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## **The Need for Indian Broadcast Networks to Expand Internationally for Global Ranking, Agenda Setting, and Media Representation**

### **Global Media Landscape**

The media landscape has shifted from liberalization to digitalization and is incorporating within itself diverse cultural exchanges. Indian media can challenge the traditional dominance, which has come particularly from the US and UK. Indian media is able to make alternative viewpoints and stories resonate globally and can stand its ground well. Daya, Kishan, Thussu. (2013). India in the international media sphere. *Media, Culture & Society*, 35(1), 156-162. Available from: [10.1177/0163443712464570](https://doi.org/10.1177/0163443712464570) This paper critically analyzes how India's global rise is going and how India can maintain its stand in a good way. India can effectively address issues like demographic, democratic, diasporic, digital and demographic dividends by providing its truthful information in the international discourse. By using broadcast potential, India can influence international media and give true representation. This means that whatever falsehood is being spread against India, it can be proven false by fact-checking it. Daya, Kishan, Thussu. (2012). A Million Media Now! The Rise of India on the Global Scene. *The Round Table*, 101(5), 435-446. Available from: [10.1080/00358533.2012.713234](https://doi.org/10.1080/00358533.2012.713234)

The Indian broadcast network has to expand internationally, which will help in strengthening media representation along with global ranking and agenda settings. The real strength and growth of India is that it will be able to communicate well with the world. Today, in the era of digitalization, it has dynamic aspects. The world plays an important role in global media; India is not an exception. It is very important to liberate Indian networks internationally. It is because India has a unique cultural narrative and perspective that we can promote India in the right way in the world without the influence of Western media.

It is crucial to expand Indian broadcast networks internationally so it will enhance authentic prospective in global ranking agenda settings. But the expansion that comes will guide policymaking in the right way, which is used in global ranking and agenda settings. The true voice from the Indian side should reach everyone regarding the economic and cultural aspects of India through the collaboration of national and international media. Daya, Kishan, Thussu. (2013). India in the international media sphere. *Media, Culture & Society*, 35(1), 156-162. Available from: [10.1177/0163443712464570](https://doi.org/10.1177/0163443712464570)

An agenda-setting potential framework can be set by Indian media participation in global network engagement. Intermediate agenda setting should be done very well. Global news

narratives that spread false information against India, which is strategically selected and framed fake news, should be combatted. Setting internally and externally will elevate the issues of India and the Global South. Because India can give its voice through media, other third-world countries, along with India, will get their voice in the international discourse

## **Cultural Representation**

By expanding cultural representation in Indian media, it will be able to properly represent its diverse demographic and developmental activities. Western media often shows a one-sided view, which does not have a proper logical and scientific basis for representing unique cultures. Indian media, by showcasing the development and mobilization of its neighbouring countries, has the power to provide a balanced global perspective. This will help in countering the media dominance of Western countries. It is important to understand that dialogue delivery and interconnectedness at the global level should be truthful and with true participation. It is important to execute the voice of the South properly. Daya, Kishan, Thussu. (2012). *A Million Media Now! The Rise of India on the Global Scene*. *The Round Table*, 101(5), 435-446. Available from: 10.1080/00358533.2012.713234. We have seen that India's public service broadcaster, Doordarshan, has expanded itself. Now Doordarshan has become an international channel which broadcasts to the neighbouring countries of India. This ensures that Indian culture and language are represented in the right way. Doordarshan, with its true broadcast coverage, has broken national frequencies and is representing the truth of the global South at the international level. *Celebrating 65 Years of Doordarshan: A Pillar of Indian Broadcasting*, DD News (Sept. 13, 2024), <https://ddnews.gov.in/en/celebrating-65-years-of-doordarshan-a-pillar-of-indian-broadcasting/>. Zee TV was launched in 1992 and became the first privately owned Indian channel which broadcasts internationally. Zee TV performed well compared to other networks. Today many international programs of Zee News are recognized in international discourse and debates. This proves more than once that it is very important for India to have media representation at the international level.

## **Media in Spectrum**

Iyer, V. (Editor), P. 395, *University of Ulster in Northern Ireland*, the media spectrum in India has developed in a public manner, which has evolved through constitutional and contemporary regulatory frameworks. We can trace these laws from the colonial era. Looking at African development, press freedom in post-independence India was protected and the balance of societal interests was maintained. National security and public morals were also affected. Media truthfulness and fairness ensure a strong democratic nation and eliminate fake elite crime internationally. Kyu, Ho, Youm. (2001). *Mass Media Laws and Regulations in India*. *Journalism & Mass Communication Quarterly*, 78(2), 395. Recent regulations, such as Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, have been introduced so that there can be stricter control over online content. This is necessary because promoting

yellow journalism can be dangerous for a democratic framework. Promotion of fake news is the biggest harm to world peace and it justifies unfairness. Therefore, it is necessary to keep news and hate speech concerns under strict control. Freedom of expression is necessary, but someone's privacy should also be respected. Parth, Tanwar., Jaispriya, Poply. (2023). *An Analysis of*

*the Impact of Indian IT Laws on Media Law: A Study of the Implication for Freedom of Expression and Privacy in the Digital Age*. *Social Science Research Network*, doi: 10.2139/ssrn.4513204. Urgent legal regulation

on social media is necessary to combat fake news and hate speech, which challenge free speech, privacy, data protection, national security and democracy. If fake news reaches citizens, it promotes anarchism. Therefore, it is most important to focus on this sector if humanity has to work on a strong democratic framework. Information Technology Rules, 2021 in India have made significant changes in online content regulations. Many foreign entities run fake news against India, which tries to malign India's position. There should be regulation and identification provisions so that it can be seen how free speech is being diluted and infringement is being done wrongly. Ravi, Shankar., Tabrez, Ahmad. (2021). Information Technology Laws Mapping the Evolution and Impact of Social Media Regulation in India. *DESIDOC Journal of Library & Information Technology*, 41(4), 295-301. Available from: 10.14429/DJLIT.41.4.16966. Media is called the fourth pillar of democracy and it is very important to educate and inform the republic. The public has given its power to the government and the activities of the government have reached the public through the media. According to recent thinking, as a collective citizen responsibility of the nation, providing one's true voice at the national level is also a part of the democratic setup. Even today, if there is any problem related to media, India itself addresses it in its courts. Just as the issues of true journalism, the allegations and the rights of the victims are being addressed correctly. It is very important to properly implement media trials, credit laws and regulations. Shazia, Rahman, Shaikh. (2022). Law and Media Trial in India. *Journal of National Law University Delhi*, 227740172210968-227740172210968. Available from: 10.1177/22774017221096889. The media landscape in India has always been a topic of debate and tension, which comes between the regulation of fundamental rights of speech and expression. The multi-disciplinary nature of media acts makes it even more complex and productive. Legal researchers, scholars, and practitioners from every field, such as constitutional law, law and technology, media and cinema studies, political science, etc., have contributed. The connectivity of media is not limited only to borders, but it also improves our understanding. The interplay of law and media has opened up new avenues for research and policy making. Strong participation in this multi-disciplinary act of media yields valuable insights that reach every citizen. (2022). *Acts of Media: Law and Media in Contemporary India*. Available from: 10.4135/9789354795626

Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 bring stricter regulation for digital media platforms, including social media and OTT services. These are designed to promote accountability and transparency, which can influence India's commitment at international forums. Whenever digital content is provided, its responsibility should be in the right manner. Manoj Joshi, *The Media in the Making of Indian Foreign Policy*, in *Oxford Handbook of Indian Foreign Policy* 259-270 (David M. Malone, C. Raja Mohan & Srinath Raghavan eds., 2015), <https://doi.org/10.1093/oxfordhb/9780198743538.013.19>. Now recently, new draft Broadcasting Service Regulation Bill 2024 has come, which is being intensely criticized. This

bill expands OTT content and digital news accounts and defines online video creators in terms of "digital news broadcasters". This also includes independent content creators. It is necessary to register with the government, which is a right step. The hooliganism spread in the name of freedom of speech will be curtailed. This bill has been pushed back by content creators and big tech companies because it is a sign of overreach. But it is necessary to deliver the right information and create a balanced regulatory framework. Soumyarendra Barik, *Facing Criticism, Govt Withdraws New Draft of Broadcast Bill*, *Indian Express* (Aug. 13, 2024, 11:49



AM), <https://indianexpress.com/article/business/broadcast-bill-controversy-freedom-of-speech-code-of-ethics-it-act-violation-9510443/>.

## **Voice of India.**

It is necessary to expand the Indian broadcast network in the international market so that global recognition can be achieved and India's influence can increase. This will ensure diverse media representation by going beyond national borders. Indian broadcasters will enhance their global ranking and attract larger audiences and citizens by delivering accurate information.

This international presence will allow the true agenda to be set and to contribute on a global scale. This will enable India's perspective to be included in the international narrative and will help those who are giving narratives against India. Reaching the true information about India to global citizens will play a big role in changing the perception of India.

India's culture and values are the richest, which need to be represented in the right way. By working on an inclusive diversity media landscape, we can make positive efforts. It will not only benefit the Indian diaspora, but will also educate and inform the global audience about India's heritage and contemporary issues. This will also work very well for India's tourism destinations.

With advanced technologies and broadcast standards, India's position will remain very good in the global media industry. International expansion will be a big step for Indian broadcast networks, which requires influential representation and global media presence. For this, investment and investigation should be done in a good manner so that in future India's media gets substantial returns in terms of cultural influence, economic growth, and global standing.

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