UNIT- 10: MEDIA SELF-REGULATION

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12.1. Learning objectives

After going through this unit you will be able to:

- define the concept of "self-regulation" and "media self-regulation".
- describe very briefly about code of conduct or practice of different organisations for media personnel in different countries.
- explain the Editors' Guild of India
- discuss the All India Newspaper Editors' Conference (AINEC)
- elucidate the Indian Newspaper Society (INS) and its objectives, administration and functions

12.2. Introduction

Prior to this unit you are introduced to “ombudsman”, “press ombudsman” and “Reader’s Editor” who work independently within news organisations as the interface between readers, listeners and viewers on the one hand, and journalists and editors on the other. You are also introduced to the little history about the appointment and recommendations of the First and Second Press Commissions in India. The recommendations led to the establishment of the Press Council of India (PCI) and the journalistic principles prescribed by the PCI. Finally you are introduced to the Broadcasting Authority Bill, 2006 which prescribes the regulation of the airwaves which are public property and in the national and public interest the airwaves needs to be regulated.

In today’s world media self-regulation is an important factor looking at the danger of the platform of media being misused by interested parties. Media self-regulation is a joint endeavour by media professionals to set up voluntary editorial guidelines and abide by them in a learning process open to the public. By doing so, the independent media accept their share of responsibility for the quality of public discourse in the nation, while fully preserving their editorial autonomy. Self-regulation helps the media respond to legitimate complaints, and correct mistakes in a trial-and-error way in shaping it.

In this Unit you are introduced to the concept of “self-regulation” and “media self-regulation”. You are then introduced very briefly to the existing code of practice or conduct for media personnel in different countries. You are also introduced to the code of conduct/practice for media in detail of different organisations like the Editors’ Guild of India, the All India Newspaper Editors’ Conference (AINEC) and The Indian Newspaper Society (INS) and its objectives, administration and functions.

12.3. Self-regulation

The term “self-regulation” has a range of definitions. The term means different things to different people. At one end of the spectrum, the term is used quite narrowly, to refer only to those instances where the government has formally delegated the power to regulate. At the other end of the spectrum, the term is used when the private sector perceives the need to regulate itself for whatever reason.

The word “self” refers to the actor. It could mean a single company. The word “regulation” refers to what the actor is doing. Regulation has three components:

(1) legislation, that is, defining appropriate rules;

(2) enforcement, such as initiating actions against violators; and

(3) adjudication, that is, deciding whether a violation has taken place and

imposing an appropriate sanction.

Thus, the term “self-regulation” means that the industry or profession rather than the government is doing the regulation. However, it is not necessarily the case that government involvement is entirely lacking. Instead of taking over all three components of regulation, industry may be involved in only one or two. For example, an industry may be involved at the legislation stage by developing a code of practice, while leaving enforcement to the government, or the government may establish regulations, but delegate enforcement to the private sector.

Self-regulation has several advantages over governmental regulation which may include – efficiency, increased flexibility, increased incentives for compliance, and reduced cost. For example, it is argued that industry participants are likely to have superior knowledge of the subject compared to [a] government agency. Therefore, it is more efficient for government to rely on the industry’s collective expertise than to reproduce it at the agency level. Secondly, it is argued that self-regulation

is more flexible than government regulation. It is easier for a trade association to modify rules in response to changing circumstances than for a government agency to amend its rules. Thirdly, it is argued that self-regulation is less costly to the government because it shifts the cost of developing and enforcing rules to the industry. Of course, the government may still be involved in supervision, but supervision requires fewer resources than direct regulation.

12.3.1. Media Self-regulation

Media self-regulation is a joint endeavour by media professionals to set up voluntary editorial guidelines and abide by them in a learning process open to the public. By doing so, the independent media accept their share of responsibility for the quality of public discourse in the nation, while fully preserving their editorial autonomy. Self-regulation helps the media respond to legitimate complaints, and correct mistakes in a trial-and-error way in shaping it.

By promoting standards, self-regulation helps maintain the media's credibility with the public. This is particularly welcome in new democracies, most of which are also new to an independent press. Media self-regulation helps convince the public that the free media are not irresponsible. At the same time, self-regulation protects the right of journalists to be independent, and to be judged for professional mistakes not by those in power but by their colleagues. When it comes to correcting factual errors or violations of personal rights by the press, satisfaction over the judgments of self-regulatory bodies lessens pressure on the judiciary system to sanction journalists.

Self-regulation of the media is helpful for the public as well. It is quite natural for media consumers to seek guarantees about the value of journalists' information. Codes of ethics provide guidance on editorial standards, while complaint mechanisms offer a kind of "quality insurance". Complaints launched with self-regulatory bodies come at no cost, unlike court proceedings. This is a considerable advantage for the

average citizen. There are benefits for complaining politicians, such as the speedy resolution of disputes, and the satisfaction of seeing mistakes acknowledged publicly and voluntarily by the press.

Self-regulation of the media is important in a democracy too. Democracy is not only about disputes. It is also about a shared culture of disputing in a rational and fair manner. Governments, even if freely elected, are participants in the political contest and therefore are not best-suited to enforce rationality and fairness. Besides, democracy is incompatible with state custody of the press. Media self-regulation is an effort to impose democracy's political culture, independent of political forces. It also advances the transition from a government-owned, state-controlled press to one owned and controlled by civil society.

CHECK YOUR PROGRESS – A

1. What is "self-regulation"?
2. What is "media self-regulation"?

12.4. Code of conduct of different organisations for media personnel

Journalism has an ethical goal – the communication of truth and facts. It is an established fact that media organisations for its personnel need code of conduct/practice for the trust and faith reposed on it by the people. The media organisations are aware of the fact that for the freedom they exercise, they equally also have responsibilities, to maintain the goodwill they have earned through years. The media organisations throughout past one century or so have developed its own code of conduct and it is evident from the code of conduct of different media organisations. The **British Broadcasting Corporation** (BBC) is committed to delivering the highest editorial and ethical standards, and

therefore, it has the Editorial Guidelines to balance the right to freedom of expression and information with their responsibilities. In Canada, the **Canadian Broadcasting Corporation** (CBC) occupies a unique position of trust. Not only is it the most substantial and broadly-based broadcast media organisation in Canada, it is funded, through Parliament, by the people of Canada. The Journalistic Standards and Practices in Canada provide the policy framework within which CBC journalism seeks to meet the expectations and obligations it faces. Media in **Asian countries** like Cambodia China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Sri Lanka, Taiwan and Thailand have their own code of practice or conduct.

Code of conduct of different organisations for media personnel in India

The first effort in India to evolve a code of conduct was the Press (Objectionable Matters) Act of 1951, to which the **All India Newspaper Editors' Conference** (AINEC) and the **Indian Federation of Working Journalists** (IFWJ) formally extended support, after suggesting amendments to the term "objectionable matter", which were accepted. The AINEC developed a code of conduct for editors of newspapers called Editors' Charter, 1953 and then it adopted the AINEC Code of Ethics for the Press in Reporting and Commenting on Communal Incidents, 1968. Both of which applied more to editors that other categories in the newsroom. The Press Council of India Code, 1954 was formulated to help the media perform their respective roles harmoniously in difficult situations. The Press Council also has Code of Ethics on Communal Matters. The Rajya Sabha in 1976 also adopted a Code of Ethics for journalists and newspapers regarding their social and moral responsibilities. Further, the Editors' Guild of India, the Indian Newspaper Society and News Broadcasters Association of India (NBA) too have their own Code of Conduct for journalists.

With terrorism taking the centre stage in recent years the News Broadcasters Association of India (NBA) has recently came out with a set

of six guidelines that include no live contact with hostage takers, no mention of security operation details and no distressing images in future broadcasts. These Guidelines were agreed upon by the Indian news broadcasters after wide criticism of their coverage of the Mumbai terrorist attacks on 26th November, 2008. The Canadian Broadcasting Corporation too has Code of Conduct for terrorism and hostage taking to ensure not to endanger the lives of the hostages by their actions and not to interfere with efforts of authorities to secure hostages' release. This code of conduct stipulates that "any direct communication from terrorists/hostage takers which contains information about current or contemplated acts of terrorism should be reported immediately to the senior officer in information programming." Further it states that "no live coverage of a statement by or interview with a terrorists/hostage taker or hostage may occur without authorisation from the senior officer in information programming."

CHECK YOUR PROGRESS – B

1. In India, Press (Objectionable Matters) Act was adopted in which year?
2. AINEC stands for what?
3. IFWJ stands for what?
4. NBA stands for what?

12.5. Editors' Guild of India

The Editors' Guild of India, an apex body of journalists, is a body of editors of newspapers, news agencies, news magazines and television news channels in the country. It takes up issues of freedom of the press, independence of editors and raising the standards and ethics of journalism. It has evolved a code of practice for journalists. The 'Code of Practice for Journalists' issued by the Guild very much vocal about

fairness in reporting. Journalists normally resist any kind of Code for their profession as something repugnant to the freedom of expression. The code is very much expressive about the fact that newspapers should exercise balance and fairness in reporting any event. The Code further states the need for editors and journalists to resist attempts to make them carriers of hatred, venom, misinformation and rumours. In recent years the media has come under intense scrutiny for allegedly inaccurate and biased coverage, and in view of this the Editors' Guild stated that "a good code imposes no fetters. It may only flag some pitfalls discovered by those who have gone before, so that those who follow may anticipate and avoid them."

Among the many guidelines, under the Code of the Editors' Guild, advising media persons on ensuring ethics in their work were:

- Avoid exaggerating, show equal respect to all religious communities and do not resort to subterfuge to extract information.
- Verify facts and weed out inaccuracies from field reports. The publication must keep a reference library. Conjecture should not be allowed to masquerade as fact.
- Allegations against public servants should be doubly checked as rules of service often deny them the right to reply.
- Suppression of facts under pressure is dereliction of duty.
- In reporting crime, particularly crimes of sex and those involving children, the report should not become a punishment that may blast a life without warrant.

It is often difficult to forego this Code of Practice entirely, because in that case the less affluent among the media might not be able to provide even unbiased coverage of many events. But the Editors' Guild's Code of Practice prescribes three kinds of precautions – First, the better-off media should set an example in providing self-supporting coverage. Second, where there is a choice between accepting offers of perks and favours (as invitation for foreign visits and travel, whether from government, industrial and commercial organisations, or other centres of power and patronage) or denying suitable coverage to audience, the media concerned should

acknowledge that such facilities have been offered and accepted. Third, the offer should be made directly to the editor, leaving it to him to decide whom he deputes for the coverage to keep it free from extraneous considerations. The Editors' Guild's Code of Practice, further, talks about Editor's Domain and Staff's Domain. In Editor's Domain, the Code makes the editor the custodian of the image of a newspaper and states four aspects of editing. These are:

- The publication must maintain and promote high standards of good taste.
- Maintaining the credibility of the publication.
- Respect accuracy and editor's obligation to resist suppression of facts.
- Editor's obligation to inculcate respect for the obligations in the minds of staff of the publication. To create a harmony it would be better if the editor makes it a standard practice to discuss with the staff the rights and wrongs of his own and their decisions in specific cases.

In the Staff's Domain, of the Code of Practice there are altogether 22 Guidelines, not only for the sub-editors, but all members of the staff should follow these norms, among which following norms stand out important: verify facts and weed out inaccuracies from field report, segregate facts from direct or indirect comments, right to reply, avoid undue publicity to the personal affairs of personalities if public interest is not clearly at stake, suppression of facts, etc.

12.6. All India Newspaper Editors' Conference (AINEC)

The All India Newspaper Editors' Conference (AINEC) situated at the Theatre Communication Buildings, Connaught Place**,** New Delhi, was started in 1940. It is a voluntary organisation of the editors of Indian newspapers and periodicals. Its main objects are to preserve the high traditions and standards of journalism, to safeguard freedom and rights of the Press; to secure all facilities and privileges to the press for the

discharge of its responsibilities; to establish liaison between the Press and the Government, between the Press and the public; to develop contacts with association having similar objects in other countries.

The AINEC as a process of self-regulation by the media has so far adopted the Editors' Charter, 1953 and the Code of Ethics for the Press in Reporting and Commenting on Communal Incidents, 1968. Under the Editors' Charter, 1953 it is specifically stated that "the editor shall enjoy complete freedom in respect of the implementation of the editorial policy and the staffing and conduct of the newspaper" and at the same time "the editor's decision shall be final in all matters concerning the editorial staff and the contents of the newspaper." But the editor shall have the obligation to maintain high standards, to resist all pressures, to generate a cooperative spirit among members of the editorial department and to serve impartially the interest of the society.

The AINEC Code of Ethics for the Press in Reporting and Commenting on Communal Incidents, 1968 is applied more to editors than other categories in the newsroom. The summary of this Code is that a free press can flourish only in a free society and communalism is a threat to the fabric of our free society and to the nation's solidarity. In this the press has a vital role to play, in the consummation of the fundamental objectives enshrined in the *Constitution of India*, namely, democracy, secularism, national unity, and integrity and the rule of law. It is the duty of the press to help promote unity and cohesion in the hearts and minds of the people, and refrain from publishing material tending to excite communal passions or inflame communal hatred. To this end the press should adhere to certain guidelines in reporting on communal incidents in the country. All editorial comments and other expressions of opinion, whether through articles, letters to the Editor, or in any other form should be restrained and free from scurrilous attacks against leaders or communities, and there should be no incitement to violence. Generalised allegations casting doubts and aspersions on the Patriotism and loyalty of any community should be avoided. Likewise, generalised charges and allegations against any community of unfair discrimination, amounting to inciting communal hatred and distrust, must also be avoided. Names of

communities should not be mentioned nor the terms "majority" and "minority" communities be ordinarily used in the course of reports. Truth should not be suppressed, yet a deliberate slanting of news of communal incidents should be avoided. The press should give prominence and precedence to news items calculated to make for peace and harmony and help in the restoration and maintenance of law and order over other news. No facts or figures should be published without fullest possible verification. However, if the publication of the facts or figures is likely to have the effect of arousing communal passions, those facts and figures may not be given.

CHECK YOUR PROGRESS – C

1. What is Editors' Guild of India?
2. How many Guidelines are there in the Staff's Domain of the Code of Practice of the Editors' Guild of India?
3. In which year All India Newspaper Editors' Conference (AINEC) was established?
4. In which year AINEC adopted its Editors' Charter?
5. In which year AINEC adopted its Code of Ethics for the Press in Reporting and Commenting on Communal Incidents?
6. The AINEC Code of Ethics for the Press in Reporting and Commenting on Communal Incidents prohibits use of two terms while referring to communities. Which two terms?

12.7. The Indian Newspaper Society (INS)

The early beginnings of The Indian Newspaper Society (INS) can be traced back to October 11, 1927, when a Society bearing the name, The India, Burma & Ceylon Newspapers' London Committee came into being, the name of which was changed to Indian & Eastern Newspaper

Society (IENS) on October 4, 1935. This was an organization based in London representing and acting solely under the authority of newspapers, magazines, reviews and other journals published in India, Burma, Ceylon and other countries of Asia. The need, however, was felt for the establishment of a coordinating body in this country, comprising the proprietors of newspapers, which could deal directly and more expeditiously with the various day-to-day problems arising out of newspaper production. Thus, The Indian and Eastern Newspaper Society came into being. It was inaugurated at a meeting of the representatives of the following founding publications on February 27, 1939, at the Statesman House, New Delhi, with Mr. Arthur Moore, Editor of *The Statesman* in the Chair, with the primary object was of serving as a Central Body for promoting the common interests of newspapers in India, Burma and Ceylon. Its fourteen founding members were *The Bombay Chronicle*, *The Times of India*, *The Rangoon Gazette*, *The Amrita Bazar Patrika*, *The Hindustan Times*, *The Hindustan Standard*, *Advance*, *The Pioneer*, *The Leader*, *The Tribune*, *The Civil and Military Gazette*, *The Hindu*, *The Madras Mail* and *The Statesman*.

The Indian and Eastern Newspaper Society, now renamed as The Indian Newspaper Society (INS), enjoys a unique position as the accredited spokesman of the newspaper industry. The INS now acts as the central organisation of the Press in India. It is an organisation which plays a major role in protecting and promoting the freedom of press in India. Its Headquarter at the Rafi Marg, New Delhi houses the Secretariat of the Society and about 90 offices of member publications. The foundation of the Society, in the year of the beginning of World War II, was the first step in giving direction and cohesion to a vital industry. The Press till then had been growing at random, without organisational support and mutual co-ordination or any protection from the numerous pressure groups.

The INS is proud to have played a significant role in protecting and promoting the freedom of the Press in the world's largest democracy. The greatest strength of the Society stems from a unity of purpose. Over

990 dailies, bi-weeklies, weeklies, fortnightlies and monthlies published in 18 languages from all over the country form the nucleus that accounts for over 90% of the country's readership. From newsprint to advertising, from licenses for machinery to freedom of the Press, INS today is involved in many spheres of activities. Sometimes successful, sometimes not. But always persevering and untiringly using its only resource – the power of persuasion. Today, in step with the changing times and the communication revolution, The Indian Newspaper Society is gearing itself to play a large role. Stepping into newer areas to improve the quality of the Press – the quality of the voice of democracy.

12.7.1. Objectives and Administration of INS

The Indian Newspaper Society has its own set of objectives, but the objective of the INS may be enlarged at any time. The INS was established to acts as a central organisation of the press of India, Burma and Ceylon. It promotes and safeguards such business interests of members as may be affected or are likely to be affected by the action of Legislatures, Governments, the Law Courts, municipal and local bodies and associations or organisations commercial or formed for any other purpose and to take such steps as may seem desirable to that end. It collects information upon all topics having a practical interest for members and to communicate the same to them. It was established to promote co-operation in all matters affecting the common interests of members and to make rules to govern the conduct of its members, to provide penalties for the infringement thereof, and to provide means of determining whether there has been such infringement. For that matter the INS holds periodical conferences of its members to discuss and determine action on matters of common interest. The INS maintains a permanent Secretariat in India to watch over the interests of members and to permit of a constant interchange of information and views.

When it comes to administration the INS has one Executive Committee. Under the Executive Committee there are several Sub-Committees, they are – Advertising Committee, Newsprint Committee, Building-Finance-Staff Committee, Industrial Relations & Legal Affairs Committee. The INS has also got its Regional Committees in – Andhra Pradesh, Chandigarh, N. C. R. (Delhi), Gujarat, Karnataka, Kerala, Kolkatta- Bihar - Jharkand , Madhya Pradesh, Maharashtra, Mumbai, North East, Rajasthan, Tamil Nadu, Uttar Pradesh.

12.7.2. Functions of INS

Born in 1939, The Indian Newspaper Society has completed 70 years of its existence in 2009. The INS has entered the new millennium as a mature and well established organisation serving the newspaper industry of the country.

Advertising

One of the key functions performed by the society is to provide assistance to member publications in regard to monitoring the recovery of their dues from advertising agencies and advertisers. Advertisements, for long, have been a major source of revenue for the newspapers and periodicals. The growth of revenue from this source has been sluggish due to the phenomenal expansion of the electronic media, which has diverted revenues, to a considerable extent, away from the print media. For bringing to the notice of advertisers, media managers and public, the advantages of advertising in the newspapers and periodicals, INS has decided to launch a sustained campaign code-named " Project Press". This campaign is being financed entirely through voluntary contributions from member publications.

***Accreditation of Advertising Agencies*:**

An institutionalised system of granting accreditation to advertising agencies enabling them, upon such accreditation, to access certain facilities from the members, has been in vogue for several decades. The system operates in terms of the "Rules Governing Accreditation of Advertising Agencies and Rulings of the Society" adopted by the Society, initially in the year 1943, and subsequently amended from time to time. Currently the total number of agencies which enjoy full Accreditation from the Society is 576 and those which are Provisionally Accredited are 182. Thus the total number of accredited agencies is 758.

***Monitoring of Payments to Publications*:**

The Society monitors payments to publications from the advertising agencies through a system of Monthly Review Verification (MRV). The Society constantly endeavors to enforce the Accreditation Rules, so that payments are made within the credit period allowed and the offering of commission/discounts etc, which is not permissible, is not resorted to.

***Resolution of Disputes between Publications and the Agencies*:**

Both publications and agencies are encouraged to mutually resolve their disputes but wherever it becomes imperative, the Society advice the agencies involved to bilaterally settle the disputes.

***Advertising Committee*:**

The entire gamut of the activities of the Society, relating to the area of advertising, is overseen by the Advertising Committee of the INS. All policy matters, position of arrears of advertising agencies, action taken against agencies for defaults including ratification of notices of dis-accreditation, cancellation of accreditation, granting of Provisional and Full Accreditation etc. are considered and decided at the meetings of the Advertising Committee.

News Print

Newsprint is the lifeline of the newspaper industry, being the primary raw material constituting 50% to 60% of the total cost of production. The Newsprint Committee of the INS keeps a close watch on all the developments in this regard and seeks appropriate relief, from time to time, on the issues affecting the interests of the industry.

Industrial Relations

The INS being the central body for newspaper establishments has also helped members by placing their views as an industry before the government on the recommendations of the wage boards for working journalists and non-journalists employees so that the Central Government takes a realistic view and the newspaper industry, despite the onslaught of the electronic media, may survive and play its role in the democratic process.

Press Freedom

The Press Freedom Committee of the Society has always continued its efforts for maintaining the freedom of the press and takes up related issues from time to time like attack on newspaper establishments/journalists, issues concerning entry of foreign media etc. The Society always puts in its efforts to ensure that the newspapers could be publishes by the employees without any for their lives and damage to the assets of the newspaper establishments. The Society has always decided against the entry of foreign media in any shape into the country.

Seminars

The Society conducts seminars and workshops from time to time for its member publications. The Society also makes sure that the database of all the members is complied and put together in the form of INS Handbook, which is regularly updated and maintained.

Modernisation

To keep pace with technology the Society has developed a new software for making its core functions fully automated which makes information dissemination easier to its members.

CHECK YOUR PROGRESS – D

1. What is the original name of the Indian and Eastern Newspaper Society?
2. How many Guidelines are there in the Staff's Domain of the Code of Practice of the Editors' Guild of India?
3. In which year The Indian and Eastern Newspaper Society became The Indian Newspapers Society?
4. In which regions in India the INS has its Regional Committees?
5. Which among the following is not a founding member of the INS?
   (a) *The Times of India* (b) *The Hindustan Times*
   (c) *The Hindustan Standard* (d) *The Telegraph*
6. As regards functions of The Indian Newspapers Society what are the six core areas?

12.8. Let us sum up

The term "self-regulation" has a range of definitions. The term means different things to different people. At one end of the spectrum, the term is used quite narrowly, to refer only to those instances where the government has formally delegated the power to regulate. At the other end of the spectrum, the term is used when the private sector perceives the need to regulate itself for whatever reason. Media self-regulation is a joint endeavour by media professionals to set up voluntary editorial guidelines and abide by them in a learning process open to the public. Self-regulation has several advantages over governmental regulation

which may include – efficiency, increased flexibility, increased incentives for compliance, and reduced cost.

The media organisations are aware of the fact that for the freedom they exercise, they equally also have responsibilities, to maintain the goodwill they have earned through years. The media organisations throughout past one century or so have developed its own code of conduct and it is evident from the code of conduct of different media organisations. Code of conduct of BBC, CBC and organisations like All India Newspaper Editors' Conference (AINEC), the Indian Federation of Working Journalists (IFWJ), the Press Council of India, Editors' Guild of India, the Indian Newspaper Society and News Broadcasters Association of India (NBA) are the examples.

The Editors' Guild of India, an apex body of journalists, is a body of editors of newspapers, news agencies, news magazines and television news channels in the country. It takes up issues of freedom of the press, independence of editors and raising the standards and ethics of journalism.

The All India Newspaper Editors' Conference (AINEC) is a voluntary organisation of the editors of Indian newspapers and periodicals. Its main objects are to preserve the high traditions and standards of journalism, to safeguard freedom and rights of the Press; to secure all facilities and privileges to the press for the discharge of its responsibilities; to establish liaison between the Press and the Government, between the Press and the public; to develop contacts with association having similar objects in other countries.

The Indian Newspaper Society (INS) enjoys a unique position as the accredited spokesman of the newspaper industry. It acts as the central organisation of the Press in India. The INS is proud to have played a significant role in protecting and promoting the freedom of the Press in the world's largest democracy.

12.9. Answers to check your progress

A

1. The term “self-regulation” has a range of definitions. The term means different things to different people. At one end of the spectrum, the term is used quite narrowly, to refer only to those instances where the government has formally delegated the power to regulate. At the other end of the spectrum, the term is used when the private sector perceives the need to regulate itself for whatever reason.

2. Media self-regulation is a joint endeavour by media professionals to set up voluntary editorial guidelines and abide by them in a learning process open to the public. By doing so, the independent media accept their share of responsibility for the quality of public discourse in the nation, while fully preserving their editorial autonomy. Self-regulation helps the media respond to legitimate complaints, and correct mistakes in a trial-and-error way in shaping it.

B

1. 1951.

2. All India Newspaper Editors’ Conference.

3. Indian Federation of Working Journalists.

4. News Broadcasters Association of India.

C

1. The Editors’ Guild of India, an apex body of journalists, is a body of editors of newspapers, news agencies, news magazines and television news channels in the country. It takes up issues of freedom of the press, independence of editors and raising the standards and ethics of journalism. It has evolved a code of practice for journalists.

2. 22 Guidelines.

3. 1940.

4. 1953.

5. 1968.

6. “Minority” and “Majority”.

D

1. The India, Burma & Ceylon Newspapers’ London Committee

2. 1940.

3. 1939.

4. Andhra Pradesh, Chandigarh, N. C. R. (Delhi), Gujarat, Karnataka, Kerala, Kolkatta- Bihar - Jharkand , Madhya Pradesh, Maharashtra, Mumbai, North East, Rajasthan, Tamil Nadu, Uttar Pradesh.

5. (d) *The Telegraph*.

6. Advertising, News Print, Industrial Relations, Press Freedom, Seminars and Modernisation.

12.10. Further Readings

- **P. K. Ravindran:** ***Press Laws and Ethics***
- **T. Rajsekhar (eds.) :** ***Journalism – Ethics and Objectives***

- **Angela J. Campbell:** ***Self-Regulation and the Media***

12.11. Possible questions

1. Write a note on “self-regulation” and ”media self-regulation”. Explain how self-regulation of media is helpful to the public and to a democracy.
2. Write a note on Code of conduct of different organisations for media personnel in different countries.
3. Write a note on the Editors’ Guild of India and its media Code of conduct.
4. Write a note on the All India Newspaper Editors’ Conference (AINEC) and its Code of Conduct adopted in 1953 and 1968.
5. Write a brief history of The Indian Newspaper Society (INS) stating its objectives.
6. Write a note on the functions of The Indian Newspaper Society (INS).