

2.38 Making News and Misleading the Society (Selected News Analysis from the Hindu and the Times of India On Celebrity Big Brother Show)

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ABSTRAT

Media gathering information and disseminate them as news. Journalists gather information from the reality. It exerts from the reality but it's not the carbon-copy of the reality. Journalists must know the shape of the needs and challenges confronting the society. Always news must cause to empower the grassroots level of the society.

Journalists must understand the current situation. In front of journalists, they can see three agendas. 1. Government agenda 2. Public agenda 3. Media agenda Most of the time perspectives of these tree agendas are not take the same target. Journalists must writing news to fill the gap and serve for the people's agenda. In the multi cultural society journalists con not consider about their own identities. News must be the real representation of the reality.

Journalists must discuss things factually and truthfully. Facts represent truth. It forms the opinion. But sometimes they are "making news".

The selected news item is the channel 4 reality show issue. Bollywood actress Shilpa Shetty discriminated on the base of racism in the celebrity Big Brother reality show. Selected news items were published on the news papers- The Hindu and The times of India (from 21st Sunday of January 2007.)

According to the journalistic norms every truth and fact can not publish as news. Newspapers must have social responsibility. It can not support to arouse racist or extreme nationalistic ideas. After the huge campaign about Shilpa Shetty issue, the media created extremist patriotic awareness in the Indian society. These news media used any kind of nationalistic, racist symbols to "Make the news". Indirectly they use family and social background of Jade to compare and highlight her class and social level. The Indian media largely criticized the racism in U.K. But they purposely neglect to create a real social discourse about racism and cast problem in India.

The Nithari serial killings and the student's death after police attack were covered under that fairy tale. That issues reported in the inside pages and gave the less space. But the real national awareness needs to focus on that issues.

Media give the shape for the social attitudes. They direct the society. But sometimes media create mythical issues and they mislead the society.