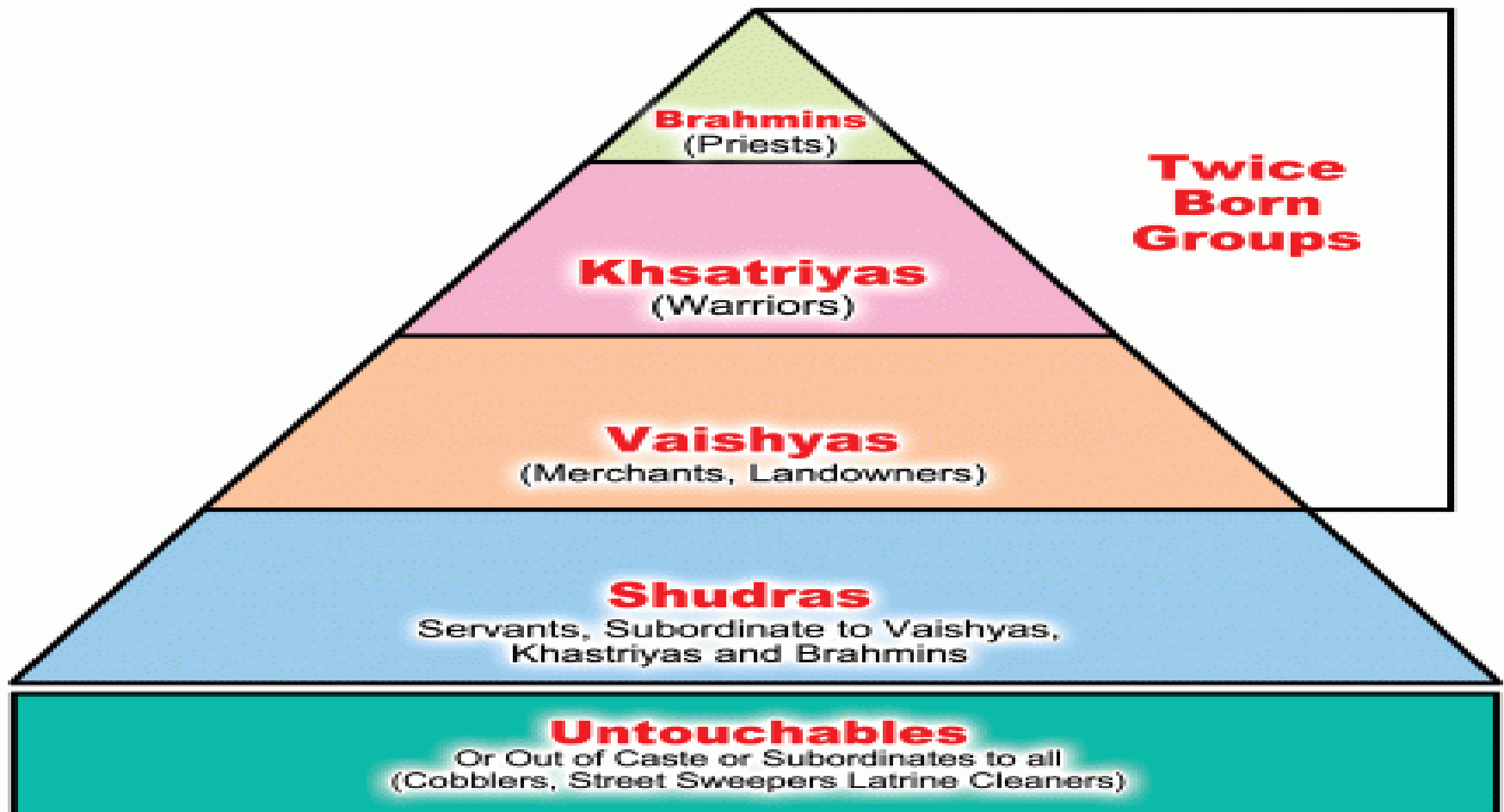


Mediate(d) Presence:
***Representation and participation of Dalits in
Telugu News channels (Tv9 & Etv)***

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Indian social system



A brief about Dalits

- Caste is not merely a principle of social division but a comprehensive system of life.
- The caste Hindus' unquestioned social supremacy were consciously given a religious sanction.
- Dalits were treated as a conquered slave community without even ordinary human rights.
- Population : 320 millions as pan-Indian community
- 20 millions in Andhra Pradesh and Telangana states.

Why Etv (Eenadu) and Tv9

- Caste
- Economy
- Region
- Traditional political leadership
- Consolidating hegemony: Media, Film industry and world class health services etc.
- Etv (1990): Ramoji Rao
- Tv9 (2004): Ravi prakah

How does one understand media?

- Media does a great job:
 - pre - Independence
 - post – Independence (Gandhian Model)
- Phule & Dr.Ambedkar as a voice for voiceless:
 - -Social equality
 - -Social Justice
 - -Annihilate Caste
- Democratic upsurge of Dalits' expression
- Irony of Media on Mandal commission, Mandir & Market
- Media's take on Democratic Telangana movement (2009): Tv9 and ABN Andhraajyothi cases in Telugu speaking land.

Hypothetical assumption

- There is something deficient about “equality” if a quarter of the population is missing from the Fourth Estate.
- ***Is media democratizing its content, order and communication?***

Objectives of the study

- To understand the diversity in media newsroom production, mainly content analysis.
- To understand the cultural diversity within the media organization (levels of participation).
- To explore the reproduction of caste hegemony in television newsrooms.

Theoretical framework

- 'Power as domination, it reproduces itself in different locations and employing similar apparatuses, strategies and mechanisms of control'
- How 'we are seen determines in part how we are treated; how we treat others is based on how we see them [and] such seeing comes from representation'.
- Representation as constitutive, having the power to establish or give organized existence to something.
- The spirit of Indian constitution upholds 'one man – one value'

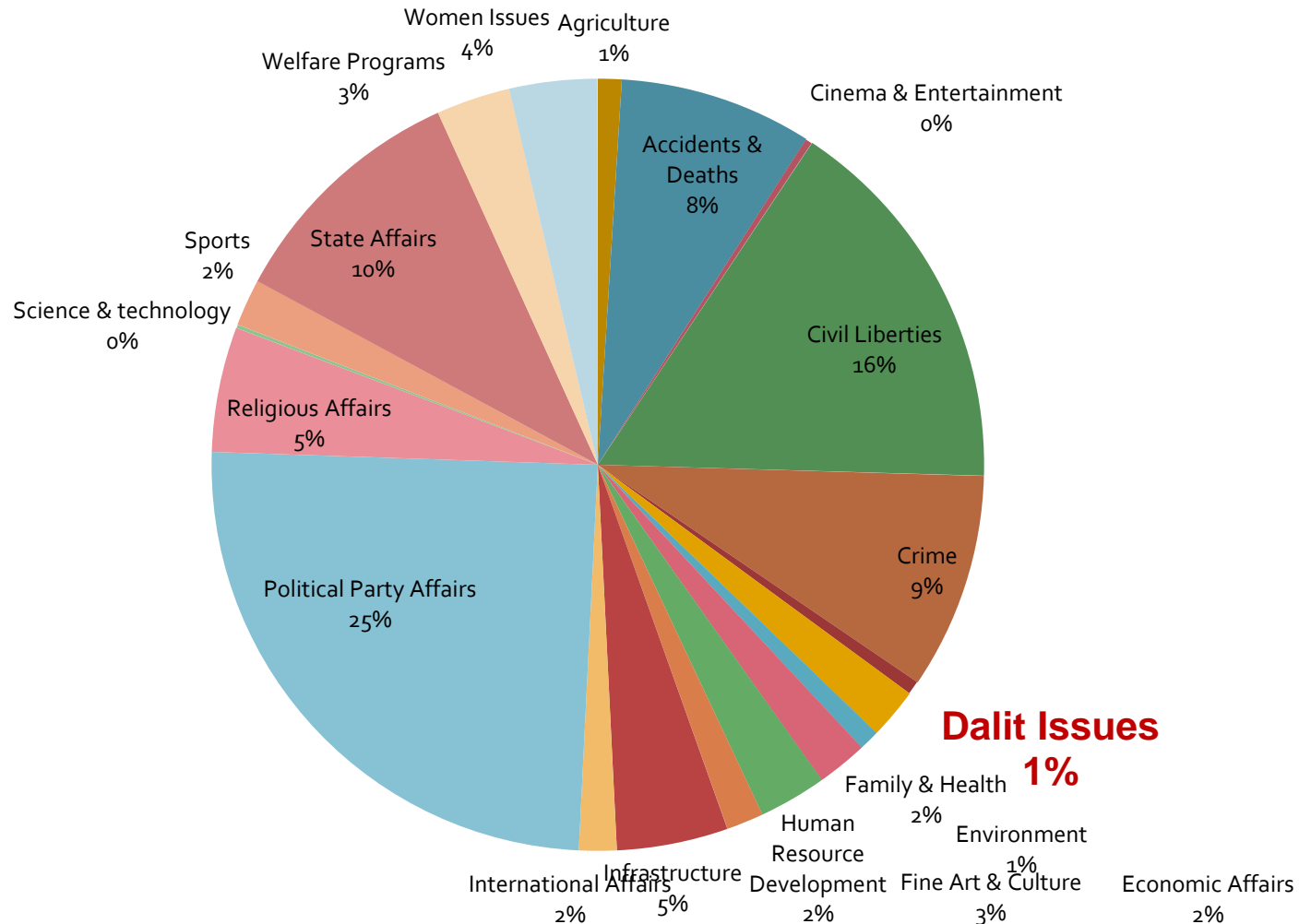
Research methodology

- **Time window:** One month (15th Dec 2013 to 15th Jan 2014).
- **Quantitative;** content analysis i.e. systematic random sampling.
- Alternative day samplings (15 samplings from each channel)
- Prime time; 8:00pm and 9:00pm (TV9 & ETV)
- Number of news items for the one month
- **Qualitative analysis;** snow-ball sampling, in depth interviews.
- Unit of analysis: 14
- The respondents are employees of Etv and Tv9, Dalits & Non-Dalits

Analysis: Distribution of news coverage items

S.No.	30 Days	No. of news items coverage
1	Etv	293
2	Tvg	414
3	Total	707
4	Dalit issues	04

Overall news items coverage in Etv & Tv9



The Fact sheet: Crimes Against Dalits in AP and TS

S.No.	Incidents	No. of cases- Dec 2013	No. of cases- Jan 14
1	Murder	03	03
2	Rape	22	13
3	Hurt	52	68
4	Other IPC	180	150
5	SC/ST POA	63	66
	Total	320	300

(Source: State Crime Record Bureau, AP & TS)

Participation: Media inclusion policies

- Intellectual exchange of social and political ideas located within the Marxist perspective.
- Beata Rozumilowicz (2001): Legal-institutional variables.
- Socio-cultural variables.
- James Curran (1996): 5 sector democratic need approach core, civil, professional, private enterprise and social market.
- Human capabilities approach By Amartya Sen & Rogers
- Cultural Diversity Network initiations- ASNE 1975), BBC, Royal Charters (2006).

Case studies about discrimination

- ***What is the criteria or recruiting process ? For instance, a private sector or Media sector***
- ***And ‘The question of whether the employers were actually discriminating against some social groups?’***
- Bertrand and Marrian (2004) ‘callbacks’ in newspapers
- Thorat (2005) observations in Indian English dailies
- CSDS- study on national media
- Sevanti Ninan’s study on Hindi public sphere (media)
- Two Cs: caste and connectivity - AJAZ ASHRAF (The Hoot, Aug 16, 2013)

Findings : Participation

- Unit of analysis: 14, Dalits (6) & Non Dalits (8)
- No cultural diversity network in the both channels
- Caste-connectivity in the recruitment & promotions
- Reflecting political inclinations
- Homogenization of representation
- No participation from below
- No women in both channels from Dalit community

Let our voice to be heard

- Dalits' expression:
- Indian Apartheid by Chandrabhanu Prasad (2007)
- MRPS (2008) challenge made revisiting Dalit participation in media in AP
- **The social realities:**
- **Every day:**
 - - 3 Dalit women are raped
 - - 2 Dalits are murdered & 2 Dalits Houses are burnt in India
 - - 11 Dalits are beaten
- **Every week:**
 - - 13 Dalits are murdered
 - - 5 Dalits home or possessions are burnt
 - - 6 Dalits are kidnapped or abducted

Conclusion : A counter memory

Is media Democratic or Hegemonic ?

“Freedom without opportunity is a devil’s gift and the refusal to provide such opportunities is criminal” –**Noam Chomsky**

Thank you

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