

Essay Class 02: MEDIA (Brijendra Singh)**Five Fundamental Principles****1. Truth and Accuracy**

Any person reporting or sharing information must strive to get the facts right. The media should fact-check its sources, provide all the relevant facts and produce reliable content. When any information is found to be wrong after publication, the correct version must be shared and highlighted.

2. Independence

The media should not act on behalf of special interests whether political, corporate or cultural. There should be an absence of external control and influence upon an individual or institution. Reporters must take independent decisions regarding what to report, in accordance with public welfare.

3. Fairness and Impartiality

Reporting should present a balanced perspective, give voice to diverse opinions and provide the complete context. Perfect objectivity is not always possible or even desirable (for example, in the face of brutality or inhumanity), but impartial reporting builds trust and confidence.

4. Accountability

The media must be willing to hold itself accountable, by correcting its errors and expressing sincere regret for them. Simultaneously, it must honour its duty to act as a watchdog for citizens and hold powerful individuals and institutions accountable.

5. Public Interest

Media must strive to serve public interest through judicious and responsible reporting. This demands a combination of beneficence and non-maleficence in highlighting issues of public concern.

Principle One: Truth and Accuracy**I. Dimension: Political**

Ideal Condition: Non-partisanship; impartial.

Concerns:

- i. **Political bias**, in choosing which incidents to report or suppress.
- ii. **Political advocacy**, by aligning with and supporting specific political ideologies or personalities.
- iii. Conducting **media trials** or spreading mis-information to support political powers.

Recommendation:

- i. Avoid advocacy of political ideologies. Do not become a mouthpiece of political powers.
- ii. Maintain vigilance over the working of the government by disseminating truthful news.
- iii. Encourage "**Citizen Journalism**" (5th pillar of democracy), when mainstream media fails to perform its role.

Evidence:

- i. **Kesari** (Marathi) and **Mahratta** (English) were newspapers founded by Lokmanya Bal Gangadhar Tilak in 1881, to promote Swaraj. Tilak used them to fearlessly criticize British policies, expose injustices, and urge Indians to actively participate in the freedom struggle. Tilak's famous slogan, "*Swaraj is my birthright and I shall have it*", was disseminated widely through these papers. It resonated deeply with the masses and became a crucial instrument in shaping the extremist phase of the Indian National Congress.
- ii. **P. Sainath**, the Rural Affairs editor of The Hindu, was awarded the Magsaysay Award for Journalism in 2007. His work was focused on illustrating that the acute misery in India was not caused by droughts alone, but was rooted in India's structural inequalities in poverty, illiteracy and caste discrimination. Sainath revealed that at a time when the govt. was boasting of a national grain surplus, 25 crore Indians were suffering from endemic hunger and there was a shocking rise in suicides among India's debt-pressed farmers.
- iii. **Nihal Koshie**, Associate Editor at The Indian Express, won the 2023 Ramnath Goenka Excellence in Journalism Award for extensive coverage of the sexual harassment allegations by India's top female Olympic wrestlers against the President of the Wrestling Federation of India (WFI). The investigations exposed the sexual harassment within sporting bodies, leading to the resignation of the then WFI President Brij Bhushan Singh.
- iv. **Operation West End**: a sting operation conducted by Tehelka reporters in 2001. They posed as representatives of a foreign arms company, offered bribes to senior officials, and recorded these dealings on hidden cameras. The operation claimed the jobs of India's then Defence Minister George Fernandes and many senior officers of the armed forces.
- v. When mainstream media failed to cover the extent of maladministration and public suffering during the **COVID crisis**, many **Citizen Journalists** showed the grim reality to the nation. They exposed the plight of migrants, the lack of oxygen cylinders and beds in hospitals, long waiting periods at crematoriums, dead bodies being thrown in rivers etc. Such reporting went a long way in evoking urgent and focused action by the authorities.

II. Dimension: Social

Ideal Condition: Treat all sections equitably.

Concerns:

- i. **Prejudice and intolerance** against members belonging to certain communities.
- ii. Adding a **communal complexion** to issues.
- iii. Choosing sides between sections of society and glorifying one or vilifying the other.

Recommendation:

- i. Avoid reports which tend to promote feelings of **enmity or hatred** between people on the ground of religion, caste, community or language.
- ii. Avoid suggesting **guilt by association**. An individual should not be accused of wrongdoing merely due to his/her association with a particular group.

Evidence:

- i. In the early days of the COVID-19 pandemic in India, the media irresponsibly targeted the **Tablighi Jamaat** as being solely responsible for the spread of the pandemic in the country. The reporting of the incident often used vocabulary that vilified the entire Indian Muslim community. For instance, Muslims who were stuck in the Nizamuddin mosque were described as "hiding in the mosque". In contrast, Hindu pilgrims at Vaishno Devi or Sikhs at Majnu ka Tila gurudwara were described as "stranded" or "trapped". Such reporting shifted focus away from the medical and humanitarian crisis and confined the narrative to merely debating religious identities.

- ii. **Shraddha Walkar murder case (2022):** media coverage of the crime was a dangerous example of communal weaponization and sensationalism. Since the victim and the perpetrator belonged to different religions, prominent television channels bypassed the realities of intimate partner violence to frame the tragedy as a "Love Jihad" conspiracy. News18 India and Times Now Navbharat were penalized by the NBDSA (News Broadcasting and Digital Standards Authority) for airing polarizing debates that stereotyped an entire community.
- iii. **Sudarshan News** is a Hindi news channel which has often been criticised for broadcasting content that is blatantly communal, glorifies hate speeches and promotes anti-social propaganda. In Sept 2020, one of its shows made the unimaginable claim that the UPSC Civil Services Exam was being "infiltrated" by Muslims, leading to a ban on the telecast of the remaining episodes of the show by the Supreme Court itself.
- iv. **Responsible journalism** was witnessed during the reporting of the Babri Masjid demolition in 1992, when several vernacular newspapers regularly emphasized that most of the people clashing with each other "understand neither Hinduism, nor Islam, nor humanity itself".

III. **Dimension:** Economic

Ideal Condition: Authenticity of news.

Concerns:

- i. Focus is on **maximizing viewership**, without investing time to verify information.
- ii. Urge to **break the news first**, even without adequate evidence.
- iii. **Shielding corporate interests** through doctored reporting.

Recommendation:

- i. **Confirm the veracity** of information before publishing it.
- ii. Reporting should be **based on data**, not conjecture.
- iii. Avoid suggesting **guilt by association**. Any individual should not be accused of wrongdoing, unless verifiable facts are available.

Evidence:

- i. **Hindenburg Research**, in its 2023 report, alleged corporate malfeasance and stock manipulation by the Adani Group. Several mainstream media houses, such as India Today and Times Now, manufactured a nationalist narrative, calling the report a foreign plot by Western powers. Instead of promoting corporate transparency through investigative reporting, they merely shielded corporate interests.
- ii. The death of Bollywood actor **Sushant Singh Rajput** led to a media frenzy, with numerous news channels speculating about the causes of his death, often without substantial evidence. Channels like Republic TV and Times Now were criticized for their sensationalist reporting, which included conspiracy theories and baseless accusations. This coverage was seen as an attempt to boost viewership, by capitalizing on public emotions.
- iii. **Sucheta Dalal**, working for the Times of India, had adequate indications that Harshad Mehta was involved in some wrongdoings. Yet, she did not print her speculations until she was able to corroborate her suspicions from senior bank officials. And even then, she did not explicitly name Harshad Mehta in her article, referring to him only by his nickname, The "Big Bull".
- iv. Prior to the **Iraq War of 2003**, several major news outlets, including The New York Times and The Washington Post, reported extensively on the existence of weapons of mass destruction (WMDs) in Iraq. However, no WMDs were found and many suspected that it was just a ruse to allow US troops to enter the oil-rich Middle East.

IV. **Dimension:** Scientific

Ideal Condition: Reliability of the information and its safe usage.

Concerns:

- i. **Unscientific claims**, without any empirical basis.
- ii. Illogical suggestions, based on **superstitions, taboos** etc.

Recommendation:

- i. Maintain a **scientific temper**, based on observation and empirical evidence.
- ii. Ensure **pre-publication verification** from multiple and credible sources.

Evidence:

- i. During the **Covid-19** pandemic, social media platforms and even mainstream media outlets promoted **bizarre cures**. In India, this took the form of suggesting ayurvedic herbs, mustard oil and even cow urine as potential cures for the virus. In Brazil, 24 hours of fasting was advocated as a cure; in Venezuela, the drinking of a herbal tea.
- ii. Mainstream media outlets displayed a lack of scientific temper following the **Demonetization** exercise in 2016. They claimed that the new Rs 2000 notes were embedded with Nano-GPS chips, which gave location coordinates of the currency, to allow black money to be tracked.
- iii. At the beginning of **AIDS epidemic** in 1980s, global media houses contributed to stigma and discrimination against those infected by the disease. They unscientifically linked the disease to specific racial groups or sexual orientation, leading to discrimination against Africans and homosexuals.

V. **Dimension:** Historical

Ideal Condition: Maintain sanctity of historical facts and events.

Concerns:

- i. **Falsifying** historically established facts; **cherry-picking** of historical facts.
- ii. Creating communal rifts and **polarisation**.

Recommendation:

- i. **Avoid mixing academics** with **religious** faith.
- ii. Avoid the dissemination of distorted facts, that has the potential to **instigate** the masses.
- iii. Present a **nuanced understanding** of historical events.

Evidence:

- i. Many media houses have circulated claims of the **Taj Mahal** being a Hindu temple. Despite repeated clarifications by the ASI that it has shut 22 rooms in the Taj Mahal to prevent public damage to the monument, media outlets claim that these rooms contain Hindu idols.
- ii. Many media outlets have depicted the **Mughal Empire** in a highly negative light, focusing primarily on their invasions, destruction of temples, and perceived oppression of Hindus. This selective portrayal ignores Mughal contributions to Indian art, culture, and administration.
- iii. Some right-wing Western media outlets have engaged in **Holocaust denial**, denying the historical reality of the Jewish Holocaust, the systematic genocide of six million Jews by Nazi Germany during World War II. This includes spreading false information, questioning established historical evidence, and promoting anti-Semitic conspiracy theories.

Principle Two: Independence

I. Dimension: Ethical

Ideal Condition: Uphold journalistic ethics and values.

Concerns:

- i. Lack of integrity.
- ii. Lack of courage.

Recommendation:

- i. Reporting must uphold highest journalistic standards.
- ii. Reporting must be guided by the principle of public service and welfare.

Evidence:

- i. The **Dharasana Salt Works Satyagraha** happened in May 1930. Mahatma Gandhi told the Viceroy that the Indians would raid the salt works but would not use violence. The police beat the Indians with steel-tipped lathis at the gates of the factory, wounding them grievously. But not one Indian raised his arm to even block the blows. Non-violent insistence.

An American journalist, **Webb Miller**, witnessed this incident and wrote:

"I heard the sickening whacks of clubs on unprotected skulls. Those struck fell unconscious or writhing in pain with fractured skulls or broken shoulders. Great patches of blood widened on their white clothes. The survivors silently marched on until struck down. Stretcher bearers rushed up and carried off the injured to a thatched hut. The blankets used as stretchers were sodden with blood".

Miller's report received global coverage and became a major catalyst in turning world opinion against the British Empire.

- ii. The day after the **Emergency** was imposed in 1975, **Ramnath Goenka**, the founder of the Indian Express, asked *The Indian Express* to carry a blank editorial as a sign of protest. To this day, this act by *The Indian Express* is perceived to have sent across a stronger message to the then government than any written words.
- iii. Australian journalist **Julian Assange** contributed significantly to government transparency and accountability by publishing classified documents on WikiLeaks. These documents exposed corruption, human rights abuses, and war crimes that might otherwise have remained hidden. Despite facing threats of legal action and detention, Assange shared vital information on US soldiers killing civilians in Baghdad in 2007, the Afghan and Iraq war logs etc.

II. Dimension: Economic

Ideal Condition: Financial independence and viability.

Concerns:

- i. **Paid news**, which refers to those articles in newspapers, magazines and the electronic media which favour the institution that has paid for it. It amounts to deceiving the citizens since they don't know that the "news" is in fact an advertisement of sorts.
- ii. **News Mongering**, where creation of news takes priority over reporting of news. Sensationalism is given priority over relevance, with the intention of maximizing viewership & revenue.
- iii. **Mainstream bias**, which refers to a tendency to report what everyone else is reporting, and to avoid stories that will offend anyone and impact their future viewership.

Recommendation:

- i. Promote **Crowdfunded** Journalism, to create ground-level alternatives to mainstream media and lend financial support to small, independent media outlets.
- ii. **Public funding** of media organisations, assuring them of govt. support.

Evidence:

- i. Online news portals such as **The Wire, Scroll, The Print** etc. rely on donations from readers to support their operations. This helps them maintain their independent journalism and allows them to investigate issues that mainstream media often overlooks.
- ii. The **Cairncross Commission** (UK 2017) has recommended that governments should create a fund to provide financial support to news outlets. This would ensure the survival and independent functioning of news outlets committed to upholding public interest.
- iii. **RSF (Reporters Sans Frontiers- Reporters without Borders)** engages in journalistic standards of highest quality. It publishes the World Press Freedom Index every year. It is funded by voluntary contributions, selling of photographs etc. These diverse sources of financing ensure its independence.
- iv. **Govt. funding** of media outlets has enabled many reputed news networks to maintain their independence-this includes the BBC (British Govt.), Al Jazeera (Qatar Govt.) and Doordarshan (Govt. of India).

III. Dimension: Political

Ideal Condition: Freedom from political control and interference.

Concerns:

- i. **Weaponization** of advertising budgets – *reward the pliant, punish the defiant*.
- ii. **Dependence on government** advertisements for revenue.
- iii. **Witch-hunting** by govt. institutions for any reporting seen as critical of the govt.

Recommendation:

- i. **Innovate**, to circumvent political interference.
- ii. **Reduce financial dependence** of media houses upon the elected govt.
- iii. Refrain from using political power to **intimidate** news organisations.
- iv. Frame a **transparent policy for distribution of advertisements** by governments, with provisions for scrutiny and public disclosure of advertising expenditure.

Evidence:

- i. When the **Emergency** was imposed on June 25, 1975, the govt. disconnected electricity to the newspapers which had reputations of being critical towards its policies - this was done to prevent the printing of the newspapers on June 26, which would have contained the news of the Emergency and the arrest of prominent political leaders. The government also withdrew its advertising support from any newspaper that refused to toe the government line.
- ii. The **Amrita Bazar Patrika**, founded in 1868 by Sisir Kumar Ghosh and Motilal Ghosh, was known for its fearless criticism of British policies. It was initially a Bengali weekly but when the British govt. passed the Vernacular Press Act (1878) to censor Indian language newspapers, ABP famously circumvented this draconian law by converting into an entirely English-language publication on the very same day. The shift allowed ABP to continue its critical reporting without falling under the Act's purview, thus mocking the British government's attempt at censorship.
- iii. In March 2026, the I&B Ministry revealed that that Govt. of India has spent **Rs. 5987 crores on advertisements** between 2014-2024. This is approximately Rs. 1.5 crores per day. This reveals the enormous financial control the political executive has over the profitability and survival of media houses.

- iv. In July 2021, the offices of **Dainik Bhaskar** were raided by tax authorities for alleged tax evasion. The newspaper claimed that the raids happened because it had published a series of articles claiming that authorities mishandled the COVID-19 pandemic and underreported deaths. The newspaper also revealed that it had stopped receiving advertising from the govt. since Feb. 2021-this suspension on advertising lasted till August 2022 and cost the newspaper Rs. 100 crores in lost advertising revenue.

IV. Dimension: Institutional

Ideal Condition: Freedom of press.

Concerns:

- i. **Censorship**, which refers to suppressing the reporting of any material on the grounds that such material is considered objectionable, harmful, or sensitive.
- ii. Although **whistleblowers** are the best source of information on malpractices in any system, they often face harassment, threats and even fatal attacks. Such problems are especially acute for journalists, who often have to report on contentious issues.

Recommendation:

- i. **Permit constructive criticism**, which allows the identification of alternative narratives on the same issue and enables empathetic solutions.
- ii. **Protect people making disclosures** in public interest.
- iii. **Diversity of media** is necessary to strike a balance. For instance, promoting alternative and independent media outlets to act as a check-and-balance against mainstream channels.

Evidence:

- i. Under the “**Media Policy-2020**” of J&K, the government has authorised itself to “examine” the content of print, electronic and other forms of media for “fake news and unethical or anti-national activities”. Penalties include legal lawsuits against journalists or stopping advertisements to specific media organisations.
- ii. **Konta Sand Mining investigation:** in August 2024, four independent freelance journalists exposed environmental cartels in the town of Konta in Chhattisgarh, who were involved in illegal sand mining operations. However, the local police allegedly planted drugs in their vehicle to frame them under the Narcotics Drugs and Psychotropic Substances (NDPS) Act. The journalists spent nearly a month in prison before an investigation revealed that the concerned SHO had fabricated the evidence.
- iii. **Patricia Mukhim**, editor of The Shillong Times, faced criminal charges in 2020 after posting on Facebook about violence against non-tribal residents in Meghalaya. The charges were filed against her for allegedly promoting enmity between different groups, which many viewed as an attempt to suppress her critical reporting.
- iv. In 2019, journalist **Pawan Jaiswal** filmed children eating roti and salt in the mid-day meals served in a primary school in Mirzapur district of Uttar Pradesh. He was booked by police for trying to defame the government and was charged with criminal conspiracy and cheating.
- v. Penal action against journalists has risen sharply. 154 Indian journalists have been arrested for their work between 2010-2020, more than 40% of such arrests were in 2020 alone. It is no wonder then that India’s place in the World Press Freedom Index is consistently poor (rank 157 out of 180 countries in 2026, 159 in 2024, 161 in 2023).

V. Dimension: Societal

Ideal Condition: Respect and safety for journalists.

Concerns:

- i. Journalists being subjected to **threats, intimidation and violence** for their reporting.
- ii. Anti-social elements creating a **climate of fear**, which prevents journalists from pursuing critical or controversial stories.

Recommendation:

- i. Create a **safe work environment** for journalists, to encourage them to do their work independently and fearlessly.
- ii. Adopt a 3-pillar approach: **Prevent, Protect, Prosecute**.
Prevent attacks through good law enforcement and strict legislations; **Protect** journalists by providing support to journalists in distress; **Prosecute** the attackers in a swift manner.

Evidence:

- i. **Gauri Lankesh**, a prominent journalist, was shot dead outside her home in Bengaluru in Sept. 2017. She was known for her outspoken views and criticism of right-wing extremism.
- ii. Saudi journalist **Jamal Khashoggi**, a columnist for The Washington Post, was killed inside the Saudi Arabian consulate in Turkey, in Oct. 2018. He had been critical of Saudi Arabia's leadership and his murder highlighted the dangers faced by journalists critical of authoritarian regimes.
- iii. **Ram Chander Chhatrapati** was a journalist and editor of the Hindi-language evening daily "Poora Sach." He was shot in October 2002 after his newspaper published reports on allegations of sexual exploitation against Gurmeet Ram Rahim Singh, the leader of the Dera Sacha Sauda sect. In 2017, Ram Rahim was sentenced to 20 years imprisonment.
- iv. **Free Press Unlimited** is an international organisation that collaborates with over 300 media partners in more than 50 countries. It has established an emergency response fund called **Reporters Respond**, to provide medical assistance, subsistence costs and legal defence support to journalists.
- v. The Committee to Protect Journalists (CPJ) is a non-profit organisation that promotes press freedom. Since 2008, it publishes the **Global Impunity Index**, which measures the ease with which killers of a journalist can escape punishment. India's rank in the Global Impunity Index was 13 in 2024, 11 in 2022, and 12 in 2020. Such ranks indicate the presence of credible evidence to link the murder of a journalist with their work.

Principle Three: Fairness & Impartiality

I. Dimension: Social

Ideal Condition: News should enlighten the masses.

Concerns:

- i. **Sensationalism**, in which events are selected and reported in a manner that excites the greatest number of viewers.
- ii. **Yellow Journalism**, which refers to an exaggerated and sensational style of reporting. Such reports portray insignificant issues as matters of grave concern.

Recommendation:

- i. The media must uphold the **distinction between matters 'of public interest' and 'in public interest'**.
- ii. The media should not promote false propaganda or divert attention from important issues.

Evidence:

- i. The death of film star **Sushant Singh Rajput** in June 2020 witnessed one of the lowest standards of Indian media. SSR's death received more coverage than many other more pressing issues such as the ongoing Covid pandemic, economic slowdown, migrant labour distress, tensions with China etc. According to the Broadcast Audience Research Council (BARC), between 24-29 July 2020, Republic TV conducted 45 debates on the SSR case, 1 debate on the NEET/JEE student protest and 1 debate on the COVID crisis.
- ii. **Jyoti Yadav**, a Hindi-language journalist for The Print, was awarded the Ram Nath Goenka Award for Excellence in Journalism (2020) for her impartial and on-ground coverage of the migrant exodus during the COVID-induced lockdown. Her reporting helped generate sensitivity towards the plight of migrant workers who were suddenly left helpless when the lockdown was imposed.
- iii. **Mridulika Jha**, an Aaj Tak journalist, was awarded the Ram Nath Goenka Award for Excellence in Journalism (2025) for her coverage of the "Dunki" migration crisis. Her reporting highlighted the perilous "donkey route" used by Indians driven by the "American Dream." She exposed the desperate human cost of illegal migration, resulting in life-threatening journeys through multiple countries and often leading to detention, exploitation, or death. She also underscored the lack of opportunities in India as a major push factor.
- iv. During "**Operation Sindoor**" (May 2025), Indian media faced criticism for sensationalism and for spreading misinformation. Prime-time debates resembled a spectacle rather than informative news programmes. Video game-like graphics, accompanied by blaring sirens in the TV studios, made the coverage dramatic rather than informative. Some journalists went so far as to celebrate India's "invasion of Karachi", which turned out to be false.

II. Dimension: Economic

Ideal Condition: Balanced coverage.

Concerns:

- i. **Mainstream bias**, which refers to a tendency to report what everyone else is reporting, and to avoid stories that will offend anyone.
- ii. **Advertising bias**, which refers to situations where stories are selected or presented in a biased manner to please advertisers and attract more revenue.

Recommendation:

- i. Incidents should be chosen or rejected for reporting based upon their **relevance**, rather than any underlying financial considerations.

- ii. The media must realise that its **support to an issue breathes life into it**, while ignoring that issue condemns it to a quiet death. As such, it must rise above mere commercial considerations in deciding what to report.

Evidence:

- i. During the **Farmers' Protests** (2020-21) against the farm laws, several mainstream media channels were criticized for biased reporting. Some outlets were accused of downplaying the concerns of protesting farmers or portraying them negatively, while others were seen as overly sympathetic towards the government's position.
- ii. **Media blackout during the Ladakh Protests (2024):** when climate activist Sonam Wangchuk and thousands of locals underwent a 21-day hunger strike in Ladakh demanding 6th Schedule status and statehood, mainstream media outlets almost completely ignored the event. Despite the scale of the civilian mobilization, many networks showed a clear establishment-friendly bias.
- iii. **Violence in Manipur** has continued unabated since May 2023, yet it has received very little coverage by mainstream media outlets. One of the reasons cited for this is the small population of the state (28.5 lakhs), which does not translate into viewership revenue.
- iv. In May 2023, the media extensively covered the **wrestler's protests** against Brij Bhushan Singh, President of the Wrestling Federation of India, for alleged sexual harassment. As a result, public opinion turned against him, he had to step down from his post at the WFI and was denied a ticket for the Lok Sabha elections of 2024.

III. Dimension: Political

Ideal Condition: Democratic legitimacy, meaning that the media must impartially inform the electorate about the actions and decisions of the political executive.

Concerns:

- i. **Polarization**, which refers to reporting in a manner that divides people on important issues.
- ii. **Politicization**, which refers to reporting in a manner that shows a political regime in a positive light.

Recommendation:

- i. Enable **well-informed public discourse**. This requires impartial reporting rather than selective filtering of information.
- ii. **Avoid one-sided political discourse** and do not align with specific political ideologies.

Evidence:

- i. **Pravda** was the official newspaper of the Communist Party of the Soviet Union. It was one of the most influential newspapers, but functioned largely as an instrument of the Soviet state. Journalists routinely concealed famines, purges, and political repression by Joseph Stalin and were extremely biased on glorifying his regime.
- ii. The media played a vital role in **glorifying the Nazi regime** in Germany between 1933-1945. It portrayed Hitler as a hero who would restore German pride after World War I and the Treaty of Versailles. It also spread antisemitic propaganda, portraying Jews as enemies of the nation – this helped normalize discrimination and violence. In doing so, Nazi media became a powerful tool for mobilizing public support, silencing criticism, and sustaining authoritarian rule.
- iii. **People's Daily** is the official newspaper of the Chinese Communist Party. Its reporting blindly promotes the Party's ideology and policies. Issues such as censorship, human rights issues, protests, Xinjiang, Tibet etc. are presented in an extremely one-sided manner. The primary function is to shape public opinion and reinforce party authority.

IV. Dimension: Humanitarian

Ideal Condition: Tolerance and respect for all sections of society.

Concerns:

- i. **Stereotyping**, which refers to forming a pre-conceived notion about a person or group's personality, preferences, appearance or ability.
- ii. **Prejudices** against members of a particular background.
- iii. **Gender bias**, where issues related to women are not given the importance they deserve.

Recommendation:

- i. **Uphold basic humanitarian values** such as equality, dignity, fraternity, secularism etc.
- ii. **Respect differences** between different groups of people, instead of passing value judgments and creating conflicts.

Evidence:

- i. **Harijan** was a journal published by Mahatma Gandhi between 1933-1948 to propagate the eradication of untouchability. He used it to advocate the social, economic, and political upliftment of the Harijans. The newspaper played a crucial role in the aftermath of the **Communal Award of 1932**, which proposed separate electorates for different communities. Gandhi fasted against this award and Harijan helped disseminate his views.
- ii. **Mook Nayak** was a Marathi newspaper founded by Dr. B.R. Ambedkar in 1920. Its name, which means "the Leader of the Voiceless", perfectly defined its mission - to amplify the voices of the marginalized Dalit community. Ambedkar used the newspaper to expose caste atrocities, highlight injustices, and challenge traditional hierarchical structures. It advocated social, economic, and political equality for Dalits, and attempted to instill a sense of dignity among Dalits.
- iii. The **Hathras** gang-rape case of 2020 was reported only by small media organisations and independent YouTube channels. The mainstream media entered the arena only when the event started gaining traction- by then, the victim had already died.
- iv. **Gender markings** are commonly used by journalists for women's sports. Women's sports teams are referred to as "women's cricket team" or "women's hockey team", while male teams are referred to as "the Indian cricket team" or "the hockey team", implying that the male version is the default or universal.

V. Dimension: Ethical

Ideal Condition: Judicious and responsible reporting.

Concerns:

- i. **Trial by media**, a term used to describe the impact of media coverage on a person's reputation by creating a widespread perception of guilt, regardless of any verdict in a court of law.
- ii. **Disclosure of confidential** or sensitive information.

Recommendation:

- i. **Fair trial must prevail over freedom of speech.** Measures which are necessary for due process of law should take precedence over freedom of speech.
- ii. The media is not expected to conduct its own **parallel trial**, putting undue pressure on the judge, the lawyers or the witnesses.
- iii. The media must impose a **self-embargo** where necessary. This requires a clear understanding of the sensitive nature of information and choosing what to reveal.

Evidence:

- i. In the **Aarushi Talwar murder case** of 2008, the parents of the girl were accused of murdering her. Subsequently, the prosecution failed to prove the guilt of the Talwars beyond reasonable doubt but the media did not bring this to public notice. Instead, the media started propagating lurid stories that attacked the victim's character, soiled the father-daughter relationship and cast salacious accusations against the family.
- ii. The live television coverage of the **Mumbai terror attacks** (26/11 2008) is a globally cited example of dangerous media reporting. As NSG commandos were executing their anti-terror operations, news channels broadcasted the commandos' movements in real time. The handlers of the terrorists were able to watch these Indian news feeds and relay sensitive tactical information to the terrorists. This directly put the lives of security personnel and hostages in extreme danger.
- iii. During the **Kargil Conflict (1999)**, several reporters, to get frontline footage, used satellite phones from forward conflict zones like Tiger Hill. The signals emitted by the phones were intercepted by the Pakistani military, allowing them to precisely triangulate the coordinates of Indian troops. This led to targeted shelling on Indian positions where reporters were active.
- iv. ISRO scientist **Nambi Narayanan** was falsely accused of leaking highly confidential cryogenic engine secrets to foreign agents in 1994. The media immediately ran highly fabricated stories branding Narayanan a traitor, detailing a fictional network of illegal foreign bank accounts. Although he was fully exonerated by the Supreme Court in 2018 and awarded Rs. 50 lakh compensation, the media trial had severely damaged his reputation and caused him severe distress and societal stigma.

Principle Four: Accountability**I. Dimension: Ethical**

Ideal Condition: Self-regulation, to maintain credibility and public trust.

Concern:

- i. **Collusion** with vested interests, due to which the “**watchdog function**” of the media is weakened.
- ii. **Extortion**, which refers to the practice of obtaining something, especially money, through force or threats.

Recommendation:

- i. **Avoid misuse of journalistic discretion**, for instance in the selection of which issues to report, how much coverage to give to an issue, which facts to present or suppress etc.
- ii. Establish **internal control mechanisms** within media houses in the form of data analytics, vigilance units, formal mechanisms to register complaint etc.
- iii. Promote **fact checking & news literacy**. News literacy refers to judging the reliability of news and differentiating between facts and opinions.

Evidence:

- i. In 2003, Bennett, Coleman & Co. Ltd. (BCCL), the publisher of The Times of India, started a practice called “**Private Treaties**”. Under this, BCCL acquired equity stakes in small corporate companies, by giving them highly favorable editorial coverage to inflate their brand value. This blatant commercialization of news often misled citizens, since they could not distinguish between organic reporting and corporate promotional content.

- ii. The **Niira Radia Tapes** (2010) revealed leaked phone conversations involving corporate lobbyist Niira Radia with prominent journalists, politicians, and industrialists. They exposed the nexus between corporate interests, politicians, and the media and showed how journalists acted as intermediaries, influencing policy decisions and cabinet formations in the UPA government.
- iii. **Hemant Ghai**, a financial journalist for CNBC Awaaz, was banned by SEBI in December 2020 for running a “pump-and-dump” stock scheme. Ghai would buy large quantities of shares through his wife’s and mother’s accounts one day; the next day, he would recommend those exact stocks to the viewers of his show. As soon as people started buying the shares and the share prices increased, Ghai’s family would immediately dump their shares for massive profits.
- iv. In 2012, **Zee editors** Sudhir Chaudhary and Sameer Ahluwalia were accused by industrialist Naveen Jindal for trying to extort Rs. 100 crore in exchange for not airing unfavourable stories, linking him with controversies pertaining to coal block allotments. Both the editors were arrested in November 2012, and were later released on bail. After a long legal battle, the case was withdrawn mutually.
- v. Various **fact-checking tools** help combat misinformation and fake news. This includes organizations such as Alt News, Factly, Newschecker etc.; major media houses like India Today, The Quint and Reuters have dedicated fact-check desks; the PIB Fact Check unit focuses on government-related information; Google Fact Check Explorer enables reverse image search etc.

II. Dimension: Economic

Ideal Condition: Media Pluralism, which refers to the diversity of media ownership, platforms, and content.

Concerns:

- i. **Media monopolies**, which refer to media outlets that are controlled by a small number of corporations. They broadcast propaganda that aligns with the interests of those corporations and suppress information that opposes their interests.
- ii. **Media concentration**, which refers to a process whereby progressively fewer individuals or organizations control increasing shares of the mass media.

Recommendation:

- i. **Regulate corporate ownership** of media outlets.
- ii. **Disclose political affiliations** of media owners.
- iii. Promote **Crowdfunded Journalism**, to create alternatives to mainstream media and lend financial support to small, independent media outlets such as blogs, vlogs, websites etc.
- iv. Reporting should not become subservient to other business interests which the owner of the media house may have, especially when such private interests conflict with public duties.

Evidence:

- i. **Operation 136 (2018):** Cobrapost, a non-profit news website, conducted a sting operation where undercover reporters approached various Indian media houses. They offered huge amounts of money if the media house agreed to peddle a blatantly political and prejudiced agenda. Many media houses, including Times of India, Hindustan Times and India Today, showed willingness to accept the offer.
- ii. The densely-populated, Hindi-speaking belt of Northern India, is dominated by 4 newspapers —**Dainik Jagran, Dainik Bhaskar, Hindustan, and Amar Ujala**— who control almost 76% of the daily readership. As a result, alternative or independent regional journalism has almost no market share or financial viability.
- iii. In 2025, the Reliance Group created **JioStar**, India's largest media conglomerate valued at \$8.5 billion by merging Reliance Industries' media assets, with Star India. This conglomerate controls over 100 TV channels, representing 95% of the TV-viewing universe.
- iv. In Dec. 2022, the **Adani group** officially became the majority shareholder in NDTV by acquiring 65% stake. Since the company has many businesses in state-regulated sectors (such as ports, mining, airports), this raises concerns regarding media influence on public discourse and public policy in the future.

- v. Some popular crowdfunding platforms include **Crowdfunder, Patreon, Kickstarter** etc. The journalism initiative PressPad used Crowdfunder to raise money for its #DiversifytheMedia project; Patreon is popular among youtubers, writers and podcasters to fund their projects.

III. Dimension: Technological

Ideal Condition: Investigative journalism that promotes public welfare.

Concerns:

- i. **Difficulties in locating and convicting individuals** who are acting against public interest. Such difficulties arise due to lack of evidence or confessions against such individuals.
- ii. **Undercover journalism.**

Recommendation:

- i. **Sting operations**, to expose and gather evidence against illegal activities such as corruption, bribery, drug trafficking, human trafficking, terrorism, organized crime.
- ii. Ensure that the action serves larger public interest.

Evidence:

- i. In 2007, **Tehelka** conducted a hidden-camera interview with **Babu Bajrangi**, a central figure during the 2002 Gujarat violence. He spoke candidly about his role in the violence against Muslims in the Naroda Patiya massacre, a particularly intense episode of brutality during the 2002 Gujarat riots. Within a few hours, he was arrested.
- ii. In 2005-06, **Star News journalists** went undercover and accompanied pregnant women acting as decoys into ultrasound clinics across Rajasthan, Haryana, and Delhi. They recorded and exposed many licensed medical professionals who were offering to determine the gender of the fetus and perform illegal, sex-selective abortions. This led to over 100 clinics across North India being sealed and many practitioners facing criminal prosecution.
- iii. **Operation Black Rain (2014):** Cobrapost conducted a year-long undercover investigation that captured on-camera confessions of six commanders of the dreaded outfit Ranveer Sena. The confessions revealed how the Ranveer Sena planned and conducted massacres of poor, unarmed Dalits in Central Bihar. They also revealed who trained them, who armed them, who financed them and who lent them political support.

IV. Dimension: Institutional

Ideal Condition: Hold power to account.

Concerns:

- i. **Lack of transparency** about decisions of government and private institutions.
- ii. **Short-lived public memory**, due to which even important matters are forgotten or ignored.

Recommendation:

- i. Provide **unbiased and fearless information** to the public, to enable it to assess the functioning of institutions and hold them accountable.
- ii. Serve as a platform for continued **public discourse on matters of importance.**

Evidence:

- i. **Operation Karaoke (2019):** Cobrapost conducted a sting operation exposing numerous Bollywood celebrities who were willing to accept money to promote specific political parties on their social media platforms, right before the Lok Sabha elections. Although it did not lead

- to legal consequences for the accused, celebrities who refused the offer, like Vidya Balan and Arshad Warsi, earned praised for their integrity.
- ii. **Operation Duryodhana** (2005): Cobrapost conducted a sting operation exposing MPs accepting cash for asking questions in Parliament. Undercover journalists posed as representatives of a fictitious company seeking favors from lawmakers. The expose resulted in the expulsion of 11 MPs from Parliament.
 - iii. **Watergate Scandal** (1972-1974): The investigative journalism of reporters Bob Woodward and Carl Bernstein of The Washington Post exposed the involvement of the Nixon administration in illegal activities, leading to the resignation of President Richard Nixon. Their persistent reporting of the Watergate scandal highlighted the importance of media in holding even the highest office in a country accountable.
 - iv. **Panama Papers** (2016): The Panama Papers leak, a collaborative effort by journalists worldwide, exposed a vast network of offshore tax evasion and money laundering involving prominent politicians, industrialists and celebrities. The investigation, led by the International Consortium of Investigative Journalists (ICIJ), shed light on the extent of financial corruption and forced institutions to take action against the individuals involved.
 - v. **Coal Block allocations** (2012): The Indian Express and The Hindu played a pivotal role in exposing the irregularities in the allocation of coal blocks to private companies. Their investigative reporting created public pressure, led to lawsuits and a subsequent Supreme Court intervention that cancelled the coal block allocations.

V. Dimension: Legal

Ideal Condition: Legal interventions to maintain accountability of media.

Concerns:

- i. **Defamation, slander or libel** by media houses.
- ii. Publishing **inaccurate or misleading information**.
- iii. Ineffective laws and penalties to govern the media.

Recommendation:

- i. **Strengthen the legal framework** to promote responsible journalism while protecting freedom of the press. This should include provisions for defamation, privacy protection, and the dissemination of false information.
- ii. **Citizen journalism, social media activism and judicial intervention** to hold media accountable.

Evidence:

- i. In 2003, **Hindustan Times** published a series of articles claiming that the probation of Mahaveer Singhvi, a newly appointed **Indian Foreign Service officer**, had been terminated because he had abandoned a woman after promising marriage. The reporting effectively halted his career.
Decades later, in May 2024, a Delhi District Court ruled that the articles had no documentary basis and were published with the motive of "character assassination". The court ordered HT Media Ltd to pay ₹50 lakh to the officer for the damage to his reputation.
- ii. In 2020, the News Broadcasting Standards Authority fined Republic TV and India Today for violating ethical norms during the coverage of **Sushant Singh Rajput's death**.
- iii. In June 2025, a court in Jammu and Kashmir ordered the police to register an FIR against Zee News and News18 India for broadcasting false and defamatory news. The channels had incorrectly labelled **Qari Mohammad Iqbal**, a local teacher who was killed in cross-border Pakistani shelling, as a Pakistani terrorist.
- iv. In 2011, the Supreme Court of India ordered **Times Now to pay Rs 100 crore** in a defamation case filed by retired Justice PB Sawant. Justice Sawant had filed the case because the channel had mistakenly used his image as an accused in a Provident Fund scam.

I. Dimension: Beneficence

Ideal Condition: Dissemination of best practices.

Concerns:

- i. **Lack of faith** among people regarding hope for a better future.
- ii. **Lack of awareness** among people regarding how they can contribute to societal well-being.

Recommendation:

- i. Share **information that acts as a source of inspiration** and hope.
- ii. **Mobilize public action** by sharing stories of successful initiatives, campaigns, and grassroots movements. This encourages people to volunteer, donate or participate.

Evidence:

- i. The Indian media played a crucial role in promoting **High Yielding Varieties (HYVs)** during the **Green Revolution**. All India Radio (AIR) created a powerful tool with its "Kisanvani" programs, broadcasting crucial information on HYVs to remote rural areas. A similar initiative was taken by Doordarshan with the launch of "Krishi Darshan", which offered a visual presentation of HYV cultivation. Such initiatives led to a boost in the adoption of HYVs and were particularly effective for farmers who had limited literacy.
- ii. **Afroz Shah**, an environmental activist from Mumbai, is best known for organizing the world's largest beach clean-up project. He single-handedly started collecting trash dumped on Mumbai's beaches in 2015. Media coverage of his determination garnered public support and soon, the exercise started attracting many volunteers. In 2016, Shah was named by the United Nations as a Champion of the Earth; in 2017, inspired by Shah's effort, the UN launched the Clean Seas campaign globally.
- iii. Indian media has often run front-page stories about Omkar Sharma, an 86-year old resident who is also called "**Medicine Baba**". He is a philanthropist who voluntarily collects unused medicines from people by going door to door and distributes those free of cost to the needy. Such stories help the needy in getting access to much-needed medications for free, while also inspiring people to donate to the noble cause.
- iv. **Adam Harry** is a transman from Kerala who in 2020 was disallowed by the DGCA (Director General of Civil Aviation) from flying on the grounds of gender dysphoria and hormone therapy. But a front-page news story, followed by extensive coverage of the issue, by The Hindu created awareness about the medical and legal complexities. The Hindu explained why hormone therapy is a continuous process for transgender individuals and how the DGCA's initial ruling was ill-informed and discriminatory. The coverage led to the DGCA forming a new policy for Trans Pilots.

II. Dimension: Non-maleficence

Ideal Condition: Do no harm.

Concerns:

- i. **Promoting harmful stereotyping**, prejudices or communal hatred,.
- ii. **Invasion of privacy**, defamation and violation of human dignity.
- iii. Availability of **objectionable content for mass consumption**.
- iv. **Moral policing**, which refers to attempts to enforce a specific set of cultural, religious, or social norms.

Recommendation:

- i. **Promote media literacy**, so that people learn how to identify bias, spot misinformation, and understand the potential impact of media messages.
- ii. Adopt **guidelines** that address issues such as stereotyping, invasion of privacy and moral policing by the media.

Evidence:

- i. **Charlie Hebdo**, a French satirical magazine, published cartoons of the Prophet Mohammed in 2002 and again in 2015. This was done despite knowing that Islam does not ascribe any physical image to its Prophet. In retaliation, the al-Qaeda attacked the magazine's office in 2015, leaving 12 dead.
- ii. **Shraddha Walkar murder case (2022)**: mainstream media channels engaged in moral policing by shifting the blame from the perpetrator to the victim's lifestyle choices. They criticized Walkar for entering a live-in relationship and moving away from her parents, warning that a rejection of "traditional family values" invited moral decay and physical danger. Instead of analyzing the causes of domestic abuse, the coverage largely focused on the moral policing of young women.
- iii. In 2018, Republic TV, an English news channel, along with 12 other media outlets were fined 10 lakh rupees by Delhi HC for broadcasting a story that violated the Kathua rape victim's privacy by revealing her identity.
In 2020, ABP News, a Hindi news channel, was fined by the News Broadcasting Standards Authority (NBSA) for broadcasting fake news that linked a Tablighi Jamaat gathering to the spread of COVID-19.
- iv. **Manoj Sane**, the accused in the Mira Road murder case of 2023, claimed that he had been "inspired" to commit and conceal the crime through the extensive media coverage of the Shraddha Walkar murder case of 2022. In the Walkar case, the media irresponsibly share the modus operandi of the accused in minute detail, helping millions of people learn how such crimes could be committed.

III. Dimension: Advocacy and awareness

Ideal Condition: Shape responsible public opinion.

Concerns:

- i. **Lack of awareness** about social causes, health awareness, or public safety.
- ii. **Neglect of vital issues**, miscarriage of justice, administrative apathy etc.

Recommendation:

- i. **Use the media's reach and influence** to serve as a catalyst for encouraging positive action.
- ii. Provide analysis and expert opinions to help citizens understand complex issues. Media coverage can shape public attitudes and mobilize support.
- iii. Use multiple forums such as documentaries, opinion pieces, and educational programs to break stereotypes, promote inclusivity, and facilitate social change.

Evidence:

- i. **Samvad Kaumudi** was a Bengali weekly newspaper launched in 1821 by Raja Ram Mohan Roy to challenge orthodox Hindu practices. It actively campaigned for social causes, such as the abolition of Sati, encouraging women's education and widow remarriage, and the abolition of child marriage. Its persistent advocacy played a crucial role in the official abolition of Sati by Lord Bentinck in 1829.
- ii. The **Mathura Rape Case** (Tukaram v/s State of Maharashtra, 1978) reshaped India's sexual assault laws by codifying strict punishment for Custodial Rape and making disclosure of a survivor's identity a criminal offence.

Yet, the survivor in the case, a woman named “Mathura”, was found living in dire poverty in 2025, because the law in the 1970s did not have any provision for granting relief to survivors. The Times of India ran an extensive campaign to connect her case to the modern implementation of the NALSA (National Legal Services Authority) Victim Compensation Scheme. As a result, Mathura was granted Rs. 10 lakh aid, pension, monthly rations & a home by the government in Dec. 2025.

- iii. **Priyadarshini Mattoo** was a 25-year old law student in Delhi, who was murdered by her college senior in 1996. The accused was acquitted by the trial court in 1999, because Delhi Police had presented the evidence in a very poor manner, possibly under the influence of the father of the accused, who was a senior IPS officer. However, intense media coverage of the verdict led to the Delhi High Court reopening the case and hearing it on a day-to-day basis. This led to the conviction of the accused in 2006.
- iv. **Jessica Lal** was a model in Delhi who was shot dead in 1999. The accused, Manu Sharma, was the son of a wealthy and influential politician. Despite strong circumstantial evidence, Manu Sharma was acquitted in the first trial. This led to a huge uproar among citizens and intense media coverage. As a result of the media advocacy, the Delhi High Court conducted proceedings on a fast track basis. The trial court judgment was overturned and Manu Sharma was sentenced to life imprisonment in 2006.
- v. In 2019, NDTV launched a campaign called “**Jeeto Dilli**” to clean up Delhi's air. The campaign educated citizens on simple actions they could take to reduce air pollution such as growing certain varieties of plants, not burning garbage, using public transport etc.

IV. Dimension: Public discourse

Ideal Condition: Amplify citizen voice.

Concerns:

- i. **Inability of citizens** to express their opinions and demands.
- ii. **Polarization**, due to a communication gap and misunderstanding between different sections of society.

Recommendation:

- i. **Provide a platform for citizens** to raise their issues. Such amplification of voices can lead to increased support, resources and policy changes.
- ii. **Encourage citizen participation** in public discourse. This allows diverse perspectives to be heard and understood, and promotes tolerance and harmony.

Evidence:

- i. **Young India** was a weekly journal published by Mahatma Gandhi between 1919-1931 to propagate his core principles of Ahimsa and Satyagraha. It inspired people to participate in non-violent actions like the Khilafat Movement (1919), the Non-Cooperation Movement (1921), and the Dandi March (1930).
- ii. Media outlets such as **Citizen Matters**, **The Better India**, and **Youth Ki Awaaz** have provided platforms for citizens to contribute articles, stories, and opinions on a wide range of issues. These platforms amplify the voices of ordinary citizens and encourage public participation in matters of public interest.
- iii. **Social Media Activism** through platforms such as Twitter, Facebook, and Instagram have been instrumental in mobilizing public participation in India. Hashtags and online campaigns have facilitated public discourse and encouraged citizens to share their opinions, raise awareness about social issues, and support causes.

V. Dimension: Citizen Journalism

Ideal Condition: Encourage citizens to enrich news narratives.

Concerns:

- i. **Lack of diversity** in the coverage and perspectives of mainstream media.
- ii. **Lack of grassroots reporting**, since the focus of mainstream media is usually on bigger issues.
- iii. **Collusion of media outlets** with political and corporate interests, which leads to biased and unbalanced reporting.

Recommendation:

- i. **Broaden the media landscape** by encouraging common citizens to share their stories and observations. This presents an accurate representation of ground realities and local issues that might otherwise go unnoticed.
- ii. **Citizen journalists** can act as **watchdogs** by uncovering issues of corruption, social injustices, or misconduct that might be deliberately overlooked by mainstream media.

Evidence:

- i. **The Mooknayak** is a digital media outlet founded in 2021 to amplify the voices of marginalized communities, particularly Dalits, Adivasis, and Muslims. Inspired by the newspaper founded by Dr. B.R. Ambedkar, it facilitates common citizens to document their realities on social injustices, caste-based atrocities, and governance failures that are frequently overlooked by mainstream media. As such, it helps strengthen accountability and promotes social justice through grassroots journalism.
- ii. **Arab Spring** (2010-2012): Citizen journalists played a crucial role in the Arab Spring, documenting protests and government crackdowns across the Middle East and North Africa. Social media platforms like Twitter and Facebook were used to share real-time updates, which helped galvanize global attention and support.
- iii. **Khabar Lahariya** is India's only grassroots news platform run by a collective of Dalit, tribal, and Muslim women. They report on gender-based violence, caste atrocities, and local governance, in local languages and covers stories that are often ignored by mainstream media.
- iv. **Himachal Pradesh floods** (2023): Citizen journalism played a crucial role when unprecedented rainfall and landslides caused widespread devastation. Citizens on the ground, armed with smartphones, shared photos and videos on social media platforms (WhatsApp, Facebook, Twitter/X, Instagram). This helped provide real-time information about rising water levels and damages to local infrastructure; shared precise locations about stranded people; guided relief and rescue efforts; helped in volunteer mobilization and allocation of resources.

1. *Four hostile newspapers are more to be feared than a 1000 bayonets.* – Napoleon Bonaparte
2. *The price of democracy is eternal vigilance.* – Thomas Jefferson
3. *Journalism is the first draft of history.* – Philip Graham
4. *A free press is the unsleeping guardian of human rights.* – Winston Churchill
5. *The press is called the Fourth Estate. It is definitely a power, but to misuse that power is criminal.*
– MK Gandhi
6. *All newspapers live off their advertisements, and the advertisers exercise an indirect censorship over news.* – George Orwell
7. *The country is controlled by laws, laws are controlled by politicians, politicians are controlled by voters, voters are controlled by public opinion, and public opinion is controlled by the media. So, whoever controls the media controls the country.* – William Federer
8. *Journalism is the force for progressive social change.* – Andrew Vachss
9. *The pen was mightier than the sword in India's fight for freedom, and the journalists were the true warriors.* - Bipin Chandra Pal
10. *The media controls the minds of the masses and has the power to make the innocent guilty or the guilty innocent.* – Malcolm X
11. *The greatest power of the mass media is the power to ignore.* – Sam Smith
12. *Censorship is to art as lynching is to justice.* - Henry Louis Gates
13. *If I had to choose between a government without newspapers or newspapers without a government, I would pick the latter.* – Thomas Jefferson
14. *Freedom of the press is a precious privilege that no country can forego.* – MK Gandhi
15. *A good newspaper is a nation talking to itself.* – Arthur Miller
16. *Journalism demands responsibility, for the line between revelation and sensationalism is perilously thin.* – Margaret Thatcher
17. *The press, like fire, is an excellent servant but a terrible master.* – James Fenimore Cooper
18. *The duty of a journalist is to report facts, not to explain them.* - Karl Kraus
19. *The measure of media ethics is not only in what is published, but also in what is withheld.* - Tom Rosenstiel
20. *Media ethics is a constant reminder that journalism is a public service, not just a business.* - Christiane Amanpour
21. *Journalism is the protection between people and any form of totalitarian rule.* - Andrew Vachss
22. *Freedom of the press is the surest guarantee of our liberty.* – Joseph Pulitzer
23. *A free press can be good or bad, but, without freedom, the press will only be bad.* – Albert Camus
24. *Journalists were the bridge between the leaders and the masses, carrying the message of independence to every nook and corner of the country.* - Maulana Abul Kalam Azad
25. *The way to right wrongs is to turn the light of truth on them.* – Ida Wells