

# Diversity in the media assignment



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A comparative study of four major Deluge newspapers The mass media are the windows which show us the society and reflect the society. But while the world has never been more connected like now, still millions of voices worldwide still go unheard as a result of poverty, social exclusion and political repression. Without the power to share information, some of the most critical news falls under the radar. Corruption and abuse go unreported, successes and innovation go unnoticed and the opinions of the majority remain undocumented.

Qualitative and exploratory in nature this study seeks to analyses the people whose voice is not properly represented by the media in particular print media. The minority people Include socially disadvantaged sections, disabled people, elderly people, pensioners, Internally displaced persons and sexual orientation section. While India has a strong and active civil society, the media Is still driven by the educated middle to upper classes. Those who are most vulnerable in society are also the least likely to report on their experiences.

Slum dwellers, those from rural immunities particularly women and girls, those with disabilities, and those from marginal's castes within Indian society are overlooked as sources, contributors and reporters. There is a perception that the media is not taking up the causes of the underprivileged and oppressed or rural masses and there Is hardly any coverage of farmer suicides or of atrocities on Dalais across the length and breadth of the country. Regional media outlets may not Include more Information to help their audience understand the rights, traditions and needs of the different minority groups living mongo them.

Instead, journalists all too often offer negative or at best superficial coverage which contributes greatly to suspicion and fear. With few exceptions, the media still advance the notion that difference signifies inferiority, that minority groups pose a threat to the nation and do not deserve equal rights or treatment. When the media pursue their mission with goodwill and an open mind, they can play a major role in transforming relations between various ethnic, religious and other minority groups in emerging democratic societies. Alms 1 .

Alma of the study Is to analyze the diversity In the Indian media, with special reference to the Deluge newspapers. 1 . To study the quality and diversity in newspapers and other print media 2. The research looks into the unfair portrayal of members of minority groups (disadvantaged sections) as well as their lack of mainstream access and involvement 3. Study the process of media accessibility to the disadvantaged sections 4. The study analyses the competition among the media outlets to disseminate the most stereotypes and images of those perceived as other Methodology

The research examines and analyses news and information of four major Deluge newspapers – Maenad, Khakis, Anthropoid and Apart for a period of one year. The content analysis of the four major Deluge dailies focuses on the diversity in news presentation of a particular group. The study includes case studies and in-depth interviews on media's priorities and policies. The field researcher intends to make extensive field notes through interviews, observations and document reviews, interviews with the management of the media and representatives of disadvantaged people.