
UNIT 3 GOVERNMENT MEDIA ORGANIZATIONS

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3.0 OBJECTIVES

We know that the nature and treatment of media contents, to a large extent, are influenced by media ownership. In this unit, we shall discuss media organizations which come under the purview of the Government of India. We shall look at the organizational structure and management of these government media organizations. After reading this unit you should be able to :

- identify and list the various government media organizations;
- relate them to their specific areas of work;
- describe the organizational network of individual government media organizations;
- illustrate, by quoting instances, the role of different government media departments when organising or providing publicity to any event or national interest.

3.1 INTRODUCTION

In the preceding Unit 1 and Unit 2, we dealt with the ownership and organizational structure of the Indian press and news and feature agencies. We have noted that the press in India is largely owned by individuals and private joint stock companies. The government has a

limited hold on the ownership of the print media as compared to its monopoly over the electronic media of All India Radio and Doordarshan.

In Unit 3, we are now ready to discuss the organisational structure of the principal government media organizations in India. Given the vastness of the country, one could expect the media organizations to be massive. The government media include the electronic media, film and publicity media, print and related media and educational institutes for media learning. Thus, we see that government media organizations are not merely restricted to publicity media and the electronic media of radio and television.

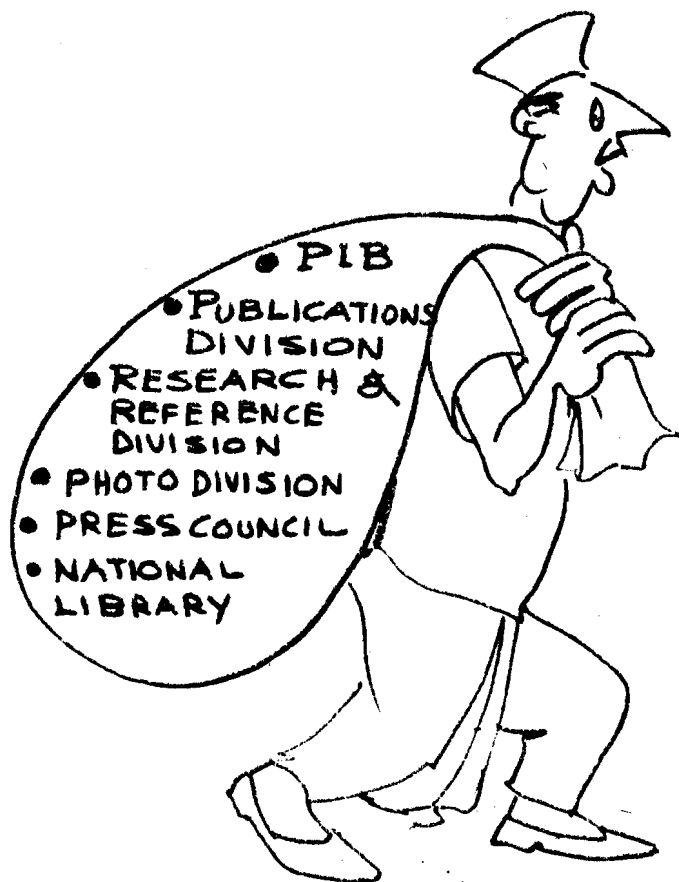
The remaining two units of this block deal with 'The Film Industry' and 'Educational Media Organizations'.

3.2 THE GOVERNMENT'S PRINT AND RELATED MEDIA ORGANIZATIONS

The government does not own a majority of the newspapers and magazines. Yet, it is the government that remains at the helm of affairs in matters such as newsprint allocation, registration of newspapers and periodicals, conduct of research and collection and maintenance of exhaustive reference and archive material. The mammoth government media publicity network is an important 'source' of information for the private media organizations.

3.2.1 Press Information Bureau

The Press Information Bureau (PIB) is the central agency of the Government of India for the dissemination of information on government policies, decisions, programmes, initiatives and activities. It puts out this information to daily newspapers, periodicals, news agencies and All India Radio and Doordarshan.



The PIB has its headquarters in Delhi. The Bureau in Delhi consists of information officers attached to different ministries and departments of the Government of India. A publicity officer liaises with newspaper correspondents on behalf of the particular ministry or department by providing background information on official decisions and announcements.

The same officer provides feedback to the ministry or department of the Government of India regarding press relations and nature and extent of publicity measures to be adopted. In addition, the PIB evaluates public reaction and accordingly renders advice to the Government of India on its information policy. The PIB is specifically concerned with the **accreditation** to the government of correspondents, camerapersons, technicians and other media personnel. The PIB also organizes **conducted tours** of press personnel to places currently in the news. It facilitates the exchange of delegations of journalists through **Cultural Exchange Programmes**. Besides, the PIB provides a **pictorial service** which makes possible photo coverage of government activities.

The PIB operates from its 37 field units. Two of these field units are information centres, eight are regional offices and 27 are branch offices, some attached with information centres.

Activity 1

In each of these situations, can you guess which government media organization would be working to reach you?

- 1) The results of the tenth standard year— end examinations have been declared :
.....
- 2) 'Shots' of News worthy events are screened in a cinema hall before the feature film:
.....
- 3) Low-priced books are made available to the general public :

3.2.2 Publications Division

The Publications Division is the largest publishing house in the public sector. It is the media unit of Ministry of Information and Broadcasting. From 1941 to 1943 the present Publications Division was part of the Home Department and was known as the Foreign Branch of the Bureau of Public Information. In 1943, it was transferred to the Department of Information and Broadcasting and renamed the Publications Division in December 1944.

The Publications Division has various wings to oversee the production of print material. These are the Editorial Wing, Production and Art Wing, Business Wing, Administration Wing and Employment News Wing. The last mentioned Employment News Wing brings out the weekly **Employment News** in English and **Rozgar Samachar** in Hindi. The Publications Division seeks to provide information on every subject of national importance through the journals, books and albums that it publishes. It also acts as an agency that facilitates national integration and stimulates widespread interest in Indian culture. The Publications Division publishes some twenty journals, '**Kurukshetra**' a monthly journal published in Hindi and English, has its focus on the areas of rural reconstruction and cooperation. Other notable publications include **Aajkal**, **Bal Bharati**, **Yojana**, **India a Reference Annual**, **Mass Media in India**. The quarterly newsletter of the Publications Division is called **Samachar**.

3.2.3 Office of the Registrar of Newspapers for India

The Office of the Registrar of Newspapers for India was started on 1st July, 1956. The Registrar of Newspapers for India (RNI), popularly known as the Press Registrar, heads this office. The office of the RNI maintains a record of the registered newspapers and periodicals in all languages of the country. It publishes annually the **Press in India**, volumes of which contain detailed information about the press, including circulation figures of the various newspapers and magazines, language-wise. The RNI decides the Newsprint Allocation Policy and revises it whenever necessary.

3.2.4 Research and Reference Division

As its name indicates, the Research and Reference Division is an agency that conducts research and provides reference information on a variety of subjects. The Ministry of Information and Broadcasting and its constituent media units utilise the information services of the Research and Reference Division.

Compilation work is carried out by the documentation and catalogue section of the Library.

There is a separate wing that specifically collects and maintains newspaper clippings. Accredited media personnel have access to the library maintained by the Research and Reference Division. **India : A Reference Annual** is published every year by the division. The National Documentation Centre on Mass Communication, set up as a part of the Division in 1976, documents and indexes news items and information about the mass media. It also compiles and edits the book **Mass Media in India** annually, which is an update on events and progress made by the government media in the previous year.

3.2.5 Photo Division

The Photo Division comes under the administrative purview of the Ministry of Information and Broadcasting. It documents the socio-economic progress and cultural activities of the country through photographs. It houses an entire range of photographic negatives that have immense archive value. The positive photographic prints of major events in the news are distributed to the media through the Press Information Bureau. Periodic advanced training in photography is conducted for photographers of the state governments and for those from commonwealth countries.

With the head office in New Delhi, the Photo Division Maintains three regional offices at Bombay, Calcutta and Madras. It also has a photo unit at Guwahati.

3.2.6 Press Council of India

The Press Council of India is a quasi-judicial body, constituted by an Act of Parliament. It has 28 members headed by a Chairman. The Chairman of the Council has traditionally been a sitting or retired judge of the Supreme Court. While twenty members are press personnel, five are members of Parliament and one each nominated by the University Grants Commission, Sahitya Academy and Bar Council of India. It hears complaints by the press and against the Press regarding freedom of the press. It suggests guidelines on the ethical standards to be maintained by the press.

3.2.7 National Library

The National Library was established in 1948 under the Imperial Library Act, 1948. It is situated in Belvedere Estate, Calcutta. It has more than twenty lakh volumes in its custody. This number excludes the maps, manuscripts, Official Documents and books received as gifts or in exchange schemes.

The National Library is a subordinate department under the Ministry of Human Resources Development, Department of Culture, Government of India. The special feature of this Library is that it organizes exhibitions, lectures and seminars at the national and international levels. It is headed by a Director in addition to a Librarian.

Activity 2

We have by now read about the specific areas of work of the different government media organizations. It is time, therefore, to mark out individual organizations involved in each of the stages of production of publication, and distribution of a given mass medium. For instance, the newsreel medium involves Indian News Review of the Films Division in the production stage and the Directorate of Field Publicity in the distribution stage. Also, the Publications Division of the Government of India oversees the production, publication and distribution of **Employment News**. Here is an answer grid for you to complete. You are required to mention the media organization involved at each stage of work.

Stage of work	→	Production	Publication	Distribution
---------------	---	------------	-------------	--------------

Medium

.....

Newsreels

.....

Rozgar
Samachar

.....

Short Films, Documentary
For the Govt.

.....
The Annual 'Mass Media In India'
.....
.....
.....

3.3. GOVERNMENT-RUN FILM MEDIUM ORGANIZATIONS

Short films, documentaries and telefilms are products of the Films Division, National Film Development Corporation and National Centre of Films for Children and Young People. Special programmes sponsored by Ministries of the government may be handled by private producers too. The Central Board of Film Certification is a censoring authority which grades and recommends films for exhibition for certain categories of audiences. The National Film Archive of India maintains a truly valuable collection of film negatives and positive prints.

3.3.1 Films Division

The Films Division was established in 1948. It produces and distributes documentaries, news magazines, 16 mm featurettes, cartoon films and educational films for the different departments of the Government of India. These Films are produced in each of the major regional languages. The Films Division has its headquarters in New Delhi, and regional production centres in Bangalore and Calcutta. The Division has its branch offices in various regions of India. The films produced by Films division are released for viewing in cinema halls across the country.

3.3.2 Central Board of Film Certification

The Central Board of Film Certification was established in 1952 under the Cinematograph Act, 1952. The Board has its headquarters at Bombay, besides a regional office there. Its other regional offices are located at Bangalore, Calcutta, Cuttack, Hyderabad, Madras, New Delhi and Thiruvananthapuram. The Board certifies all Indian and foreign films — feature, short and long films—prior to their exhibition. Advisory panels assist the orgional offices in the examination of films for their certification. Some of the most eminent people from various walks of life are invited to be on these panels. The Board, constituted by the government, is headed by a chairperson who is assisted by non-official members numbering anywhere between 12 and 25. The principles enshrined in the Cinematograph Act, 1952 and cinematograph (certification) rule, 1983 serve to guide the members of the Board in their work. Provision has been made to allow a challenge of any decision of the Board. For this, one needs to file an appeal with the Film Certification Appellate Tribunal (FCAT). The FCAT has been functioning from March 1984. The Tribunal has its headquarters in New Delhi.

3.3.3 National Film Archive of India

The National Film Archive of India (NFAI) was established in 1964. It has its headquarters in Pune with three regional offices at Bangalore, Calcutta and Thiruvananthapuram. The archive is a media unit of the Ministry of Information and Broadcasting. It is the work of the NFAI to preserve films, audio and video footage. This it does in addition to documentation and research on films in Indian and even some foreign languages. The archive plays a pivotal role in sensitizing the film viewing public to the nuances of film making. It organizes short courses on film making. It also organizes screening of films to audiences in select cities.

3.3.4 National Film Development Corporation

The National Film Development Corporation (NFDC) was established in 1980 with the

stated objective of promoting good cinema. It produces and finances films, oversees matters concerning export to Indian films, import of foreign films and their distribution, import of relevant technology and the production and distribution of recorded video cassettes. The NFDC provides financial support for the construction of cinema halls under its Theatre Financing Scheme.

The NFDC has made inroads into the programming of small screen. The metro and other channels on Doordarshan telecast several serials produced or financed by the NFDC.

3.3.5 Directorate of Film Festivals

The Directorate of Film Festivals was set up in 1973 under the Ministry of Information and Broadcasting. Its stated objective is to promote good cinema and Indian films. It organises national and international film festivals in India. The Directorate gives away the National Film Awards. Under the Cultural Exchange Programme (CEP), the Directorate arranges film weeks for the people in India. Similarly, it holds Indian film weeks abroad. The Directorate ceased to be an agency of the Ministry of Information and Broadcasting in July 1981, when it was transferred to the National Film Development Corporation. But in July 1988, the Directorate of Film Festivals was shifted back to the Ministry of Information and Broadcasting.

3.3.6 National Centre of Films for Children and Young People

Earlier called the Children's Film Society, India (CFSI), it was established in 1955. It produces and distributes films which essentially provide "clean and healthy entertainment" for children and young people. Befitting this objective, the Centre finances films for children. The animation films produced by the Centre and foreign cartoon films dubbed by it, in Indian languages, usually Hindi, are popular on Doordarshan.

Check Your Progress 1

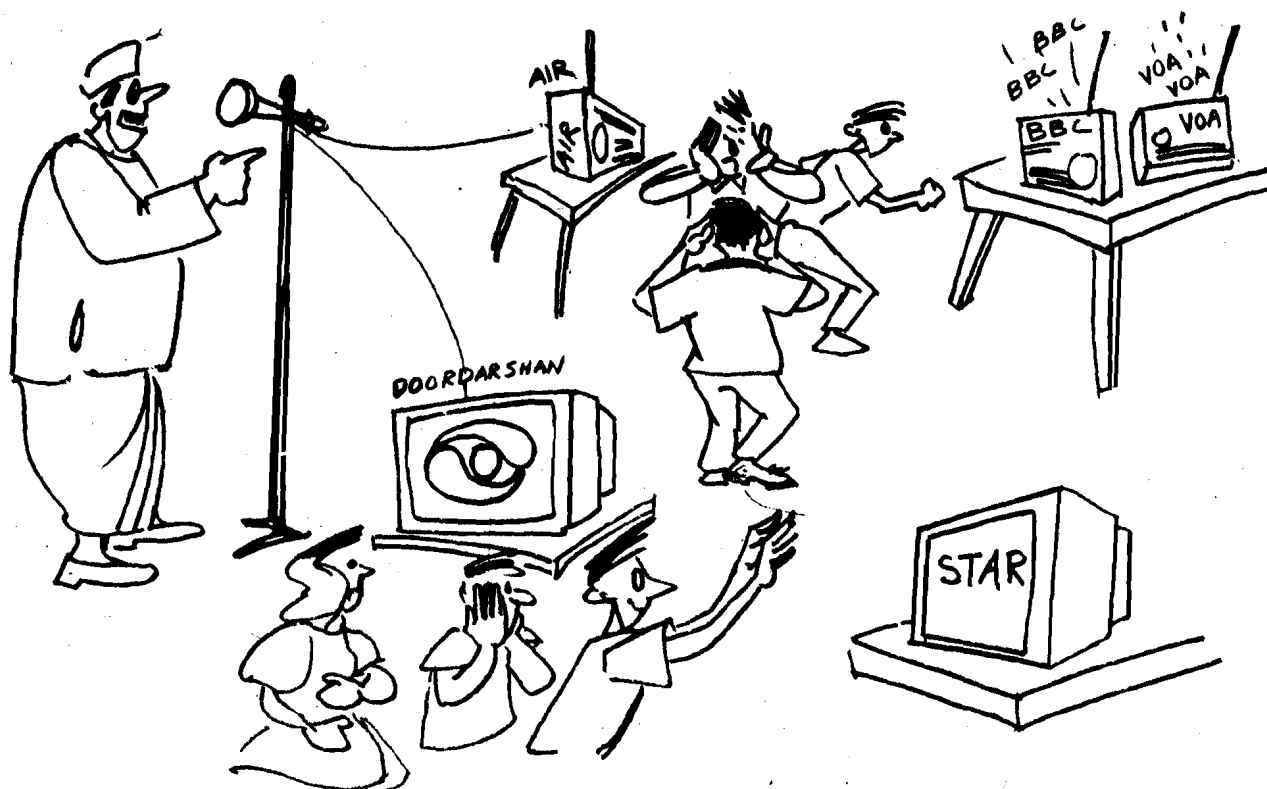
Note : i) Column 'A' is a list of some government media organization. Column 'B' is a list of areas of work related to these media organizations. You will have to match the items in column 'A' with items in Column 'B'.

ii) Compare your answers with the ones given at the end of this unit.

Column A	Column B
1) National Film Archive of India	a) Financing films and serials.
2) National Film Development Corporation	b) Preserve footage of feature films and documentaries.
3) Press Information Bureau	c) Production and distribution of documentaries and news magazines.
4) Films Division	d) Organization of the International Film Festival of India.
5) Directorate of Film Festivals	e) Press releases and organizingpress conferences.

3.4 GOVERNMENT-OWNED ELECTRONIC MEDIA ORGANIZATIONS

A comprehensive overview of AIR and Doordarshan programming and functioning is included in Course III. Here, we shall briefly enumerate the various constituents of Akashvani and Doordarshan. Both these electronic media are funded by the Government of India and through the Akashvani and Doordarshan (Commercial Service Revenue) Non-Lapsable Fund.



3.4.1 All India Radio

Broadcasting came under the control of the Government of India, in 1930 after the liquidation of the Indian Broadcasting Company. It was called the Indian Broadcasting Service. The same Network was renamed 'All India Radio' in 1936 and came to be known as 'Akashvani' from 1957. A.I.R.'s present network comprises 151 stations excluding the national channel, the integrated North-East Service and the External Service. Of these, 28 stations have a separate channel for commercial broadcasting, apart from the primary channel broadcast in the regional languages. In addition, there are three commercial broadcasting centres at Chandigarh, Kanpur and Vadodara. A.I.R. covers 96.2 per cent of the population.

The News Services Division, located at A.I.R.'s headquarters in Delhi, compiles and broadcasts news bulletins in English and all major Indian languages. The Division also undertakes preparation of newsreels, talks and various kinds of informational programmes which are broadcast on the national network.

The Audience Research Unit carries out extensive listener research on A.I.R.'s programmes. The data so collected is made available to A.I.R.'s programme planners. The Planning and Development Unit oversees the planning of the programmes. The Transcription and Programme Exchange Service facilitates exchange of programmes between radio stations. It also transcribes speeches of important personages from different walks of life. The recorded speeches are preserved in the Archives maintained by the Transcription and Programme Exchange Service. The Central Monitoring Services of A.I.R. monitor broadcasts of foreign radio stations in various languages.

The External Services Division offers the General Overseas Services and the Urdu Service. The output of the External Services Division's broadcasts goes on the shortwave. The Division brings out the programme journal called **India Calling**.

The National Channel of radio was commissioned on 18 May 1988. A separate department

The Commercial Broadcasting Service of AIR was introduced in November 1967 on experimental basis from Vivid Bharati centres of Bombay, Pune and Nagpur. Later, it was extended to other Vivid Bharati Centres. Vivid Bharati is very popular with the listeners.

3.4.2 Doordarshan

Doordarshan, as on 25 February, 1993 reached 82.4 per cent of the population through a network of 542 transmitters — 66 high power transmitters and others low power transmitters. There are 22 programme production centres. In addition, Central Production Centre (CPC), with two large studios equipped with modern and sophisticated facilities, is in operation in Delhi since 1988. CPC undertakes production of ballet, telefilms, serials, and various special programmes.

The administrative set up is headed by the Director-General of Doordarshan. The Director-General is assisted by Deputy Director Generals. Then there are programme producers and others.

Doordarshan has a national service (8.30 p.m. to 11.30 p.m.) and a regional service (5.00 p.m. to 8.30 p.m.). There are also morning and afternoon transmissions. Doordarshan introduced the second channel in Delhi in September 1985, and in course of time Bombay, Calcutta and Madras got the second channel.

The Audience Research Unit of Doordarshan conducts surveys to assess the needs and the reactions of the audience. It evaluates the data so collected and makes suggestions to improve the programming on Doordarshan: The Doordarshan Audience Research Television Ratings (DARTR) are made public from time to time.

3.4.3 Autonomy for the Electronic Media

In 1964, a high power committee headed by Mr. Ashok K. Chanda was appointed to look into the working of the various media units in the I & B Ministry. The committee categorically stated that in the Indian context it was not possible for a creative medium like broadcasting to flourish under a regiment of departmental rules and regulations. It is only by an institutional change that AIR can be liberated from the present rigid financial and administrative procedures of the government. For efficiency and economy, the committee stressed the need for decentralization.

The committee recommended for AIR the corporate form which would provide it with freedom to evolve its methods of recruitment and devise a financial and accounting system appropriate to its creative activity. It said the Corporation should be set up by an Act of Parliament. It further suggested the separation of television from radio and wanted the formation of an Independent Television Corporation. The Government did not accept the recommendation for autonomous Corporation. The separation of AIR and Doordarshan, however, was brought about on April 1, 1976.

In 1977, the Janata Government, in pursuance of its declared policy to free AIR and Doordarshan from government control, appointed a Working Group, headed by B.G. Verghese, to recommend the future set-up. This group suggested the setting up of an autonomous national trust—Akash Bharati or National Broadcast Trust. It did not want two separate corporations for Akashvani and Doordarshan but suggested a highly decentralized four-tier broadcasting organization at Central, Zonal, Regional and Local levels. So far autonomous status for the electronic media has not been realized.

Check Your Progress 2

Note : i) Fill in the blanks in the following sentences with the appropriate names of the media organizations.

ii) Compare your answers with the ones given at the end of this unit.

- 1) The Children's Film Festival of India is organised by.....
- 2) finances the construction of cinema halls in select areas.
- 3) The Commercial Broadcasting Service of A.I.R. was introduced in.....
- 4) The results of the surveys of Audience Research Unit of Doordarshan are publicised

3.5 GOVERNMENT PUBLICITY ORGANIZATIONS

There is work to be done even after government policies are framed and programmes are chalked out. The Publicity Wing of the government publicizes all such information and ensures that it reaches the farthest corners of the country. The government's publicity organizations play a most crucial role in disseminating information about the government's stand on any issue. The Directorate of Advertising and Visual Publicity brings out pamphlets, bill boards, booklets, advertisements in the print, audio and video media, audio visuals, short films, documentaries, etc., as part of the multi-media campaigns to propagate communal harmony, the literacy drive and the government's new economic policy, apart from spreading information on pertinent subjects like health, insurance, energy, environment etc.

The Directorate of Field Publicity organises dramas, contests and performances to involve the public directly with the message sought to be publicised.

3.5.1 Directorate of Advertising and Visual Publicity

The Directorate of Advertising and Visual Publicity came into being in 1955 and is an important agency under the Ministry of Information and Broadcasting for providing publicity to the Government of India. It has its headquarters in Delhi and Regional Offices in Bangalore and Guwahati. Its work is further facilitated by two regional distribution centres at Calcutta and Madras with assistance from some 35 field exhibition units. The Directorate includes an Exhibition Wing, Mass Mailing Wing, Outdoor Publicity Wing, Research Wing, Distribution Wing and Language Wing in addition to the Audio Visual Publicity Cell. Each of these sections contributes in the preparation and distribution of multi-media campaigns, print publicity, press advertising, exhibitions and audio visual publicity.

Activity 3

Perhaps you have at some time noticed that most advertisements in print carry the name of the advertising agency which prepared that advertisement. Can you identify a government media organization which is also a major advertising agency for the government ?

Give two examples of the kind of advertising usually handled by this media organization, in particular social advertisements and advertisements of the various ministries. To help you along with this activity, we have mentioned an example in each category in the table below :

Sl. No.	Nature of Advertising	Examples
1)	Social Advertising	Promotional campaign on the use of condomn.
2)	Advertising for Ministries	Announcing vacancies.

3.5.2 Directorate of Field Publicity

The Directorate of Field Publicity was established in 1953 under the title 'Five Year Plans Publicity Organization'. This unit was renamed Directorate of Field Publicity in 1959. It has been constituted under the Ministry of Information and Broadcasting. The Directorate carries out its work through Field Publicity Units and Regional Offices. The Directorate organizes contests, exhibitions and programmes which invite public participation even as they publicize information for and about the government. These activities are then evaluated by the Directorate of Field Publicity and suggestions placed before the government for necessary follow-up. The Directorate, therefore, may be said to be an interactive medium for the government.

3.5.3 Song and Drama Division

At the time of its inception in 1954, this Division was attached to A.I.R. From 1960, the Division is a separate unit of the Information and Broadcasting Ministry. It has its

at various district headquarters. The Division functions with 44 departmental troops, besides 700 registered parties of performers on its panel.

The Sound and Light Wing of the Division was established in 1976 in Delhi. A similar unit was installed in Bangalore by 1981. The Armed Forces Entertainment Wing came into being earlier in 1967. The performances of the Border Publicity Schemes of the Wing are popular among the villagers staying near India's international boundaries.

Check Your Progress 3

Note : i) Answer in one sentence each.

ii) Compare your answers with the ones given at the end of this unit.

1) From which government media organization could one be sure of obtaining the audio recording of Mr. Subhash Chandra Bose's speech ?

.....

2) Who organises the publicity for an event like the World Book Fair in New Delhi ?

.....

3) Who issues the press advertisements for vacancies in Ministries and Departments of the Government of India ?

.....

4) What is the programme journal of the External Services Division of All India Radio called ?

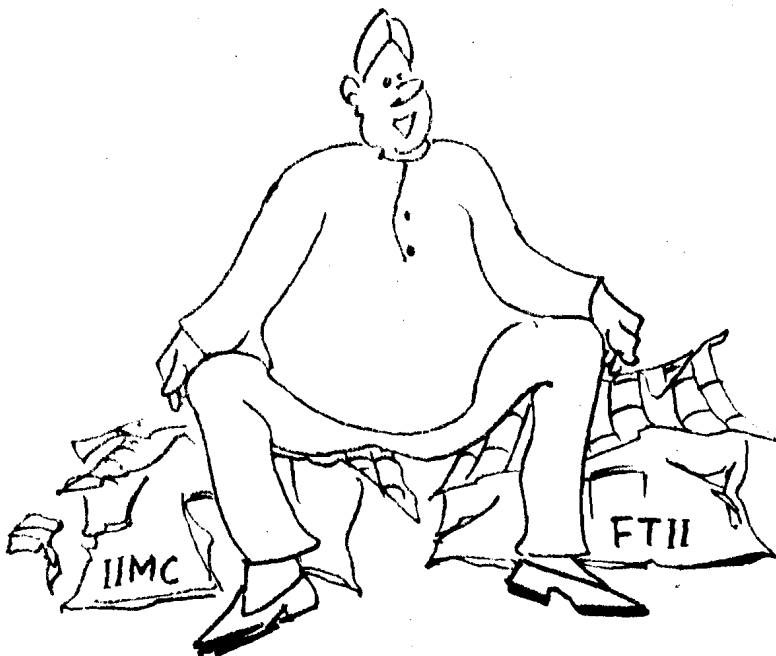
.....

5) Who compiles and edits the annual 'Mass Media in India' ?

.....

3.6 GOVERNMENT-FUNDED CENTRES FOR MEDIA LEARNING

We shall talk here about the 'Indian Institute of Mass Communication' and the 'Film and Television Institute of India', which are funded by the Central Government and function within the jurisdiction of the Ministry of Information and Broadcasting.



3.6.1 Indian Institute of Mass Communication

The Institute was established in 1965 in New Delhi. It is an autonomous centre for advanced study in mass communication. It offers Post Graduate Diplomas in Journalism, Advertising and Public Relations. It also conducts specific orientation courses for select cadres of the Indian Information Service, besides training programmes for in-house employees of A.I.R. and Doordarshan. The Institute publishes two quarterly journals called **Communicator and Sanchar Madhyam**. The Institute has been organizing seminars and conferences on communication and related areas. The Library at the Institute deserves a special mention. It has a comprehensive collection of journals, periodicals and newspapers. The library is the largest specialised library in mass communication in India and owns nearly 22,000 volumes.

3.6.2 Film and Television Institute of India

The Film and Television Institute of India, Pune offers diplomas in Film Direction, Photography, Sound Recording and Film Editing. Besides, the Institute conducts technical training courses of short duration for Doordarshan employees in the various facets of TV programme production. The FTII has done immense service to the general public by making available to them short-duration Film Appreciation courses.

Check Your Progress 4

Note : i) Answer in one sentence each.

ii) Compare your answers with the ones given at the end of this unit.

- 1) Which Centre for Media Learning provides orientation courses for personnel of the Indian Information Service ?
.....
- 2) Name the quarterly journals published by the Indian Institute of Mass Communication.
.....
- 3) Where do the funds for the Indian Institute of Mass Communication and the Film and Television Institute of India come from ?
.....
- 4) Name the short term course organized by the Film and Television Institute of India which is open to the film loving public.
.....
- 5) Where is the National Library situated ?
.....

3.7 LET US SUM UP

In this unit, we have studied the organizational structure and functioning of government media organizations. These organizations relate to the print, film, and electronic media. All policies, plans and programmes of the Government of India are publicised through its official media organizations. In any sphere of public activity, be it economic, social, cultural or political, it is important to generate an informed opinion among the people. This information is channelised systematically and reaches the public in various formats like bill boards, press advertising, exhibitions, newsreels, films, posters and pamphlets.

The administration of the various media organizations of the Government of India is overseen by the Ministry of Information and Broadcasting. The National library is an

exception; it is directly under the Ministry of Human Resources Development. In the area of print, the authentic government view is provided by the Press Information Bureau, which is the official agency that issues daily press handouts about the activities of the government. The Publications Division publishes several volumes on Indian culture and heritage and other subjects. These books and journals are priced nominally. The Office of the Registrar of Newspaper for India is the government organization where newspapers and periodicals are registered. The circulation figures claimed by the newspapers and periodicals are further verified by the office of the RNI. The Research and Reference Division undertakes the documentation and cataloging work.

The Photo Division documents government activities and the various facets of the Indian ways of life. This photographic documentation is provided to the press and also filed for future reference. The Press Council of India is empowered to judge the ethical correctness of any matter published in the Indian press. Its decisions on any case of dispute have to be accepted by the parties to the case.

The government machinery in respect of the film medium includes the Central Board of Film Certification, which certifies for exhibition Indian and imported films before public viewing. The Films Division produces short films and documentaries of topical interest. The National Film Archive of India collects and maintains negatives and positive prints of films of yesteryears. The National Film Development Corporation finances and produces feature films besides financing the construction of cinema halls. The National Centre of Films for Children and Young People, organises films festivals for children and produces short films and animation films, specially for children. It also distributes children's films and cartoons after dubbing the dialogues in Hindi.

The electronic media of All India Radio and Doordarshan are funded by the Government of India. Both have separate Audience Research Units. The News Services Division and External Services Division are important departments of A.I.R. The Central Production Centre of Doordarshan produces programmes such as ballets, dramas and concerts by top grade artists.

The publicity organizations are by far the busiest of the government media organs. The Directorate of Advertising and Visual Publicity organizes multi media campaigns in the interests of the people. These campaigns highlight national integration, health and family welfare and the government's economic and other policies. This advertising is meant to educate the people and keep them informed. The Directorate of Field Publicity executes its functions through field publicity units. It also assesses the public reaction to the governments policies. This evaluation by the Directorate is conveyed to the government. It organises dramas, programmes and even contexts for general participation by the public. The Song and Drama Division has departmental troops and registered parties who perform before the public. The Division has an Armed Forces Entertainment Wing and a Sound and Light Wing.

The Indian Institute of Mass Communication, New Delhi, and Film and Television Institute of India, Pune, are premier institutions of Mass Communication funded by the Government of India. The IIMC is equipped with an excellent library and other facilities to train the students in the latest communication processes. The FTII organizes orientation courses for in-service personnel of Doordarshan. It also offers diploma courses in special aspects of film making.

3.8 FURTHER READING

Mass Media in India 1992, Publications Division, Ministry of Information and Broadcasting, New Delhi.

India — *A Reference Annual*, Research and Reference Division, Ministry of Information and Broadcasting, New Delhi.

Akash Bharati : National Broadcast Trust 1978, Report of the Working Group on Autonomy for Akashvani & Doordarshan, Ministry of Information and Broadcasting, Govt. of India, New Delhi.

3.9 CHECK YOUR PROGRESS : MODEL ANSWERS

Check Your Progress 1

- 1) b
- 2) a
- 3) e
- 4) c
- 5) d

Check Your Progress 2

- 1) National Centre of Films for Children and Young People.
- 2) National Film Development Corporation.
- 3) 1967
- 4) Doordarshan Audience Research Television Ratings.

Check Your Progress 3

- 1) National Film Archive of India.
- 2) Directorate of Advertising and Visual Publicity.
- 3) Directorate of Advertising and Visual Publicity.
- 4) India Calling.
- 5) Research and Reference Division.

Check Your Progress 4

- 1) Indian Institute of Mass Communication.
- 2) *Communicator* in English, *Sanchar Madhyam* in Hindi.
- 3) The Ministry of Information and Broadcasting.
- 4) Film Appreciation Course.
- 5) In Calcutta's Belvedere Estate.