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TELUGU PRESS AND SOCIAL RESPONSIBILITY

¹M. Ganapathi and ²Prof. P. Bobby Vardhan

¹Research Scholar and ²Guide

^{1&2}Department of Journalism and Mass Communication, Andhra University
Visakhapatnam, Andhra Pradesh, India

ABSTRACT

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. Newspaper is one of the primary communication tools of the society. The present article attempts to propose how the media, while having to report on development news, involving in social activities, should go beyond national integration, coverage to objective, truthful, more real news, and last but not least social responsibility.

Keywords: Press, Journalism, Media, Communication, Social Responsibility, Ethics.

INTRODUCTION

India is the world's largest democracy. Modernization has transformed this into a communications network that sustains the pulse of a democracy of about 1.2 billion people. India's newspaper evolution is nearly unmatched in world press history. The newspaper contents are looked from the responsibility point of view as a citizen and common person in the society. Its means media culture, a system that has evolved over centuries, is comprised of a complex framework.

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SCOPE OF PRESS

The role of the media in the society primarily depends upon the society and its impact on the freedom it enjoys, its access to the people and its credibility and acceptability. Democracy requires an informed public opinion for its effective operation, since the public opinion becomes the ultimate controller of social goals, laws, and affairs of the society. Democratic constitutions therefore have to guarantee freedom of the press to ensure free flow of information. The citizens need information to understand the day-to-day affairs of the society-both on its civil and political side.

Over the years the press becomes too powerful that it soon acquired the states of 'Fourth Estate' as it was aptly described by the British politician Edmund Burke. It also became so indispensable for the democratic functioning that Thomas Jefferson, the third US president (1801-09) said, 'we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter'. For the same reason Pundit Nehru declared 'I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than suppressed or regulated press'. (Speech at the Newspapers Editor's Conference on 3rd December, 1950). The press as a mass communicator as a self-assumed representative of the people, as their regular and constant spokesmen and as unignorably intervener on their behalf be- came almost a natural ally of the society and its inseparable projection.

HISTORY OF TELUGU NEWS DAILIES

Andhra's first successful daily paper the Andhra Pathrika, it was started as a weekly from Bombay in 1908 by Kasinadhuni Nageswara Rao Panthulu. He moved the weekly to Madras in 1914 and after few years, converted it in to a daily. After the death of



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Nageswara Rao in 1938, the pathrika was managed by a trust. It shifted to Vijayawada in 1965 after Andhra province was formed. Latter it started publishing from Hyderabad too.

A popular rival of Andhra Pathrika was the Andhra Prabha, first published in 1938 by the Epress group. The first editor was Khasa Subba Rao, N. Narayana Murthy followed his as the editor. Narla Venkateswara Rao was the most famous editor of Andhra Prabha, who set a high bench mark for Telugu journalism. He loved his freedom. He resigned from the Andhra Prabha and became the editor of Andhra Jyothi. Which was started in 1960 by K.L.N. Prasad at Vijayawada. The formation of Andhra Pradesh state in 1953 another two dailies started that is Andhra Bhoomi and Vishalandhra. Visalandra daily newspaper established on 22nd June 1952 in Vijayawada. Prajashakti news daily was born child of the freedom struggle. It had its inception in 1942 and was published as a daily from 1945.

The Eenadu was launched in Visakhapatnam 10th August 1974 and year later in Hyderabad. Ch. Ramoji Rao, the publisher of Eenadu, single handedly changed way of journalism was practiced in Telugu media. Eenadu daily newspaper is the largest circulated Telugu newspaper in the state of Andhra Pradesh and the state of Telangana of India. Vartha, a daily newspaper was published in 1993 by the Sanghi Group. However, Vartha compensated and filled the Vacuum and void created by the fading out of Udayam at the time. Then in recent times, 'Sakshi' was launched on 24th March 2008. The first regional newspaper designed by the world-renowned newspaper designer, Mario Gracia, with its colorful get up and makeup of every page broken all the earlier records of circulation. It is the second largest circulating newspaper in Telugu states.

Today media is not only giving news but also participating in national development, creating awareness to the society, give the progress policies of Government and eradicating the social evils including other related areas.

How Media should give a progressive direction with aspects of Sociologically, Politically, educationally, culturally to the society.

In this connection, I would be observed of Telugu press successfully played the role of a watch dog of the government functionaries and has also aided in participatory communication with special interest.

WHAT IS SOCIAL RESPONSIBILITY?

The newsroom definition of media ethics can translate into the broader concept of social responsibility, which his appropriate for the purpose of reasoning in sociological or legal terms. In dealing with press ethics, there is confusion between the different terms like accountability, liability, responsibility, etc. Within journalism one can define accountability narrowly as being able to produce records, the evidence to support what has been reported on. However, the meaning of this term is often extended to overlap with the concept of liability and responsibility, in other words a journalist is also accountable and liable for the consequences of his or her reporting.

NEWS PAPERS AND SOCIAL RESPONSIBILITY

Information in journalism is understood as social good and not as a commodity. Then the journalist shares responsibility for the information printed or transmitted. The press is thus account- able not only to those controlling the media, but ultimately to the public or readers at large including various social interests. The journalist's social responsibility requires that he or she will act under all circumstances in conformity with a personal ethical consciousness. This on the whole depicts news- papers social responsibility in their services.

Hayens, the scholar of organizational ethics, states social responsibility is an ethical ideology or theory that an entity whether an organization or an individual has an obligation to act to benefit the society at large. This type of social responsibility can be passive by avoiding and engaging in socially harmful social goals. This can be seen in newspaper reporting style during critical times.

The United Nation Educational Social and Cultural Organization (UNESCO), while ad- dressing universal declaration on Bioethics, describe social responsibility as non-binding or soft law principles. This type of meaning in relation to child and maternal welfare can be compared to the service of newspapers in our society. The Entrepreneur encyclopedia defines the term social responsibility as acting with concern and sensitivity, aware of the input of our actions on others, particularly the disadvantaged.



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The question of social responsibility in the media continues to be timely, as highlighted by incidents or controversies on the topic such as scams and terrorist attack in 2008. Coming to terms with cases such as these relies on the task of defining social responsibility and more broadly figuring out which aspects of the newspaper’s social responsibility can be feasibly regulated.

PRESS AND 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.

QUALITIES OF SOCIAL RESPONSIBILITY

Social responsibility is a duty of every individual or an organization to protect and uphold interest of the people in society. It also means to behave ethically and with sensitivity towards the social, cultural, economic and environmental issues. To enable people to form rational opinions, one should provide truthful and objective information: should project issues and events in real manner instead of sidelining them. Social responsibility is not to deviate from the guidelines or suggestions given by experienced or influential leaders. Social responsibility includes accountability, providing information with transparency, to enable sustained healthy relations among people and avoid flaring up national security concerns. Further social responsibility should have freedom to criticize and comment on matters related to both individual and organization. In the long run it should preserve the cultural values and the values of the society. It should direct the path like the lighthouse in society for people to walk and highlight the hidden areas to be watchful. With regard to government and politics there should not any bias advocated.

SOCIAL RESPONSIBILITY – ROLE OF THE TELUGU PRESS

In Andhra Pradesh, many Telugu language news dailies, corporate media organizations conducting many awareness programs, campaigns, rallies and socially 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 responsibility by Eenadu daily. It’s taken a role of duty, about Right to information act, it educated to the public through awareness programs entitled “mundodugu”.

Another Telugu news daily “Andhra Jyothi” conducted the awareness camps and programmes on AIDS and social evils. This paper wrote slogans, printed by wall posters, arranged the flexi boards in various city junctions. Many Telugu papers, 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 newspapers like Eenadu, Andhrajyothi, Sakshi, Andhrabhoomi, Vaartha, Visalaandhra, Prajashakthi, Andhra Prabha, Surya, etc., media groups organized programmes for protecting the traditions and culture. And also, many Telugu newspapers conducting at the time of Gujarat earth-quake, Odisha hurricane, konaseema floods, Krishna floods, Hudhud cyclone. Telugu media groups actively participated and served the suffers and 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. Many social problems like sanitation, dowry, raging issue, career development, rural health, girl-child education, road safety, swatch bharaat, civil libraries, human rights, and basic facilities and eradicating the bad habits in the society, the Telugu press is working in various useful and inspirable directions.

MEDIA AND ETHICS

Apart from the definitions given by the encyclopedia and agencies, the American Society for Quality (ASQ) informs about the need of ethical sensitivity towards the social issues. The Hutchins Commission issues some guidelines helpful towards socially responsible reporting and later the Hebermas.

Robert Hutchins commission on the freedom of press defined social responsibility and provided five guidelines for a socially responsible press in a report titled ‘A Free and Responsible Press

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 and
5. Full access to the day’s intelligence.



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Although valid, these principles might be criticized for lacking in precision and in general are not considered to have had a substantial impact on the media industry's development in subsequent years.

The journalist as a communicator is intrinsically linked to its audience - hence the fundamental principle of the media's obligation to fulfill public interest, which also lies at the base of social responsibility theory. To complete this analysis, one can reformulate Habermas' principles of discourse ethics for the purpose of application to contemporary mass media; it may act toward the following goals.

- The development of symmetrical mutual relations between the 'speaking actors' in which none of the groups exercise a monopoly on the communication means.
- The public sphere may not aim at uniformization: it should stimulate processes of individuation and aim at the recognition of diversification.
- The public sphere should above all try to create and stir up critical discussion instead of controlling it.

CONCLUSION

Print media has qualified as the watch dog our society. It should represent the society as a whole and work as an instructor of our nation. In case of newspapers and magazines, the editorial is called the mirror. Every newspaper must have a social and clear conscience. The socially responsible of media is extremely important issues and that to in a developing democracy like in India. Telugu press has a significant and indispensable place in our lives. It brings to us the true face of today's world - a face which is usually the common man.

In any National development and any social progress, media should play an important 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, in every time and every level as a play by a ideal role of other related organizations. The Telugu media inspire the society through news, ethics, responsibilities and services. The social responsibility of media is an extremely important issue and that to in a developing democracy like India. 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.

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