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Modelling India's multiple media systems

MEDIA SYSTEMS IN BRICS COUNTRIES
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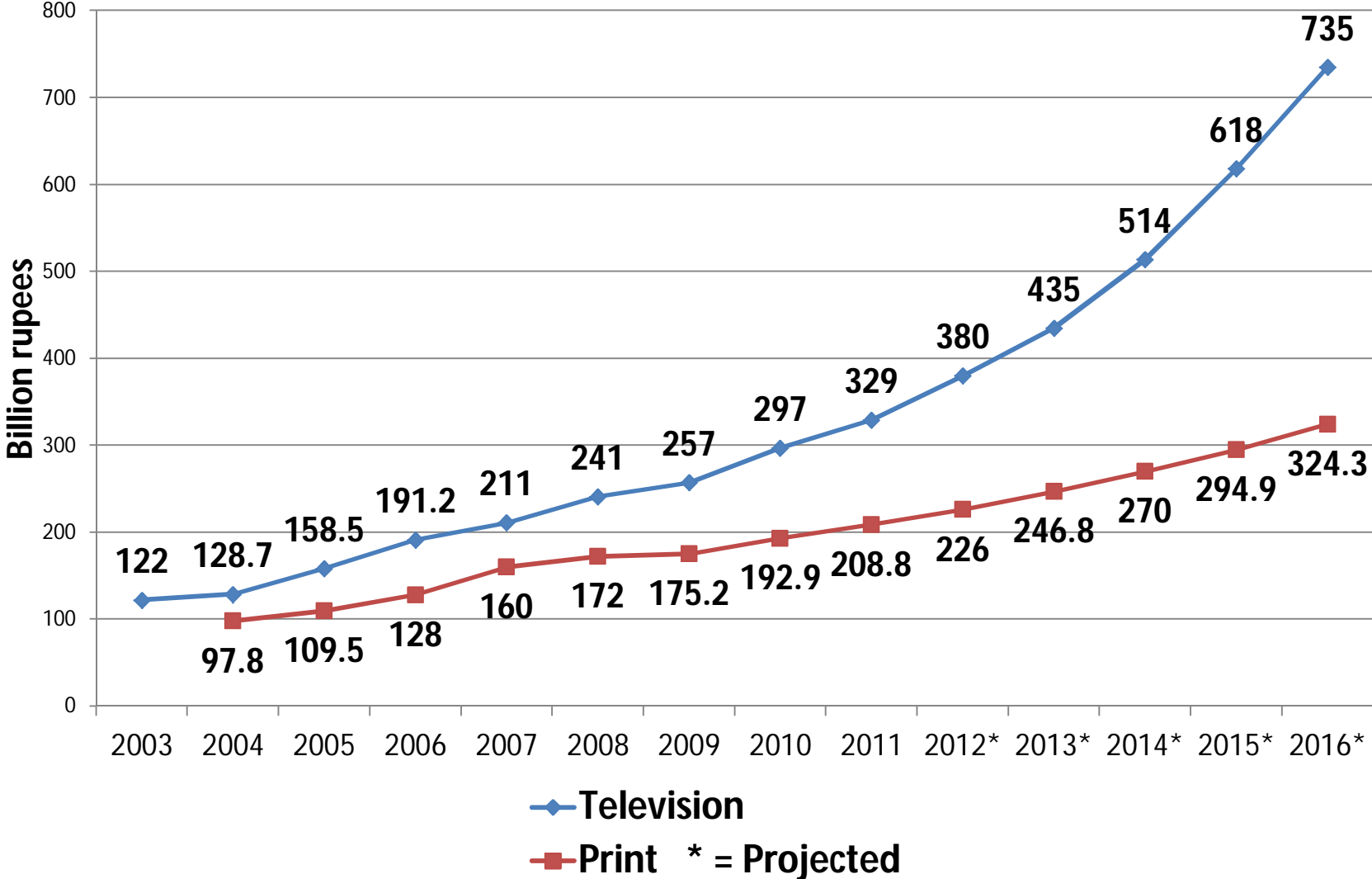
Indian media is a black box



It's time to look inside



Indian media are growing rapidly



Typologies of media systems

- Siebert, Peterson, Schramm (1956):
 - Authoritarian
 - Libertarian
 - Communist
 - Social responsibility
- Hallin and Mancini (2004):
 - Polarized Pluralist / Mediterranean
 - Democratic Corporatist / Northern Europe
 - Liberal / North Atlantic

Hallin and Mancini's key dimensions

- Media system variables
 - Development of media markets
 - Political parallelism
 - Freedom, Diversity, Centrality, Tradition (Engesser and Franzetti, 2011)
 - Journalistic professionalism
 - State intervention
- Political system variables:
 - State-society relations: liberal state vs welfare state
 - Consensus vs majoritarian governments
 - Organised pluralism (corporatism) vs liberal pluralism
 - Development of rational legal authority vs clientelism
 - Moderate pluralism vs polarization

These typologies are based on...

- Observations almost exclusively from Western Europe and North America/ Cold War situations – Hallin and Mancini say they are considering ‘most similar systems’
- Analysis of ‘social and political structures’ (Siebert et al.) or ‘political and economic structures’ (Hallin and Mancini)
- The nation state as the central unit of analysis

There is a need to disaggregate India's media system(s)

Media are very diverse;
Media diversity stems from India's:

- Size
- Diversity
 - Cultures
 - Religions
 - Languages



Significant divergent influences on Indian media system(s)

- Cultural factors and histories (incl. business cultures)
- Differences of political culture
- Linguistic differences
- Commercial pressures and levels of competition
- Media cultures and histories
 - Ownership patterns
 - Ownership interests/ levels of instrumentalization
 - Development of idioms of journalese
 - Efficacy of regulation

Diversity of approaches and practices

- Robin Jeffrey (1997) last disaggregated Indian media
- Jeffrey found different ownership patterns, visions, approaches, news values, journalistic practices, etc., in different states of India
- Various linguistic media systems exhibit markedly different values of Hallin and Mancini's 'dimensions'
- Since then, diversity along all these parameters has increased rapidly
 - Overall growth
 - Growth of media in 'regional languages'
 - 'Renationalization'

Reinvigoration of regional linguistic spaces

- Elevation of state-level political parties to national roles and national prominence
- Proliferation of regional language news and entertainment channels (because of digital technology, lower costs, greater prosperity)
- National conglomerates have spread, but regional players have multiplied and are growing fast

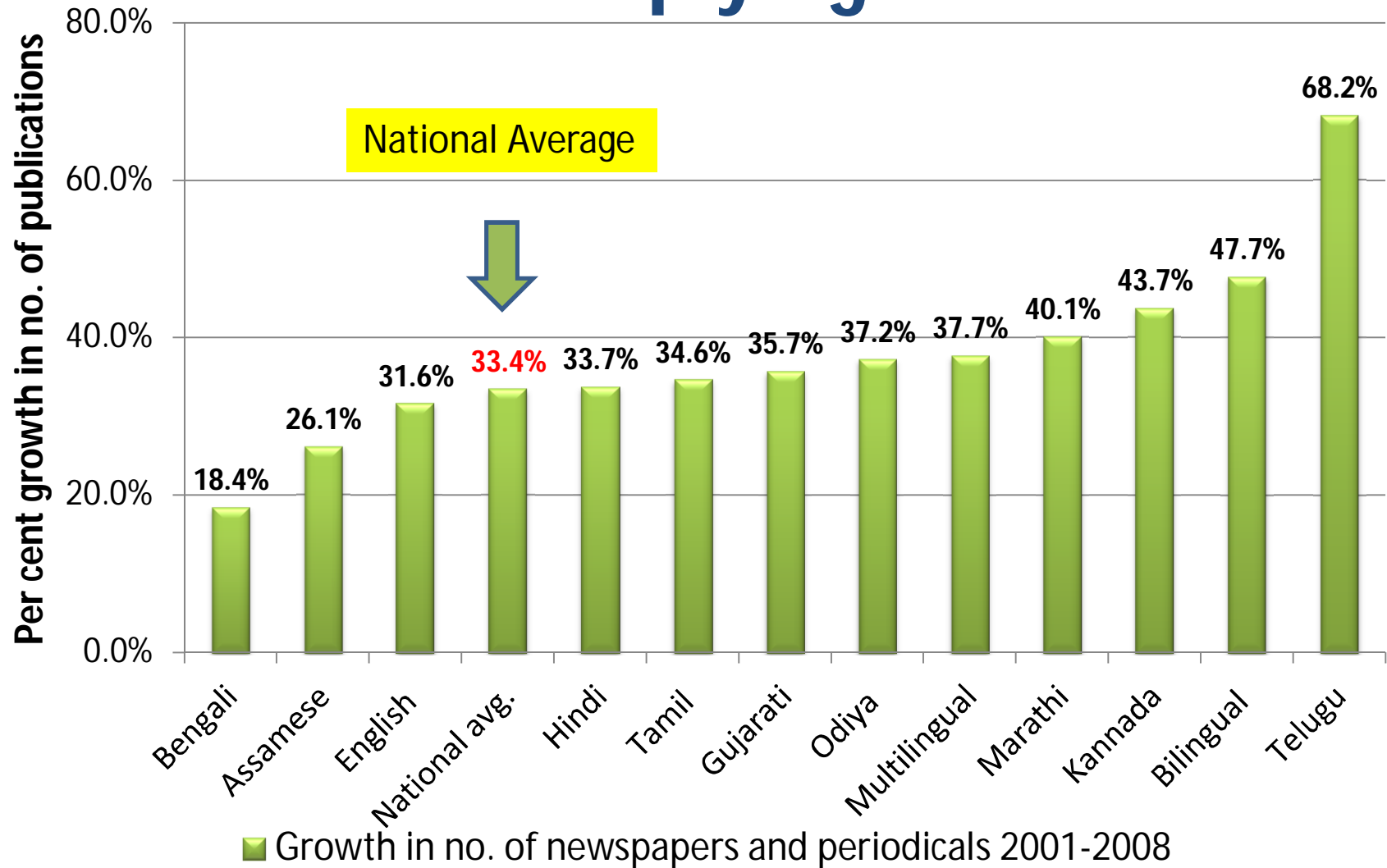


- The news universes in different languages can be remarkably divergent and disjunct, despite the common overarching national framework; the 'multinational' nature of India has been emphasized

Readership of newspapers (in '000s)

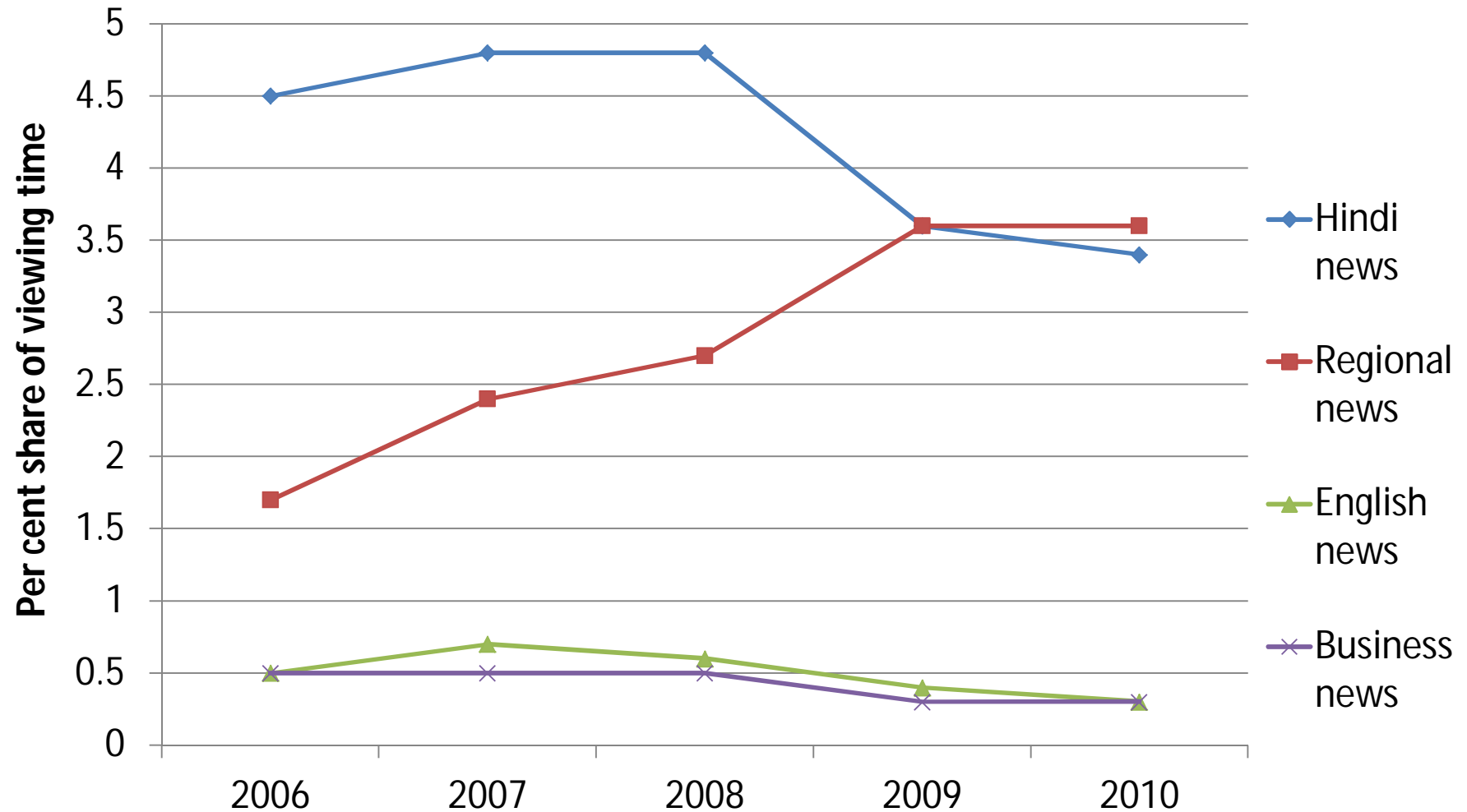
Publication	Language	IRS 2012 Q2
<i>Dainik Jagran</i>	Hindi	16,429
<i>Dainik Bhaskar</i>	Hindi	14,448
<i>Hindustan</i>	Hindi	12,205
<i>Malayala Manorama</i>	Malayalam	9710
<i>Amar Ujala</i>	Hindi	8608
<i>The Times of India</i>	English	7643
<i>Lokmat</i>	Marathi	7507
<i>Daily Thanthi</i>	Tamil	7431
<i>Rajasthan Patrika</i>	Hindi	6756
<i>Mathrubhumi</i>	Malayalam	6493

Regional languages newspapers are multiplying faster



Analysis based on data from the Registrar of Newspapers for India

Television news is shifting towards regional languages



Conclusion



Not one media system
but a complex web
of media systems
with divergent
characteristics.
They can sometimes
be inter-related
(but are usually not
interdependent).



Thank you