The Role of Television in Cultivating the Values of Pluralism and Cultural Diversity

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Abstract
The term 'media pluralism' is regularly used in critiques of media and in arguments for public intervention in media markets. It is employed so loosely, however, that it allows varied interpretations to be attached, and this makes it highly makes it highly challenging to turn general support it highly challenging to turn general support for the concept into specific policies. Much of the lack of clarity is the consequence of indefiniteness of the term and because it is used as a proxy for more involved concepts.The term is derived from 'plural', an indistinct quantitative concepts indicating the existence of more than a single thing, and plurality to be used in various ways when applied to media. For some it means a plurality of media outlets. This is indicated by having multiple types of media and multiple units of each media, and the existence of print, broadcast, satellite, and internet content providers can also represent pluralism means plurality in ownership, that is a range of owners and different types of ownership.

Introduction:

Psychology of Media — the word media has acquired heaps of importance of late, where flourishing business houses are running in the race to indulge into the giant media industry. What do we understand by media? The press comprising of newspapers, magazines and electronic media i.e., television and radio; not leaving out films and internet. That is what the world of media is encapsulated with. In India, the importance of media is not hidden to anyone. For a democratic society like India, it very important for the media to play its role properly and in a fair manner.

This is where the diversity and plurality in the media comes into force. The preservation of diversity and plurality in the media is globally recognised as a legitimate goal of media policy. It is widely accepted that plurality of voices in the media, diversity in sources of news and information, and access to varied ideas and opinions are of vital importance because of the critical role the media are supposed to play in democratic societies.

Objective:

Term is derived from 'plural', an indistinct quantitative concepts indicating the existence of more than a single thing, and plurality to be used in various ways when applied to media. For some it means a plurality of media outlets.

Description:

In several 'developed' countries existing restrictions on cross-media ownership within broadcasting legislation have in recent times given way to regulation under competition laws and policies, but ownership matters remain a relevant and valid aspect of media regulation. At the same time, it is widely understood that the only justifiable purpose of any regulatory interventions in issues of ownership in the media sector is the protection and promotion of the public interest.

The foundation of ancient Indian civilisation is based upon the eternal concept of unity in diversity. To be diverse is the law of nature but there is an element of commonality in every creation. But the organised media is structured in such a manner that it is conditioned to ignore the spectrum of the diversity and project certain activities, events, thoughts and ideologies more than others.

Taking a cue from Mother Nature, where bees stay in group and work together for a cause, media too should stick together and work to eradicate the causes that plague the country. Be it corruption, unemployment, inflation, or any other burning issue, media should form a group and work together to eradicate the problems faced by our society.

Working on the audio-visual pattern of nature
Audio-visual policies in favour of cultural diversity and media pluralism will help to give Indian citizens access to a wide variety of quality programmes. These include domestic output which reflects the cultural, social and political realities and output which improves the understanding of other cultures and societies.
Cultural diversity and pluralism of the media are important components of the Indian audiovisual model, and of public service broadcasting in particular. Freedom and pluralism are a precondition for cultural exchanges and are essential for democracy and cultural diversity. Technological changes and globalization are likely to increase – rather than diminish – the need for policies and, where necessary, regulations which promote cultural diversity and pluralism at the regional, national, Indian and global levels.

Importance of communication and psychology
This article highlights definitions of diversity and pluralism that are increasingly ubiquitous in legislative and regulatory instruments that seek to "modernize" media systems. This approach involves conceptualizing media diversity and media pluralism as twin outcomes of strategies designed to maximize consumer choice and market competition. The article argues that we need to challenge the assumption that meaningful forms of diversity can be brought forth only through market structures and questions the validity of quantitative assessments of media sectors that equate choice and competition with diversity. The article suggests that we need to win back a notion of diversity that is based on citizens' engagement with and interrogation of the world rather than the idea that diversity can be measured simply through the number of organizations and channels in the contemporary media environment.
The convergence of media, telecommunications and information technologies adds a new dimension to this problem as it results in changing market structures, exacerbating among other things the handling of cross-ownership and market definitions, and in claims for a greater emphasis on empirical evidence. Policy makers worldwide responded to this with new laws, and novel approaches for measuring concentration and diversity.

Concurrently with the phasing out of sector-specific rules, new instruments and methods of assessing and judging market power and media diversity in communications, especially in the media sector, are being introduced. These are vested in and fuelled by the above-described value conflicts in communications and modelled as an answer to technological change and the perceived limitations of a solely economic approach to media.

For a balanced society
With a population of over a billion people, it is important for us to work as a team and not as individuals. For that the media industry needs to come forward and work as a whole. Taking

another example from the nature, the mountains always stand together shielding some part of the earth. If the Himalaya were not there where they stand today, India would have been badly affected by the ice cold winds coming from the north. Not only the vegetation, but the entire country would have been entrapped by the deadly cold winds. Similarly, if media doesn't work as a team – the concept of pluralism – then India as a society will fall flat.

The role of diversity and pluralism in media is beyond question. There is little doubt that ownership issues are legitimate concerns within media regulation.

Suggestions:

The question is how the concept is to be approached and implemented. And whether India wants to follow the North American example, letting things slide in the direction of deregulation and then trying to undo the damage, or the many examples in other parts of the world where regulators have tried to preserve media diversity and plurality – in the public interest -- without compromising on freedom of expression or the economic health of media organisations.

Conclusion:

Considering the complexity and importance of pluralism and diversity, Indian media need to clearly to study it more carefully, understand the concept more fully and handle it with more sensitivity than they have been doing so far. Most importantly, any restrictions on media ownership must be defensible on grounds of public interest, with particular reference to media diversity and plurality.

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