



ATTITUDES OF `MEDIA PERSONNEL ' TOWARDS PARTICIPATION IN `POLICY MAKING PROCESS'- A CASE STUDY OF HINDI NEWS PAPERS OF HARYANA

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Abstract: *The paper examines the level of participation of the `media personal ' in ` policy formulation' process for two prominent Hindi news papers of Haryana. It is an empirical study, based on the respondents which include editors, former news editor and assistant news editor, sub editors, of the Danik Bhasker and Hari Bhoomi situated at Panipat and Rohtak respectively. On the basis of the empirical study, we found that the participation of ` media personnel ' indicate a considerable variability in their attitudes, as indicates by the respondents, working / worked at different editorial hierarchy.*

Keywords: *Levels of participation, policy formulation, media personnel, attitude, empirical study.*

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Since growth and development of print-media in India, it has been a big question of 'media personnel participation' in 'policy making' process for the news papers. It is an important and healthy sign that the 'media personnel' should take an active participation in 'policy making' process. So that a 'concert policy' may provide a solid foundation to a press. The press, which is considered a 'fourth estate' of the democracy and governed by the people, who engaged in 'News management' process. In this situation, it becomes an imperative to take an active participation of 'media men' who know better-what are right or wrong with the 'publication' and equally 'responsible' and 'responsive' to the press and the readers. It is therefore, it becomes essential to take an active participation in 'policy making' so that the 'press' may attain the TQM- 'Total Quality Management' position with healthy competitive spirit in the media-market.

AN INTRODUCTION:

Media is one of the forms of knowledge and 'good governance' of democracy in the changing scenario. Now the media, specially the print media, become one of the main sources of 'Opinion-formation'. It has become more responsive and responsible for determining the attitude of the public toward the human's action in the changing socio-economic and political scenario. As we know that the people – participation is one of the indicators of 'democracy' and 'good –governance' especially for the democratic countries like India, where the people-participation is steadily growing, which is another form of democracy, based on people's participation. It is that is why, it becomes essential to take participation of media personnel', so that the media may become more democratic, responsible and responsive to the people. In this connection, Metlard Amard, Video Pyre, Mechluhan Marshal, Zerk Slawez (2008) have also focused on editorial participation in policy formulation for a press' in the globalization scenario similarly, Anil Kher Purohit (1999) has highlighted the necessity of media men' for enhancing the credibility of media. Commenting on the lop-sided policy making 'System of print media, Purohit has taken on censure against the least-participation of media personnel' and suggested to ameliorate the present deteriorating position of formulating the policy for the press. He has pointed out that the present practices of lopsided policy of decision making 'is a matter of serious thinking. It is imperative to be replaced by the active participation of media –men in policy-making process. Bhanavat (2002) have examined the functions of organizational behavior of some of



Hindi press in Rajasthan. On the basis of his findings, Bhabavat has suggested some of strong opinion of media –personnel for ameliorating the `news management`. He has emphasised on media –personnel` maximum participation in policy-making process.

Jintindra Vats (2008) has discussed the strong and weak points on the `policy-making` process of some of Hindi press of India. Vats has reviewed the present policy making system and suggested some of desired change so that the `policy making` process may be developed in accordance with the changing scenario. Arun Bhattchrjee (1972) has reviewed the changing situation of journalism. He has highlighted some of phases which cover the changing scenario. The journalism which was started with the professional spirit` and now the journalism are controlled the systematic ways. Similarly, J.P.Chaturvedi (1992) has reviewed the India press and found out its strength, weakness opportunity and threat to `press policy in the adopted changing scenario. Bhattchrjee comments on the press, which is at crossroad. It is because of lopsided `media policy` formulated with least participative approach used by most of the press, working in various parts of India

In order to discuss the `media personnel` participation in policy making process, Trilok N. Sindhvani (1979) has carried out a study of `different English and Hindi news papers and drawn some of vital inferences on monopolistic approach adopted by the family members management, which seems to be merely `Despotism` in `policy making` `this views were advocated by Williams Herbert Lee (1982) who has examined the internal structure of different News-paper organization and management. Hence, we have seen that the authors, journalists and the scholars belong to different streams have reviewed the `cause-effect relationship` of none or least participation of media personnel in policy formulation.

Material Methods: The present study is aimed at study of participation of `media personnel` in policy making process. In order to carry out the study two prominent Hindi daily, namely `Danik Bhasker and Hari Bhumi have taken into consideration.

OBJECTIVE OF THE STUDY

- (1) To know the attitudes of `media personnel` to their participation in `policy formulation process`;
- (2) To suggest some of suggestive measures to on hence the `media men` participation in `policy making`.
- (3) To anticipate the impact of `media-personnel` in policy formulation process.



METHODOLOGY:

In order to know the attitudes of media personnel, a structured questionnaire has been administered. The respondents of the editorial staff, who have been news editors, former editors, assistant news editors, and sub editors, of the Hari Bhumi and Danik Bhasker news papers, published from Rohtak and Panipat have been considered. On the whole a stratified sampling has been used to; draw desired results from the study.

DISCUSSION AND RESULTS:

On the basis of an empirical study, we examine the attitude of the respondents of the two prominent news papers, and founds, that the attitude of the respondents indicate their varied 'view-point' on different respondent's areas of participation of 'media personnel, administered. In this context, a structured questionnaire has been employed to get the desired results. In this process, the cumulative figures of the response of the 'media personnel' of both the news papers, have been taken into consideration i.e. Rohtak and Panipat. In this connection, total 100 respondents have been taken for the study.

ATTITUDE OF RESPONDENT PARTICIPATION IN 'POLICY FORMATION' PROCESS

Sr. no	ATTITUDE (Level of participation)	No of respondents	Percentage of respondents
1.	High Level of Participation	40	40
2.	Little bit Participation	00	00
3.	Occasionally Participation	20	20
4.	Never Participation	00	00
5.	Policy matter	20	20
6.	No Opinion	20	20
Total	---	100	100

Source: Surveyed data

Keeping in view the information received from the survey conducted on the personnel belong to different editorial staff, working on different level, indicate varied response on different level of participation in policy formation process. In these tabulated, proportionate figures, we found that the 40 percent of the respondents indicate their 'view point' as 'High' level of participation. On the other hand, no one has pointed out for 'Little bit participation' in policy formulation process. Whereas 20 percent of the respondents have given their response by saying 'occasionally participation' in policy formation' lastly, only 20 percent of



the respondent has considered it as a 'policy matter'. And rest of the 20 percent of the respondents has failed to form any opinion in this regards.

Hence, it is obvious that the maximum participation has been observed for 'policy formation' in both press. On the other hand 20 percent of the respondents have shown their attitude towards 'policy formation' indicated for occasionally participation 'policy matter' and 'no Opinion' respectively. It has also observed that the respondents who were reluctant to say anything and pretended by saying a matter of policy or no opinion. In this context, it seems to be 'disguised fear' to form any opinion or avoiding saying by saying 'policy matter' on this issue.

In connection with suggestion for maximum participation of 'media- personnel' it is suggested that the maximum participation in 'policy formation' will be conducive to bring more transparency in policy execution. It will ensure to enhance the 'collective bargaining' of the personnel, working at various editorials /management and the subordinate staff members. It will also ensure to develop harmonious 'Industrial relation' in the organization. It is expected to pave the way to avert the 'conflicting situation' between owner of press and the terms and conditions, developed by the 'policy-market', as a result lead to develop harmonious 'work –culture' in the organization. It is also expected to give a good 'feed back' from the personnel, belong to different editorial/ managerial hierarchy. It can be anticipated that the maximum participation in 'policy-formation' will ensure to stabilize the organization. It is expected to boosting up the 'capacity building' of the 'press' and help to achieve the desired results. It is also expected to pave the way to boost the 'competitive spirit' in the growing business environment in the changing scenario.

CONCLUSION:

On the basis of empirical study, carried out on the respondents of two news papers, namely Danik Bhasker and Danik Hari Bumi, indicate their varied attitude in a subjective way. In this context, it has observed that the majority of the respondents are of their opinion as high level of the respondents have shown their attitude as 'policy matter'. In both the press, it has been observed that no respondent have agreed on 'Little bit participation' opinion. Lastly rest of 20 per- cent of the respondents has failed to form any opinion in this regards. Hence, it is obvious that the 40 percent of the respondent are reluctant to point out anything on this issue. It indicate that the respondents are either suffering from a 'disguised fear' to



form their opinion or pretending to say as a 'policy matter'. The study is expected to contribute significantly for enchanting the 'capacity building' of the press and avert the conflicting situation between the sub-ordinate staff and the management. As a result, it is also expected to lead to cultivate a harmonious work-culture in the organization

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