

Alternative media: Scope and And Challenges

Dr. Ramshankar^{1*}, Dr. Rakesh Kumar Dubey², Shailesh Tripathi³

Abstract

In the twenty-first century, a special media emerged across the world which is known as alternative media. Alternative media Of Meaning such media (newspapers-magazines)Kaen, radio, TV, cinema and internet etc.)Is, which provides alternative information in opposition to mainstream media. Alternative media is seen as different from mainstream media. Mainstream media is commercial, publicly supported or government-owned. Under alternative media, those news are broadcast which are not given space in mainstream media and but they are completely related to public concerns. In ancient times, news was broadcast through drums and public announcement. Industrial and scientific development has changed the face of communication, in which drums and public announcements have changed into pamphlets, posters and wall writings (mural painting) in today's style.

Introduction

Today as we talk about the media, just like that in our mindsChautwenty hoursloquaciousAll the news channels which speak like thisBusiness Implicationsnewspapers go aroundAre.All day long they keep singing their song in the name of exclusiveAreThis hectic situation has deprived us of all news,This is what is called mainstream media today.Today mainstream media is spread over the entire society but there is a complete lack of material on policy issues. Mainstream media presents policy issues in a superficial manner., while publications of non-profit media organizations provide serious analysis on policy issues.

Mainstream media in spreading alternative media widelythe important role ofWhen the issues of common people started getting forgotten in mainstream media and spicy news started being given.,without justificationNewsIt started being served and at the same time public expression started being stopped in the mass media,Newspaper reports began to be doubted,Then gradually alternative media rose in this information age. This became the form of communication medium whichFrequentlyTries to stand up to mainstream media.

Alternative Media: Analytical and Conceptual Interpretation

Alternative media has grown with our development. At the time of independence, people used to register their protest by printing pamphlets. They used to convey their message to the people. Even then there were newspapers But there was no opposition against the British governmentNocould

¹ Assistant Professor, Department of JMC, IIMT College of management, GB Nagar
Email- ramwardha1986@gmail.com

² Assistant Professor, Department of JMC, IIMT College of management, GB Nagar
Email- rkubey.bharat@gmail.com

³ Assistant Professor, Department of Law, IIMT College of Law, GB Nagar
Email- shailesh23tripathi@gmail.com

***Corresponding Author-** Dr. Ramshankar

Assistant Professor, Department of JMC, IIMT College of management, GB Nagar, UP
Email- amwardha1986@gmail.com

have been written. Today there itself cut off from mainstream media news through alternative media. Fifth note of musical scale Ni is making a different identity. Are small magazines and community radio are now playing a big role in creating a true public opinion instead of mainstream TV channels and newspapers. Nirva We are doing this. Without any particular system change a number of journals and magazines are being published for this purpose.

website via the internet, Facebook, Twitter and social networking sites also of speed. From development is going on in different regions of India. Community Radio blossomed and bloomed very fast. Finance It is happening. In a particular community, people are being treated differently. To information is being provided through alternative communication channels. Africa Against dictatorships and self-proclaimed regimes in Egypt and Middle East countries. The rebellions that took place are the result of alternative media. In Panchayats where earlier women were dependent on representatives or their husbands. Today, women are courageously doing politics in the Panchayats. Banner, posters, hoardings, statements written on walls, catalogues, cartoons, exhibitions in fairs, community radio etc. are all part of alternative media. The development of internet and mobile has given it a new dimension. quick speed is provided.

Michel Albert (Michael Albert (2004) in his manifesto, What makes alternative media alternative?, While defining alternative media, he writes, "An alternative media institution does not maximize profits, does not primarily sell audience to advertisers for revenues, is structured to subvert society's defining hierarchical social relationships, and is structurally profoundly different from and as independent of other major social institution, particularly corporations, as it can be. "Many segments of civil society are politically motivated communities promoting numerous causes and holding various versions of democracy."¹ An alternative media Maximum organisation not profit, mainly audience To Bay to advertisers for revenue Chadoesn't, structured to define the hierarchical social relationships of a deformed society, and Structural deeply and other major social institution, especially corporations From It can exist independently of several segments of social institutions, encompasses different versions of democracy designed to foster politically motivated communities. John Ehrenberg (1999) has said that- "A democratic sphere of public action that limits the thrust of state power"², Emphasis was placed on the power of a democratic state to limit the public sector goals.

UNESCO on alternative media according to the report " These groups are creating a conscious political and social agenda for this type of ways through which communication takes place but in the context of other facts they constitute a heterogeneous structure and a social and cultural reality of their own." Giving conceptual clarity on alternative media he writes that "even within the same field of alternative media there is a great deal of diversity."³ (Style, from the perspective of contribution and context)" In France, first of all in May 1968, after the revolt of students and workers, optional, The newspaper appeared. Its first publication came on 18 April 1973, in which it was mentioned that it had been published.

Even the general media i.e. mainstream media cannot be run in the air. For that also social media is not allowed., economic, political structure and national and international issues. But alternative media also talks about local, social and political consciousness. They work with a complete objective which has a sense of locality. They do not work specifically for their branding. They are completely dependent on the society. Their model is a participatory model.

Nico Carpentier defines alternative media. Nico Carpentier and his companions in their book, Understanding Alternative Media, It is written that a media that incorporates diversity and contingency at the same time, is called alternative media. It is also known by other names such as community media, civil society media and rhizomatic media etc. Although mainstream media has currently attempted to organize audience participation, alternative media has proven to be more successful in creating more participatory forms of media, especially online or offline. It tries to appear efficient in both forms.

A form of media that is critical of the existing dominant order and that raises a voice of dissent, such as a news magazine, pamphlets, newspapers, radio, television, films, internet etc. can claim to be alternative media. Many types of media similar to alternative media are also active, which are

also known as tactical media, strategic media or underground press. Apart from the above forms, alternative media can also exist in other forms. Alternative media or its other forms differ from commercial or government media in at least two ways. First, commercial or government-owned media calls itself impartial and neutral. But alternative media says that the idea of impartiality of mainstream media is actually a cover behind which clever favoritism of vested interests is hidden.

“Alternative media is without any bias or bias towards the poor and, labels the media as an advocate or supporter of the deprived and marginalized groups.”⁴ That is, the alternative media focuses entirely on advocating for the poor people whose voices or issues are not given adequate coverage in the mainstream media. Advocacy journalism is almost considered to have originated in the first decade of the twenty-first century from the journalism of alternative media in favour of the poor and deprived people. Second Alternative media differs from mainstream media in terms of its tone as well as its content, presentation, production, issues, distribution and relation to its readers, viewers and listeners. If we talk about a special aspect in the context of alternative media, then the absence of professionalism is central to it and its difference is also that it is non-commercial.

Famous blogger and film critic Ajit Rai has written that Noam Chomsky has said that “In the anti-people era of capital and power, technology seems to be standing in favor of the common man.”⁵ In today's era of technology, the issues of the common man are being given prominence. The advent of new technological means of expression has given a dynamism to the issues of the common man. And the conceptual clarity of alternative media is helping to become more widespread.

Tony Dowmuntin his book “The Alternative Media Handbook In Alternative, or radical? In the chapter it is written that “Atton Chris Defining the meaning of alternative media, he says that such media projects, networks that are working as resistance to various forms of development that the mainstream is taking advantage of, is alternative media. This definition means spreading a campaign of resistance to copyright to a mass audience.”⁶ Atton Chris believes in a media that is free to publish in various levels and forms, and is not owned by a large group. There are various characteristics of alternative media,

- I. Publishing original material of political or cultural interest,
- II. Promoting reproduction and technological innovations,
- III. Prohibition on commercialisation of social contribution and relations of organisations,
- IV. Successful transfer of communication process.

About alternative media Atton Chris believes that such media which writes and thinks for the weaker sections and is completely common. Generally basic and independent media which works like an activist.

Alternative media refers to a media that provides alternative information in the context of mainstream media. The word alternative in alternative media means everything that is not obtained from the sources of mainstream media. While defining alternative media, some facts have come to light which are as follows-

- I. “A news publisher that is not commercial His ideas or issues should not be centered on profit, there should be a purpose behind publishing his ideas and news.
- II. The content of his publications should be completely based on social responsibility. There should be a special kind of understanding in his writing.
- III. The publication of news should be such that it inspires the general public.
- IV. Alternative media focuses on smaller objectives.
- V. Its coverage is not regular.
- VI. Publishing is almost entirely focused on news availability.”⁷

Alternative media covers almost all the news that is not given space in mainstream journalism., which do not get a place in mainstream media and market place and are related to social issues. Alternative media is complementary to mainstream media because diversity and contingency is present in it. Atton Chris says that “alternative media is inseparable from the Gramscian concept of ideology, dominance and hegemony.”⁸ It is clear from the statement of Atton Chris that alternative media is non-dominant, it has a direct and simplest relationship with the public.

In alternative media, the interests of the general public are given priority and it is completely dedicated to the interests of the rural people i.e. a weaker section. It works independently and freely and advertising is prohibited in it., But the unacceptability of advertisement does not mean that advertisements will not be included in it. Advertisements get acceptance when they are connected to public awareness. The income received from advertisements is used to keep the alternative media running. It is not used for undeclared advertisement like mainstream media.

Tactical and underground media are also known as alternative media. Tactical media's priority is to disrupt the media sphere rather than to assume stability. These tendencies of alternative media were born out of the counter-cultural movements of the same decade. But it re-emerged with the fall of the Berlin Wall. An essay written in 1984 by the French philosopher Michel Dusat is believed to have been, *The Practice of Everyday Life*, These media trends got their name from this. In the era of globalization, the operation of these media trends has increased a lot due to media intervention and development of technology. Tactical media has adopted its strategy from many types of art and social movements. It analyzes any business issue and political campaign from a critical point of view. It establishes an influence in the resistance by radically changing the messages of mainstream media.

The trend of underground press began in the sixties and seventies of the twentieth century amid counter-culture movements. America During this period, publication of such newspapers and magazines started in Canada, Britain and other European countries which were printed and distributed openly taking advantage of the freedom of press and freedom of expression. The material printed in the pamphlets, posters and newspapers published by these underground presses was strengthening the movements of dissent. Raising the voice of dissent also led to facing the wrath of the administration. At the same time, the concept of underground press also emerged in the countries of the Soviet Union. This concept was exactly parallel to the underground newspapers published in the countries under Hitler's Nazi occupation in the forties. Publications like *Samizdat* in the Soviet Union and *Bibuta* in Poland are noteworthy.

Alternative status of any media need not be permanent. For example, any alternative medium of media can establish a vocal stance on any issue. If the media is going on and the issues are fulfilled then that media can also end or it can be situation dependent. For example Media that presents the viewpoint of a movement opposing a totalitarian power is considered alternative. But the same media that supports the political force that overthrows that power and comes to power may fail to claim the credit of being alternative. But if this media continues to be critical of those in power even when the situation changes, then it succeeds in maintaining alternative qualities.

In looking at alternative media in India, the role of English and Indian language media during the anti-colonial movement is a historical proof of this situational relativity. Most of the English newspapers being British supporters were supporters of the facilities provided by the government. Being supporters of the independence viewpoint, the Indian language media was working with very few resources. The newspapers meaningful to independence had little to do with advertisements, i.e., there was less support and journalism was being done with a purpose. This situation almost changed after 1947., Almost all the newspapers in Indian languages started following the policy of commercialism, profiteering and management. Advocacy journalism is completely situation-dependent. It is completely issue-based, if the issue is not important then the logic and basis disappear.

of alternative media, optional, There are two types of controversies about its existence. The first question that is often asked is whether a media can be called an alternative media only if it is non-governmental and non-professional.? All media which are non-commercial are alternative media. Can't one use these media for their advertisement? And if one uses them for their promotion, will these media lose their right to be alternative? This question has become particularly active after the phenomenon of NGOs which became active all over the world in the eighties of the twentieth century. In the third world countries, Development, They have also received financial aid from rich countries to reach the masses. Through them, printed material is circulated on a large scale. Technically, their image is neither that of a profit-making organization nor does the government

consider them as its part. The self-image of those working in them is that of people struggling for an alternative society and politics.

Revolutionary groups that want to overthrow the current system of power believe that such forms of media mostly work only as pressure groups. Instead of paving the way for radical change, they ultimately serve to strengthen the system by becoming an instrument of reform. And they use the actions of the media to their advantage.

The second question related to the concept of alternativeness is that of ideology. If we leave aside the media published by non-governmental organisations, the driving force behind most of the publications of alternative media are various political ideologies. When people advocating one issue are seen advocating different attitudes on an issue, then a discussion is held on the ideology of alternative media. Alternative media have a presence around the world, But it has had a special role in India.

At present when we talk about alternative journalism, So Ganesh Shankar Vidyarthi comes to our mind. Editors like Prem Chand and magazines like Vishal Bharat, Viplav, Hans etc. came into existence. At that time, though these were almost mainstream newspapers and magazines, their social concerns, commitment and freedom of expression were like alternative journalism. Dharmyug Magazines like Hindustan Saptahik, Sarika, Dinman, despite being published by big establishments, had access to a large class of readers. At that time, the zeal and enthusiasm of all these magazines was at its peak. At present, pamphlet and poster campaigns are being run by many people in Uttar Pradesh. A wall magazine is published near the district headquarters of Lakhimpur, in which sometimes handwritten and sometimes newspaper cuttings are pasted on the board. This wall magazine contains news related to political awareness, voter awareness, and violence against women.

A newspaper published by rural women from Bundelkhand, Uttar Pradesh 'News Wave' It is a fortnightly newspaper, which publishes the problems there. This newspaper establishes the paradigm of alternative journalism. Newspapers published from Jaunpur In the April 2004 issue of 'Gunagr', on the birth anniversary of Bhimrao Ambedkar, his life related matters were published. In the December 2004 issue of the Oriya newsletter 'Mitra', caste related problems in the village primary schools were written about, a copy of which was sent to the Block Development Officer. The officer like this registered it as a complaint and took action against the guilty school teacher. Apart from these, many other newspapers such as from Varanasi 'Purvai', 'Bhinsar' from Pratapgarh, 'Dehariya' from Sitapur, 'Bhaili' from Mathura and 'Mahila Dakia' (the first newsletter of this series) from Chitrakoot have also made their mark over time.

Mahila Samakhya, an Uttar Pradesh-based NGO working for women's education and empowerment, supports these rural newsletters. Chitrakoot-based Mahila Samakhya is a leading non-governmental organisation. 'Khabar Lahariya' receives continuous support from a Delhi-based NGO working for women. Some of these newsletters come out once a month, some once in three months and some twice a year.

hand pump in these newsletter, road, From basic problems like roads to dowry News is published on issues like drug abuse and violence against women. Apart from this, news related to murder and other crimes is also published. Home and tending to the garden Information related to, detailed information on recent research etc. are other attractions of these newsletters. The print or electronic tools of this alternative media have played an important role in changing the old conservative ideology.

Conclusion

Alternative media has grown with our development. At the time of independence, people used to register their protest by printing pamphlets. They used to convey their views to the people. Even then there were newspapers. But one could not write against the British government in them. Today the same news that is cut off from the mainstream media is making its own identity through alternative media. Instead of mainstream media like TV channels and newspapers, small magazines

and community radio are now playing a big role in creating a true public opinion. Many magazines are being published with the objective of changing a particular system., which is emerging as a better public interest alternative media.

Context list

1. Communication today dr. govind ji pandey 'alternative media and environment' vol.13 no. 3 (july-sept, 2011) page no. 61-62
2. Same, page number-62
3. olga guedes, Bailey and others 'understanding alternative media' (2007). England : open university press Mc Graw Hill, page-3
4. Dubey, Abhay Kumar'Social Science Encyclopedia', Mahatma Gandhi International Hindi University. Wardha, page number-1783
5. Vachaspati, Avinash & Prabhat Ravindra, 'Hindi Blogging (2011). UP: Hindi Sahitya Niketan, 16 Sahitya Vihar, Bijnor page number-151
6. Coyer, Kate, Dowmunt, Tony & Fountain, Alan 'The Alternative Media Handbook'(2007). New York: Routledge taylor francis group, page no.3
7. Pinzon, Ramirez et al., 'Alternative Media'.
8. Olga Guedes, Bailey and others 'understanding alternative media' (2007). England : open university press Mc Graw Hill, page no.15