

## NEOLIBERAL LOGIC OF MAINSTREAM INDIAN NEWS MEDIA AND THE INVISIBLE DALIT

**DR. MARIYA T CHEERAN<sup>1</sup> AND DR. SAJI K S<sup>2</sup>**

<sup>1</sup> MARIYA T CHEERAN IS ASSISTANT PROFESSOR IN SME, KUFOS, KERALA.

<sup>2</sup>SAJI K S IS ASSISTANT PROFESSOR IN BPC COLLEGE, PIRAVOM, KERALA.

---

### ABSTRACT

Innate contradiction underlying media as an institution – between its operational dynamics as an extension of the nation-state entity constituting/negotiating its identity, culture, political framework and discourse, economic/finance policy and relation with other nation-states and its intentional/presumptive role as the voice of the people evolved in exchange with its involvement in anti-colonial national movement and its sponsoring of ostensibly radical, independent state policies(Land reforms, Non-alignment) which in essence reproduced and legitimised iniquitous pre-capitalist and capitalist structural relations and generally protected domestic capital and industries of which media industry was a major beneficiary. (state eventually diluted the radical content of these policies or rescinded them altogether either for lack of political will or for pressure from powerful groups and judiciary .Media’s role in this process demands critical scrutiny.).The tension of being posited itself both within and outside the structures of the state intensified in the wake of neo-liberal order in which media’s role as an ally of the exceptional state-corporate power is self-evident( This intensified tension is exemplified by media transgressions such as Nira Radia tapes, paid news, private treaties and also the growing instances of media (in association with constitutional bodies, activists and whistle blowers)exposing crony capitalism( 2G,3G,K G Basin, Coal block allocation).The evolving nature of media is an extension of the changing ideology of the state which dispensing its socialist shibboleths expounds neoliberal/corporate logic in every sphere .

**KEY WORDS:** media, Dalit, independent, capitalist, industry power groups.

---

### REFERENCES

SAGE Publications has published a book titled 'Practising Journalism - Values, Constraints, Implications'. (2005) , Quoted by Punitha pandian

B.R. Ambedkar, 'Plea to the Foreigner' from 'What Congress and Gandhi have done to the Untouchables.

Babasaheb Dr. Ambedkar's Book collection: Volume 17, 1993, Government of India.

Babasaheb Dr. Ambedkar's Book collection: Volume 2, 1993, Government of India.

Curran, James, Michael Gurevitch & Janet Woollacott (1982): 'The study of the media: theoretical approaches'. In Gurevitch et al. (Eds.), op. cit. [very useful]

Jeganathan. A., Probing into Double vote system, 2006, Kavim Friends, Madurai.

Jyoti Punwani, 2006 Khairlanji and the English press: Online: [www.thehoot.org](http://www.thehoot.org), 2006, Available From:  
(<http://www.thehoot.org/story.asp?storyid=Web5917613135Hoot124952%20AM2424&pn=1>)  
[Accessed in November 2006]

KANCHAI ILAIAH, 2000 If Laxman plays Hanuman Available From:  
<http://www.sabrang.com/cc/comold/sep00/cover3.htm> [Accessed in December 2006]

Keer, Dhananjay (1954) Dr. Ambedkar Life and Mission, Popular Prakashan Private limited, Mumbai.

Mazumdar, Aurobindo (1993) Indian press and Freedom struggle 1937-42, Orient Longman limited, Calcutta, pp117

Narayan, B. (2005) Domination: How the Fragments Imagine the Nation: Perspectives from Some North Indian Villages, *Dialectical Anthropology* (2005) 29:123–140 : Springer

Partition Politics and Achhut Identity: A Study of the Scheduled Castes Federation and Dalit Politics in U.P., 1946-48. Ramnarayan Singh 'This is 1946, not 1932'. Rawat

Sainath (2006) The fear of democracy of the privileged  
<http://www.hindu.com/2006/12/08/stories/2006120804231000>. accessed on

The editorial published in Samathuvam - <http://www.samathuvam.com> Quoted in the book Dalits printing initiatives in the twentieth century, Stalin Rajangam PP 31-32

Venkatesh, (2006) Letters to the editor, The Hindu, accessed on 12 November, 2007, Available at <http://www.hindu.com/2006/12/09/stories/2006120908301000.htm>

Wilson, C. & Gutierrez, F (1985) Minorities and Media. Beverly Hill: Sage Publications.