



HOW THE MEDIA WORKS

EVOLUTION, LAWS IN INDIA & US

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Media in the United States: Big, powerful, and mostly free

- Free markets and democracy
- Mass media: influencer and a reflection of culture, politics, and economics
- Capitalist development and dominance of the US from the Second World War onward
- Business for profit: 'Not a missionary or charitable institution, but a business that collects and publishes news which people want and are willing to pay good money to buy'

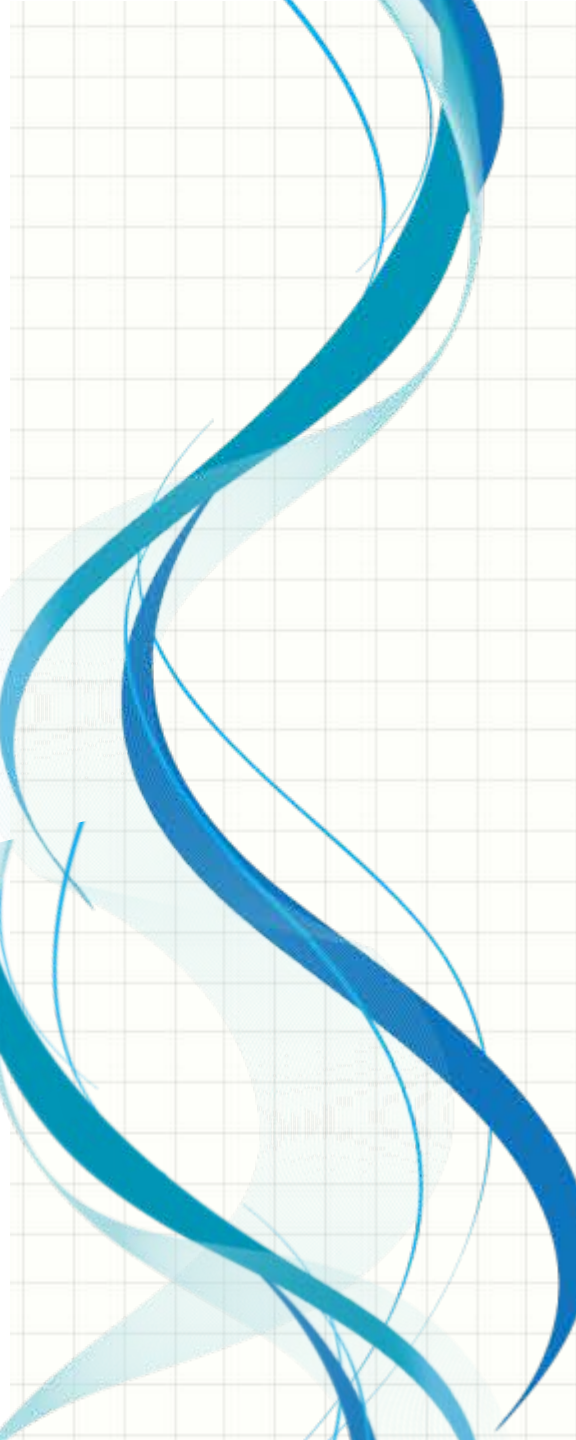
A short list of the big players

- **Newspapers:** USA Today, The New York Times, The Wall Street Journal, The Los Angeles Times, New York Post, Chicago Tribune, The Washington Post
- **Magazines:** Time, Newsweek, The Atlantic, The New Yorker
- **Radio:** National Public Radio (NPR)
- **Television:** NBC, CBS, ABC, Fox
- **Internet (digital native):** BuzzFeed, The Huffington Post
- **Social Media companies:** Facebook, Google



From the beginning until the 1980s: Rise and dominance of newspapers

- **1730s:** First newspapers
- **1780s onward:** Gathering steam
- **1830s:** 'Journalism' (jour = day)
- **1850s onward:** Boom begins, local news the focus of expansion
- **By 1900:** 18,000 newspapers, two-thirds of revenues from advertising
- **1900-1980:** The Golden Age of print
- **Great stories** (Vietnam War, Pentagon Papers, Watergate), **great business, great power**
- **Excellence and responsibility, embracing of liberal values post 1960**



1980s to the present: Decline of print, rise of the Internet


Television

- Arrival in 1940s, CNN (1980) first 24-hour news channel
- Gulf War (1991) breakthrough moment, embedded journalism
- Increasingly fewer stories, but more in-depth
- Driven more by opinion than by news, traditional separation blurring



Internet

- Driven by technology in a changing world
- Disruption of advertising revenues by online classified ads (Craigslist)
- Advantages: For consumers, Free, customisable; For owners, Quantifiable, Quicker, Perpetual, Live and interactive, No limits
- Online search engines changing habits of reading, Google News
- Social media: 2006 onward Facebook 'News Feed'; 2014-17 'Trending Topics' (*More later*)



Decline in print popularity and revenues

1970-2016: more than 500 American daily newspapers shut down

Jan 2017-Apr 2018: more than one third of newspapers downsized (so did Web companies)

Among the Reasons: Fast changes, slow (and painful) reaction

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Ideology in journalism

1920s and 1930s: 'Facts, facts, more facts'; income over ideology

1940s: World War and the birth of description and interpretation


1960s onward: Context of Cold War, reaction to McCarthyism, emergency of the liberal consensus

2000s onward: Breakdown of the liberal consensus, global context (China, emerging economies, economic crisis), rise of Donald Trump

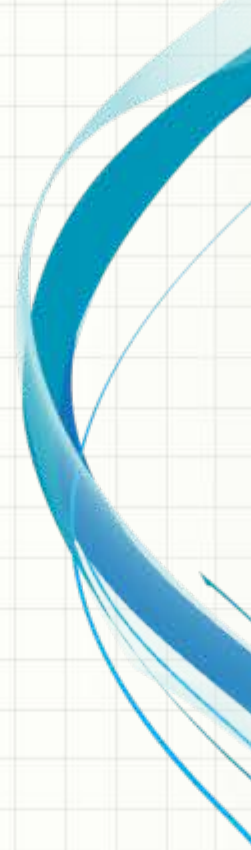
Algorithms in news selection: Efforts to create 'perfect personalised newspaper for everyone in the world'; feeding you more of what you want, confirming biases

American media conglomerates: Scripps

- 1878: Founded by Edward Willis Scripps with motto 'Give Light and the People Will Find Their Way'; first modern newspaper chain
- First news report service: Newspaper Enterprise Association (1902), initially for Scripps-owned, later for others, too
- Subsequently: United Press (1907), Scripps Howard News Service (1917), United Feature Syndicate (1919)
- By 1920: Supplying news, comics, pictures, features to 400+ papers; by 1930, to 700
- 1950s-70s: Growing consolidation
- Post 1970s: Wider trends of decline
- Today: Mainly digital audio, podcasting, digital TV: Stitcher, Newsy, Triton, SimpleMost, KatzNetworks (national), and 55 local TV stations
- Scripps Spelling Bee: Indian American dominated since 1999; all winners since 2008 are Indian Americans



American media conglomerates: Gannett

- Founded by Frank Gannett in 1923, with the motto 'Local is National'. Bought a number of small local newspapers, and founded a chain that competed with Scripps
 - Owner of USA Today, the largest selling newspaper in the United States
 - Pioneered concept of mobile journalists (mo-jo) who didn't come to work, drove around neighbourhoods, filing hyperlocal news from mobile devices
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Freedom of the press: US

- Constitutionally enshrined: First Amendment, 1791 guaranteed Americans Five Fundamental Freedoms
- **These were: Freedoms of Religion, Speech, Press, Assembly, Petition**
- **Our liberty depends on the freedom of the press, and that cannot be limited without being lost:** Thomas Jefferson, third President of the United States, 1801-1809
- The US Supreme Court has underlined the importance of the freedom of speech, including extending broad legal protection to even 'hate speech (restrictions exist, but are unspecified)

Freedom of press: India

- **No specific Constitutional guarantee**
- **Article 19(1)(a):** All citizens shall have the right to freedom of speech and expression
- **Article 19(1)(2):** Introduced by the first amendment in 1951, imposed reasonable restrictions on the freedom of speech in the interest of **(1) sovereignty and integrity, (2) security, (3) foreign friends, (4) public order, decency, morality, (5) contempt of court, (6) defamation, (7) incitement to an offence**

Freedom underlined in court

- **Within the Constitutional framework, the Supreme Court upheld freedom of the press in multiple cases:** Indian Express Newspapers vs Union of India, Bennett Coleman and Co. vs Union of India, Romesh Thapar vs State of Madras, Brij Bhushan vs State of Delhi

Political Compact with People

Emerged out of the Emergency, June 1975-Jan 1977

Political class entered into an unspoken compact with the people of India that the freedom of the press will not be curtailed by the State again

Freedom of press worldwide

- **Reporters Without Borders Index:** Ranks 180 countries according to levels of freedom available to journalists
- Not an indicator of the quality of journalism
- Compiled by pooling responses to questions
- key indicator: Abuse and violence against media
- Rankings 2019: Sweden (1), Netherlands (2), Denmark (3), Switzerland (4), New Zealand (5)...
UK (33), US (48), Nepal (106), Sri Lanka (126), India (140), Pakistan (142), Bangladesh (150), China (177)



THANK YOU

Next: Media and Ethics