



## ROLE OF MEDIA IN POLITICAL CRISIS IN ANDHRA PRADESH PRIOR 1975

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**ABSTRACT**

The Telugu people are very active in Indian politics. From the time of Nehru to the present day, at least one Telugu leader has been playing a key role even after independence. When it comes to the media, the media has played a major role in inspiring the spirit of independent movement in people. The leaders who fought for independence have been directly and indirectly funded and run the magazines. That effect lasted till today, after independence. Except in politics, in other occasions like calamities, the media is showing unity. When it comes to politics AP media institutions are showing their own western interest in a political party. The manner in which the press portrayed nationalism during the independence movement was reasonable and necessary also. But, media and media organizations are having a responsibility to protect democracy after independence. The so-called fourth pillar, the media, ignoring its morals and pretending to be a political party. If the press does not act in accordance with the values of journalism as written in the constitution, democracy is likely to be disrupted. There should also be specific rules for the media. In the same way, the 'goal line' drawn by the media itself should not be violated. The press academy must provide proper training to the journalists and how to face and report the news during crisis periods and also to inculcate social responsibility and patriotism. The government has to make this institution impartial by appointing nonpolitical, honest, and patriotic persons as chairman and members of the academy.

**KEYWORDS :** Media, Political crisis, Telangana, goal line, nationalism etc.,

**INTRODUCTION**

Telugu people are very active in politics. From the formation of the state proposal group politics are more among the top political leaders in different parties of Andhra Pradesh. The MLA's of Rayalaseema asked the postponement of new creation of Andhra Pradesh. On 15-08-1952 After Seetharam withdrawn the fast unto death for 36 days, Potti Sree Ramulu started and continued the same who died after 52 days. After that, people are involved in that movement Andhra went on serious and violent agitation. Finally, the central government appointed the committee for the purpose of formation of new states on a linguistic base. Different political parties represented the committee. Based on the recommendation of the committee, the Indian Prime Minister Nehru declared the separate state of vishalandra on 6-3- 1956 and the state established on 1-11-1956. There were 3 national parties and one state party functioning before 1975 in combined Andhra Pradesh.

- Indian National Congress (INC)
- Communist party of India (CPI)
- Communist Party of India Marxist (CPM)
- Telangana Praja Samiti (State Party)

After formation of Andhra Pradesh, the INC continuously won the elections and formed the government during the period from 1956 to 1978.

**The important objectives are:**

- To study the role of media in different occasions;
- To review the political history and crisis in Andhra Pradesh;
- To examine the political crisis in Andhra Pradesh prior 1975.

**2 An Overview of Literature**

- **Michael Aho** in his study assessed the role of media in peace operation and the author discriminated the words 'Peace Keeping' and 'Peace Building' and emphasized the need for new theory. The author also felt the need that some structural changes should occur in the news media itself. The changes through the development of special programmes in electronic media relating to peace.
- **T. Ramanjaneyulu** in his study felt that media has the capacity to act as a whistle blower in bringing awareness of the rights of the people. He further felt that it can't ignore in its reporting the human rights perspective.

- **G. Somasekhar** -mainly concentrated on freedom movement and the role of media in his PhD. thesis felt that the Telugu Media influenced the people to join in Freedom movement. He further analyzed that the Telugu press act as the weapon to learn the political and social education for the middle classes and motivates the progress of nationalism among them.
- **Ismail Ahmad** in his article on "**Role of media on crisis management**" focused attention on evolution and development of media and also role and responsibilities of mass media during crisis situation.
- **Samina Yaqoob** in his article presented at international seminar at Thailand focused mainly on the role of media during 19<sup>th</sup> and 20<sup>th</sup> century and he analyzed that the newspapers depict a news item in different way giving example of terrorist. All the researchers discussed the media's role during independence and political situation. They didn't touch the bias of the media during political crisis situations.

**SAMPLE DESIGN**

To cover the wide range of population spread out in the combined Andhra Pradesh two stage sampling plan is considered to be more efficient and flexible. Selection of districts formed the first stage and selection of respondents the second stage.

The combined AP is divided into three regions Andhra Pradesh (Before bifurcation) viz., Telangana, Rayalaseema and Coastal Andhra Pradesh. From each region one district is purposively selected for field investigation. In the second stage for collecting primary data 3 categories of respondents viz., media, politicians and common public are considered from each district. The sample size and distribution 3 categories of respondents are shown in the Table 1.

**Table 1 : Sample Design**

Category	Telangana State (Hyderabad District)	Rayalaseema Region (Kurnool District)	Coastal Andhra Pradesh (Krishna District)	Total
Media	20	20	20	60
Politician	20	20	20	60
Common Public	20	20	20	60
Total	60	60	60	180

The size of ultimate sampling unit is 180 drawn at the rate of 60 from each region from each category of respondents.

**POLITICAL CRISIS AND THE ROLE OF MEDIA PRIOR 1975**

Following are the some important political milestones took place and created political crisis in Andhra Pradesh.

- i) Group Politics are more in INC party. The chief minister N.Sanjiva Reddy faced lot off problems with dissidents within the party and finally resigned as chief minister due to nationalization of buses in Kurnool district as per the supreme court order.
- ii) There are 3 different violent agitations during the tenure of chief minister Kasu Brahmananda Reddy which created more crisis. The details are:
  - a) For vizag steel plant, b) For separate state of Telangana, and c) Naxalists movement at Srikakulam
- iii) Dr. M. Chenna Reddy the president of Telangana Praja Samiti met the Prime minister Smt. Indira Gandhi and demanded six point formula. After the discussions, The telangana praja samiti party merged in to the Congress (INC) party on 18-9-1971.
- iv) The agitation stated for separate Andhra Pradesh for several reasons. On 24-10-1972 students leaders started the agitation. On 26-10-1972 NGOs went on strike. The congress men covered the meeting on 31.12-1972 with thousands of people. Again they called Bundh on 2.1-1973 and nearly 60 people died in police firing.
- v) The prime ministers Mrs Gandhi declared the six-point formula on 1-9-1933 and created three boards for the development of 3 regions of Andhra Pradesh. The Telangana and Andhra movements are temporarily stopped.
- vi) Mrs Gandhi was declared the emergency on 25-6-1975.

The media role is very nominal at time of Telangana and Andhra movements. All India Radio was transforming the some information. Some telugu print media covered the news in favour of political parties during elections period and their coverage is highly biased. Electronic media is at budding stage.

**ROLE OF MEDIA IN DIFFERENT OCCASIONS BEFORE 1975**

In this chapter an attempt has been made to analyse the role of media in different occasions. For making the comparison about the news coverage by media the opinions in the form of biased or unbiased were collected from the 180 respondents in 3 region of Andhra Pradesh.

**The role of media on different occasions are mentioned below:**

- 1. Media Coverage on the Occasion of Health issues.
- 2. Media Coverage on the Occasion of Natural calamities
- 3. Media Coverage on the Occasion of Political crisis

**MEDIA COVERAGES ON THE OCCASION OF HEALTH ISSUES BEFORE 1975**

Print media and electronic media coverage on the occasion of health issues are shown in the Tables 2 and 3.

It can be observed from the Tables 4 and 5 that the coverage of news by print and electronic media is unbiased in creating awareness about health issues among journalists, politicians and general public. There is a negative relationship between respondents and unbiased news coverage by print and electronic media in the three regions of the state Karl reasons coefficient of correction is computed and the r- values are shown below.

**Health issues: correlation co-efficient**

S.No.	Variable	Telangana	Royalaseema	Coastal
1.	Between respondents and print media	-0.895	-0.793	-0.911
2.	Between respondents and electronic media.	-0.856	-0.854	0.824

**Table 2 : Print Media Coverage On The Occasion Of Health Issues**

Respondents Category	Telangana (Hyderabad District)			Rayalaseema (Chittoor district)			Coastal (Krishna district)			Total		
	B	UB	T	B	UB	T	B	UB	T	B	UB	T
Journalists	4	16	20	5	15	20	4	16	20	13	47	60
Politicians	6	14	20	7	13	20	7	13	20	20	40	60
Public	9	11	20	9	11	20	8	12	20	26	34	60
Total	19	41	60	21	39	60	19	41	60	59	121	180

Journalists	5	15	20	6	14	20	5	15	20	16	44	60
										(26.67%)	(73.33%)	(100%)
Politicians	6	14	20	8	12	20	7	13	20	21	39	60
										(35%)	(75%)	(100%)
Public	8	12	20	9	11	20	8	12	20	25	35	60
										(41.67%)	(58.33%)	(100%)
Total	19	41	60	23	37	60	20	40	60	62	118	180
										(34.44%)	(65.55%)	(100%)

**Table 3 : Electronic Media Coverage On The Occasion Of Health Issues (radio & Tv)**

Respondents Category	Telangana (Hyderabad District)			Rayalaseema (Chittoor district)			Coastal (Krishna district)			Total		
	B	UB	T	B	UB	T	B	UB	T	B	UB	T
Journalists	4	16	20	5	15	20	4	16	20	13	47	60
										(21.67%)	(78.33%)	(100%)
Politicians	6	14	20	7	13	20	7	13	20	20	40	60
										(33.33%)	(66.67%)	(100%)
Public	9	11	20	9	11	20	8	12	20	26	34	60
										(43.33%)	(56.67%)	(100%)
Total	19	41	60	21	39	60	19	41	60	59	121	180
										(32.77%)	(67.22%)	(100%)

**Note: B= Biased UB=Unbiased T=Total Source: Primary data**

**MEDIA COVERAGE ON THE OCCASION OF NATURAL CALAMITIES**

It can be observed that the coverage of news by print and electronic media is more unbiased in creating awareness communicating the natural calamities information to the different viz., politicians and general public. There is a positive relationship between respondents and unbiased news coverage by print and electronic media in the three regions of the state. Karl reasons coefficient of correction is negative relationship observed between respondents and the media coverage. The r- values are given below.

**Natural calamities: correlation co-efficient**

S.No	Variable	Telangana	Royalaseema	Coastal
1.	Relationship between respondents and print media	-0.904	-0.899	-0.803
2.	Relationship between respondents and electronic media	-0.861	-0.799	-0.734

**MEDIA COVERAGE ON THE OCCASION OF POLITICAL CRISIS**

Print and electronic media coverage on the occasion of political crisis are shown in the Tables 10 and 11

**Table 4 : Print Media Coverage On The Occasion Of Political Crisis**

Respondents Category	Telangana (Hyderabad District)			Rayalaseema (Chittoor district)			Coastal (Krishna district)			Total		
	B	UB	T	B	UB	T	B	UB	T	B	UB	T
Journalists	14	6	20	13	7	20	15	5	20	42	18	60
										(70%)	(30%)	(100%)
Politicians	14	6	20	12	8	20	14	6	20	40	20	60
										(66.67%)	(33.33%)	(100%)
Public	12	8	20	11	9	20	13	7	20	36	24	60
										(60%)	(40%)	(100%)
Total	40	20	60	36	24	60	42	18	60	118	62	180
										(65.56%)	(34.44%)	(100%)

Note: B=Biased UB=Unbiased T=Total

**Table 5 : Electronic Media Coverage On The Occasion Of Political Crisis (radio & Tv)**

Respondents Category	Telangana (Hyderabad District)			Rayalaseema (Chittoor district)			Coastal (Krishna district)			Total		
	B	UB	T	B	UB	T	B	UB	T	B	UB	T
Journalists	8	12	20	9	11	20	8	12	20	25	35	60
										(41.67%)	(58.33%)	(100%)
Politicians	9	11	20	9	11	20	10	10	20	28	32	60
										(46.67%)	(53.33%)	(100%)
Public	10	10	20	10	10	20	9	11	20	29	31	60
										(48.33%)	(51.67%)	(100%)
Total	27	33	60	28	32	60	27	33	60	82	98	180
										(45.56%)	(54.44%)	(100%)

Note: B=Biased UB=Unbiased T=Total Source: Primary data

It can be observed from the Tables 4 and 5 that the coverage of news by print and electronic media, about politics is more biased. Out of 180 respondents 66 per cent revealed that the coverage of print media news are biased and 34 per cent are unbiased. Similar trend is existed in the coverage of electronic media news also.

### CONCLUSION

The study revealed that the role of media (print, electronic) is unbiased in Health issues, and Disasters, their coverage is highly appreciable. The unfortunate thing is that the print media coverage of the news is biased and they have not followed any moral values while delivering the news. Electronic media which is limited to Doordarshan and radio's role is also limited. Even now also the situation is like that only. The Press academy acts as a bridge for the public, media, and government. The government has to make this institution impartial by appointing nonpolitical, honest, and patriotic persons as chairman and members of the academy. The press academy must provide proper training to the journalists and how to face and report the news during crisis periods and also to inculcate social responsibility and patriotism.

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