

***INDIAN MEDIA: PRINT TO VISUAL AND DIGITAL***

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**Crisis in Print Media**

The news media (print) across the globe is in crisis, especially after the economic slowdown and financial crisis of 2008-09. Its place has rapidly been filled in by the technology companies like Google, Yahoo and others who are aggressive enough to gobble up the major share of the print media forcing the news media to choose the path of electronic production in bigger ways. Thousands of journalists lost their jobs in the United States. N. Ram, the editor-in-chief of The Hindu said in his speech in December 2011 that, “There has been some recovery, or to be more precise, a slowdown in the decline beginning mid-2010. But printed newspaper circulation and readership are in irreversible decline across the developed world; they have been in steady, long term, secular decline much before the recent recession hit these countries and their news media.”

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**Transition of Media from Print to Visual and Digital**

The media changed its format from print to audiovisual and digital but it wasn't at the will of the media operators that it could be done. The scientific discovery of wireless communication; microwave leading towards radio transmission technology enabled the media to change its format. From Visual further development was transition to Digital.

**Sir J. C. Bose was the first discoverer of the Wireless technology**

This scientific invention of the wireless communication technology was made for the first time in the world by an Indian scientist. Professor J. C. Bose's demonstration at the Presidency College, Calcutta, as early as in 1895, showed the possibility of signaling messages to a distance by ether waves. The first public demonstration of his discovery of Microwave (Millimeter wave) was made through wireless communication in 1895 in the Town Hall of Calcutta. Bose stunned the audience for the first time in the world by passing a wireless signal through the big body of the Lieutenant Governor, Sir William Mackenzie, Chairman of the meeting, to the next closed room ringing a telephone bell and passing to the next room it **burst** gunpowder. Next year he presented more matured version of his experiment on 21 September 1896, in the British Association, Liverpool, where among the distinguished audience were some Nobel laureates.

J.C. Bose demonstrated his wireless millimeter wave (microwave) experiments at the Royal Institution, London in January 1897. This predates the wireless experiments at Salisbury Plain in May 1897 by Marconi, to whom the Nobel Prize was awarded. 2.

Thus it is on record that he demonstrated his invention before the distinguished gathering thrice before it was shown by Marconi. Whatever he did in discovering the wonder of microwave, he did not go for patenting his discovery. Italian Naval Engineer Marconi imitating his design walked away with the noble prize in 1901 by accomplishing the transatlantic communication. It was too late when Sister Nivedita (Margaret Noble) and her friend Sara Bull, both disciples of Swami Vivekananda, got reluctant Bose's patent application to the USA signed by him.

Beginning with his apathy towards obtaining any patent for his first great discovery in the field of Wireless Telegraphy or Microwave, his ideas and attitude towards getting patent right for personal gains was consistent throughout his life. In his inaugural speech while declaring his dream child, 'The Bose Institute' opened in 1917 he said:

"We shall thus maintain continuously the highest aim of a great Seat of Learning by taking active part in the advancement and diffusion of knowledge. Through the regular publication of the Transactions of the Institute, these Indian contributions will reach the whole world. The discoveries made will thus become public property. No patents will ever be taken. The spirit of our national culture demands that we should be free for ever from the desecration of utilising knowledge for personal gain." 3.

If the Nobel Committee considered him as a truly deserving candidate they might give him the award for his subsequent epoch making discoveries. But all big awards are perhaps dependent on other considerations like political compulsion, diplomatic relationship and other influences, subject to proper management. It is not that just genius or merits are considered. Bose never said why his name was not mentioned in the area of microwave by the Nobel Committee or by Marconi. It seemed otiose to him, bigger as he was than such awards!

### **How do the Radio and Television Function**

The audio-visual is fast taking a grip over the older media. In contrast to television, radio as a news medium remains a state monopoly in India. The television indulges in celebrity worship,

vapid talk shows, scandal, and even voyeurism at the expense of a healthy growth of the society. Some of the channels show false episodes in their serials like Aurobindo Ghose meeting Sarada Ma, wife of Sri Ramakrishna on the way to Chandan Nagar while secretly escaping from British India or showing exaggerating episodes in Tagore's love life. There's absolutely no control or censoring of such false shows involving historical personalities.

In the midst of the old media crisis more and more people are reading newspapers digitally. The terms of trade are shifting remorselessly in favour of the web, mobile, and newer interactive digital platforms. It still comes mostly free-to-air. The internet advertising model is doing exceedingly well but it is the search engines, above all Google, that take the lion's share of the revenue; the paid-content model is also well established on the mobile platform. New digital players, TV playing the major part, put increasing pressure on newspaper circulation, readership and the business itself. The misdeeds of the print media are more spread beyond the newspapers, mostly through the television channels which again are owned by the groups of industries and other vested interest groups which focus on the criminal acts, obscene and obscure shows more than sane and healthy ones. One finds it disgusting to be interrupted by repeated advertisements of the same products presented by the same models and other actors even while viewing the TV for only half an hour. Advertisements are sometimes immoral. There are some channels which show crime and horror scenes as their motto and attract large numbers of viewers who are prone to such acts. It works immorally against the society. Some channels show crimes as actually happened, dramatizing them, telling that such happenings are of recent origin, with all details of police station and their investigations. One wonders if such matters are sub judice how could they be enacted with all artists acting as in a drama or dramatised work of fiction? Usually such things are shown by news media through TV channel, radio or newspapers. If such things are long past what is the justification of reviving such heinous acts in the celluloid? The additional attraction for such show is that it is declared to be actual facts, enacted by the film artists who are seen in various serials. Such shows help the sadists and other criminals, give rise to criminal activities. It's a general complaint that some of the news is sold against price.

By minute observations one may easily find that the industries and political parties control the whole scenario and this includes the family business houses which are dominated by business

groups. Party's interests and favouritism are sometimes so blatantly practised that the whole thing becomes naked and shameful. In some provinces the same film artists and painters, writers and others are awarded often for political reasons to buy their conscience and support.

Awards in Indian contexts carry little value; valueless by partial treatment; throwing of awards strengthen the party, group or organization by enlisting submissive followers. The cricket player is presented as the greatest personality of a country representing its culture and tradition. With the media the establishments too join hands in awarding and giving publicity to their favourites. It is well known that the highest awards of the country, the Padma awards, are tainted by nepotism. A country's moral fabric becomes weak and untenable when such nepotism is practiced in a big way. VIPs like Cricket players or other sports persons and sometimes politicians or Models are the spokespersons of the country. They advise people what to do in epidemics or what they should eat. This seems ridiculous in view of the fact that ball and bat or such instruments, hrewdness or artificial made up beauty of the body do never bestow medical wisdom. What capacity could they have to speak on such subjects? Only common attribute they have is their popularity achieved by being repeatedly presented by the media.

Television channels like Doordarshan are often affected by Government intervention. More and more we see that the ruling parties are propagating their works, bringing in beneficiaries of their schemes who admit that they have been benefited by the minister concerned, naming them instead of the particular Government Departments. All movements of some political bosses, their lectures here and elsewhere, their favourite themes are the only news covered occupying the major time for broadcasting news even in regional channels. Viewers in different parts of the country are compelled to hear them, even when they speak in languages not familiar to the audience. Such forcible occupation of the TV times is the sweet benediction of democracy suffered by the people who pay for viewing them. It may help securing more popularity resulting in more votes.

In an interview to the Deputy Editor of "India Today", Damayanti Dutta, justice Markandey Katju, Chairman of the Press Council of India, opened his heart in answer to her question, "You have critiqued the media from the time you took over as the Chairman of Press Council of India. What is it that you object to?" on 27 January, 2012, "The media has lost its sense of proportion.

Ninety per cent of Indian media coverage, especially electronic media, goes to providing entertainment-lives of film stars, fashion parades. Cricket, disco dancing, reality shows, astrology and so on. Broadly, the media has three roles: to provide information, entertainment and leadership. The first two are traditional roles. Even there, one must have a sense of proportion. How is the Indian media justified in mostly showing glamour, pop music and half-naked women in a poor country? There is cricket day in and day out on our television. Cricket is really the opium of the Indian masses. During the India-Pakistan match at Mohali in March last year, the media hyped it up as if a Mahabharata war was on. Had I not spoken out, the birth of a film star's child would have been on the front page of every newspaper. When Dev Anand died, it became front page headlines in several leading newspapers and I raised my voice against it since 250,000 farmers in India committed suicide in the last 15 years but this was hardly published anywhere . . . .” 4.

Television has become the cynosure of the Indian audience. And it is being misused to a great extent as has been observed by Markandey Katju. If we sail only in popular winds distributing awards and honours to the favourites for a favourable return and help more flow of that wind in our sail in a situation like India where most of the people cannot be said to be really educated with real discerning capacity and culture, the culture of the country with the media will go haywire.

### **Soap Opera is the main Buzz**

Soap Opera is a hyped name much in use in digital entertainment; it's a dramatic performance presented serially in Radio, mainly in T.V. Soap owes its name to renowned soap companies like Procter & Gamble, Colgate-Palmolive, Lever Brothers and companies of their ilk which were the first promoters of such performances towards publicity and propaganda of their products like soap and detergents. Subsequently others entered the arena. Hum Log was the first soap opera occupying the screens in India. It was shown in 1984 through 154 episodes. Ashok Kumar, the then famous Hindi actor, discussed about the drama at the end of each episode. Yeh Rishta Kya Kehlata Hai is the longest running Hindi serial. It continued through 21 September 2018. The languages used in such performances are usually Hindi, Marathi, Gujarati, Bengali, Kannada, Odiya and Tamil; sometimes mixed with other languages like English. Some of the operas were

based on the biographies of famous heroes of the past like Chanakya, Prithviraj, Samrat Ashoka, Shivaji, Jhansi Ki Rani and others.

Day time operas became popular during 2000s with such shows as Kumkum, Bhabhi, Chithi, Kolangal and Mitti Oli. Soap Opera includes Crime and woman centric shows with family feud, woman ethics and torture on women; often sentimental, sometimes educative shows are also included. Vilification of premarital romantic (let alone sexual) relationships aren't uncommon in Indian soaps which primarily target female audiences though there are exceptions like Ek Aurat Ki Kahani (1994) which emerged featuring a strong female protagonist. But Saas-Bahu dramas dominate this world. Barring some exceptions, lots of these women-centric shows aim at providing justice to the virtuous, long-suffering female characters, ultimately arriving at a happy conclusion. But they do so via a painstakingly circuitous path that conveys many mixed (and often downright regressive) messages along the way. Most TV serials have remained steadfastly rooted to their longstanding formula of sympathy, tears, villainy and a melodramatic background score. Indian women are conditioned to place familial interests above all else, including personal safety and well-being. The majority of these TV serials despite being women-centric reinforce archaic beliefs about a woman's modesty and her place in the household and in society. On the way to evaluating Indian Soap Opera one finds such comments on the way as, "Storytelling is an art form that can be utilised to engage, challenge and inspire its audience. In a country of over a billion inhabitants Indian soaps cater to a wide-ranging audience and possess the ability to influence societal thought processes. When we fall prey to lazy storytelling and the regurgitation of tried stereotypes, we are essentially lowering our standards and accepting vapid entertainment fare as good enough." And this happen in India where there is no dearth of real good stories as are in circulation.

In this context it may be said that famous stories of classical writers seldom fit into the scheme of soap **opera** which are cheap on the whole. Here magical effects are more often accepted as the goings on, away from the reality as they are. Here a hero jumps up to second or third floor of a building; his kick scatters dozens of muscular thugs to different directions and they run finally putting their tails between their hind legs, almost unhurt; none seriously injured. Saas slaps a Bahu creating a magical effect on her. "Here's what goes down: The saas slaps the

bahu. The sound of the thappad resonates thrice. The camera records close-ups of the shocked family members. Someone drops a thaali. Cut” 5.

Saas poisons daughters-in-law or dominates over them in a very roguish way. “T V dramas based on complex domestic relationships, often between brides and their mothers-in-law, have riveted Indians for over a decade,” writes a Geeta Pandey in BBC reports . 6.

Here slapping is common unlike what happens in a modern household. People enjoy the absurd and the odd. Some famous Hindi soap operas are Iss Pyar Ko Kya Naam Doon? Gunahon Ka Devta and Rangrasiya. Even the famous story of Sarat Chandra Chattopadhyay’s, Devdas has become Soap Opera in the hands of famous actors and directors. Some such operas are beyond the spell of mother-in-law and daughter-in-law nexus like Sarabhai Versus Sarabhai, Sea Hawks, Powder, Balika Vadhu and Uttaran.

Apart from these dramas and melodramas there are real soap operas daily making their rounds in each channel of the T.V. Half clad nice looking girl or woman again dominates the scene though sometimes she is replaced by boys. They take bath making the scene as attractive as possible with particular brand of soap or other cosmetic items in use.

### **Digital Development has Ushered in a New Era to Media**

The idea of E governance in India was initiated in the nineties of the last century but it was a gradual process and its development required many things more to come to a stage of perfection. Launched on 1 July 2015, **Digital India** is a campaign by the Government of India to ensure that Government's services are made available to citizens electronically by providing online infrastructure and by increasing Internet connectivity. The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy.<sup>7</sup>

The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components, (a) development of secure and stable digital infrastructure, (b) delivering government services digitally and (c) universal digital literacy. Though connectivity to avail services have been made available they do not provide any link to the concerned Departments or Ministries of the Government to sort out problems arising out of such services offered or to ventilate the grievances of the consumers. The communication

channels are far from satisfactory; often they are full of advertisements and confusing offers as in BSNL and IRCTC.

### **Recent developments**

As of September 2018, Twitter announced video content collaboration with 12 Indian partners for video highlights and live streaming of sports, entertainment and news. The Indian digital advertising industry, backed by affordable data and rising smartphone penetration, is expected to grow at a Compound Annual Growth Rate of 32 per cent to reach Rs 18,986 crore (US\$ 2.93 billion) by 2020. About the digital development worldwide certain sites may be cited as one of the highest technology boom which contributes towards Media and Entertainment. You Tube, Google and other search machines, WhatsApp and many other Apps applicable through Internet and Mobile phones and above all, the concept and use of Face Book are the modern miracles of which India is making good uses. Twitter, LinkedIn and such sites add to the excellence of the Digital world interlinking individuals and institutions, countries and people. Emailing is one of the most popular areas of growth towards connectivity. Ubiquitous Mobile Phones are essential gadgets to be included in the list. **Digital** Sites and mobile brands are ever on the increase. But there are enough reasons to stumble on the way to commercial march of Digital India, interrupting its march.

Smartphones are making it easier for millions of Indians to communicate and share messages on social media. But it is not easily available or not feasible to acquire one by the poor who are in majority in India. It creates problems when some are having many such instruments and some cannot acquire one whereas mounting pressure is felt by everyone to acquire one when Governments to all big buyers and sellers insist on having one whereas its price is mounting regularly. The idea of business by the biggies helped by the Governmental and other forces behind it is easily felt. Face Book means multiple touch-points such as liking, commenting, sharing, viewing; expressed as a multiple of likelihood. Twittering means twitting like a bird but sometimes such birds are malicious. And WhatsApp has become storehouse of fake news, rumors and gossips. The idea of securing votes in future behind many such communications is not very cloudy. It is an worldwide phenomena. People are victims of such false news made callously, deliberately or with political motives. **“Rumours of child abductors spread through**



**WhatsApp in a small town in Mexico. The rumours were fake, but a mob burned two men to death before anyone checked. 8.**

India along with other countries like Latin America, Europe and Nigeria is a victim of such disservices. Recently British Broadcasting Corporation has been making wide research on the subject and finds that India is a special victim of such ‘Going for Digitals’. This serves the interest of many including making many innocents its victims. It has become a global problem. One may find traces of them as narrated in BBC News and BBC Website: 9 and 10.

Let us see a few examples:

**The digital misuse incites killing innocent humans**

Mob attacks are on the rise in India fuelled by false rumours on WhatsApp and social media. According to the BBC's analysis of incidents between February 2014 and July 2018, at least 31 people were killed and dozens more injured. These are the incidents the BBC was able to verify, many more have been reported. Many of the false rumours warn people that there are child abductors in their towns, driving locals to target innocent men who are not known to the community. A total of 25 men, four women, and two people of unknown gender died in the process. (B.B.C. Report-13.11.2018)

**WhatsApp video Incites people to Murder**

“In one striking example, a video clip shared on WhatsApp went viral in India in June 2018 with tragic consequences. In the clip, a man on a motorbike appears to be kidnapping a child from the street. The messages that accompanied the video as it was shared from phone to phone alleged that the incident had occurred in Bangalore and warned the community to be on the lookout for “potential child-lifters”. Vigilante mobs formed and killed an estimated 10 people.” (B.B.C. Report-13.11.2018)

“Many of the victims of these attacks can only be found guilty of being outsiders - they are commonly foreign visitors or members of socially ostracised groups. Earlier this year in Assam, two victims identified as Nilotpal Das and Abijeet Nath, both residents of Guwahati, the largest city in Assam, were attacked when they stopped at a village to ask for directions. Police say that residents believed the unknown men to be the "kidnappers" who they had been warned about via

WhatsApp. The BBC travelled to Assam to report in detail on what happened to Nilotpal and Abijeet.” (B.B.C. Report-13.11.2018)

“A woman aged between 25 and 30 was lynched after rumours that child abductors are operating in the area went viral. Locals told police that they had seen the woman in the area for the past **six** months and she had been attacked because of her ‘suspicious’ movements. Her mutilated body was found in the forest close to where she was attacked. (B.B.C. Report: 13.11.2018; Sangrauli, M.P. 2018-7-19)

If the reports are true they must be taken very seriously for further actions towards proper control of the false news spreading media, whoever they may be. Otherwise, the digital front and activities through Face Book, WhatsApp, Twitter and LinkedIn are epoch making. Millions are connected and are benefitted through them in various ways. Commercial use of WhatsApp for essential communications is on the rise.

#### **Tidbits about the Contents and language**

The contents of the regional newspapers and their visual representations are varied. The regional newspapers concentrate mainly on local news full of squibs, cranks and cracks about the local politics, the local leaders and their activities. Most of such papers are owned or influenced by some or the other political leaders. They contain more news about crimes, suicides, deaths and the curious happenings. They supply food for news, gossip and speculation. Squabbles, rivalry and revengefulness are the main bases of such papers. They contain little of international news. This trend is visible even with very popular Brand names among the regional newspapers.

In many towns very few stalls sell English newspapers. Regional papers satisfy the hunger of the locals all right but English is a common lingua franca in India as well as the globe. Unlike the foreigners or foreign goods it is no longer foreign to us. English, an international language, is spoken by large numbers of people of the English speaking world like America, Australia, Canada, Africa, India and many other countries, once colonies of Great Britain and the country itself. It has spread to the other countries as the common medium of human communication. It has become the common international language. To bring in and publish international news in English is easier than in any other Indian language. There arises no need for translation like no need for interpreter when we exchange through a common language. It is a language which we

have acclimatized. It is called Indian English and huge volumes of literature in it were produced by Freedom Fighters and other prominent Indians even from before independence and are produced now more and more in independent India making it the largest producer of books and other materials in English language. It brings fame and business of all sorts out of human exchanges. Needs for newspapers in English arise for spreading our understanding and knowledge horizontally. In any place in India the language of which is not my own English language newspaper or periodicals would help me better. News in digital frame, the digital version of the English papers, is published in English only.

Spreading Hindi through digital media and T.V. Screens even when news in a local language of a province is delivered, may be the aim of the Government to push it but it becomes an intruder in areas where people of different tongue usually live. Hindi is quite fitting in Hindi speaking areas. It is better to ascertain how far people rejoice or swallow it in other areas. Though people of the area may not speak against, it goes beyond their understanding, as it happened when the Prime Minister wanted to communicate with students everywhere in India. It creates gap in relationship, or may create some resentment in people's hearts to be expressed in due course. Hindi is the language of the majority but every language, specially those which are listed in the Eighth Schedule of the Constitution of India, have equal right and there are richer languages spoken by numbers close to the language of the majority. Some Indian languages are spoken in some foreign countries and their speakers are not very insignificant. Quality has a great value, not only the quantity.

### **The Status of Media and Entertainment Industry**

Latest position and prospect of the industry is given below:

The Indian Media and Entertainment (M&E) is making high growth strides. Backed by rising consumer demand and improved advertising revenues it is in a strong phase of growth,. The industry has largely been driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. At present, advertising revenue accounts for around 0.38 per cent of India's gross domestic product. India's advertising revenue is projected to reach Rs 1,232.70

billion (US\$ 18.39 billion) in financial year 2023 from Rs 608.30 billion (US\$ 9.44 billion) in financial year 2017-18.

The annual growth rate of Indian media and entertainment was 10.90 per cent from the financial year 2017-18. In actual figure it was Rs 1,436.00 billion (US\$ 22.28 billion) in financial year 2017-18. It is expected to grow at 13.10 per cent per annum to touch Rs 2,660.20 billion (US\$ 39.68 billion) by the financial year 2023. The industry provided employment to 3.5 to 4 million people including both direct and indirect employment in 2017. Newspaper readership in India has increased by 40 per cent to 407 million in 2017 from 295 million in 2014. India is one of the top five markets for the media, content and technology agency. There are further progresses in collaboration with international agencies for broadcast and presentation of Indian games and competitions.

The Telecom Regulatory Authority of India (TRAI) has been on the job to boost reforms in the broadcasting sector. The Government of India has agreed to set up the National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Government have signed an audio visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity. The Foreign Direct Investment (FDI) inflows in the Information and Broadcasting (I&B) sector (including Print Media) up to June 2018 stood at US\$ 7.17 billion, as per data released by Department of Industrial Policy and Promotion (DIPP). The Government of India has supported Media and Entertainment industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms and granting industry status to the film industry for easy access to institutional finance.

The Indian Media and Entertainment industry is on an impressive growth path. The industry is expected to grow at a much faster rate than the global average rate. Growth is expected in retail advertisement due to many hopeful reasons such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country and domestic companies testing out the waters. The rural region is also a potentially profitable target. 11.

### **Conclusion**

Not only the choking of freedom of press restricted or restricts discharging the duties and obligations of the media but also the inner conflicts and disharmonies, inherent defects of the media restrict discharging its duties and obligations. After all, the media which depend on the public support cannot be treated exclusively as private property. So many things happen in smaller towns and mofussils which are environmentally and otherwise challenging but such news rarely appears even in responsible news media. The media sometimes seem to be subsidized by the governments and advertisers though not in black and white. "A subsidized Press is a servile Press and as such cannot discharge its functions properly." (Ghose /80). It applies equally to other media. Unlike earlier years the media has more freedom in free India but it has become a separate entity restricting public views, selling dubious news and influencing political health of the country. This trend too requires investigation and control.

Media consist of many aspects, many faces. Celluloid media, particularly Indian cinema, is progressing rapidly as industry through popularity not only among Indians but among people in some neighbouring countries as well. There is a boom in digital development and visual sectors of the media. More censoring of TV materials, cinema and other audiovisual productions would tend to better the quality of such productions. While there is scope for development of quality there is no doubt that Media and Entertainment industry are making rapid strides quantitatively. By recording the happenings in the society the media becomes the mirror of its culture and habits. Question is how truthful and faithful are the recordings. Apart from recording the events the media play their part of doing and undoing things as they happen or do not happen in a society. If the media give up the business motive, give up the idea of becoming another political entity of the country, adhere to their conscience and hear the sane voices of the people of wisdom, they may surely climb to greater heights and lift the cultural standards of the people and the country. Let me remind the media of their position and the needs of the hour with the great words of wisdom by an American Playwright, Arthur Miller, "A good newspaper, I suppose, is a nation talking to itself." 12.

The visual media are more or less the replica of news media so it applies equally to them too.

While speaking about the progress and prospect of the visual and digital media I feel that there are lots more which are quite relevant to a participant to the schemes either as subscriber or as user. As subscriber to the TV channels, one often finds dealing with the service providers difficult. While the cable operators are local dealers working with them is not satisfactory or their offers may be insufficient for many reasons like absence of any standardized norms. It has been difficult with renowned digital operators too like Tata Sky or Airtel. They deliberately confuse customers to raise the total price payable to them, not answering relevant questions while showing nice response. Even after the TRAI regulation giving option to the users to select the channels up to their choice one faces difficulties with them. One needs to approach some neutral or Government agency which can settle the problems. This issue arises in respect of many other Government sites created to serve the public for which Digital Move was initiated. When the service providers like Insurance or bank or even BSNL do not give proper services the customer suffers in the absence of any one to approach or look after such issues. Even higher authorities in the Government do not reply or entertain. Most of the digital sites show one way operation. While one may contact and pay through such sites there cannot be a revision or amendment through such sites. IRCTC (Indian Railway booking of reservation and cancellation, etc.) has become the worst site. It was little better earlier. Now it is a jungle with multiple advertisements assailing a visitor whereas the main business is hardly possible to get done through it. This is the latest position. In spite of some benefits the Digital system is self-defeating in the absence of proper remedial measures. Users silently suffer while hearing day and night that the authorities have done something so great that it never happened in the past nor perhaps going to happen in future.

In respect of TV operation we find that channels sponsored by the Government are at their beck and call. One wonders if the news means what some groups or individuals are doing, where they are visiting or what new projects they are inaugurating except some such activities of national importance daily and what the obliged selected poor beneficiaries are telling about them. News means disseminating information about what important happenings and events are taking place nationally and internationally, what new knowledge is added in different spheres of learning and education, agriculture and industry, War and Peace. Large numbers of other

channels mostly serve soap opera, other serials, dramatic performances and give religious discourses. The entertainment channels are full of present-day disco type dances. There are almost no channel which presents Indian classical music and dance exclusively in spite of the presence of DD Bharati. Almost no Indian channel is available for sports. DD Sports mostly show the games already performed. Other international channels which broadcast and show Indian sports mostly cover crickets as if there aren't any other good games played. One needs to remember that whatever wild claims and cheers we hear about Indian cricket, whatever the hullabaloo about the heroic actions, great sporting countries like China, US, Japan and many other European and Latin American countries aren't there in the field. Only commonwealth countries participate in cricket. There could be many more innovative channels giving opportunities to literary and artistic talents run by competent persons.

Of the cinemas produced every year how many are really worthy of the expenses incurred to produce them including all labours, artistic and literary? Most of the Hindi films shot are famous for their sexy approach and stereotype sexy dances. If such dances were evidence of good acting then we need to forget what is called acting; we need to change the gamut of it. Magical change of dresses of the performing artists at each turn of the show cannot be justified. There could be many creative approaches if properly inspired and organized by the Government and their agencies. We hear of awards only. There is a rush of different types of awards given to proper and not-so-proper or improper candidates based on their other credentials in the fields.

The functioning of Entertainment and Digital industry are not only for business but they speak of the tradition and culture of a country, the prestige and honour of the nation. Government and all concerned people should address these issues too while speaking about the progress of the industry.

We may come to a decisive summary about our observations so far under the general heading 'Conclusion', that however much glossy it looks, however much we prove our supremacy in demagogic lectures in the market place, our Visual and Digital face has acquired our traditional Indian character. Everything looks glossy as they float under the general heading but inside it has ingrained corrupt and dishonest heart. While the bigwigs gain the common man loses his right. No one looks after what he loses and how. Fools look bright getting bribes, temporarily.

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**Bio:**

Aju Mukhopadhyay is an Award winning world Poet with membership of various international poetry sites, Member of the Advisory Board of Editors in some important magazines, Author of various genres of books, Laureate award winner for books (Non-fiction), Novelist, Essayist, Environmentalist and Critic.

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