NEOLIBERAL LOGIC OF MAINSTREAM INDIAN NEWS MEDIA AND THE INVISIBLE DALIT

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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 (state eventually diluted the radical content of these policies or rescinded them altogether either for lack of political will or for pressure from powerful groups and judiciary.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.

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