

'TRP-driven media unfair to audience'

Staff Reporter ■ New Delhi

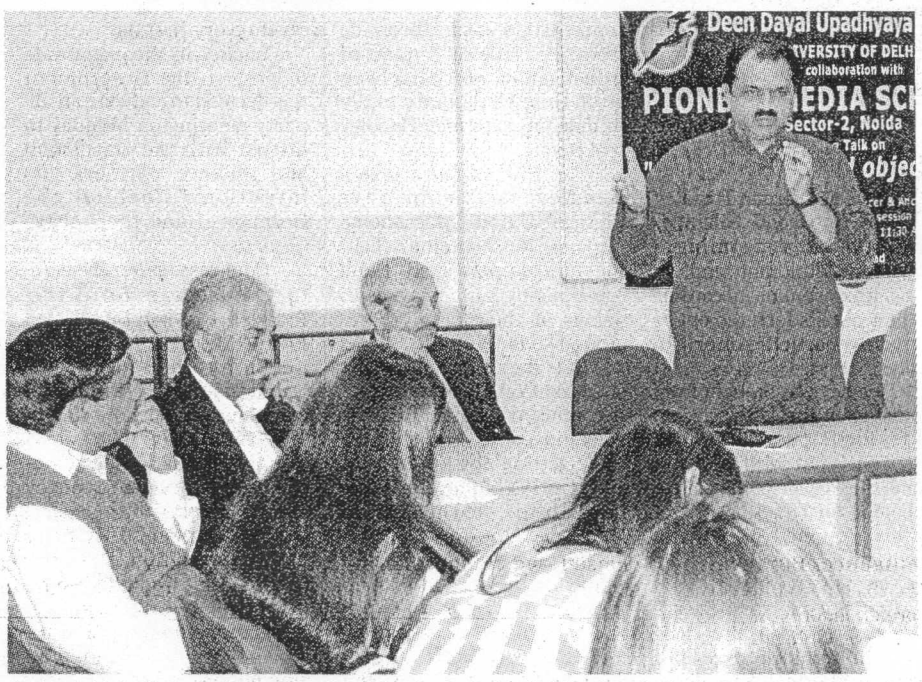
Pioneer

TRPs can be earned even by airing good programmes but "the media is earning TRPs by showing all the wrong things to viewers." This was the opinion of television producer and anchor Manoj Raghuvanshi at a seminar organised by Pioneer Media School, Noida, in collaboration with Deen Dayal Upadhyay College on Thursday.

Speaking on the subject 'Is media fair and objective?' Raghuvanshi said, "Media is not fair to the audience and it lacks clarity on its objectives. News channels lack objectivity. When Varun Gandhi made some negative comments, the news channels bombarded us with them for 24 hours but when some other person made almost the same comments in Faizabad, nothing was aired."

SK Garg, principal of Deen Dayal Upadhyay College said, "The problem is that a large section of the population of India is not careful. There should be a Post-Broadcast Analysis for monitoring whatever has been broadcast. Offenders must be punished for the crime or they should be punished by some other medium. People must watch TV carefully and should choose the right channel to watch."

Raghuvanshi further said, "In a bid to win the race of TRPs, news channels are not fulfilling their primary duty of verifying facts before telecasting the story. News chan-



(Left to right) Dr Himanshu Roy of Deen Dayal Upadhyaya College's Mass Communication Department, principal SK Garg, and TV producer and anchor Manoj Raghuvanshi at a seminar organised by Pioneer Media School and DDU College in New Delhi on Thursday
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nels are not giving genuine and pure news to its viewers. Media is spreading rumours and, according to Indian Penal Code, spreading rumours is a crime. News channels are showing drama and people are watching it, so for this sensationalisation, media and people both are responsible." Raghuvanshi said that for the sake of TRPs several leading Hindi news channels have started copying India TV and are showing wrong stories.

Himanshu Roy, Associate Professor in Political Science and Mass Communication at the college, introduced the

topic at the seminar which was attended by more than 100 students of the college. Dr S Bala Bawa of Pioneer Media School gave a brief on behalf of the school.

Enquired by the principal as to "what is the solution of the problem," Raghuvanshi said, "There should be a credible channel with credible people who can change the situation. There was only one Mahatma Gandhi in India. In the same manner, there should be one channel that will show only the truth. The way news channels have started following India TV, they will

also start following this different channel and this will bring about a change in the situation. The audience should reject the trash being shown to them and flip channels."

A student of the college asked, "Can Public Service Broadcasting (PSB) be brought to India like it is there in the US?" Raghuvanshi said, "When everything is commercialised here, there is an urgent need to have PSB in India. In PSB, the media can show those programmes that are in public interest but nobody wants to sponsor."