



KARNATAKA STATE OPEN UNIVERSITY

Manasagangothri, Mysore - 570 006

630

Final Year MA in MASS COMMUNICATION AND JOURNALISM

SELF INSTRUCTIONAL MATERIAL



COURSE IV : CURRENT AFFAIRS AND SOCIAL ISSUES

BLOCK I : CURRENT AFFAIRS

KSOU: A Pioneer in Open and Distance Education

The history of Karnataka State Open University dates back to 1969 in which the erstwhile Institute of Correspondence Course and Continuing Education (ICC&E) was established under the patronage of the University of Mysore. KSOU in the present form of Open and Distance Learning system took its birth in 1996 as eight such open university in the country. Today the KSOU is one of the well established and highly reputed open university, generating human resources through innovative academic programmes.

Located amidst pristine surroundings of the Manasagangotri campus in Mysore, the cultural capital of Karnataka, KSOU is committed to provide access to higher education in general and knowledge information in particular to the masses, with innovative methods of teaching. The university has successfully completed ten years of existence and has served the educational needs of half a million students from all over the Indian subcontinent. KSOU as a prime university is committed to remove the disparities and bring about much needed corrections in the higher education system. The Karnataka State Open University thrives and is in the forefront to fulfill the constitutional obligations in terms of access, quality, equity and equality with the motto of **Higher Education to Everyone, Everywhere.**

Karnataka State Open University's innovative steps in certain areas have been recognized as the long strides in open and Distance education thus finding a coveted place for itself in the area of ODL. Since switching over to ODL in 1996, the university has served more than three lakh students in various academic disciplines. The university offers 56 academic programmes leading to Certificate, Diploma, Degree and Post Graduate Degrees.







The number of students enrolling to various programmes of the university is expected to grow considerably in the coming years and the institution is gearing up to meet the new challenges. The Degrees, Diplomas and Certificates offered by KSOU are widely recognized and are on par with those awarded by any other University in the country and abroad. The university truly believes and tirelessly strides towards the concept of **Student First but Quality Foremost.**

A Flexible Mode of Learning

Programmes offered by KSOU in the distance education mode are custom-designed by a team of experts and specialists drawn from reputed universities, industry and in-house faculty. The curriculum is sanctioned by experts and is adapted after an academic audit. The inbuilt flexibility enables to bring in changes quickly thus ensuring the system to be more dynamic and updated at all times.

Along with the students coming from formal stream who have passed the qualifying examinations, learners with no formal education who intend to pursue higher education are also encouraged to seek admissions for various academic programmes. The programme delivery is essentially through multimedia package comprising printed self instructional material, personal contact programme, radio counseling and online support. KSOU offers a wide range of disciplines to choose from PG programmes and a varied combination of optional subjects to select from UG programmes. Students are allowed to pursue their studies in other universities and institutions, subject to certain regulations.

KSOU Objectives

-  To provide access and equity through open - flexible learning, which is relevant to learners, at their doorsteps.
-  To create individualized virtual learning spaces to the needs of the new age learners and to enable universal knowledge resource sharing through innovative pedagogy.
-  Better quality assurance and excellence through institutional collaboration and accessibility.
-  To ensure institutional determination towards emancipatory learning.
-  To create environment and knowledge media of first choice for learners and professionals worldwide.
-  To keep pace with the new age requirement and encourage proactive convergence of media and technology for teaching and learning.
-  To innovate, explore and practice new avenues in knowledge management and sharing for positive social intervention.
-  To ensure sustained efforts to interpret and operationalise learner's needs to develop new skills through collaborative learning.



Karnataka State Open University
Manasagangotri,
Mysore-570006

Final MA-MCJ Paper-4
Code: MCJ 24

COURSE	IV	CURRENT AFFAIRS AND SOCIAL ISSUES	
BLOCK	I	CURRENT AFFAIRS	
Unit	1	International political organizations	01
Unit	2	Indian political setup	09
Unit	3	Liberalization, Privatization, Globalization	17
Unit	4	Futuristic approaches in media	25
Unit	5	Sustainable development and mankind	33

INSTRUCTIONAL DESIGN AND EDITORIAL COMMITTEE

Prof.B.A.VIVEKA RAI, Vice Chancellor,Karnatka State Open University
Manasagangotri, Mysore-570006. **Chairman**

Prof.K.T.SHIVANNA, Dean (Academic),Karnatka State Open University
Manasagangotri, Mysore-570006. **Convener**

Lesson Advisory Committee

Prof. K. V. NAGARAJ, DOS in Communication and Journalism,
PG Centre,Mangalore University

Prof. G .P. SHIVARAM, DOS in Communication and Journalism,
PG Centre,Mangalore University

Prof .A. S. BALASUBRAMANYA, DOS in Communication and Journalism,
PG Centre,Karnataka University, Dharwad

Prof.N.USHA RANI, DOS in Communication and Journalism,
PG Centre,University of Mysore.

Dr. K .J .JOSEPH, DOS in Communication and Journalism,
PG Centre, University of Mysore.

Dr. NIRANJANA VANALLI, DOS in Communication and Journalism
PG Centre, University of Mysore

Dr. C. K. PUTTA SWAMY, DOS in Communication and Journalism,
PG Centre, University of Mysore

SHAILESH RAJ URS, Subject Co-ordinator,
DOS in Mass Communication and Journalism, KSOU, Mysore

Instructional Design

Prof.J. V. VILA NILAM, Former Vice Chancellor, University of Kerala

Prof. K.V. NAGARAJ, DOS in Communication and Journalism,
PG Centre,Mangalore University

THEJASVI NAVILOOR,DOS in Communication and Journalism,
PG Centre, University of Mysore

UNIT WRITERS

UNITS

Prof Kiran Prasad

1,2,3,4 and 5

PUBLISHER

Sri K.N.Lingappa KAS

Registrar-Administration,KSOU, Mansagangotri, Mysore-570006

Developed by the Academic Section-KSOU, November 2007. All rights reserved. No part of this work may be reproduced in any form without permission in writing from KSOU. For details contact :

The Dean-Academic, KSOU, Mansagangotri, Mysore-570006

Cover page : concept and design - SHAILESH RAJ URS AND VISHWA

Photo courtesy yahoo and google

Final Year MA - Mass Communication and Journalism.
INSTRUCTIONAL DESIGN

COURSE I SPECIALIZED COMMUNICATION PAPER

BLOCK I INTERNATIONAL COMMUNICATION

- Unit 1 International news flow
- Unit 2 Communication as a human right
- Unit 3 UNESCO and new communication order
- Unit 4 Issues in international communication
- Unit 5 Mc Bride Commission report

BLOCK II INTERCULTURAL COMMUNICATION

- Unit 1 Eastern and western perspective of culture
- Unit 2 Intercultural communications: Philosophical dimensions
- Unit 3 Communication as a concept in eastern and western culture
- Unit 4 Linguistic aspects in intercultural communication
- Unit 5 Mass media and mass culture

BLOCK III MARKETING COMMUNICATION

- Unit 1 Media and marketing forces
- Unit 2 Marketing and consumer behavior
- Unit 3 Marketing methods and dimensions of retailing
- Unit 4 Product promotion communication
- Unit 5 Marketing research

BLOCK IV FINANCIAL JOURNALISM

- Unit 1 Economic theories
- Unit 2 Institutional financing
- Unit 3 Investment and money market
- Unit 4 Financial journalism: Concept and issues
- Unit 5 Financial journalism in India.

Final Year MA - Mass Communication and Journalism.
INSTRUCTIONAL DESIGN

COURSE II MEDIA APPRECIATION AND RESEARCH PAPER CODE: 22

BLOCK I COMMUNICATION PSYCHOLOGY

- Unit 1 Mass media and public opinion**
- Unit 2 Communication and leadership**
- Unit 3 Communication and social perception**
- Unit 4 Marketing communications**
- Unit 5 Communication and mass behavior**

BLOCK II MEDIA CRITICISM

- Unit 1 Impact of business interest on media content**
- Unit 2 Media environment**
- Unit 3 Media text analysis**
- Unit 4 Mediated culture: European contours**
- Unit 5 Media technology issues**

BLOCK III MEDIA ADVOCACY

- Unit 1 Media practice: Interpretative, investigative and depth**
- Unit 2 Media crusade**
- Unit 3 Campaign journalism**
- Unit 4 Embedded media**
- Unit 5 Media advocacy and ethical issues**

BLOCK IV MEDIA RESEARCH

- Unit 1 Elements and approaches of media research**
- Unit 2 Research design**
- Unit 3 Tools for data collection**
- Unit 4 Media research methods**
- Unit 5 Data analysis techniques**

Final Year MA - Mass Communication and Journalism.
INSTRUCTIONAL DESIGN

COURSE III COMMUNICATION DIMENSIONS PAPER CODE:

BLOCK I ENVIRONMENTAL COMMUNICATION

- Unit 1 Environmental concepts**
- Unit 2 Environmental debate**
- Unit 3 Environmental pacts**
- Unit 4 Environmental issues**
- Unit 5 Environmental journalism**

BLOCK II BROADCAST JOURNALISM

- Unit 1 Camera techniques and lighting**
- Unit 2 Script writing**
- Unit 3 Anchoring, News reading**
- Unit 4 Video editing techniques**
- Unit 5 Audio recording techniques**

BLOCK III FILM STUDIES

- Unit 1 Film classics**
- Unit 2 Film criticism and review**
- Unit 3 Film genres**
- Unit 4 Film as a mass medium**
- Unit 5 Indian Films**

BLOCK IV PHOTOJOURNALISM

- Unit 1 Development of photography**
- Unit 2 Importance and characteristics of photojournalism**
- Unit 3 Aesthetics in photography**
- Unit 4 Photojournalism techniques**
- Unit 5 Professional photographic institutions**

Final Year MA - Mass Communication and Journalism.
INSTRUCTIONAL DESIGN

COURSE IV CURRENT AFFAIRS AND SOCIAL ISSUES PAPER CODE: 24

BLOCK I CURRENT AFFAIRS

- Unit 1 International political organizations**
- Unit 2 Indian political setup**
- Unit 3 Liberalization, Privatization, Globalization**
- Unit 4 Futuristic approaches in media**
- Unit 5 Sustainable development and mankind**

BLOCK II ECONOMIC ISSUES

- Unit 1 Economic development and planning**
- Unit 2 Corruption, scams and dishonesty**
- Unit 3 Trade, Commerce and industry**
- Unit 4 Environment and agriculture**
- Unit 5 Terrorism and clash of ideas**

BLOCK III ISSUES IN FOCUS

- Unit 1 Mass movements**
- Unit 2 International disputes**
- Unit 3 Interstate and local disputes**
- Unit 4 Democracy and electoral systems**
- Unit 5 Communism and authoritarian regimes**

BLOCK IV SOCIAL ISSUES

- Unit 1 Illiteracy, poverty and educational needs**
- Unit 2 Gender discrimination and lost opportunities**
- Unit 3 Crime, judiciary and human rights**
- Unit 4 Public administration and bureaucracy**
- Unit 5 Religion and society**

Final Year MA - Mass Communication and Journalism.
INSTRUCTIONAL DESIGN

COURSE	V	COMMUNICATION SKILLS	PAPER
---------------	----------	-----------------------------	--------------

BLOCK	I	SPOKEN COMMUNICATION
--------------	----------	-----------------------------

- | | | |
|------|---|--------------------------------------|
| Unit | 1 | Fundamentals of speech communication |
| Unit | 2 | Effective public speaking |
| Unit | 3 | Voice, pronunciation and diction |
| Unit | 4 | Social behavior and interaction |
| Unit | 5 | Media grammar |
-

BLOCK	II	WRITTEN COMMUNICATION
--------------	-----------	------------------------------

- | | | |
|------|---|---|
| Unit | 1 | Usage and common errors in media language |
| Unit | 2 | Basics of technical writing |
| Unit | 3 | Preparation of press kit |
| Unit | 4 | Special publications |
| Unit | 5 | Translation |
-

BLOCK	III	GRAPHIC COMMUNICATION
--------------	------------	------------------------------

- | | | |
|------|---|------------------------------|
| Unit | 1 | Computer graphics |
| Unit | 2 | Cartooning and illustrations |
| Unit | 3 | Animation |
| Unit | 4 | Artistic approaches in media |
| Unit | 5 | Color schemes |
-

BLOCK	IV	NON-VERBAL COMMUNICATION
--------------	-----------	---------------------------------

- | | | |
|------|---|---------------------------|
| Unit | 1 | Basics of Semiotics |
| Unit | 2 | Nature of body language |
| Unit | 3 | Importance of eye contact |
| Unit | 4 | Gestures and emotions |
| Unit | 5 | Positive appearance |



Structure:

1.0 Objectives

1.1 Introduction

1.2 Scope and Structure of International Political Organizations

1.2.1 United Nations

1.2.2 The Arab League

1.2.3 Association of South East Asian Nations

1.2.4 Commonwealth of Independent States

1.2.5 The Commonwealth

1.2.6 Council of Europe

1.2.7 European Union (EU)

1.2.8 Group of Eight

1.2.9 African Union

1.2.10 Organization of Islamic Conference

1.2.11 Non-Aligned Movement

1.2.12 South Asian Association for Regional Cooperation

1.3 Future of International Political Organizations

1.4 Let Us Sum Up

1.5 Check your Progress

1.6 For Further Reading

1.0 OBJECTIVES

The end of World War Two saw the birth and growth of several international political organizations to forge international cooperation in solving international political, economic, social, cultural and humanitarian problems. While international organizations like the United Nations have Member States from all over the world regional political organizations like European Union (EU) and South Asian Association for Regional Cooperation (SAARC) are aimed at achieving regional cooperation among its members. In this unit, you will study:

- The origin and evolution of international political organizations;
- The different international political organizations;
- The scope and structure of international political organizations; and
- The future of international political organizations.

1.1 INTRODUCTION

It is over sixty years since the end of the World War II. Many countries were liberated from colonial rule and entered a new era of political emancipation. The years following World War II saw the emergence of multilateral international political organizations like the United Nations that rendered development assistance in terms of both money and ideas to the war torn countries of Europe. Later during the post war years in the nineteen fifties and sixties, the UN and its executing agencies turned their attention to the newly independent countries of Asia and Africa to provide development aid and relief work.

In recent years, international political organizations have occupied an important position to forge common links with countries that share similar values and interests. International political organizations have entered a wide range of development areas to promote greater international understanding and cooperation. They are also concerned with promoting peace and security among different Member States. These organizations have become important forums for world leaders to address and engage with to improve regional and international cooperation and understanding.

1.2 SCOPE AND STRUCTURE OF INTERNATIONAL POLITICAL ORGANIZATIONS

The United Nations is by far the biggest international political organization. It has in addition to the 18 independent specialized agencies, 14 major UN programmes and funds devoted to the economic and social progress of the developing countries.

1.2.1 The United Nations (UN)

Is an association of 191 member countries that have pledged themselves to maintain international peace and security and cooperate in solving international political, economic, social, cultural and humanitarian problems towards achieving this end. The United Nations officially came into being on 24th October 1945 and UN Day is celebrated each year on this day. The UN has its headquarters in New York. The principal organs of the UN are: General Assembly, Secretariat, Security Council, Trusteeship Council, Economic and Social Council, and International Court of Justice.

General Assembly: The General Assembly consists of the representatives of all the member states. Each state has one vote, but may send five representatives. The Assembly meets at least once in a year. It elects its own President and Vice-President every year.

Security Council: The Security Council consists of 15 members, each of which has one vote. There are five permanent and 10 non-permanent members elected for a two-year term by a two-thirds majority of the General Assembly. The permanent members have the power to veto any move. The permanent members are China, France, Russia, UK, and USA.

Trusteeship Council: The UN Charter provides for an international trusteeship system to safeguard the interests of the inhabitants of the territories which are not yet fully self-governing and which may be placed there-under by individual trusteeship agreements. They are called trust territories. All of the original trust territories have become independent or joined independent countries. Members of the trusteeship council are China, France, Russia, UK and USA.

Economic and Social Council: The Economic and Social Council consisting of 54 members is responsible under the General assembly for carrying out the functions of The UN with regard to international economic, social, cultural, educational, health and related matters. The Council's Regional Economic Commissions: Economic Commission for Europe, Geneva (ECE), Economic and Social Commission for Asia Pacific, Bangkok (ESCAP), Economic Commission for Latin America and the Caribbean, Santiago, Chile (ECLAC), Economic Commission for Africa, Addis Ababa (ECA), Economic Commission for Western Asia, Amman, Jordan (ESCWA).

International Court of Justice: The International Court of Justice was created by an international treaty, the Statute of the Court, which forms an integral part of the UN Charter. All members of the UN are ipso facto parties to the Statute of the Court. There are fifteen judges and the headquarters is in the Netherlands.

The Secretariat: The Secretariat is composed of the Secretary-General, who is the chief administrative officer of the organization and an international staff is appointed by him under regulations established by the General Assembly. Its headquarters is in New York.

Apart from the UN, there are major regional international political organizations that play a significant role in specific regions and also promoting cross-national and multi-regional cooperation on economic and development issues.

1.2.2 The Arab League also called League of the Arab States

Is a regional organization of Arab States in the Middle East and North Africa formed in Cairo on March 22, 1945. It is an outcome of a national awakening of Arabs, following the fall of the Ottoman Empire in the First World War. Initially, seven states formed the League, defining its main goals as to draw closer the relations between member States and co-ordinate collaboration between them, to safeguard their independence and sovereignty, and to consider in a general way the affairs and interests of the Arab countries. The organization of the Arab League is based on principles that would support and promote a unified Arab Nationalism and a common position among Arabic states on various issues. Its headquarters is in Egypt.

Each member has one vote on the League Council, Decisions being binding only on those states that have voted for them. The aims of the League in 1945 were to strengthen and coordinate the political, cultural, economic, and social programs of its members, and to mediate disputes among them or between them and third parties. The Arab League resembles the Organization of American States, the Council of Europe, and the African Union, in that it has primarily political aims; one can regard each of these organizations as a regional version of the United Nations. However, its membership is based on culture rather than geographical location (which is the basis for membership of the other organizations cited above). In this respect the Arab League may bring to mind organizations such as the Latin Union.

The members of the Arab League are Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, State of Palestine, Qatar, Saudi Arabia, Sudan, Somalia, Syria, Tunisia, United Arab Emirates, Yemen. The States with Observer status are Eritrea and India. All Arab League members are also members of the Organization of the Islamic Conference. In turn, the memberships of the smaller GCC and Arab Maghreb Union organizations are subsets of that of the Arab League. The Arab League differs notably from some other regional organizations such as the European Union, in that it has not achieved any significant degree of regional integration and the organization itself has no direct relations with the citizens of its member states.

1.2.3 The Association of South East Asian Nations (ASEAN)

Is a regional organization formed by the governments of Indonesia, Malaysia, the Philippines, Singapore and Thailand through the Bangkok Declaration which was signed by the Foreign Ministers of ASEAN countries on 8th August 1967. Its aim is to accelerate economic progress and maintain the economic stability of South East Asia. Members in addition to the above four are Brunei, Cambodia, Laos, Myanmar, and Vietnam. Its headquarters is in Indonesia.

1.2.4 Commonwealth of Independent States (CIS)

Was created in December 1991 upon the disbanding of the Soviet Union. It is made up of 12 of the 15 former Soviet constituent republics. Its members are Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan. The capital of the commonwealth is Minsk, Belarus.

1.2.5 The Commonwealth

Is an organization of nations and dependencies that were once part of the former British Empire. There are 54 members. The British monarch is the symbolic head of the Commonwealth. Its headquarters is in London.

1.2.6 Council of Europe

In 194, the 'Congress of Europe' called for the creation of united Europe, including a European Assembly. This proposal was the origin of the Council of Europe which has 24 member states. Its headquarters is in France.

1.2.7 European Union (EU)

The European Union was known as the European Community until 1994. The EU has become the world's largest and most prosperous trading area. Its headquarters is in Brussels, Belgium. The European Parliament has members from all the member states

1.2.8 Group of Eight

Group of Eight (G-8) established in 1985 is an organization of eight major industrial democracies who meet periodically to discuss world economic and political issues. Members are Canada, France, Germany, Italy, Japan, United Kingdom, United States and Russia.

1.2.9 African Union

The Organization of African Unity now known as African Union came into being in May 1963. Its chief objectives are unity and solidarity among African States, elimination of colonialism and defence of the independence of member states. In July 2001, African leaders agreed on a plan to create the African Union (AU) to replace OAU. It has 53 member states and in 2002, the new name African Union was adopted. The Au has its headquarters at Addis Ababa, Ethiopia.

1.2.10 Organization of Islamic Conference (OIC)

The Organization of Islamic Conference (OIC) was established in 1969. it has 57 members including the PLO. It aims to promote Islamic solidarity and cooperation. Its office is in Jeddah, Saudi Arabia.

1.2.11 Non-Aligned Movement (NAM)

The Non-Aligned Movement (NAM) is a group of 114 countries, mostly developing. The principles of non-alignment were defined in Bandung (Indonesia) Declaration of 1955 and reiterated in the Brioni (erstwhile Yugoslavia) Declaration of 1956 by Jawaharlal Nehru, Josip Broz Tito, and Gamel Abdul Nasser. The first Non-Aligned Conference was held at Belgrade in 1961 in which 25 countries participated. The basic thrust of the movement is in favour of peace, disarmament, development, independence, eradication of poverty and illiteracy.

1.2.12 South Asian Association for Regional Cooperation (SAARC)

The South Asian Association for Regional Cooperation (SAARC) comprises India, Maldives, Pakistan, Bangladesh, Sri Lanka, Bhutan and Nepal. It was launched following the Dacca Summit in early December 1985. Its headquarters is in Nepal.

1.3 FUTURE OF INTERNATIONAL POLITICAL ORGANIZATIONS

There is hope among smaller nations that international political organizations will help to secure a more prosperous and secure world. But of late, particularly after the Afghan War and Iraqi invasion, international political organizations have increasingly come under attack for failing to check unilateral actions by powerful western countries such as USA and UK. There is also pressure to expand the Security Council to include 'new powers' such as India, Japan and Germany as permanent members and this has been suggested by various international fora. Criticisms apart, international political organizations hold out a hope for negotiation, economic and social cooperation, conflict resolution and peace building among various member states.

For instance, many Indo-Pak dialogues are held on the sidelines of the SAARC Summit. There are also cooperative joint mechanisms among the SAARC nations to step up monitoring of human trafficking of women and girls. There are also several educational opportunities for mutual understanding and friendship under international exchange programmes funded by various international political organizations.

1.4 LET US SUM UP

The end of World War Two saw the birth and growth of several international political organizations to forge international cooperation in solving international political, economic, social, cultural and humanitarian problems. The years following World War II saw the emergence of multilateral international political organizations like the United Nations that rendered development assistance in terms of both money and ideas.

The United Nations is by far the biggest international political organization. The UN has its headquarters in New York. The principal organs of the UN are: General Assembly, Secretariat, Security Council, Trusteeship Council, Economic and Social Council, and International Court of Justice.

Apart from the UN, there are major regional international political organizations that play a significant role in specific regions and also promoting cross-national and multi-regional cooperation on economic and development issues. Some of the organizations are the Arab League, African Union, the G-8, Organization of Islamic States, European Union, ASEAN, and SAARC.

International political organizations have increasingly come under attack for failing to check unilateral actions by powerful western countries. Criticisms apart, international political organizations hold out a hope for negotiation, economic and social cooperation, conflict resolution and peace building among various member states.

Activity-1

1. Visit the office of an international organization to understand their activities.
2. Find out how journalists use these organizations as news sources.

1.5 CHECK YOUR PROGRESS

Note: Compare your answers with those given in the unit.

1. Explain the various arms of the United Nations.
2. Discuss the various types and nature of regional political organizations.
3. What is the scope of international political organizations in promoting global peace?

1.6 FOR FURTHER READING

1. *Manorama Yearbook 2007*, Malayala Manorama, Kottayam, 2007.
2. A.P. Jain (Ed.), *India and the World*, Delhi: D.K. Publishing House, 1972.
3. B. Ward Jackson, *India and the West*, London: Hamish Hamilton, 1961.
4. Martin Kilson, *New States in the Modern World*, Cambridge and London: Harvard University Press, 1975.

UNIT II: INDIAN POLITICAL SETUP

Structure:

2.0 Objectives

2.1 Introduction

2.2 Political Setup of India

2.2.1 The President of India

2.2.2 Vice-President

2.2.3 Council of Ministers

2.2.4 Rajya Sabha

2.2.5 Lok Sabha

2.3 State Governments

2.4 Judicial System

2.4.1 Supreme Court

2.4.2 High Courts

2.5 Legislative Relations between the Union and the States

2.6 Let Us Sum Up

2.7 Check your Progress

2.8 For Further Reading

2.0 OBJECTIVES

Inspired and guided by Mahatma Gandhi and his unique philosophy of *Satyagraha* and Non Violence, India attained her Independence on 15th August 1947. Later, the people of India, gave unto themselves, a Constitution, that has governed the Republic of India since then. The Constitution of India lays down the basic structure of government under which the people are to be governed. It establishes the main organs of government - the executive, the legislature and the judiciary. The Constitution not only defines the powers of each organ, but also demarcates their responsibilities. It regulates the relationship between the different organs and between the government and the people. It thus forms the basis of politics in India. The Constitution is superior to all other laws of the country. Every law enacted by the government has to be in conformity with the Constitution. The present unit will enable you to:

- know the structure of the Indian political system;
- understand the basic tiers of the Indian political setup;
- know the functions of the different arms of the government; and
- study the legislative relations between the Union and States.

2.1 INTRODUCTION

Politics of India takes place in a framework of a federal parliamentary representative democratic republic, whereby the Prime Minister of India is the head of government, and of a pluriform multi-party system. Executive power is exercised by the government. Federal legislative power is vested in both the government and the two chambers of the Parliament of India. The judiciary is independent of the executive and the legislature.

According to its Constitution, India is a “sovereign socialist secular democratic republic;” the largest state with a democratically-elected government. Like the United States, India has a federal form of government, however, the central government in India has greater power in relation to its states, and its central government is patterned after the British parliamentary system. Regarding the former, “the Centre”, the national government, can and has dismissed state governments if no majority party or coalition is able to form a government or under specific Constitutional clauses, and can impose direct federal rule known as President’s rule. Below are some details of the governing structure, as enshrined in the Constitution of India.

2.2 POLITICAL SETUP OF INDIA

India follows the Federal System in Politics. India, a union of states, is a Sovereign, Secular, Democratic, Republic with a Parliamentary system of Government. The Indian Polity

is governed in terms of the Constitution, which was adopted by the Constituent Assembly on 26 November 1949 and came into force on 26 November 1950.

The President is the constitutional head of Executive of the Union. Real executive power vests in a Council of Ministers with the Prime Minister as head. Article 74(1) of the Constitution provides that there shall be a Council of Ministers headed by the Prime Minister to aid and advise the President who shall, in exercise of his functions, act in accordance with such advice. The Council of Ministers is collectively responsible to the Lok Sabha, the House of the People. In the states, the Governor, as the representative of the President, is the head of Executive, but real executive power rests with the Chief Minister who heads the Council of Ministers. The Council of Ministers of a state is collectively responsible to the elected legislative assembly of the state.

The Constitution governs the sharing of legislative power between Parliament and the State Legislatures, and provides for the vesting of residual powers in Parliament. The power to amend the Constitution also vests in Parliament. The Union Executive consists of the President, the Vice President and Council of Ministers with the Prime Minister at the head to aid and advise the President.

2.2.1 THE PRESIDENT OF INDIA

The Indian political system is headed by the President of India who is the Executive Head of State and the Supreme Commander of the Armed Forces. The President is elected from an electoral college consisting of (a) the elected members of both Houses of Parliament and (b) the elected members of the Legislative Assemblies of the States with suitable weightage given to each vote. . The President holds office for five years and is eligible for re-election.

Rashtrapati Bhavan is the Official Residence of the President.

The President has executive, legislative, financial, judicial and residual powers. Among other powers, the President can proclaim an emergency in the country if he is satisfied that the security of the country or of any part of its territory is threatened whether by war or external aggression or armed rebellion. When there is a failure of the constitutional machinery in a state, he can assume to himself all or any of the functions of the government of that state.

2.2.2 VICE-PRESIDENT

The Vice-President is elected in the same way as the President, and holds office for five years. The Vice-President is Ex-officio Chairman of the Rajya Sabha.

2.2.3 COUNCIL OF MINISTERS

The Council of Ministers comprises Cabinet Ministers, Minister of States (independent charge or otherwise) and Deputy Ministers. Prime Minister communicates all decisions of the Council of Ministers relating to administration of affairs of the Union and proposals for legislation to the President. Generally, each department has an officer designated as secretary to the Government of India to advise Ministers on policy matters and general administration. The Cabinet Secretariat has an important coordinating role in decision making at highest level and operates under direction of Prime Minister. The *South Block*, housing the Office of the Prime Minister of India.

The Legislative Arm of the Union, called Parliament, consists of the President, Rajya Sabha and Lok Sabha. All legislation requires consent of both houses of parliament. However, in case of money bills, the will of the Lok Sabha prevails.

2.2.4 RAJYA SABHA

The Rajya Sabha consists of 245 members. Of these, 233 represent states and union territories and 12 members are nominated by the President from among distinguished citizens. Elections to the Rajya Sabha are indirect; members are elected by the elected members of Legislative Assemblies of the concerned states. The Rajya Sabha is not subject to dissolution, one third of its members retire every second year.

2.2.5 LOK SABHA

The Lok Sabha is composed of representatives of the people chosen by direct election on the basis of universal adult suffrage. As of today, the Lok Sabha consists of 545 members with 2 members nominated by the President to represent the Anglo-Indian Community. Unless dissolved under unusual circumstances, the term of the Lok Sabha is five years.

2.3 STATE GOVERNMENTS

The system of government in states closely resembles that of the Union. There are 26 states and six Union territories in the country. Union Territories are administered by the President through an Administrator appointed by him. Till 1 February 1992, the Union Territory of Delhi was governed by the Central government through an Administrator appointed by the President of India. Through a Constitutional amendment in Parliament, the Union Territory of Delhi is now called the National Capital Territory of Delhi from 1 February 1992. General elections to the Legislative assembly of the National Capital Territory were held in November 1993.

2.4 JUDICIAL SYSTEM

The Supreme Court is the apex court in the country. The High Court stands at the head of the state's judicial administration. Each state is divided into judicial districts presided over by a district and sessions judge, who is the highest judicial authority in a district. Below him, there are courts of civil jurisdiction, known in different states as munsifs, sub-judges, civil judges and the like. Similarly, criminal judiciary comprises chief judicial magistrate and judicial magistrates of first and second class.

2.4.1 SUPREME COURT

The Supreme Court has original, appellate and advisory jurisdiction. Its exclusive original jurisdiction extends to all disputes between the Union and one or more states or between two or more states. The Constitution gives an extensive original jurisdiction to the Supreme Court to enforce Fundamental Rights.

Appellate jurisdiction of the Supreme Court can be invoked by a certificate of the High Court concerned or by special leave granted by the Supreme Court in respect of any judgement, decree or final order of a High Court in cases both civil and criminal, involving substantial questions of law as to the interpretation of the constitution. The President may consult the Supreme Court on any question of fact or law of public importance. The Supreme Court of India comprises of the Chief Justice and not more than 25 other Judges appointed by the President. Judges hold office till 65 years of age.

2.4.2 HIGH COURTS

There are 18 High Courts in the country, three having jurisdiction over more than one state. Bombay High Court has the jurisdiction over Maharashtra, Goa, Dadra and Nagar Haveli and Daman and Diu. Guwahati High Court, which was earlier known as Assam High Court, has the jurisdiction over Assam, Manipur, Meghalaya, Nagaland, Tripura, Mizoram and Arunachal Pradesh. Punjab and Haryana High Court has the jurisdiction over Punjab, Haryana and Chandigarh. Among the Union Territories, Delhi alone has had a High Court of its own. The other six Union Territories come under jurisdiction of different state High Courts.

The Chief Justice of a High Court is appointed by the President in consultation with the Chief Justice of India and the Governor of the state. Each High Court has powers of superintendence over all courts within its jurisdiction. High Court judges retire at the age of 62. The jurisdiction as well as the laws administered by a High Court can be altered both by the Union and State Legislatures. Certain High Courts, like those at Bombay, Calcutta and Madras, have

original and appellate jurisdictions. Under the original jurisdiction suits, where the subject matter is valued at Rs.25,000 or more, can be filed directly in the High Court. Most High Courts have only appellate jurisdiction. Apart from the high court there are also Lok Adalats which are voluntary agencies for resolution of disputes through conciliatory method.

2.5 LEGISLATIVE RELATIONS BETWEEN THE UNION AND STATES

Under the Constitution, Parliament has the power to make laws for the whole of or any part of the territory of India. The State Legislatures have the power to make laws for the States. The subjects on which legislation can be enacted are specified in the Seventh Schedule of the Constitution.

Parliament has the exclusive right to legislate in respect of items appearing in List I, called the "Union List". This list includes area such as defence, foreign affairs, currency, income tax, excise duty, railways, shipping, posts and telegraphs, etc.

State Legislatures have the exclusive power to make laws in relation to items appearing in List II called the "State List". This includes items like public order, police, public health, communications, agriculture, lotteries, taxes on entertainment and wealth, sales tax and octroi, etc.

Both Parliament and the State Legislatures have the power to legislate in items appearing in List III of the Constitution which is known as "Concurrent List". This list includes items like electricity, newspapers, criminal law, marriage and divorce, stamp duties, trade unions, price controls, etc.

As like any other democracy, political parties represent different sections among the Indian society and regions, and their core values play a major role in the politics of India. Both the executive branch and the legislative branch of the government are run by the representatives of the political parties who have been elected through the elections. Through the electoral process, the people of India choose which majority in the lower house, a government cannot be formed by that party or the coalition.

India has a multi-party system, where there are a number of national as well as regional parties. A regional party may gain a majority and rule a particular state. If a party represents more than 4 states then such parties are considered as national parties. For most of its independent history, India has been ruled by the Indian National Congress (INC). The party enjoyed a parliamentary majority barring two brief periods during the 1970s and late 1980s. This rule was interrupted between 1977 to 1980, when the Janata Party coalition won the election owing to public discontent with the controversial state of emergency declared by the then Prime Minister Indira Gandhi. The Janata Dal won elections in 1989, but its government managed to hold on to power for only two years.

Between 1996 and 1998, there was a period of political flux with the government being formed first by the right-wing nationalist Bharatiya Janata Party (BJP) followed by a left-leaning

United Front coalition. In 1998, the BJP formed the National Democratic Alliance with smaller regional parties, and became the first non-INC and coalition government to complete a full five-year term. The 2004 Indian elections saw the INC winning the largest number of seats to form a government leading the United Progressive Alliance, and supported by left-parties and those opposed to the BJP.

2.6 LET US SUM UP

Politics of India takes place in a framework of a federal parliamentary representative democratic republic, whereby the Prime Minister of India is the head of government, and of a pluralistic multi-party system. Executive power is exercised by the government. Federal legislative power is vested in both the government and the two chambers of the Parliament of India. The judiciary is independent of the executive and the legislature.

The President is the constitutional head of Executive of the Union. Real executive power vests in a Council of Ministers with the Prime Minister as head. Article 74(1) of the Constitution provides that there shall be a Council of Ministers headed by the Prime Minister to aid and advise the President who shall, in exercise of his functions, act in accordance with such advice. The Council of Ministers is collectively responsible to the Lok Sabha, the House of the People.

In the states, the Governor, as the representative of the President, is the head of Executive, but real executive power rests with the Chief Minister who heads the Council of Ministers. The Council of Ministers of a state is collectively responsible to the elected legislative assembly of the state.

The Supreme Court is the apex court in the country. The High Court stands at the head of the state's judicial administration. Each state is divided into judicial districts presided over by a district and sessions judge, who is the highest judicial authority in a district. Below him, there are courts of civil jurisdiction, known in different states as munsifs, sub-judges, civil judges and the like. Similarly, criminal judiciary comprises chief judicial magistrate and judicial magistrates of first and second class.

Under the Constitution, Parliament has the power to make laws for the whole of or any part of the territory of India. The State Legislatures have the power to make laws for the States. The subjects on which legislation can be enacted are specified in the Seventh Schedule of the Constitution. Parliament has the exclusive right to legislate in respect of items appearing in List I, called the "Union List". State Legislatures have the exclusive power to make laws in relation to items appearing in List II called the "State List". Both Parliament and the State Legislatures have the power to legislate in items appearing in List III of the Constitution which is known as "Concurrent List".

For most of its independent history, India has been ruled by the Indian National Congress (INC). Between 1996 and 1998, there was a period of political flux with the government being

formed first by the right-wing nationalist Bharatiya Janata Party (BJP) followed by a left-leaning United Front coalition. In 1998, the BJP formed the National Democratic Alliance with smaller regional parties, and became the first non-INC and coalition government to complete a full five-year term. The 2004 Indian elections saw the INC winning the largest number of seats to form a government leading the United Progressive Alliance, and supported by left-parties and those opposed to the BJP.

2.7 CHECK YOUR PROGRESS

Note: Compare your answers with those given in the unit.

1. Describe the nature of the Indian political system.
2. What is the basic governing structure in India?
3. Explain the judicial system in India.
4. Discuss the legislative relations between the Union and states in India.

2.8 FOR FURTHER READING

- 1 Kiran Prasad (Ed), *Political Communication: The Indian Experience*, Volumes 1&2, New Delhi: B. R. Publishing Corporation, 2003.
- 2 R. Chandra, *Ideology and Politics in Modern India*, New Delhi: Har Anand Publications, 1994.
- 3 M. Bipin Chandra Mukherjee and A. Mukherjee, *India After Independence*, New Delhi: Viking, Penguin India Private Limited, 1999.
- 4 R. Vohra, *The Making of India*, New Delhi: Vision Books, 2000.
- 5 Romila Thapar (Ed), *India- Another Millennium?* New Delhi: Penguin Books, 2001.

UNIT III : LIBERALIZATION, PRIVATIZATION, GLOBALIZATION

Structure:

- 3.0 Objectives**
- 3.1 Introduction**
- 3.2 Liberalization**
- 3.3 Privatization**
- 3.4 Globalization**
- 3.5 Let Us Sum Up**
- 3.6 Check your Progress**
- 3.7 For Further Reading**

3.0 OBJECTIVES

The three dominant forces shaping societies and economies around the world are globalization, privatization, and liberalization. Because these processes are interrelated, they must be addressed collectively. The unit shows that globalization, privatization, and liberalization are multidimensional phenomena that impact not only the economic considerations of governments, but also socio-cultural and environmental aspects of societies. The present unit will enable you to:

- understand the meaning of liberalization, privatization and globalization;
- find out the interrelations between these processes;
- know some of the effects of these processes in developing countries; and
- critically look at the positive and negative aspects of liberalization, privatization and globalization.

3.1 INTRODUCTION

Privatization represents a reversal of the process of nationalization begun early in this century. In most communist countries, a wave of nationalizations ensued shortly after communist governments assumed power in the aftermath of World War I and World War II. In part, the roots of privatization stem from the recent decline of socialism as well as from the growing conviction that free enterprise advances the wealth of nations better than nationalized industries and planned economies.

In India, the 1990s was characterized by a complex process of political transformation and liberalization of the economy. The decade saw the rise of coalition politics that led to the decline of single political party domination and phases of political instability. It was also a decade that marked a dramatic paradigm shift turning India from an inward-looking highly controlled economy to a more open system. Liberalization of the economy began with a new industrial policy statement in August 1991 which abolished industrial licensing and import restrictions, de-reserved several areas earmarked for the state and brought in, for the first time, the concept of disinvestment, of a limited nature. Since the Eighth Five Year Plan (1992-97) the Indian economy has accomplished an array of structural reforms in the areas of trade, industry, taxation, exchange rate and external economic policies to make it internationally competitive and bring to an end a long era of licensing and controls.

Despite a slump in the economies of a large number of countries in the latter half of the 1990s, the Indian economy with a sustained growth of 5 to 6 per cent on an average is being reckoned as one of the fastest growing economies in the world. After a decade of liberalization and partial integration with the world economy, the Indian economy is preparing to meet the challenges from volatile international markets and international trade.

The structural transformation of the Indian economy has been speeded up largely due to the emergence of services as a leading sector with both backward and forward linkages with agriculture

and industry. The 'Service' sector comprises trade, hotels, transport and communications; financial, real estate and business services; and community, social and personal services. The impressive growth in the service sector has become possible by the relatively faster spread of information technology and telecommunications.

Information Technology - Enabled Services (ITES) would play a lead role in the export of services in future. ITES is responsible for keeping the major IT- driven industries ticking. India is today home to hundreds of transcription and call centers that answer service – related queries from customers world-wide ranging from comments on baseball scores to the problems of municipal offices in the European Community which were the prime customers of the German enterprise management system that had one of its key development centers in Kerala's capital Thiruvananthapuram.

Privatization has also been driven by the increasing globalization of the world economy. Several decades of rapid growth in international trade and investment have made competitiveness in international trade an essential factor in the ability to create jobs, raise real wages, and generate wealth. Globalization is a much debated topic today. It has many supporters as well as those who resist the oppressive conditions of globalization.

3.2 LIBERALIZATION

Liberalization within a national framework involves a large variety of legislative issues. Capital account liberalization, interest rates set by the market, and flexible exchange regimes create the framework for the globalization of financial transactions. Foreign investments (both foreign direct investment - FDI - and portfolio investment) flow in and out in almost all countries. Interest rate liberalization is proceeding rapidly, and flexible exchange rates have become dominant in developing countries as well. When capital is free to move, it has to make a choice where to settle down.

The new wave of economic and technological changes are breaking down territorial borders and superseding of national interests. Business is increasingly being confronted by international considerations of finance and trade balances. Liberalization is opening up many national economies to transnational activities wherein parts and products are manufactured and assembled in any country with the most appropriate and efficient labour, technology and facilities. Business is thus increasingly becoming global. The future of Indian business, it is said, will lie in the three Ts- Technology, Telecommunications and Tourism.

Liberalization of national legislation is performed in order to encourage the presence of multinational business. Industries previously closed to FDI have been opened, state property has been

privatized, procedures (such as administrative approvals and customs procedures) have been simplified, and incentives and concessions have been introduced. In 1996, there were 98 liberalizing changes made in the regulatory frameworks for FDI in 65 countries.

Since the liberalization of the Indian economy from August 1991, there has been an array of structural reforms in the areas of trade, industry, taxation, exchange rate, capital market and external economic policies to make it internationally competitive. A new industrial policy statement in August 1991 abolished industrial licensing, de-reserved several areas earmarked for the state, and brought in for the first time, the concept of disinvestment, of a limited nature, in order to raise non-inflationary finance for development. According to UNCTAD's 'World Investment Report 2005', India is ranked second to China and ahead of the US as one of the most favoured FDI destinations globally, having attracted foreign direct investment worth \$5.3 billion in 2004. The Indian economy with a sustained growth of 5 to 6 percent on an average is being reckoned as one of the fastest growing economies in the world.

3.3 PRIVATIZATION

Although privatization efforts differ substantially from country to country, there is a strong common economic rationale underlying the various decisions to privatize state resources. In general, the privatization of state-owned industries has been performed to achieve one or more of several objectives. These include: (1) raising revenue for the state; (2) raising investment capital for the industry or company being privatized; (3) reducing the role of government in the economy; (4) promoting wider share ownership; (5) increasing efficiency; (6) introducing greater competition; and (7) exposing firms to market discipline. For many countries, privatization has become the only effective method of raising investment capital on favourable terms. High levels of past public-sector borrowing have saddled many countries with large levels of debt. As a result, these countries have had little recourse but to sell state assets to reduce their debt, generate revenue, and raise investment capital.

The number of developing countries undertaking privatizations has grown continuously over the years. The majority of privatization revenues have been earned in Latin America (51%), followed by East Asia (21%) and Europe and Central Asia (18%). Relatively little privatization has taken place in the Middle East, North Africa or in Sub-Saharan Africa. While South Asia also experienced only modest amounts of privatization over this period, sales (primarily in Pakistan and India) have been increasing in recent years. Currently, the most dynamic sectors with the greatest privatization activity are energy and telecommunications, which are partly related. Electricity companies are entering telecommunications markets on the strength of their extensive cable and

electricity distribution networks and their experience in operating massive, company-wide internal telecommunications networks.

Privatization should be understood in a direct correlation with the globalization of capital under late or corporate capitalism. It argues that privatization has been conceived by design, not by chance and haphazard events, and that its implementation has been pursued purposely, deliberately and vigorously around the world to accomplish the objectives of the globalization of capital. This has been happening despite evidence of extremely successful experiences with public enterprise management and government-owned enterprises worldwide.

Privatization and special economic zones are major contributors to globalization. The privatization of state-owned assets has opened up enormous investment opportunities for multinational corporations. Although large-scale privatization has been occurring in developed countries since the early 1980s, there remains much state property to be privatized. This is especially true of the energy and telecommunications industries, which are the two largest sources of privatization revenues. In 1996, privatization revenues increased to \$88 billion, from \$69 billion in 1995. While industrialized countries still account for the majority of global privatization revenues, the share of FDI in privatization revenues is much larger in developing countries. In many developing countries, most that has been privatized has been purchased by foreigners.

3.4 GLOBALIZATION

There are few contemporary phenomena that evoke public opinion and academic response as globalization. Globalization is the fundamental idea that has set in motion a process of change in the Asian countries and Africa. Many of these countries are challenged by the collapse of welfare measures and are in the process of synthesizing the old with the new. Globalization has been a powerful source of change – driving national economies, deepening their international connections, and transforming social, political and cultural life. Globalization involves processes that not only cross national boundaries or link states but which rely on worldwide flows of capital, communications and manufactured goods from region to region.

From an economic perspective, the major characteristics of globalization are the transformation linked to ever-expanding markets, intensified by the rapid technological change in transportation and communications that transcend national boundaries. The growth of global corporations and global mergers including several media conglomerates has an increasing weight in global politics. Globalization is thus leading to the erasing economic borders, increase in international exchange and transnational interaction. In the context of globalization, businesses face competition not only from their nearest rivals at home, but they must compete internationally too.

Globalization is also tied to the process of modernization of society. Hannerz speaks of a global culture pointing out that the structure of meaning and expression are becoming interrelated the world over. The homogenization of different societies is manifested in the rise of international agencies and institutions, global communication, global competition and commonly defined concepts like rights, citizenship, and democracy. Modernity from this perspective also implies a social transformation of, and even a global movement regarding the place, rights and the roles of various people in society.

As in the case of several developing countries, the burden of foreign debt and balance of payment crisis forced India to adopt the Structural Adjustment Policy (SAP), one of the main instruments of globalization, designed under the umbrella of the Washington Consensus. The National Council for Applied Economic Research (NCAER) estimates for 2001-02 that India has an average 60.5 million households totaling to over 300 million individuals in the middle-income category, also called the middle class who are the potential targets of global media and business conglomerates.

This middle class is larger than the entire domestic market of the United States and even make up the combined population of two or three European countries and constitute India's growing media audience and a target for media advertising and consumer markets. Their aspirations are whetted by the increasing exposure to better lifestyles in the global media, especially satellite television which has probably led these media to concentrate on entertainment, lifestyle, fashion, cars and the latest electronic consumer goods and to largely neglect the development problems that plague the poor, women and marginalized sections of the country. Thus globalization is transforming the world into a global market with huge super and hypermarkets wherein the global media play a key role in selling not only products but also sell attitudes, behaviour and lifestyles. The introduction of assembly-line production to cater to global economic demands has led increasingly to the involvement of the third world including India in strenuous, monotonous, 'unskilled' or semiskilled' work while research and management is controlled by the first world. With the entry of multi-national corporations (MNCs) and transnational corporations (TNCs), people in India are finding employment in electronics, garment export units, pharmaceutical industries, business processing outsourcing (BPO) industry, information technology and allied industries. Many in the younger generation including women, particularly in South India, with professional skills in information technology and nursing have been able to migrate to the advanced countries for employment. In general, SAP has been beneficial to a select and small section of educated people in the formal urban sector in India. The SAP stipulated scaling down of the state and included reduction in public investment in education and health services, cutting food and fertilizer

subsidies, capital intensive and labour saving production strategies and a general reduction of budgetary provisions for development activities.

3.5 LET US SUM UP

The three dominant forces shaping societies and economies around the world are globalization, privatization, and liberalization. Because these processes are interrelated, they must be addressed collectively. Globalization, privatization, and liberalization are multidimensional phenomena that impact not only the economic considerations of governments, but also socio-cultural and environmental aspects of societies.

Privatization represents a reversal of the process of nationalization begun early in this century. In India, the 1990s was characterized by a complex process of political transformation and liberalization of the economy. It was also a decade that marked a dramatic paradigm shift turning India from an inward-looking highly controlled economy to a more open system.

Since the liberalization of the Indian economy from August 1991, there has been an array of structural reforms in the areas of trade, industry, taxation, exchange rate, capital market and external economic policies to make it internationally competitive. A new industrial policy statement in August 1991 abolished industrial licensing, de-reserved several areas earmarked for the state, and brought in for the first time, the concept of disinvestment, of a limited nature.

Privatization and special economic zones are major contributors to globalization. Globalization involves processes that not only cross national boundaries or link states but which rely on worldwide flows of capital, communications and manufactured goods from region to region. Globalization is thus leading to the erasing economic borders, increase in international exchange and transnational interaction.

Globalization is transforming the world into a global market with huge super and hypermarkets wherein the global media play a key role in selling not only products but also sell attitudes, behaviour and lifestyles. In general, SAP has been beneficial to a select and small section of educated people in the formal urban sector in India. The SAP stipulated scaling down of the state and included reduction in public investment in education and health services, cutting food and fertilizer subsidies, capital intensive and labour saving production strategies and a general reduction of budgetary provisions for development activities.

3.6 CHECK YOUR PROGRESS

Compare your answers with those given in the unit.

1. Explain the process of liberalization of the Indian economy.
2. What are some of the objectives of privatization of state-owned industries?
3. What are the major characteristics of globalization?
4. Discuss some of the negative effects of globalization on developing countries like India.

3.7 FOR FURTHER READING

- 1 Robert O. Slater, Barry M. Schutz and Steeven R. Dorr (Eds.), *Global Transformation and the Third World*, Colorado: Lynne Rienner Publishers Inc., 1993.
- 2 M. Featherstone (Ed), *Global Culture*. London: Sage, 1990.
- 3 Edward S.Herman, and Robert W. McChesney, *The Global Media: The New Missionaries of Corporate Capitalism*. (Indian Edition) New Delhi: Madhyam Books, 1998.
- 4 Kiran Prasad (Ed), *Women, Globalization and Mass Media: International Facets of Emancipation*, New Delhi: Women Press, 2006.
- 5 Raj Mohini Sethi (Ed.), *Globalization, Culture and Women's Development*, Jaipur: Rawat Publications, 1999.
- 6 Sheila Rowbotham and Stephanie Linkogle (Eds.), *Women Resist Globalization: Mobilizing for Livelihood and Rights*, London and New York: Zed Books, 2001.

Structure:

4.0 Objectives

4.1 Introduction

4.2 Media Convergence

4.3 Cyber Journalism

4.4 Foreign Direct Investment in Media

4.5 Let Us Sum Up

4.6 Check your Progress

4.7 For Further Reading

.0 OBJECTIVES

The end of the twentieth century was full of excitement generated by technological innovations of revolutionary scope and scale leading to digital transformation of the communication landscape, technological convergence, worldwide media coverage and the globalization of media content. The present unit will enable you to:

- understand the futuristic approaches in the media;
- understand the concept of media convergence;
- study the trend of cyber journalism; and
- the scope of foreign direct investment in the media.

4.1 INTRODUCTION

Digital technologies have been instrumental in the convergence of electronics, telecommunication and data processing technologies bringing the formerly separated and different worlds of broadcasters, cable manufacturers, publishers and Internet users together. The personal computer, the television set and the telephone have been integrated into real multimedia platforms. Technological convergence has led to the development of full service networks or integrated digital services networks capable of carrying enormous amounts of information, in the form of data, text, voice or video.

Media have capitalized on technologies that include computers, fax, phone, multimedia (ie. audio, animation and graphics), interactive video, video conferencing and teleconferencing in their work. The Personal Digital Assistants (PDA) are the trendiest 'personal communicators' that are handheld PCs with features such as wireless Internet access, voice – recognition and hand writing recognition software, LCD display, touch screen and wireless telephony.

The Full Service Network (FSNs) enables delivery of multimedia information resources from government and other agencies, information provided by databases and access to several commercial and other services. Electronic directory services which include several business, governmental and institutional addresses and telephone numbers have also begun to appear which helps quick information retrieval.

The FSNs also provide several services such as e-mail, bulletin boards, chat-services and computer videoconferences. The traditional print media have also joined the convergence bandwagon with the appearance of virtual newsrooms and release of online newspapers and magazines in English and some regional languages. Many special groups such as newsgroups are also listed on the Internet.

Most of the media organizations have their own websites giving information and round the clock

updating of news. The round the clock coverage of events, instantaneous reports, news analysis and several innovative programme formats will challenge media professionals to acquire new communication skills. Several media professionals are part of electronic forums and news groups on the Internet, they have group discussions, debates and special lectures posted on a website. There will be major changes in communication with increasing use of information technologies by media organizations. The costs of communication will be lower, electronic media will render a paperless office, distance will be no barrier, and communication will be routed through a single network (mainly computer network rather than a computer + a telephone + a postal service). Messages can be sent to specific target groups and people will increasingly meet through teleconferencing or videoconferencing rather than traveling to meet face-to-face.

4.2 MEDIA CONVERGENCE

Convergence is shaping up as the new paradigm and central symbol of future communications. The convergence of telecommunications, computer and audiovisual techniques, which were distinctly different in the modes of production, operation, distribution and legislation, have transformed the information, media and communication industries worldwide. The new media has commonly been equated with the Internet. New media technology promotes change in other media.

The characteristics of the Internet as a convergent, digitally networked media technology are now being found in a diverse range of media forms, from mobile phones and handheld devices to 'e-books' and digital television to even alternative media. Digital media convergence has also led to the rise of the global games industry with the emergence of online games and massive multi-player online games. New forms of 'social software' have emerged such as collaborative and open publishing and weblogs.

The Web has made convergence of text, pictures, graphics, audio and video possible. News sites can now combine all these to present news stories. Many have predicted convergence happening in newsrooms with reporters writing text, recording sound and reporting in front of camera while the editors handle all the three. Yet, a proper journalistic form for using all the three media (print, audio and video) to tell a story is yet to emerge. Either different medium is chosen according to subject or a second or third medium used to supplement the first. They often remain separate on news sites, though technically it is possible to combine them as a multimedia presentation.

Apart from convergence, a distinct feature of online media is hyperlinking - the technology that culls information from all over the world and bestows the user with a kind of omni-

presence. Billions of pages of information, millions of pages of news reports, are now online that the reader can access with the click of a mouse. The internet allows news and information to move at tremendous speeds.

4.3 CYBER JOURNALISM

No technological development has so suddenly expanded the reach of journalists than online journalism also referred to as cyber journalism. This reach has been both in terms of sources and readership, along with a relative ease of publication. Regional newspapers can now contact distant sources by email and even chat with sources from across the world. Online publications make it possible to reach to a worldwide audience.

The immediacy brought by the online environment, a medium where everyone is a potential publisher, allows for even less deliberation by the journalist and editor. Matters of anonymity, identity, access to information and protection of intellectual property impact the practice of cyber journalism. Many current ethical issues will remain, and others will emerge.

Online media heralds the convergence of what were seen as components of print and broadcast media—text, graphics, audio and video. It is carried by a new technology that has linked virtually every corner of the world. The synergy helps it to surpass everything that the media world has seen so far. While the print and broadcast media are constrained by space and time, the online media is in possession of seemingly endless space for publication. It has a global reach and the content is on line for 24 hours a day and seven days a week.

Newspapers in India have started their Web editions in the nineties as in other countries. By late nineties, most English and many vernacular newspapers had their presence on the Web. However, newspapers started considering the Web editions as serious part of their business only by the turn of the century. Most have not yet thought it necessary to make use of unique feature of the New Media. Several of them just carry the news and photographs that appear in the print editions. The frequency of updates is low and the offerings are predominantly the previous day's news. Newspapers are yet to make full use of the potential of the Web even with respect to use of the unlimited space available at low cost. With newspapers going in for more and more editions, news from different regions do not reach all the people even within a state.

The gate keeping function of media has been eroded with the advent of online media. However, journalism exists only where there is gate keeping and some kind of cross checking and filtering. The new technology definitely has diminished the agenda setting capabilities of media as the readers have direct access to different sources, especially the primary sources on the Web. The hyperlinks allow the readers to leave the narration (of a story) any time and follow different paths.

Today, new forms of journalism require new approaches to ethics. The increasing consolidation of corporate media and the continued evolution of the Internet complicate the ethics of cyber journalism further. Cyber journalism raises many challenging ethical concerns, including issues in the areas of privacy, advertising/business relationships, copyright, attributions, linking, posting supplemental materials, immediacy, manipulation of data and graphic images, community publishing and potentially harmful content.

4.4 FOREIGN DIRECT INVESTMENT IN MEDIA

In 2002, the BJP led NDA Government decided to allow foreign direct investment (FDI) in print media. The Central Government's decision altered a policy strictly adhered to by the country for 47 years. It was based on a Cabinet resolution of 1955 that barred publication of foreign owned newspapers and periodicals in the country. The ban mainly applied to publication dealing with news and current affairs. The Cabinet resolution itself was based on the recommendations of the First Press Commission appointed in 1953 under the Commission of Inquiry Act. The 11-member Commission which submitted its report submitted in 1954, headed by Justice G.S. Rajadhyaksha, examined the control, management and ownership, the financial structure and other important aspects of the newspaper industry in the country in detail. Its conclusion was against foreign proprietorial interests in daily and weekly newspapers.

The new policy on print media was part of a larger policy on foreign direct investment that allowed investment of foreign equity and other assets into domestic structures, equipment and organizations. Many sectors had been opened up for investment as part of the economic reforms initiated in 1991. Notable in the context of media was television, advertising and films.

In news and current affairs (print media), the 26 per cent cap on foreign direct investment prescribed in 2002 remains. However, the Union Cabinet decided to introduce a more flexible regime in 2005 while retaining the 26 per cent cap. This was as part of a package of print media policy changes presented to the Cabinet by the Information and Broadcasting (I&B) Ministry. Accordingly investments by non-resident Indians, overseas corporate bodies and persons of Indian origin and portfolio investments by recognized foreign institutional investors (FFI) were permitted.

In the case of advertising and films, a cap of 74 per cent on equity was subsequently lifted, allowing for hundred percent holding. Direct investment of 20 per cent was allowed in FM broadcasting recently. On the other hand, 49 per cent holding is allowed in cable, Direct to Home (DTH) broadcasting and uplinking.

The impact of Foreign Direct Investment (FDI) in the print media and its future effect on the

industry as a whole is still not clear. But there are indications that MNCs and TNCs may buy out newspapers or set up a powerful press in support of such corporations. It would do well for all developing countries including India to remember in this context, that some MNCs or TNCs are stronger than many third world countries plagued by political and economic instability.

4.5 LET US SUM UP

Technological convergence has led to the development of full service networks or integrated digital services networks capable of carrying enormous amounts of information, in the form of data, text, voice or video. Media have capitalized on technologies that include computers, fax, phone, multimedia (ie. audio, animation and graphics), interactive video, video conferencing and teleconferencing in their work.

The traditional print media have also joined the convergence bandwagon with the appearance of virtual newsrooms and release of online newspapers and magazines in English and some regional languages. The Web has made convergence of text, pictures, graphics, audio and video possible. News sites can now combine all these to present news stories. Many have predicted convergence happening in newsrooms with reporters writing text, recording sound and reporting in front of camera while the editors handle all the three.

Apart from convergence, a distinct feature of online media is hyperlinking - the technology that culls information from all over the world and bestows the user with a kind of omnipresence. While the print and broadcast media are constrained by space and time, the online media is in possession of seemingly endless space for publication. It has a global reach and the content is on line for 24 hours a day and seven days a week.

The new technology definitely has diminished the agenda setting capabilities of media as the readers have direct access to different sources, especially the primary sources on the Web. The hyperlinks allow the readers to leave the narration (of a story) any time and follow different paths. Today, new forms of journalism require new approaches to ethics.

The new policy on print media was part of a larger policy on foreign direct investment that allowed investment of foreign equity and other assets into domestic structures, equipment and organizations. Many sectors had been opened up for investment as part of the economic reforms initiated in 1991. Notable in the context of media was television, advertising and films. The impact of Foreign Direct Investment (FDI) in the print media and its future effect on the industry as a whole is still not clear.

Activity-4

1. Compare a printed newspaper edition with the web edition on the Internet.
2. Identify few technologies that work on convergence in your surrounding.

4.6 CHECK YOUR PROGRESS

Compare your answers with those given in the unit.

1. Explain the concept of media convergence.
2. How do web editions of newspapers differ from traditional print editions?
3. What is hyper-linking?
4. What are the various limits of FDI in the Indian Media?

4.7 FOR FURTHER READING

- 1 Kiran Prasad (Ed), *Information and Communication Technology: Recasting Development*, New Delhi: B. R. Publishing Corporation, 2004.
- 2 Kiran Prasad (Ed), *Media Law and Ethics: Readings in Communication Regulation*, New Delhi: B. R. Publishing Corporation, 2007.
- 3 Terry Flew, *New Media: An Introduction*, Second Edition, Victoria, Australia: Oxford University Press, 2007.
- 4 Jim Hall, *Online Journalism: A Critical Primer*, London: Pluto Press, 2001.
- 5 Thomas F. Baldwin, D.S. McVoy, and C. Steinfield, *Convergence: Integrating Media, Information and Communication*. CA: Sage, 1996.
- 6 M. J Marquardt and Greg Kearsley, *Technology Based Learning*. Florida: St. Lucie Press, 1999.

Notes

A series of horizontal dotted lines for writing notes, spanning the width of the page.

Structure

5.0 Objectives

5.1 Introduction

5.2 Meaning of Sustainable Development

5.3 Environment and Sustainable Development

5.4 Habitat and Biodiversity

5.5 Sustainable Communities

5.6 Let Us Sum Up

5.7 Check your Progress

5.8 For Further Reading

5.0 OBJECTIVES

Different countries are presently evolving strategies for economic development and the sustainable use of their bio-diversity among the communities. In the race among nations of the world for fast economic growth and prosperity, there has begun a serious introspection where development ends and destruction begins in the context of the natural environment. Ignorance to some extent and the anxiety to achieve immediate benefits are responsible for a damaged ecosystem. The development process in different countries paid scant attention to the conservation of the environment and the judicious use of natural resources. The present unit will enable you to:

- understand the meaning of sustainable development;
- know the scope of environment and sustainable development;
- study the nature of sustainable communities; and
- critically analyze development programmes.

5.1 INTRODUCTION

In the early sixties many nations began charting out new directions in development and experimenting with the development paradigms of the advanced west. In the immediate post-war period, problems of development were conceived in economic terms, which implied that developing countries could quickly overcome their economic backwardness by a deliberate injection of capital and technology, facilitated by international aid. Most of the agrarian countries of the developing world, richly endowed with nature's bounty of flora and fauna, were misled by policy framers and governments into adopting development paradigms with economic growth as the major goal leading to resource depletion and neglect of socio-cultural and environmental issues. We live in an interconnected and interdependent world and therefore the effect of environmental degradation in one part of the globe has repercussions in several other parts. The advanced countries have come under the grip of an environmental collapse due to their policies of economic production and consumption whereas the poorer countries have exploited and depleted their natural resources to sustain their population that has exerted tremendous environmental pressure and caused widespread ecological damage. The miserable living conditions of more than a billion people deprived of clean water, sanitation and housing, and rapid environmental degradation pose a great challenge to policy makers for ensuring sustainable development.

The dramatic change in the world ecosystem began from the end of the 18th century through the 19th century, when the European nations (Britain being the first one) and later on North America and Japan experienced the industrial revolution which marked a transition from traditional ways of economic production to highly mechanized, sophisticated and large scale industrial sectors of

production. The industrial revolution in the west and subsequent industrialization in other parts of the world with capital intensive modes of production have led to a replacement of the dominant agricultural economics with industrial production.

The concentration of industrial centres in mega cities and big towns has resulted in the large-scale migration of rural population in search of a better lifestyle and economic progress. Rapid growth of world population from 300 million at the end of the first millennium to more than 6 billion by the end of second millennium have put great pressure on the limited resources for food, water, housing and several other amenities apart from luxuries. This has led most of the developing countries where over four-fifths of human population lives to over-exploit its natural resources in an attempt to sustain its people by gaining immediate economic benefits in their struggle against poverty, unemployment, illiteracy and other social problems.

The past 20 years have seen a growing realization that the current model of development is unsustainable. In other words, we are living beyond our means. From the loss of biodiversity with the felling of rainforests or over fishing to the negative effect our consumption patterns are having on the environment and the climate. Our way of life is placing an increasing burden on the planet. The increasing stress we put on resources and environmental systems such as water, land and air cannot go on forever. Especially as the world's population continues to increase and we already see a world where over a billion people live on less than a dollar a day.

5.2 MEANING OF SUSTAINABLE DEVELOPMENT

Sustainable development is defined as balancing the fulfillment of human needs with the protection of the natural environment so that these needs can be met not only in the present, but in the indefinite future. The linkage between environment and development was first made in 1980, when the International Union for the Conservation of Nature published the *World Conservation Strategy* and used the term "sustainable development". The concept came into general usage following publication of the 1987 Report of the Brundtland Commission.

Formally called the World Commission on Environment and Development and set up by the United Nations General Assembly, the Brundtland Commission coined what was to become the most often-quoted definition of sustainable development as development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.

How can we meet the needs of today without diminishing the capacity of future generations to meet theirs? Sustainable development implies a broad view of human welfare, a long term perspective about the consequences of today's activities, and global co-operation to reach

viable solutions. Sustainable development does not focus solely on environmental issues. More broadly, sustainable development policies encompass three general policy areas: economic, environmental and social. The interdependent and mutually reinforcing pillars of sustainable development are economic development, social development, and environmental protection.

5.3 ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

The linkages between environment and sustainable development during the modern industrial era began to be traced only during the latter half of the 19th century. In 1869 the German zoologist Ernst Haeckel formulated the concept of ecology to emphasize the relationship between living things. However, in this century, Barker and Wright used ecology to explain the role of environmental factors in human development. Environment is defined as the ecosystem that supplies resources for development and serves as a repository for the wastes. Ecology is the science of natural relationship of organisms to their environment.

The growing importance of ecological parameters for understanding sustainable development and human quality of life, led the United Nations to organize a series of conferences on various environmental issues in the 1970s such as Habitat (1976), the Year of Environmental Protection (1972) and Environment and Development recently (1992). Other issues covered were population, food, women's rights, desertification, human settlements, science and technology. In June 1972 the governments of the world met in Stockholm for the UN Conference on the Human Environment. In the 1970s, after Stockholm, there was a growing realization of the basic and indestructible link between what humans do in one part of the world and what they do in another. This interconnectedness was one of the insights of Stockholm neatly summed up in the conference slogan "Only One Earth".

The UN declared the 1980s as the International Drinking Water Supply and Sanitation Decade. The UN Conference on Environment and Development held in Rio, Brazil, on the occasion of the World Environment Day (1992) led to formulation of the Earth Charter. Alternative strategies for the management of the earth's living resources and new approaches to development and environment are reflected in the World Conservation strategy released in 1980 by the major global conservation coalition, the International Union for Conservation of Nature and Natural Resources (IUCN) in cooperation with United Nations Environment Programme (UNEP) and World Wildlife Fund (WWF).

Economic expansion pursued by countries using dominant patterns of production and consumption are altering climate, degrading the environment, depleting resources and causing extinction of species. The unprecedented growth in world consumption has led to large-scale

exploitation and fast depletion of several non-renewable resources to meet the demands of an overgrowing population. This has also led to the problem of waste disposal that pollutes the environment. Environmental degradation or deterioration has a tremendous impact on the ecological life support system that includes air, water, land and energy. Environmental pollution is the unfavourable alteration of our surroundings, largely as a byproduct of human activities through direct or indirect effects in energy patterns, radiation levels, chemical and physical changes and rapid growth of organisms. Human activities cause different types of pollution such as water pollution, air and atmospheric pollution, soil pollution, destruction of forests and landscape, loss of flora and fauna and noise pollution.

5.4 HABITAT AND BIODIVERSITY

Every continent on earth is facing the problem of habitat destruction, but it is more serious in the humid tropics where the major species losses are predicted. The moist tropical forests of Africa, Asia and Latin America viewed in terms of biological diversity, have an importance far beyond the land they occupy. The tropical rain forests suffused with exceptional amounts of light, warmth and moisture, house a remarkable variety of ecosystems and species. It is also predicted that by far the single cause of extinction of many valuable species over the next few decades will be the destruction of natural habitats.

As populations and economies grow human settlements will expand and undisturbed natural areas will shrink. Forestlands are denuded by farmers or timber companies who affect biodiversity by breeding cattle crops or trees that are often nonnative species. Sustainable development must take into account the preservation of natural habitats and valuable species. There must be greater realization that the biological impoverishment of the earth will certainly mean the economic as well as aesthetic impoverishment of humans.

Many tropical forests lie in countries that though biologically affluent, are economically poor. This is very much the case in India. The Governments in the poorer countries are not inclined to value abstract long-term ecological goals above immediate economic gains. Some positive attempts to preserve biodiversity are to have wildlife breeding zones, protected sanctuaries, zoological and botanical parks, migration routes, browsing and hunting domains which have plentiful water and tree cover.

Another global environmental problem is ozone depletion, global warming and climate change which affect life on earth. The increase in chlorofluorocarbons (CFCs) also called freons upset the normal ozone balance thus contributing to the earth warming "green house effect" for which rising carbon dioxide is mainly responsible. Global warming is a result of a fall in the

ozone concentration that causes climate and temperature changes. The 1990s have been the warmest decade of the century with almost all parts of the globe experiencing a rise of 0.3 to 0.6 degrees C in the average temperature. This trend is likely to continue in the next millennium due to the steep decline in ozone concentration and buildup of greenhouse gases.

Climate induced environmental changes cannot be easily reversed and it would take very long to restore a region to its pleasant climatic ambience. The rise in global temperatures will lead to an eventual rise in the sea level and expansion of ocean waters. The global sea level has risen by an average of 1.0 to 2.5 mm per year over the past century and it is expected to reach an average of 50 cm, by the end of the next century. A global warming of just 2 degree Celsius is considered enough to disintegrate the gigantic West Antarctic ice sheet which alone would boost the average sea level by at least five meters, submerging the coastal plains and the several small island nations in the Asia-Pacific regions, flooding many cities and farm lands and driving millions of people to higher ground.

An unsustainable situation occurs when natural capital (the sum total of nature's resources) is used up faster than it can be replenished. Sustainable development requires that human activity only uses nature's resources at a rate at which they can be replenished naturally. Theoretically, the long term result of environmental degradation would be local environments that are no longer able to sustain human populations to any degree. Such degradation on a global scale could imply extinction for humanity.

5.5 SUSTAINABLE COMMUNITIES

The aim of sustainable development should be to improve the lives of people in deprived communities and socially excluded groups who experience poor quality of life, including poor local environmental quality and poor access to services such as education, healthcare and transport. Sustainable development envisions communities that are free from problems which lead to them becoming caught in a cycle of degradation and poverty, poor environmental quality and health, high crime and unemployment levels, and multiple inequalities. Sustainable communities help to create places where people want to live and work, now and in the future. Sustainable communities should be:

- Active, inclusive and safe - fair, tolerant and cohesive with a strong local culture and other shared community activities.
- Well run with effective and inclusive participation, representation and leadership.
- Environmentally sensitive to provide places for people to live that are considerate of the environment.

- Well designed and built featuring a quality built and natural environment.
- Well connected with good transport services and communication linking people to jobs, schools, health and other services.
- Thriving with a flourishing and diverse local economy.
- Well served with public, private, community and voluntary services that are appropriate to people's needs and accessible to all.

5.6 LET US SUM UP

A growing number of developing countries have realized that the key to economic progress should be ecologically sustainable and satisfy the basic needs of the underprivileged people. Sustainable development requires that human activity only uses nature's resources at a rate at which they can be replenished naturally. Sustainable development implies a broad view of human welfare, a long term perspective about the consequences of today's activities, and global co-operation to reach viable solutions.

The growing importance of ecological parameters for understanding sustainable development and human quality of life, led the United Nations to organize a series of conferences on various environmental issues. The "green house effect" is mainly responsible for global warming as a result of a fall in the ozone concentration that causes climate and temperature changes. This will lead to a loss of habitats and valuable species.

Several sustainable communities have sprung up to protect the environment in a bid to conserve local resources. Sustainable development envisions communities that are free from problems which lead to them becoming caught in a cycle of degradation and poverty, poor environmental quality and health, high crime and unemployment levels, and multiple inequalities. Sustainable communities help to create places where people want to live and work, now and in the future.

Activity-5

Name any major environmental problem in your locality. Discuss with the local community how it can be resolved.

Form a green club in your college or work place to promote environmental awareness and action.

5.7 CHECK YOUR PROGRESS

Compare your answers with those given in the unit.

1. Define the term sustainable development.
2. What is the interrelation between environment and sustainable development?
3. Explain the green house effect.
4. What are some of the features of sustainable communities?

5.8 FOR FURTHER READING

- 1 Andrew Sheperd, *Sustainable Rural Development*, London Macmillan Press, 1998.
- 2 Erik. P Eckholm, *Down to Earth: Environment and Human Needs*. New Delhi: Affiliated East-West Press, 1991.
- 3 K. Mahadevan, Kiran Prasad, Ito Youchi and Vijayan K. Pillai, (Eds), *Communication, Modernization and Social Development: Theory, Policy and Strategies*, (in 2 volumes) Delhi: B.R. Publishing Corporation, 2002.
- 4 N.Singh, et al (Ed), *Empowerment: Towards Sustainable Development*, London: Zed Books, 1993.
- 5 R. Briadotti et al, *The Environment and Sustainable Development: Towards a Theoretical Synthesis*, New Jersey: Zed Books, 1994.

Notes

A series of horizontal dotted lines for writing notes.

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
Karnataka State Open univercity, Manasagangotri,Mysore-570006

Opinion /Feedback / comments on

Your valuable suggestions will enable us to bring in changes and improve this block.Please use the space below to write your suggestions to us. you can also e-mail to : raj_urs@hotmail.com
Mention the Course and the Block

.....Fold Here.....

Space for gum

Space for gum

Space for gum

.....Your can utilise the space up to this line.....

.....First fold.....

NIH

.....
.....
.....
.....

From

.....Second fold.....

Book Post

TO

The Head of the Department
DOS in Mass Communication and Journalism
Karnataka State Open University
Manasagangotri,Mysore-570006
Karnataka.

Affix
stamp

.....Third fold.....

Stample here

ಆದೇಶ ಸಂಖ್ಯೆ : ಕ.ರಾ.ಮು.ವಿ./ಸಿ.ಪಾ.ವಿ./4/805/2007-08, ದಿನಾಂಕ : 24-11-2007
ಮುದ್ರಕರು : ರಾಜಾ ಪ್ರಿಂಟರ್ಸ್, ಬೆಂಗಳೂರು-560 027 ಪ್ರತಿಗಳು : 1000
ಕಾಗದ : 60 ಜಿ.ಎಸ್.ಎಂ. ಎಂ.ಪಿ.ಎಂ. ಮುದ್ರಿಸಿದ ದಿನಾಂಕ : 2007

Student Support Services of KSOU:

For the benefit of over 45,000 students who enroll to various academic programmes every year, the university has established eight regional centers and seventy eight study centers across the state. These study centers act as extension centers of the university and provide a platform for the learners to interact with the counselors and experts. They provide academic counseling and liaison in the matters related to academics, examination and administration. Regional centers oversee the functioning of the study centers and act as a link between the university headquarter and the study centers.

Counseling and personal contact programme are an integral part of teaching and learning process. Counseling at KSOU is distinctly different from the conventional classroom teaching and is much an interactive session. These sessions are conducted at the convenience of the students. In certain specialised subjects, experts from the profession are invited for interaction. Gyanvani, the dedicated FM radio channel airs educational programmes on various subjects regularly to augment information needs. Radio counseling provide an opportunity for the students to interact live with the experts.

Role of ODL in a Knowledge Society

Open and Distance Learning (ODL), an innovation started off four decades ago has now grown into a powerful force creating opportunities to thousands who are in search of skills, knowledge and challenging openings. ODL today is such an effective tool and it has challenged many long held beliefs and traditions of conventional educational processes. At present, open and distance education has a crucial role to play in the process of human development. Greater emphasis on ODL has made many poorly resourced and managed institutions to give way to quality and sophistication of educational facilities, that are offered by professionally managed open universities like KSOU. In this context, KSOU aspires to be on par with the global best practice and bench marks. It has taken serious note of the roles and responsibilities it shoulders.

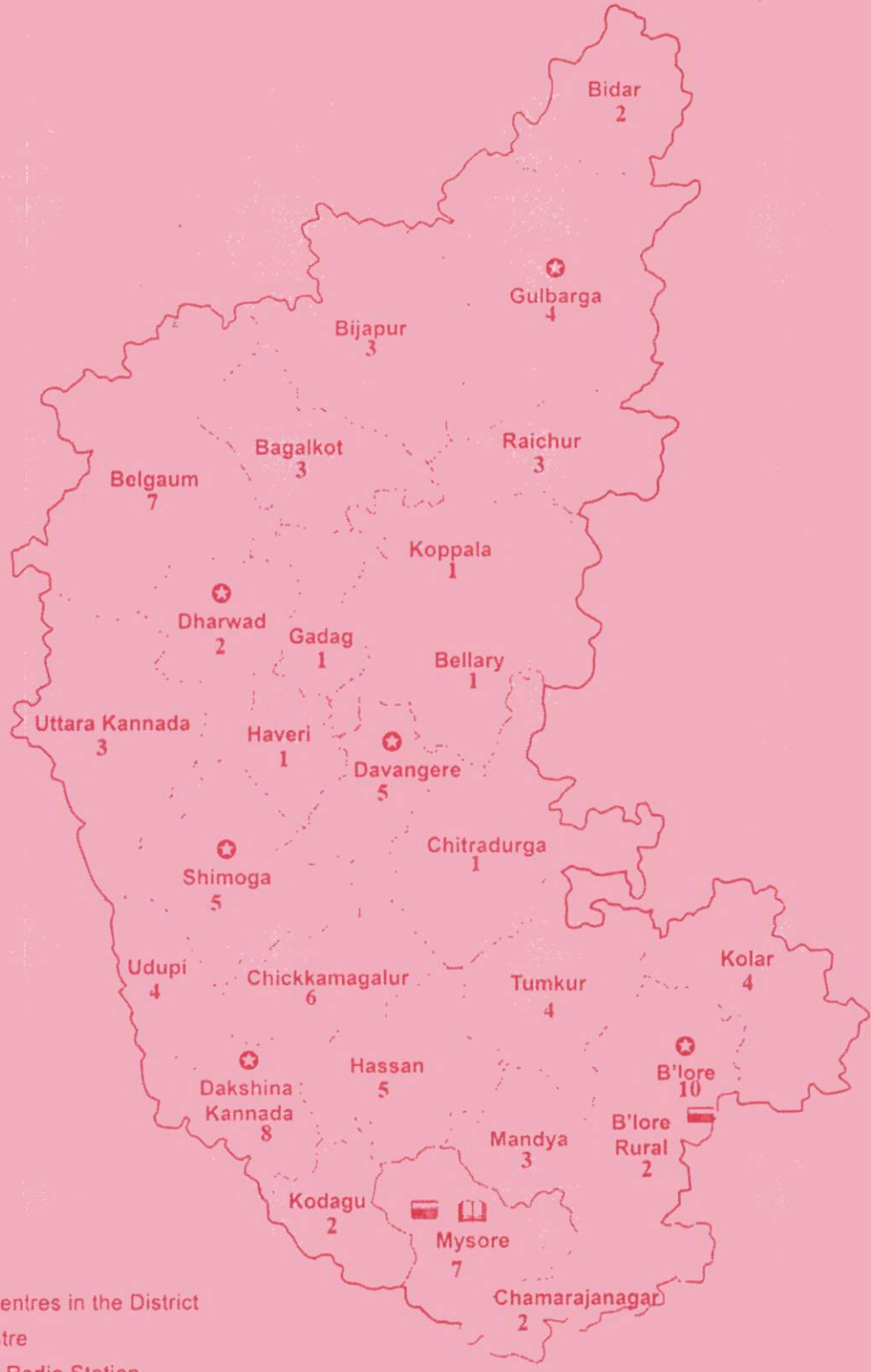
ODL is now the most influential educational phenomenon. New technologies that are emerging have changed the very nature of teaching learning process. Institutional experience world over so far has lead to the fine tuning of the ODL process. As the society is moving fast in the first phase of knowledge era, it has become necessary to know how the ODL system works in a knowledge society. Trends in global economy and resource crunch have lead to new methods in education and training. Life long learning has become a necessity as people have to remain competitive in order to survive and increase the opportunities that are rewarding.

ODL is always linked to technology particularly to those of multimedia. Integrating the knowledge media into ODL system is another revolution that is in the forefront. Convergence of computing, telecommunications and cognitive sciences will allow more equitable access to resources that are supported by new age technology rather than human resources. Also, the distinction between conventional students in traditional education process and the ODL learners is increasingly blurred. Competitive pressures faced by educational institutions, absence of government funding, commoditization of knowledge market and increased demands for quality inputs and services are the main factors responsible for the rapid change.

Hence, ODL education is gaining momentum as the demand for learning is enormous. The present day trends show a clear shift in approach. Higher education is now a mass system rather than an elite one. Academic work produced by a team is emphasized rather than that of individuals. One can also notice that more and more distance education techniques are being adopted in the conventional institutions of higher education in instructional and delivery systems. Use of technology in instructional design and material preparation has made the teacher to don a new role as a mediator, a resource manager to facilitate learning rather than being a mere instructor. Also, interest in the areas of communication and information technology is gaining momentum.

Though collaboration within and outside educational sectors is rapidly increasing technological gap between developing and developed countries still exists. As the new technologies provide new ways of processing and distributing information, new kinds of learning products are being created, element of interactivity among students themselves and with new teachers is increasing. Distance has died down as new methods enable to deliver on demand multimedia education and training services directly to home and offices. Mediated process of communication and learning combined with face to face and virtual human interaction will be the new paradigm. New possibilities in communication technologies and their application have given rise to new trends in ODL process. Drift from mass produced self instructional packages towards collaborative and interactive learning is amply seen. Access to information from multiple sources and multiple formats is now possible. Working collaboratively with peer group and instruction at different sites either synchronously or asynchronously has made work and learning inseparable. Post experience courses are becoming important courses that are being offered by the universities and institutions. With the application of digital technology new forms of literacy has emerged which is distinctly verbal and visual than literary.

In this context, the Department of Mass Communication and Journalism, KSOU has understood the need of the media professionals in India and is striving hard to impart quality training through its programmes. This course is one such sincere effort to serve the needs of the nation.



- KSOU
- 2 Total Study Centres in the District
- Regional Centre
- Gyanvani FM Radio Station

KARNATAKA STATE OPEN UNIVERSITY

MANASAGANGOTRI, MYSORE - 570 006.