

A Study On Paid News Or Fake News Through The Prism Of Media Ethics

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ABSTRACT

This study examines the phenomenon of paid-for or fabricated news. The creation of false news items is facilitated via artificial intelligence technologies, including “Photoshop, websites that manufacture newspaper clippings, and fake news” generator applications. Instances of deep fakes include manipulating a person's appearance in a picture or video by superimposing their image onto someone else. They are often used to deceive the general population. To conceal their true identity, counterfeit websites are established in other nations; after that, the articles are disseminated via various social media platforms. However, media ethics, with its principles such as “a universal reverence for life and adherence to the rule of law and legality,” provides a beacon of hope. It encompasses the study and resolution of ethical dilemmas concerning the appropriate use of textual and visual content given by individuals in the media, thereby playing a crucial role in combating the spread of fake news.

Keywords: Electronic media, Fake news, Paid news, Media, Ethics.

1. Introduction

Paid news refers to “any news or analysis published or broadcasted in any media, such as print or electronic, in exchange for payment, either in cash or other forms of compensation.”^[1] Theorizing the use of 'paid news' in the democratic debate is challenging. Given this, sociologists have expressed doubt over the media's impartiality and tendency to focus on certain perspectives. However, even when considering these concerns, the act of monetizing news coverage represents a significant decline in the integrity of India's flourishing high-quality journalism. A significant body of work exists on the correlation between media and the exertion of power and dominance, its role in shaping public opinion and obtaining permission, and the limited coverage of issues affecting marginalized individuals.^[2]

The role of media is seen as crucial in a democracy. An effective democracy is impossible without a media that is both independent and accountable. The conduct of a free and fair election encompasses more than just “the right to vote and the ability to understand how to cast a vote. It also involves a participatory process where voters actively engage in public discussions and possess sufficient information about political parties, policies, candidates, and the election process. This enables them to make well-informed decisions.”^[3] The Commission regards the media as its primary source of information, particularly during elections. The media plays a crucial role in bringing attention to election malpractices and the use of force and financial influence by political parties or candidates.

The media is to blame for how our daily lives are affected. Thanks to significant global advancements, individuals residing in India may now stay informed about current events.^[4]

2. An Overview of Media

Media, in the context of communication, are the means by which information, specifically semantic information, is stored and disseminated.^[5] The term often refers to a wide range of activities within the mass media communications industry, such as publishing, photography, filmmaking, radio, television, digital media, advertising, and news media.^[6]

The emergence of early writing and paper “facilitated the establishment of long-distance communication channels, such as mail, used in the Persian Empire (Chapar Khaneh and Angarium) and the Roman Empire. These developments are early manifestations of media.^[7] Scholars like Howard Rheingold have characterized ancient forms of human communication, such as the Lascaux cave drawings and early writing, as primitive media manifestations of media.”^[8] An alternative perspective on the evolution of media may be traced back to the Chauvet Cave paintings, which marked the beginning of human efforts to communicate beyond the limitations of spoken communication. This progression includes using smoke signals, “trail markers, and sculpture.”

The word "media" in its contemporary use, a term we owe to the insightful Canadian communications theorist Marshall McLuhan, refers to communication channels. McLuhan first coined the term inexperienced individuals should not control the media manifestations of that manifestation. Inexperienced individuals should not control the media should not be controlled by inexperienced individuals. Art forms may only be entrusted to fresh artists. By the mid-1960s, “the word had been widely used in both North America and the United Kingdom. H. L. Mencken said that the term "mass media" was first used in the United States as early as 1923.”^[9]

The word medium, in its single form, refers to one of the several ways or channels via which “communication, information, or entertainment is disseminated in our diverse society, such as newspapers, radio, or television.”^[10]

“The function of the media in society” is extensive and all-encompassing. It serves as the primary means of mass communication and plays a crucial function in providing information in our society; its different incarnations allow us to easily get up-to-date news from across the globe with a simple click.

For example, it fulfills the functions of disseminating, transmitting, and delivering news online. It encompasses a diverse array of mediums such as television, print, radio, and digital data. In essence, print is the first and most ancient medium. The Internet, however, is the most recent and updated type of media. The latest kind of media update is social media, which encompasses frequent updates from our regular users on various social networking platforms such as Facebook, WhatsApp, Twitter, YouTube, and Instagram. The media plays a key part in the lives of students and the present generation by informing and keeping them up-to-date on their immediate future. To provide an overview of the media, it influences individuals' views and thoughts by presenting news to us via many channels.

2.1. Print medium has two components-

✚ Magazines

✚ Newspapers

Therefore, it may be influenced by influential people, organizations, political parties, and similar entities. In such instances, you may receive partial news reporting partial reporting of news about a prominent individual, institution, or political faction. The media plays a crucial role in today's rapidly changing environment.

Its main purpose is to provide comprehensive education to individuals on domestic and international affairs. The media provides local, domestic, and worldwide news to its readers with the primary objective of reinforcing their fundamental convictions while also providing an opportunity for individuals to gain knowledge about global events.^[11] A new discourse on the media's function emphasizes the immense influence wielded by the media inside a nation. The media disseminates news via a diverse array of outlets. Media exhibits flexibility with its ability to disseminate news across many platforms, such as television, newspapers, and the Internet. Media may be seen as the entity responsible for monitoring and maintaining the welfare of a society. Therefore, the media must fulfill reporting partially for the media to fulfill its responsibility by providing only genuine news to its audience, ensuring that the integrity of society remains uncompromised.

2.2. The role of media

The function of the media the function of the media, it is widely acknowledged as the fourth pillar of democracy. It has the most influential role globally in providing information. The media is responsible for consistently providing the most informed and accurate news in all circumstances since everything relies on it. If the information needs to be corrected, it may lead to legal, judicial, and political issues that disrupt and destabilize a state's equilibrium. The media is crucial in maintaining equilibrium across all aspects of our society. It is crucial to continually provide information and updates to global inhabitants about worldwide events. Providing readers with true and accurate news is of utmost importance for the advancement of society. Furthermore, the recent provision of accurate news has had and will continue to influence the attainment of justice significantly in several instances; the movement of media is to provide accurate, evidence-based, and meticulously reviewed news. Society can only be positively developed if the news is verified to be factual.^[12]

An illustrative instance that might enhance your comprehension of the media and its function is the case of Aayushi Talvaar. Similarly, the Jessica Lal murder case and the Nirbhaya Rape case also serve as examples that reveal the involvement of persons or criminal minds in such abhorrent deeds. By revealing the identities of several corrupt persons, it educates the public about such topics. This, in turn, enables citizens to develop their understanding of political and criminal events. In addition, a key function of the media is to scrutinize the

political agenda. Additional duties may influence public opinion, establish a connection between the populace and its governing body, affect socialization, and even serve as a society vigilant guardian. Therefore, the media plays a crucial role in ensuring the safety and stability of our society by providing accurate information to the audience and establishing a connection between the government and its citizens. The media plays a significant and far-reaching influence. It is well-recognized that the media has a significant influence on society. It also significantly influences the perspectives of those living in a mostly communal setting. The primary and evident function of the media is to provide news that enables individuals to enhance their knowledge about global events. The media encompasses a wide range of news, including political and crime-related stories, to ensure that people are well-informed about the world they inhabit.^[13] Therefore, the media needs to do thorough research and provide only accurate news to contribute to society's intentional progress. The dissemination of skewed news by the media poses a threat to the progress of civilization. It not only misguides individuals but also undermines the integrity of society. Therefore, the media must positively influence society, leading to the development of society and its individuals.

2.3. The importance of media in the contemporary world

In contemporary times, it is important to stay connected with frequent updates. Irrespective of the domain, it is essential to be acquainted with the key information. Under these circumstances, the media is the only way to get assistance. The media provides individuals with access to the most relevant and essential news. The media is the predominant platform for accessing news across all geographical regions.

The media also influences the reputation of a political party, organization, or person. Media has a crucial role in providing people with information and updates on many aspects, such as politics, culture, art, education, communication, business, and more. To be informed about global events, there are several media platforms that provide rapid access to international information. It effectively communicates your message to a broader audience. Television, newspapers, and radio are traditional types of media that distribute information, but lately social media platforms such as WhatsApp, Twitter, and Facebook have become very influential in society.^[14]

3. Paid news in India

The practice of people and organisations paying journalists and media outlets in cash or in kind to feature in their news pieces and "ensure sustained positive coverage" is known as "paid news" in India.^[15] Formal contracts and "private treaties" have allowed this practice, which began in the 1950s, to grow across India and become a well organised enterprise. The technique was first publicised in 2010 by "the Bennett, Coleman & Company, Ltd. (B.C.C.L.) group via its Times of India newspaper." It was then extensively embraced by publications like The Hindustan Times and Outlook, among others.^[16] "According to a 2010 investigative study by the Press Council of India, paid news provides financial advantages to individual journalists and specific media organisations such as newspapers, magazines, and television networks."^[17] The funding for this comes from politicians, both "for-profit and non-profit" organizations, businesses, films, and "celebrities." They provide financial support in order to enhance their public image, get positive media attention, and prevent negative information from being disclosed. The prevalent "practice of paid news in India has faced criticism due to its tendency to shift media coverage towards those who are willing to pay. This practice selectively presents information that portrays the paying customer in a positive manner, rather than providing a comprehensive understanding by including all significant and necessary details for the public." According to James Painter and John Lloyd, paid news distorts information and misleads readers of newspapers and magazines, as well as television viewers. This is especially true in India, where it is common for news items to not clearly indicate that they have been paid for.^[18]

3.1. "Press Council of India"

In 2010, "the Press Council of India," responsible for monitoring media ethics in the country, began a restricted investigation into the prevalent phenomenon of "paid news in India." The July 2010 research highlighted that "paid news" is a widespread, systematic, and well-coordinated activity in Indian newspapers and other media platforms. It involves the exchange of money for news space and favorable coverage. According to what was said, "paid news is a multifaceted phenomenon that has evolved over the past 50 years [1950–2010]."^[19] On a number of occasions, participating in a subcommittee established by the Council, having created the explicit identities of media organizations, receiving domestic payments from those organizations, receiving a variety of "monetary and non-monetary rewards, and receiving direct monetary payments" are all examples of unethical practices. "The Press Council of India has been informed by the Securities and Exchange Board of India (SEBI)" about funded news organizations referred to as "private treaties." Media companies and corporate groups are parties to these pacts. A media business and a "non-media company" enter into a private treaty when the non-media company agrees to sell a certain amount of shares to the media entity in exchange for space for advertisements and favorable press.^[20]

The corruption in India's media has grown beyond the actions of a few disreputable journalists and news outlets. A subcommittee established by the Council raised concerns about the disclosure of specific information regarding media organizations, party representatives, and candidates for office. This practice has since

developed into more organized and systematic forms, such as the practice of transferring financial support for the publication or broadcasting of biased information that favors certain behaviors. These unethical practices are disguised as "news" but are essentially a means of promoting certain interests. "Paranjoy G Thakurta and Kalimekolan S Reddy, in a report published by the Press Council of India in April 2010."^[21]

The 2010 investigation was narrowed by "the Press Council of India" to focus just on the 2009 elections. According to the study, there was clear evidence of corruption and collusion among many politicians, political parties, and the Indian media. Articles that incite hatred or bigotry on the "basis of religion, race, caste, community, or language" have to be removed from newspapers, according to the verdict. Also, they should stay away from criticizing the politicians' personalities and actions. In addition to existing voluntary standards, media are required to deny any pecuniary or indirect forms of remuneration for political coverage.^[22]

The Press Council concealed "the Council's comprehensive report on paid news after its members voted against forwarding the full report on paid news," which called organizations domestic and international travels, receiving various forms of monetary and non-monetary rewards, and receiving direct money payments to explicit identities of media organisations that were included in the comprehensive 2010 report. The Press Council of India produced a short report that excluded "the 71-page annexure from the main report." The bulk of the membership of "the Press Council of India is comprised of journalists and representatives from media companies."

4. Media Regulations

While the Election Commission does not hold regulatory authority over the media, it plays a crucial role in implementing the 48 hours laws and court orders during the election period. This underscores the importance of adhering to these regulations, which may be related to the media or certain aspects of 48-hour have regulatory authority over the media, it plays a crucial role in implementing the 48-hour laws and court orders during the election period. This underscores the importance of adhering to these regulations, which may relate to media operations.^[23]

The laws are as follows: "**Section 126A** of the Representation of the People Act, 1951 forbids the conduct of exit polls and the distribution of their findings during the hour when the polls begin in the first phase and half an hour after the polls close in the final phase in all states. There are no limitations on conducting an opinion survey, save for the 48 hours immediately before the poll."^[24]

"**Section 126 (1) (b)** forbids the exhibition of any election-related content by cinematography, television, or similar devices during the 48-hour period leading up to the end of the voting session. Section 127A regulates the printing and publishing election pamphlets, posters, and other materials. According to this section, it is obligatory for these materials to prominently include the names and addresses of both the printer and the publisher."^[25]

"**Section 171 (h)** of the IPC" bans spending money on advertising without the permission of the candidate participating in the race.

5. "Media Ethics"

The field of media ethics, which falls under the umbrella of applied ethics, examines the rules and principles that govern the portrayal of morality in different media, including but not limited to the internet, print, broadcast, stage, and film. The discipline encompasses diverse and often contentious subjects, including war journalism and Benetton marketing campaigns.^[26]

In the digital era, the significance of the fundamental principles of ethical journalism has become more crucial as we strive to preserve media quality and democracy. Although implementing new legislation may result in possible censorship, it is crucial to prioritize ethical principles and maintain public confidence. The influence of the press in effecting "social and political change or economic growth is very constrained. In capitalist nations, the press operates" largely as a company or industry. Its purpose is to generate advertising income and increase circulation in order to achieve profitability.^[27] The primary issues are focused on something other than 'public service' and 'public interest.' This does not imply that the press does not try to use its "power" to advance one political or economic ideology over another or to elevate a certain group, class, or caste over others. Favor these blunders.

5.1. Digital media ethics

Examining the specific norms, processes, and difficulties of digital news media from an ethical perspective is the main goal of digital media ethics research. Digital news media includes online journalism, blogging, citizen journalism, digital photography, and social media. In addition to issues about how to utilise text or photographs contributed by people, it also contains inquiries regarding how professional journalists should use this "new media" to do research and publish articles.

Figure-1: Digital media ethics code

Note: Code of ethics for online news publishers

Standards of Conduct for the All-India Newspaper Editors' Conference Code of Ethics

- ✦ Given that the press is a fundamental tool in shaping public opinion, it is imperative that journalists see their profession as a trust and make it a priority to serve and protect the public interests they represent.
- ✦ Journalists must place a high priority on basic human and social rights and morality in the course of their work. Regarding stories and remarks, We consider it a vital professional commitment to act in good faith and with fair play.
- ✦ Journalists are advised to use a heightened level of discretion while reporting and commenting on matters that include tensions that are likely to lead to or may lead to civil unrest.

The five fundamental tenets of the media

1. Taking responsibility
2. Objectivity and fairness in treatment
3. The concept of humanity
4. The state of being independent
5. The truth and accuracy

5.2. Ethics in the Global Media

In this era of interconnected news media, the goal of global media ethics is to lay forth comprehensive standards for the profession of journalism. A once-specialized skill that catered to a local, regional, or national audience is now being transformed as organizations utilize various forms of "communication technology" to gather text, video, and photographs from around the world at an unprecedented rate, all while exercising varying degrees of editorial control. Despite apply organizations journalists' associations organizations news organizations can transmit makes this information to audiences located in different parts of the world.^[28]

In spite of these worldwide tendencies, the majority of codes of ethics include rules which are applicable to news organisations or groups in particular nations. It is possible to find "international associations of journalists, and some of these groups have formulated statements of principle." On the other hand, we must embrace the most prominent journalistic associations and news organizations before developing a worldwide code.^[29]

Further effort is required in the equally important area of specific practice suggestions for reporting on global events, in addition to statements of principle. A sufficient ethical framework for journalism on a global scale has not yet been developed.

5.3. Journalism's New Stage

Morality Since the beginning of "modern journalism in the 17th century," the breadth of the people journalism claims to serve has steadily expanded. This includes increasing the number of people it claims to serve, from certain social groups to the general public of several countries. It has been accepted, either implicitly or expressly, that the journalistic premise of "serving the public interest" refers to serving one's audience, social class, or country. Due to this narrow-minded notion of the audience journalism intended to serve, "the other values of objectivity, impartiality, and editorial independence were significantly constrained. For instance,

"impartiality" indicated that one should be unbiased in their coverage of competing groups within their society, but it did not necessarily follow that they should be fair to organizations that were located outside of their national lines."^[30]

What is meant by "global journalism ethics," which can be seen as an expansion of journalism ethics, is to view the people of the world as the "public" of journalism and to apply the ethical principles of impartiality, balance, and independence to the global community.

5.4. Components of the International Media Ethics:

The following are some of the duties involved in the creation of global journalism ethics.

Conceptual Tasks:

The following are some of the new intellectual grounds for "a global ethics" project:

- ✚ A re-examination of the ethical role and objectives of journalism on a global scale,
- ✚ A global re-interpretation of the concepts and criteria that are already in place in journalism, including but not limited to objectivity, balance, and independence
- ✚ In order to facilitate the practice of global journalism, it is necessary to establish new standards and "best practices" as guidelines.

Doing research tasks:

Further investigation of the current status of journalism in the context of globalisation:

- ✚ Studies conducted on the news media in different places throughout the globe
- ✚ In the field of news media, there are studies that concentrate on the development and effect of globalisation, with a particular emphasis on ownership, technology, and practice.
- ✚ There have been studies conducted on the ethical norms of new media in many nations.
- ✚ Research conducted on the coverage of international crises and concerns in the news media.

Activities of a practical nature:

Measures should be taken in order to support and implement global standards:

- ✚ The use of this global viewpoint in order to redefine the coverage of worldwide events and topics.
- ✚ The formation of a coalition of journalists and other interested parties with the objective of composing a worldwide code of ethics that is widely accepted via widespread approval
- ✚ There are initiatives that aim to protect and improve the free and responsible news media, particularly in regions where the most significant difficulties are present.

The difficulties of ethics

They are a problem for Indian journalists

1. "The paid news
2. Confidential private agreements
3. Blatant attempts to blackmail
4. The widening of the legally regulated gap
5. Flawed metrics of audience reach and reading."

6. "Fake News: Meaning and Concept"

The "Ethical Journalism Network (EJN)" provides a clear definition of "fake news" as intentionally created and disseminated content that deceives and misleads others by promoting lies or casting doubt on verified truths.^[31]

Fake news, often known as hoax news, disseminates misleading information or propaganda disguised as genuine news. Deceptive news websites and channels disseminate fabricated material to deceive customers. Spread refers to intentionally fabricated information that is designed to do damage to an individual, social group, or organization that is skillfully modified to resemble legitimate journalism, intentionally endeavors local or worldwide damage Socio-psychological variables, and is widely disseminated online to a receptive audience that readily believes and shares the false narratives.^[32]

In addition to these definitions, false news may be further elucidated as disinformation and misinformation. Disinformation: False information intended to hurt individuals, groups, organizations, or countries. Political power, whether on a local or worldwide scale, and the inclination to create disruption just for the pleasure of it. Whether they belong to the same political parties or climate change advocates, or they are assisting "Misinformation and Disinformation, which may include created material, edited content, imposter content," deceptive content, false context, connection, or satire, it is not intended to damage anybody. Misinformation: dissemination is mostly driven by socio-psychological variables. They are indifferent to whether they belong to the same political parties, "climate change advocates, or any other religious or ethnic group." Occasionally, individuals may intentionally choose and disseminate false information, believing that

they are providing assistance to others. If there is false or misleading information, individuals or groups that are against their own country or society, as well as political entities, may use any emotionally charged event to control the narrative and spread false information in a manner that will be advantageous to them.

“The Misinformation and Disinformation may include created material, edited content, imposter content, deceptive content, false context and connection, as well as satire and parody.”^[33]

7. Identifying Fake News

Identifying the origin of false news is a challenging task in the age of digitalization. To address the issue, it is necessary to engage in fact-checking as a preventative step. In journalism, the word "fact-checking" may have two distinct meanings. Historically, newsrooms have hired fact-checkers to meticulously examine and authenticate the accuracy of factual assertions “made by reporters in their publications. This genre of fact-checking assesses the reliability of the reporting and verifies the accuracy of the facts.” The advent of digital media has led to a shift towards ex post facto fact-checking. The occurrence takes place not before the publication of anything but after a claim gains public significance. This "ex post" fact-checking method aims to hold “politicians and other public figures” responsible for the accuracy of their comments.

As of December 2017, there were around 137 fact-checking programs underway in 51 countries, according to “Duke Reporter's Lab”.^[34] The following are a few “fact-checking” initiatives that may be useful in spotting false information:

- ✚ “AP Fact Check, Associated Press
- ✚ Duke Reporter's Lab: Fact Checking News and Global Fact Checking Sites
- ✚ FactCheck.org
- ✚ Lead Stories
- ✚ Media Bias / Fact Check
- ✚ Media Smarts, Canada's Centre for Digital and Media Literacy
- ✚ The News Literacy Project
- ✚ NPR Politics Fact Check
- ✚ PolitiFact
- ✚ Snopes
- ✚ The Washington Post's Fact Checker
- ✚ Retraction Watch
- ✚ SciCheck”

Figure-2: Forms of misinformation are weaponized into fake news



In addition to these fact-checking websites, it is also recommended that individuals should rely on more than one source for information. To detect false news, it is essential to use multi source.

7.1. The reality of journalism:

Journalism is the field that involves the collection, composition, and dissemination of news, including the activities of editing and presenting news stories. Journalism encompasses a wide range of media platforms,

including but “not limited to newspapers, magazines, radio, and television.” Amid the temptation to be “the first” to release their tales, every news media agency follows its own criteria for precision, excellence, and manner - typically revising and verifying their findings before making them public. Numerous news organizations assert their proud legacies of ensuring that government leaders and institutions are answerable to the people, while media opponents have doubts about the press's responsibility. “The term ‘journalism’ is derived from the French word ‘journal,’ which, in turn, originates from the Latin word ‘diurnal,’ meaning ‘daily.’ The Acta Diurna, a manuscript bulletin, was shown daily in the Forum, the primary public plaza in ancient Rome, and is considered the first newspaper in the world.”^[35]

7.2. Criticism of Paid News:

Several organizations have disapproved of sponsored journalism, including Bloomberg, which said that paid news eroded multiple sources of “Indian democracy.” “The Analytical Monthly Review” has also looked at the problems in Indian media, drawing attention to how they relate to the political economy's long-standing problems since neoliberal policies were put in place. Independently investigating the prevalence of sponsored news, “the Press Council of India” later rejected its conclusions.

8. Suggestions:

- ✦ News consumers must acquire strategies to discern the integrity of news content. Verifying the source of information is essential prior to disseminating. Individuals need to comprehend social media postings that include excessive quantities of sensational, provocative, and divisive language used to promote a narrative.
- ✦ It is essential to conduct a comprehensive examination to determine the authenticity of a video, picture, audio, or document, and ascertain whether it has been altered with malicious intent.
- ✦ Sponsored news primarily by individuals to comprehend the veracity of the news. Rapidly disseminating promotion and marketing of products, companies, organizations, and the like.
- ✦ The government should establish social surveillance units.
- ✦ Law enforcement authorities should promptly respond to anyone disseminating false information and ensure that such content is restricted in accordance with the provisions of the Information Technology Act.
- ✦ WhatsApp is a renowned platform that allows dissemination of information and knowledge. In the event that erase such material from the WhatsApp group promptly any information is found to be false, the administrator has the authority of Clarity must be Doordarshan from the WhatsApp group.
- ✦ Since the IT Act 2000's provisions have not been expressly enforced in India against service providers that post and distribute false news, the perception that anybody may do so without worrying about facing legal repercussions has begun to take hold so that service providers may be held more accountable.
- ✦ Print media should verify the authenticity of compensated news before publishing it.
- ✦ Private electronic news networks mostly endorse purchased news, necessitating viewers to rely on the government's Durdarshan News channel (DD News).

9. Conclusion

The proliferation of misinformation is a pressing and widespread issue, affecting not just India but also several other nations. Most of false information is disseminated via manipulated, distorted, or outdated videos and photographs. As a result, the public, governments, and social media companies must consider the fact that the majority of service providers in India that disseminate misleading information are not held responsible. This has created a perception that anybody may freely “publish and spread fake news without facing any legal repercussions.” It allows the dissemination of information and knowledge. Suppose any information is false, and such material is promptly erased from the WhatsApp group. In that case, the administrator has the authority of Clarity, which must be Doordarshan, and the authority to remove such content. Numerous notable social media users have significantly contributed to the dissemination of disinformation.

Indian media consumers exhibit fragmentation and heterogeneity. The information they perceive may vary based on their socio-economic and cultural beliefs, resulting in individual differences. Viewers should tune into Doordarshan news since it provides genuine and factual information. Based on careful examination of many definitions, evaluations, and factual information, it can be confidently said that paid news and fake news lack any substantial basis. They exist only for the purposes of spreading gossip, providing amusement, or fulfilling malicious intentions. These sponsored news sources fail to ensure the truth and well-being of reality, instead leading our community and country towards a negative and regressive road, rather than a path of progress.

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