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Write
Answers

SPACE FOR TEACHER'S REMARKS

1. Understanding of questions:

2. Structure of answer:

3. Content of answer:

4. Presentation:

5. Any other remarks:

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write
space

Write TWO Essays, choosing ONE from each of the Section A and B, in about 1000-1200 words each:

2 x 125 = 250

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ESSAY TEST – III

Section - A

1. While walking keep your eyes wide open.
2. Is print media facing a crisis?
3. New education policy and its critique.
4. Swachha Bharat campaign: a bold initiative.

Section – B

1. The crisis in West Asia is more geopolitical than oil.
2. How to develop a sports culture in India?
3. Can mobile phones be put to use for development role than now as it is done.
4. Women on the march

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IS PRINT MEDIA FACING A
CRISIS?

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Print media is one of the most powerful means of shaping public opinion. It informs an otherwise busy ~~common~~ man about regional and national political events, economic developments, social issues and international affairs, thereby raising the consciousness ~~of~~ ^{the} people.

One of the first instances the print media ~~was~~ ^{raising} 'consciousness' of people was during India's National freedom struggle. Printed newspapers, journals, magazines and pamphlets arose common man's national feelings towards the deviant nature of British rule in

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India. Over (2) lakh copies of vernacular dailies were in print and circulation. These were read with enthusiasm at village 'chopals' (corners) thereby motivating and kindling the spirit of struggle against foreign rule. Infact, stalwarts like Bal Gangadhar Tilak and Mahatma Gandhi were arrested for their "seditious" writings in journals against British rule. Clearly, printed media's role in shaping India's national consciousness is invaluable.

The inspiring and critical lifeline of a civilised society is

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one idea
one para

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facing deep crisis today. This crisis has various dimensions, and it is eating away the moral, economic and social foundations that print media is built upon.

The use of print media for furthering vested interests of organizations or individuals is well known today. The recent controversy about Reliance Corporation's printing of Prime Minister's picture in promoting newly launched 'Jio' service has raised questions about propriety of such actions. This is not an isolated incidence. The issue of "paid news" and "advertisements" has been widely

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discussed even in the Parliament. Acceptance of money to print misleading advertisements that appear as news does ~~injustice~~ to the ethical duties of editor and the news organization. The duty of print media is to inform without prejudice, to instill a spirit of discussion and to enable the public to take balanced views. However, advertisements that appear like legitimate and almost unbiased pieces of information ~~shy~~ shies away from all these duties of print media.

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This 'advertiser' trend only shows that print media sees itself in the light of profits and business.

This is a skewed vision. Print media has a public duty and responsibility. It is the "fourth pillar of democracy."

Without its support, the society can crumble.

This represents a deep crisis facing the industry today.

The other, ^{crisis is more} existential in nature. The advent of electronic devices, internet, e-tablets & other forms of instruments is threatening the very relevance and use of print media.

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As per the Press Council of India report, the print circulation of major dailies has declined by over 30% in the last one decade. Young professionals are preferring 'e-news' delivered by phone 'apps.' This has also plunged the print media in financial crisis. This is even more immediate threat in developed countries where internet penetration is more. The stopping of print version of the historic "The Guardian" ^{in England} recently is a case in point.

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This competitive pressure from 'e-news' is leading to print media searching for new ways to stay profitable. The fact that first two pages of major daily newspapers are full of ~~advertisements~~ advertisements instead of actual news shows the financial desperation these dailies are in.

This focus on advertisements is not just due to ~~financial~~ ^{technological} competition ~~difficulties~~ though. A major factor contributing to this is also blurring of lines between print media editorship and ownership.

The editors of these

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influential dailies and even journals are losing their control to business owners of these organizations. The owners view print as a mere source of revenue & profits. The ethical and moral aspect of print, and its public nature is less visible to those who care about earnings. This is leading to a "crisis of conscience" among major editors who face challenges in reporting the news versus commodification of the print media.

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An often less discussed side of print media is condition of various vernacular newspaper and journals.

India prided itself in the wide variety and diversity of languages its newspapers have been printed in. Every state has multiple vernacular newspapers, reporting fearlessly on regional as well as national events. However, the advent of technology, the spread of English and reduced focus on vernacular by respective states has come down heavily on vernacular print media. Many have lost the battle and shut their operations. Give example?

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As the Chinese saying goes, every crisis is just another face of an opportunity. Print media is clearly in crisis but thoughtful steps could not only help it but even grow it back in popularity.

The print media must refocus on 'news' rather than advertisements. The public motive to inform and arise the conscious should be a guiding vision of print dailies. This will also differentiate them from 'e-papers', which are ~~to~~ flooded by 'pop-up' advertisements. This

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emphasis on quality will enable them to re-capture public's imagination. After all, people are most open to news sources that are well-balanced and not distracting due to ~~mass~~ advertisements. Some dailies have been successful able to do so. The likes of Indian Express & ^{The} Hindu are well known for such initiatives.

The Press Council of India must also take a critical look at editorial-owner relationship. regulation must be framed to separate these two functions of the news industry. In fact, the

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Supreme Court has taken a concerning view about the issue of 'paid news' and ownership-editorship issue of print media. A parliamentary debate and public opinion on this leading to an appropriate outcome is need of the hour.

During the freedom struggle, the British imposed regressive acts such as Vernacular Press Act to curb circulation of national newspapers and journals. This crisis muffled voice of the people, and was vehemently opposed and fought to restore freedom of ^{speech} facing print media. The crisis ^{today} is of

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a different kind. Foreign forces are not the problem, but our society's changing nature, the focus on profits rather than editorialship, emergence of new technology and blurred lines between real and 'paid' news is the challenge. Part of the solution is at individual-level and part at societal level. A concerted, conscious and creative approach could help ~~ad~~ avert the crisis of print media, and redefine its role in society,

S2

you can write very well. you are not giving attention to the main point. write the main point.

the main point is society, and redefine its role in society, and redefine its role in society, and redefine its role in society.

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WOMEN ON THE MARCH

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During Non-Cooperation movement
in 1921, Mahatma Gandhi made a
nationwide call. He petitioned to
the women of India to leave
their homes and march shoulder
to-shoulder with thousands of
men in fight against the British
rule. This was not just a
symbolic gesture. Women of India
responded with high numbers and
even more infectious spirit. Their
participation forever changed direction
of the Indian National movement
as well as the Indian Society.
Today, women in India

1921
is ~~wrong~~
starkly
wrong!

Don't use
such words
like petition

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are marching ahead as leaders, change-makers, inspirers and flag-bearers. They are reimagining their role in society. They are on a path to discovering their self and their role in the world. They are marching ahead in all aspects of life, be it economic, social, political, ~~etc~~^{sports} or even the civil services as leaders.

Economic March

There is no dearth of women in the modern business world. Even though their numbers are catching up with that of men,

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women occupy prominent positions such as Chief Executive officers [CEOs] of leading companies. Indian women are especially leading this change.

On the domestic front, Kiran ~~Shaw~~ Mazumdar ^{Shaw} has led a biotechnology revolution in India, defying all odds. She started the company ^{Genentech} herself and grew it into a multinational corporation that competes worldwides.

Similarly, on the international front PepsiCo CEO Indira Nooyi runs one of the biggest consumer brands. Her business acumen and leadership are unmatched, and showcase the ability of women in the economic spectrum.

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It is also important to note how women have made themselves successful in the business and economic sphere. The root cause of this is rising education levels and consciousness among women.

At the eve of independence, only ^{about} 10% of India's women were literate. Even today the number is low at ^{about} 60%, however, they have caught up with men, ^{Today} ~~and~~. ~~now~~ girls are continuing to top competitive exams and emerge as winners in education.

Additionally, women have come to realize their own mental

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abilities are no lesser than men.

The feminist movements of the 1920s and 1930s across the Americas saw them participate vigorously in the public sphere. This consciousness and self-belief has helped them march on a path of success in the economic field, and others as well.

Political March

The first attempt by women to win political rights started in America for right to vote. The absence of universal franchise excluded women from the very basic level of decision making in legislatures, and

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public offices. This in turn made their participation in other fields harder. Indian women also agitated for their political rights through 'All India Women's Association': ~~and~~ ~~self help~~ This came to fruition when the 73rd amendment established Panchayati Raj system and accorded 33% reservation to women in the local panchayats. This opened a new avenue for women to establish their rightful place. Now women leadership is transforming village life at the very grassroot level.

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In light of this, ~~we must~~ credit also goes to constitution makers of India. These men and women ensured equal political rights in the constitution itself. This was revolutionary because India had just freed itself from foreign rule and ~~was~~ ^{was} a highly patriarchal society. Women have built a path ~~on~~ ^{this} firm foundation to continue their march towards political freedom.

Social March

Society has acted ^{as} one of the biggest barriers to change for women. Social evils ~~such as~~ female infanticide, child marriage,

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preferential treatment of ~~male~~ child, personal laws and customs have come in the way of women's march towards social equality. Recent developments have dented this rigidity in society. The success of women in winning legal entry to Shani temple and also

Kaji ali Dargah's inner sanctum has broken the socio-religious roadblocks. Similarly, the Bharatiya Muslim Mahila Andolan is fighting

legal battles against personal laws such as triple talaq. These are the need of the hour for women

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to eradicate patriarchy from the society. The superior place of men is deeply accepted in our society either consciously or unconsciously. This dominance creates conflict between the two sexes and threatens the social fabric of a modern liberal society. ^{In light of this,} Women's march towards social liberation is as important as other struggles.

Role in Civil Services

The public offices are an important instrument of social, political and economic change. Women's role has risen drastically in this sphere, enabling nation-

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building and fight against corruption. Kiran Bedi established herself as first ^{woman} Indian Police Services officer after a prolonged legal battle. Her fight continued even after that as she rose through the ranks. Similarly, Indian Administrative Services officer Durga Shakshi Nappal checked illegal mining and faced dire ^{political} consequences. However, her courage to battle against the social evils is an inspiration and leadership for our society. Such actions have an ability to move the public and bring issues to the forefront. Such important public offices

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need women to take frontline roles.

It is clear that women are not just marching but also taking leadership roles in various spheres of life. The recent wins of two olympic medals by ^{Indian} women showcase how they have attained pinnacle positions in their professions despite growing up in a male-centered and male-run society. However, the real liberation of women also lies in coordination and healthy competition with men. After all, it's not a battle of the genders, but a cooperative mechanism to bring out the best in each other. The

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onus lies on the men as well to keep an open mind and open heart to issues of women. They must refrain from relegating women ~~to~~ ^{as} second-grade citizens and see them as equals, if not more. This will result in a productive and enhanced outcome in variety of ways. As put wisely by a poet, "The woods are lovely, dark and deep; we have miles before we go to sleep..." The path is long, and the march will continue. Cooperation of the two genders will only ^{max} make it rewarding for the two.

50
This could have been a good essay but I made mistakes in the first para. write small paragraphs.

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Women on the march

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- ① Economic → SEWA (Self-employed women's associations)
 - ↳ Not only a bread maker but a bread winner
 - ↳ Increasing literacy, maternal health, female infanticide, NMR
 - ↳ Kiran Shaw Mazumdar, Indira Nooyi
 - ↳ Equal pay for equal work.
- ② Political → Sexual harassment (INDIRA SINGHNEY) case
 - ↳ Panchayat 33% reservations
 - ↳ Rising number of legislators
 - ↳ RTI lead by a woman
- ③ Social → Anantya Mudim Nahela Andolan
 - ↳ Fight for temple & Dargah entry
 - ↳ Khap Panchayats.
- ④ Civil Services
 - 1) Kiran Bedi
 - 2) Durga Shakti Nagpal
- ⑤ Sports → Olympic medal winners

Kiran Bedi
Anundhati Roy
Karnam Malleshwari
Shabli Mahli
PV Sindhu
PT Usha
Anura Roy
Bank CEOs

Maternity leave (legislation) 12 → 26 weeks.

Intro: Gandhi's call to women during non-cooperation movement. March shoulder to shoulder

future repercussions.

United Nations

33 Reimagining their role in society. Their duty was not limited to husbands & family but extended to the nation. Self-discovery

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IS PRINT MEDIA FACING A CRISIS?

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Intro: £

introduction
CRISIS
opportunities
conclusion

~~Fourth part~~

CRISIS: ① 'Crisis of Conscience'

→ moral & ethical duties of print media

- To inform without prejudice
- To instill spirit of discussion, debate & dissent in the public
- To be free of outside influence

"Paid news" > "advertorials"

→ Supreme Court

→ Press Council of India

CORPORATE ownership

Blurring lines between editorship & ownership

② Turning into mere advertisements

③ stiff competition from online/electronic news media.
→ overall distribution declined

④ Vernacular print is facing problems 'Punjab Kesari'

⑤ controversial provisions such as

⑥ Ideological forces in society

opportunities

① Decrease reliance on advertisements

② Treat it as public good

③ PCI should strictly separate the editorial & ownership functions

④ Government's use of public funds to print advertisements.

Scanned by CamScanner

recently Reliance PM Modi's printing face

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Social
Economic
Political
~~Environmental~~
Sports

maternal rights
not just mother but -

'~~first page~~'

Indian freedom movement

Vernacular Press Act

Poor editors → Surendranath Banerjee

Tilak's article

Gandhi's article in Young India

Circulation of over

2 lakh copies of different journals
- Read in village meetings to discuss regional & national events.

Shaped ~~formed~~ the Indian national consciousness.

Recognized the illegitimacy of British rule

Not limited to India only

Today when we receive the newspaper is delivered in the morning, the first few pages are advertisement. Points towards a deep