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TOO MUCH PROJECTION OF MINISTERS

2274
That the news broadcast will be personality governed is understandable. But when the most inconsequential event finds not only a mention but is also accompanied by a film clip in the broadcast, because some minister happens to be present, it is then that we find it objectionable. There is no doubt that the PM is over-exposed on this medium. Observation of news broadcast on 10 days randomly selected reveal these facts.

24.4.86.

- i) P.M.'s visit to Rajasthan (f.f.)
- ii) P.M. addresses bi-annual meeting of army
- iii) P.M. says India will not be cowed down - Rajya Sabha (f.f.)
- iv) Warm send off to Seychelles President by Zail & Rajiv (no mention T.O.I.)
- v) V.N. Gadgil gives away Harishchandra prize (No mention T.O.I.) (F.f.)
- vi) Lecture cum demonstration on yoga by Swami Ram Narasimha Rao presides (No ~~xxx~~ mention T.O.I.) (f.f)

8.5.86

- i) Science & Technology seminar: Rajiv speaks (f.f.)
- ii) Muslim bill - speedy settlement of cases Rajiv's statement, speaking on education policy - Rajiv's statement
- iii) Tambo calls on P.M. (f.f.)
- iv) 2 days seminar of Doordarshan directors - Gadgil, Khanna (f.f.)

18.5.86.

- i) Narasimha Rao inaugurates Anant Balika school (f.f.)

- ii) Shankaranand says techno clearance only certain irrigation projects
- iii) Kidwai inaugurates Ayurvedic Vidyapeeth (f.f.)
- iv) K.L. Rao - dies in Hyderabad: condolences Zail|N.T.R.
- v) Gadgil will lead 9th film festival at Tashkent.

27.5.86.

- i) Rajiv says Punjabi known some peace, informal chat with newsmen.
- ii) Vice President inaugurates photography exhibition organised by inter - Parliamentary group. Book launched (f.f.) (Nehru's death anniversary) (no mention T.O.I.)
- iii) Rajiv contributes income to Jawaharlal Trust (f.f) no mention T.O.I.)
- iv) P.M. inaugurates seminar on Nehru - Rajiv's speech (f.f.) (no mention T.O.I.)
- v) (Mention is made of nation paying homage to Nehru at Shanti-van
- v) Arun Nehru unwell
- vi) National Advisory Commission speed up projects Minister spoke to Doordarshan on specific achievements (f.f.) (No mention in T.O.I.)

28.5.86.

- i) CSIR conference begins : Rajiv speaks (f.f.) (No mention T.O.I.)
- ii) Lal Denga calls on Bhuta Singh
- iii) Arun Nehru improving
- iv) Kinnoch meets P.M. (f.f.) (No mention T.O.I.)
- v) Mr. Solarz meets P.M. (No mention T.O.I.)
- vi) Foundation for terminal laid by Tytler (f.f.) (No mention T.O.I.)

vii) T.V. film festival - (International) Documentary on India. Documentary which contains an interview with Rajiv Gandhi deals with current Indian problems.

27.6.86.

- i) P.M.'s visit to Mauritius - apartheid & other issues.
- ii) 2 day national liberation seminar on Libya : K.R. Narayan inaugurated (f.f.)
- iii) Island Devt. Committee - Planning Commission Bhuta Singh & continues on Commission.
- iv) Postal Dept. introduces speed Post Service Ram Nivas Mirdha spoke to Doordarshan (f.f.)
- vi) V.N. Gadgil : Teleugu programme from Hyderabad to be telecast all over A.P.

1.7.86

- i) P.M. addressing party workers in Calcutta : determined to solve Punjab problem
- ii) Presented Awards ladies study group (f.f.)
- iii) Performance of Doordarshan change in structure New Doordarshan Kendra inaugurated.
- iv) Meets group of industrialists (f.f.)
- v) Signing of Mizo accord, jubilant celebration; Assam home minister ~~in~~ congratulates.
- vii) Indian Association of Public Administration - programme inaugurated. Chidambaram calls for public service.

19.7.86.

- i) Venkateswaran arrives in Beijing
- ii) Bhajan Lal and another Cong 'I' leader elected to Rajya Sabha
- iii) P.M. Meets Zail
- iv) Sports authority of India meeting Narsimha Rao

and others (f.f.) (No mention in T.O.I.)

- v) Seminar : Talking science to the Masses -
K. C. Plant inaugurates (f.f.) No mention in
T.O.I.)

9.8.86.

- i) P.M.'s press conference in Mexico (f.f.)
- ii) At Indira Gandhi airport new ceremonial lounge
inaugurated by Tytler (f.f.) (No mention T.O.I.)
- iii) 5th All India Penology conference in Agra -
Zail Singh inaugurates (f.f.) (No mention T.O.I.)
- iv) Arrest of Badal & Tohra - Chidambaram's
statement in Parliament.
- v) Quit India day Anniversary - Delhi floral tributes
to Indira - Anand Sharma speaks (f.f.) (T.O.I.
does no mention this function in Delhi)

13.8.86.

- 1) National Convention of Girls - Students (?)
P.M. inaugurates speaks on the occasion (f.f.)
- ii) All India Mahila Congress function commemo-
rate day of solidarity with S.A. Begum Ahida
inaugurates (f.f.) (No mention T.O.I.)
- iii) P.M. declares in Lok Sabha his government
opposes every action against national unity
Jyoti Basu should have dealt with Gorkhaland
- iv) SAARC meeting - Shiv Shankar calls for
extension of cooperation (f.f.)
- v) Bhuta Singh in Lok Sabha - Centre asks CBI
to look into Vaidya murder, look into
security failure.
- vi) Zail Singh releases book - Azadi ki kahani -
Narasimha Rao also speaks (f.f.) (No mention
T.O.I.)
- vii) P.M. says union government determined to ~~see~~
see that nothing upsets unity CPB - address

(no mention T.O.I.)

Viii) P.M. unhappy - diversion of plane due to technical snag.

The Prime Minister himself rebuked Doordarshan for continuing to project him much against his wishes. "From my point of view it is counter - productive and I have told them very categorically that they should not project me ... but somehow these people imagination and are so bureaucratic". In an interview with Khalid Mohammed (13.3.86) Harish Khanna, the then Director General of Doordarshan in reply to a question as to what he is being ever exposed on T.V. had replied that the P.M. felt that if he was inaugurating a building, information should be provided about the building ... instead of just focussing on the P.M. "I think we have restored it lately". Our study tells us definitely not, five months after that statement was made things have changed a little.

Doordarshan coverage is definitely marked by sychopaney, wanting to please the biguigs. It is interesting to note that on 27.5.86 while it covers in detail P.M.'s participation in the functions organised at Delhi on Nehru's death anniversary it fails to cover important news of Hegde's invitation to Joshi and Pawar to settle boundary row, function fight in Gujarat Pradesh Congress Committee office and Bandh in Darjeeling for second day. All items which received front page coverage in the T.O.I. It also failed to mention that Pranab's men from frontal group which appeared on the middle page in the T.O.I.

Bishwanath Bhattacharya in his article "In Troubled waters" Hindustan Times 23.3.86) has pointed out how

the news included in its broadcast on item on a bevy of women from Pune, which happened to be the Union Finance Minister's constituency, went to meet him for a few minutes in the capital. He says that if Pune were to have a Doordarshan Kendra "this would not have been deemed even a local new item".

All of which leads us to conclude that there is no democratic ethos and that this medium is used to project Ministers and Cong (I) leaders, and "extension of their publicity campaign". As N. L. Chawla has pointed out the VIP oriented news culture is spreading fast.