



## Pre-PhD Seminar Presentation on

### CONTENT REGULATION ON PRIVATE TELEVISION NEWS CHANNELS: EVALUATING THE REGULATORY FRAMEWORK IN INDIA

**Pallavi Majumdar**, CCMG PhD Scholar

**Abstract:** Broadcast regulation in India has emerged as a heavily contested issue in post economic liberalization which eroded the state's monopoly and gave rise to entry of new actors. Faced with conflict of interest in the rapidly transforming scenario, these new actors have engaged in ingenious strategies to block, oppose, or exploit the varied forms and structures of regulatory development.

This study emphasizes on the key developments in the political economy of television during 1990- 2010, key actors who gained power and influence during this period in the wake of new economic policy and how they influenced the regulatory framework. Using the political economic approach, and discourse analysis, the researcher argues that the key debates among the actors concerned the rationale of regulation as well as the structure and form of regulation. While the majority of the actors agreed that regulation of broadcasting was necessary to safeguard democracy, their conflicting notions about the form and structure of regulation gave rise to new regulatory concepts like that of independent regulatory authority, self-regulation, and co-regulation.

Through the examination of newspaper archives, government documents and in-depth interviews, the findings indicate that even though government and business entities are interested in the reform of the regulatory framework, the desire to retain control, prevented them from building consensus and bringing in the reform. The voices of the civic actors were marginalized and goals of diversity and public accessibility gained little attention by the actors in power.

**About the Speaker:** Pallavi Majumdar is a media educator, trainer and former journalist. She is currently pursuing her doctoral research from CCMG, Jamia Millia Islamia in the area of broadcast regulation.

#### Event Details

**Venue:** CCMG Network Governance Lab

**Date:** 15<sup>th</sup> February, 2018

**Time:** 11:00 am