

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 1781
TO BE ANSWERED ON 28/12/2017**

SENSATIONAL NEWS

1781. SHRI JANARDAN MISHRA:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the sensational news telecast by media affects the public;
- (b) if so, whether there is any guideline for the media not to telecast such new-items which encourage the people to be violent;
- (c) if so, the details thereof; and
- (d) the efforts being made by the Government in this regard?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]**

(a) to (d): As per existing regulatory framework, all programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Programme Code and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme or advertisement telecast on such TV channels. However, it provides that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the said Act and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements on TV channels and prohibits content which is false or half-truth or likely to lead to unnecessary sensationalism or violence. In this regard, some specific provisions made in the Programme Code are given as under:

Rule 6(1)(c): No programme should be carried in the cable service which contains attack on religions or communities or visuals or words contemptuous of religious groups or which promote communal attitudes;

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Rule 6(1)(d): No programme should be carried in the cable service which contains anything obscene, defamatory, deliberate, false and suggestive innuendos and half-truths;

Rule 6(1)(e): No programme should be carried in the cable service which is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote anti-national attitudes;

Rule 6(1)(p): No programme should be carried in the cable service which contains live coverage of any anti-terrorist operation by security forces, wherein media coverage shall be restricted to periodic briefing by an officer designated by the appropriate Government, till such operation concluded. Explanation- for the purposes of this clause, it is clarified that "anti-terrorist operation" means such operation undertaken to bring terrorists to justice, which includes all engagements involving justifiable use of force between security forces and terrorists.

It is further stated that the Ministry has set up Electronic Media Monitoring Centre (EMMC) to monitor the content of private TV channels with reference to the violation of Programme and Advertising Codes. An Inter-Ministerial Committee (IMC) has also been set up in the Ministry to look into the specific complaints or suo-motu take cognizance against the violation of Programme and Advertising Codes. IMC has representatives from the Ministry of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health and Family Welfare, Consumer Affairs and a representative from the industry in Advertising Standards Council of India (ASCI). The IMC meets periodically and recommends action in respect of violation of Programme and Advertising Codes by private TV channels. Apart from this, the Ministry has also issued directions to States to set up District level and State level Monitoring Committees to regulate content telecast on cable TV channels.

The existing provisions contained in the Programme & Advertising Codes and the existing mechanism are considered adequate to regulate content of private satellite TV channels.
