio's convenience of being cheap, enormous appeal to illiterates, local dialect made it highly social responsible media. The inherent quality of radio being portable has for ages and till date provided aid to fisherman community. Radio has traversed a long way and modified itself into the FM which all its fresh entertainment contents provides updates of utility. Almost every FM radio repeatedly provides traffic updates. Hence, radio as in past and for years to follow remains an epitome of growth as well as development, projecting out its social responsibilities. (Shabarni Basu, 2011).

Objectives of the study

- 1) To understand the CSR and Media Organizations
- 2) To find out the CSR of Media organizations in different geographical area.
- 3) To disseminate Media CSR on society.

2. Research Methodology

This study includes both qualitative and Quantitative analysis based on empirical research basis. To highlight the objectives and result of the study, data have been collected on Andhra Pradesh.

In today's world, the word empirical refers to collection of data using evidence that is collected through observation or experience or by using calibrated scientific instruments. All of the above origins have one thing in common which is dependence of observation and experiments to collect data and test them to come up with conclusions.

Observational method is a process to observe and gather data from its target. Since it is a qualitative method it is time consuming and very personal. It can be said that observational method is a part of ethnographic research which is also used to gather empirical evidence. This is usually a qualitative form of research, however in some cases it can be quantitative as well depending on what is being studied.

Significance of the study

The purpose of the present study is ascertain the various media organizations have been done the social responsibilities

Scope of the study

The scope of the study is confined to CSR initiatives of Andhra Pradesh Media organizations take initiatives to social responsibilities is a part of their duties.

3. An Overview of Andhra Pradesh Media's Social Responsibility

In Andhra Pradesh, news dailies, media organizations in Telugu language include nearly 35 TV channels; more than 15 private FM radio stations along with AIR conducted many awareness programs, campaigns, rallies and social responsible activities. For example, in water harvestment, ban to alcohol related issues are enhanced by Telugu news largest daily "Eenadu". It conducted many awareness programmes about above areas. And also mosquito eradication, abolish of different diseases also take a major responsibilities by Eenadu daily. Ushodaya Enterprises Private Limited (UEPL) is bonified limited of Eenadu newspaper committed to good corporate citizenship and has a firm belief that businesses are key organs of the society, which have an underlying responsibility towards empowering people and ensuring sustainable development in the overall interest of the society and the eco system in which we operate. Eenadu organization mainly to focus on the various activities like rural development, village roads, renewable energy installations, preventive healthcare, sanitation, provision of safe drinking water, livelihood

enhancement projects, imparting vocational skills, skill development, agro forestry, soil conservation, rain water harvesting, construction of hostels for destitute women and children schools, old age homes, development of traditional arts and crafts etc., restoration of old temples etc., The Eenadu group also may take up such other activities which are broadly covered under Schedule - VII of the Act and any additions which may be made hereafter. Relief and rehabilitation works in case of any natural calamities and major disasters, will also be taken up under CSR. It's take another role of duty, about Right to information act, it educated to the public through awareness programs entitled "mundodugu".

Telugu news daily "Andhra Jyothi" conducted the awareness camps and programmes on aids and social evils. This news paper wrote slogans, printed by wall posters, arranged the flexi boards in various city junctions.

The AP State branch of Indian Red Cross Society has been rendering services to the poor since many years in its own way. It has been promoting Medical & Health Services, disaster relief programs and others. Red Cross AP is in dire need of funds and requested TV9 for help towards contribution for a film on their activities. United Andhra Pradesh has the highest rate of trafficking in India with nearly 20,000 women & children getting kidnapped every year. Prajwala, a non-governmental organization based in Hyderabad, works towards prevention, rescue, rehabilitation, restoration and social reintegration of victims. TV9 has partnered with Prajwala in raising awareness against trafficking. Promos regarding the same were aired on our channel. Confederation of Women Entrepreneurs (COWE), a Hyderabad-based non-profit business organization aims to bring about social and economic upliftment of women. As media partner of COWE Trade Carnival, TV9 aired free scrolls and covered their carnival. It turned out to be a good meeting ground for businesswomen, entrepreneurs, manufacturers, suppliers, distributors and service providers. The idea is encourage empowerment of women entrepreneurs. Cancer is one of the ten leading causes of deaths in India. Jagruti Foundation's Awareness group of trained volunteers delivers cancer awareness talks at a number of locations completely free of cost. TV9 tied up with Jagruti Foundation to spread awareness on cancer and its cure. The channel carried free scrolls and promos. Vigorous campaigning by the channel in the form of booklets and free screening camps for women were also undertaken. The government of Andhra Pradesh given highest priority for the completion of irrigation projects and sought land for the plan. Farmers raised protests when their lands were forcibly taken from them in exchange for a meager compensation. TV9 on behalf of the farmers fought for their rights. A seminar 'Bhoomi Kosam' was organized and in an all-party meeting, leaders discussed ways to put pressure on government to compensate farmers amicably for the lands they lost. Emergency Management Research Institute (EMRI) runs the highly successful 108-ambulance service in nine states. The service is saving an average of over 200 lives every day. In its early days TV9 promoted EMRI in a huge way and popularized the life-saving emergency response service that operates on impressive scale, speed, quality and performance. TV9 started a mass

awareness programme about congenital heart disease 'Saving Little Hearts Campaign' was able to raise funds for 3000 operations across the state. Sania Mirza was the campaign idol and TV9 tied up with Hospitals, which had the infrastructure to conduct the operations. Unless surgically corrected children suffering from congenital heart diseases live a handicapped life and die at an early age. Another CSR activities done by this channel. Kurnool district in Andhra Pradesh was heavy damage in decades back by unprecedented floods. The TV 9 channel took up humanitarian work by distributing food and also aided in rescue operations. People of AP willingly came forward to donate cash, clothing, food supplies etc, to TV9. A whopping amount of Rs. 12 crores was collected through different efforts by TV9, 3 crores from Andhra Pradesh through donations, an additional of 2crores from TV9 Karnataka through donations and through Star Nite another 7 crores. TV9 decided to construct pucca houses for the homeless and entered into an MOU (Memorandum of Understanding) with the Andhra Pradesh State Housing Corporation Ltd (APSHCL) to build 750 Houses for the flood victims at Panchalingala Village of Kurnool District. Chetana is a bi-weekly program, which talks about civic problems in the slums of metro cities. The show focuses on creating awareness regarding the rights of people living in degrading conditions in the slums.

Many Telugu papers, TV channels, corporate media organizations are participated in different social activities. It plays a key role in the protection to language, culture, traditions of Telugu people. Telugu media has conducted special programs and events like Rangoli, painting festivals. The news papers like Eenadu, Andhrajyothi, Andhrabhoomi, Vaartha, Sakshi, Etv, TV-9, Maa TV, TV-5, NTV, 10tv, I News, Studio N etc., media groups organized programmes for protecting the traditions and culture. And also many Telugu FM radio stations create a new spirit among youth. They conducted cricket, chess, singing competitions and other important games with in district level. Many young sports men's, singers will be discovered by these actives in future. At the time of Gujarat earthquake (2001), Odisha hurricane (1999), konaseema floods(1996), Krishna floods(2009), Hudhud effect to visakhapatnam(2012), Titly cyclone(2018) Telugu media groups actively participated and served the sufferers. Media also gathered the amount, cloths, food, medicines from readers and people, and distributed to victims of national calamities. In these incidents, media again proved its social responsibility. Telugu media was worked for eradicating of various social evils like sanitation, dowry, traffic problem, raging issue, rural health etc.;

Recent SR activities of AP Media Organizations:

The *Eenadu*, Telugu Daily is implementing the CSR activities under collaboration with eligible group companies through registered trust a ramoji foundation, the implementation agency in Andhra Pradesh in last two years.

- 1) Rural Development, sanitation & hygiene (Public toilets), water supply, school infrastructure taken up at pedaparupudi village, krishna district, Andhr Pradesh state.

- 2) Contribution to provide assistance / preventive care and relief measures towards Covid 19 Pandemic, in the States of Andhra Pradesh.
- 3) Skill development initiative under Ramoji Academy of Film & Television by way of providing Vocational courses and training in film and video services.
- 4) Lakshya Project - To support and encourage deserving candidates from under privileged families to take up sports / athletics in rural areas, in Andhra Pradesh.

Project activities identified under CSR are to be implemented by employees, selected volunteers, specialized agencies, which include Voluntary Organisations (NGOs), Elected local bodies such as Panchayats, Institutes / Academic Organisations, Trusts, Missions, Self Help Groups, Govt./Semi Govt./ Autonomous Organisations, Mahila Mandals, Professional Consultancy Organization etc.,

The Hindu, leading English news daily is providing a 30-minute worksheet for childrens from Monday to Friday, beginning March 30, 2020. With fact capsules, crosswords, jumbles, quizzers and an exercise on journal writing, it is a fun way to learn and engage yourself while you stay safe at home. Also Hindu daily gave a special page with newsletter for interesting articles, stories, scientific facts for aware to children's of Andhra Pradesh.

The Hindu, also conducted webinar on education system on Feb 2nd, 2022. The webinar touched upon how technology can contribute to the success of the education system in India and the changes and challenges in making National Education Policy (NEP) 2020 a reality in 2035. Many educational experts, Directors of IIT's, Vice- chancellors of Universities, eminent scholars participated and expressed their views in this webinar.

Sakshi, Telugu news daily conducted mock test for aspirants of EAMCET tentative exam in the area of engineering, medicine and agricultural on 1st to 3rd, 2021.

The Hans India English daily from AP and Bizz Buzz brought, leading e-newspaper out by the Hans media group conducted two day business conclave collaborated with World Trade Centre (WTC) in Visakhapatnam on 22nd and 23rd, April, 2022 to promote industry entrepreneurship in Andhra Pradesh and mainly focus on the potential and investment opportunities in Andhra Pradesh, against backdrop of the business climate in AP state.

The *hm tv*, sister organization of The Hans media group conducted four day Agro expo in Feb, 2022 at Vijayawada. Main objective of this expo is benefit to the farmers' community for creating the awareness in the area of promotes organic products and new techniques using in farming etc. Many scientist, agricultural experts, agro related campiness participated in and around India.

4. Conclusion

Come to the summary of above debate, today media doesn't act like a medium between the world at large and the viewers. Instead of helping people fight with the never

ending tryst with poverty, unemployment, and the very many social evils that are haunting India, media today has resulted in a total disconnect between the ground reality and the viewers.

The media often portrays non issues as real issues while the real issues are sidelined. The real issues in the country are economic, that is the terrible economic conditions in which 80% of our people are living, the poverty, unemployment, lack of housing and medical care etc. Instead of addressing these real issues, the media often tries to divert the attention of the people to non-issues. No doubt, sometimes the media mentions farmers' suicides, the rise in the price of essential commodities, and so on, but such coverage is at most 5 to 10 per cent of the total. The bulk of the coverage goes to showing the life of film stars, pop music, fashion parades, cricket and astrology.

In any nation development and any social progress, media should play a proper role. So, as sources of network, information, new technologies are properly used by media. And also media should protect the democratic society and respect to social, cultural, human values at every level as a play by a ideal role of other related organizations. The social responsibility of media is an extremely important issue and that to in a developing democracy like India. In India, it is extremely important for the media houses to inform the audience about real social issues that have an impact on the nation's progress. There is hardly any coverage on poverty in India and the ways we can help the downtrodden of the society to lead a better lifestyle.

We would like to end my paper with quoting the stalwarts of communication studies Wilbur Schramm words "Communication is that part of social activity where there is dissemination of information, entertainment and educative exchanges intended for positive development of society". In fact, all the texts declare that socialization is one of the main functions of communication or media.

References

- [1] Blevins, Fred. (1997). "The Hutchins commission turns 50- Recurring themes in today's public and civic journalism, Montana state university : paper was presented at the third annual conference on Intellectual Freedom, April- 1997.
- [2] McQuail, D. (1987). "Mass Communication Theory: An Introduction", New Delhi: Sage publications.
- [3] Qurind Ihlen, Jennifer L.Bartlett, and Steve May (2011). "The handbook of communication and corporate social responsibility", West Sussex (UK): John wiley-Blackwell publication.
- [4] Ravi, B. K. (Jan-2012). "Media and social responsibility: A perspective with special reference to television", Lodhran: SAVAP - Academic Research International.
- [5] Ravichandranath. P. K. Dr. (2004). "Press laws and ethics of journalism", New Delhi: Authors publications.

- [6] Vilanilam. J. V. (2005). "Mass communication in India: A sociological Perspective", New Delhi: Sage Press.
- [7] Soumya Dutta. (June- 2011): "social responsibility of media and Indian democracy", Global media journal-Indian edition, Culcutta: university of culcutta.
- [8] Sean Mac Bride. (2003). "Many voices, one world: Towards a New, More efficient World and communication Order", Lanham: Rowman & Littlefield Publishers.
- [9] Shabarni Basu. (June- 2011): "social responsibility: the obligation of mass media", Global media journal-Indian edition, Culcutta: university of culcutta.
- [10] Tench, R., Bowd, R., and Jones, B. (2007). "Perceptions and perspective: corporate social responsibility and the media", Journal of communication management, Vol-11, Issue- 4, Bingley (UK): Emerald Group Publishing Limited.
- [11] Madhu Babu.J Dr., Venkateswarlu.S., Tarakeswara Rao.I. (2017): "CSR practices in media industry: A study special reference to TV9 Telugu".
- [12] Jst Markandey Katju. (Oct 21st 2011). "Media and Issues of responsibility", The Hindu News daily, Chennai.
- [13] Raheev Rajan Roy (May 9th, 2022). "Make CSR funds more effective" The Hans India News daily, Visakhapatnam.

Websites

- [14] www.timesfoundation.indiatimes.com
- [15] www.zeetelivision.com/about-us/cr.html
- [16] www.indrajit.in/bfl-portfolio/writing