Communicator

Contents

Media & Broadcasting Industry In India

In

An Assessment Of Content, Regulation, Bussiness And Policies

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With
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Abstract

The convergence of telecommunications, media forms and digital technology has changed the communication spectrum globally. These changes have varying effects on the nature of the growth, content and experience of media consumption. This study explores the recent trends in the media and broadcasting industry in India by assessing reformulation of content, technology up-gradation and its impact on business and regulatory mechanisms. Based on a national survey the study examines the issues of regulation and the perspectives of different stakeholders and about the contending issues at present and how these would roll out in future. The study also provides some signposts for changing the track of media policy and tapping opportunities in alignment with the technological growth.

Keywords

Digital Technology, Media Policy, Indian broadcast industry, Convergence, Cable system, Reformulation of media content

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GOVERNMENT COMMUNICATIONS SYSTEMS

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A COMPARATIVE ANALYSIS

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———— **Abstract** ————

The governance structure of a country is developed and formulated over time, guided by certain factors based on its political ideology and economic status. Scholars have now come to accept that the theories of media systems need to look beyond politico-economic factors and include social ones such as a country's cultural milieu too. This study makes a comparative analysis to see how the media systems of five countries are structured, which in turn determine the kind of freedom enjoyed by their press. A free press leads to greater exposure of corrupt practices and the structures of the media systems thus determine how free from corruption these countries are. India's position on both parameters is analysed in comparison with China, the United States, the United Kingdom and Canada.

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DIGITAL INDIA

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AN IMPERATIVE FOR
PARTICIPATORY GOVERNANCE AND
SUSTAINABLE DEVELOPMENT

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─────── **Abstract** ───────

Digital innovation, deep research and appropriate technological progression can revolutionise India into an enormously powerful nation by connecting, involving, and empowering all citizens which contributes towards equity, efficiency, transparency, inclusive growth and sustainable development. This study reveals that 'Digital India Programme' is a path breaking initiative of the government to convert India into a knowledge economy and digitally empowered democratic participatory society with indigenous manufacturing and product development capabilities. Establishment of digital infrastructure, delivery of governance and various services on demand, and digital empowerment of all citizens are the three main components of the Digital India initiative. Its nine pillars acknowledged as growth areas may take India to the next level in terms of governance, sustainable development and overall social change. This project is worth exploring but faces diverse challenges which require profound introspect and proactive action on the part of the government.

Keywords

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Information & Communication Technologies For Development

An Overview Of Development Theories

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— Abstract —

Communication is intrinsic and embedded in the concept of Information and Communication Technology (ICT). It is the networking function facilitated by ICT overcoming the restriction of space and time that has opened avenues for its applicability in participatory development practices. Thus it becomes imperative to look at ICT within the broad context of development theories and ideologies; and the role envisaged for communication within such processes. This study provides an overview of development theories that have evolved over time and have also redefined the deployment of various communication media in meeting the set priorities. The discussion that follows, introduces the current philosophies in the international development discourse and participatory theories that call for judicious and timely use of new age communication technologies as agents of social change.

Keywords

Information and communications technologies, Development theories, Social change, Communication for development, E-governance, Participatory communication.

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