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978-1-107-09946-3 - Making News in Global India: Media, Publics, Politics

Sahana Udupa

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Making News in Global India

In the decades following India's opening to foreign capital, the city of Bangalore emerged, quite unexpectedly, as the outsourcing hub for the global technology industry and the aspirational global city of liberalizing India. Through an ethnography of English and Kannada print news media in Bangalore, this ambitious and innovative new study reveals how the expanding private news culture played a critical role in shaping urban transformation in India, when the allegedly public profession of journalism became both an object and agent of global urbanization. Building on extensive fieldwork carried out with the *Times of India* group, the largest media house in India, between 2008–2012, Sahana Udupa argues that the class project of the 'global city' news discourse came into striking conflict with the cultural logics of regional language and caste practices. Advancing new theoretical concepts, *Making News in Global India* takes arguments in media scholarship beyond the dichotomy of public good and private accumulation.

SAHANA UDUPA is a research fellow at the Max Planck Institute for the Study of Religious and Ethnic Diversity.

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Notes on translation, pseudonyms and abbreviations

This work uses translations at various levels – recorded tapes of interviews into typed field notes, Kannada audio interviews into written English text and published text in Kannada into written English text. Many words in Kannada are retained and transliterated to capture, as far as possible, the ‘original’ context, meaning and scope. The English translation for these words and phrases are given in brackets. All the quotations and adjectives in Kannada that have been translated into English have diacritical marks to retain the distinct pronunciation tradition and the meanings evoked by the cadences of these sounds. Common proper nouns in Kannada, such as the names of newspapers, are italicized but rendered without diacritical marks. Proper nouns that are followed by the English translation are italicized with diacritical marks. Names of goddesses/gods also have diacritical marks. ‘Th’ for ‘soft t’ is used for names that do not have diacritical marks, following the common usage in South India. All translations of Kannada interview quotes and Kannada texts are mine, except when specified.

Page numbers of newspaper quotations are provided where possible. However, when news stories are analyzed in bulk within a specific timeline, page numbers are not mentioned. News stories accessed online are followed by the Internet address and date of access. All news clippings are from the Bangalore edition of the publications.

The real names of journalists are retained in most cases. When pseudonyms are used, a note will mention that the name has been changed. In places where disclosure of real names was found to be inappropriate, unsafe or unnecessary, the research participants have been referred to by their occupational title or other generic reference.

All interviews quotations are drawn from the interviews conducted by the researcher unless otherwise specified. When interviews published in the newspapers are cited, the date of publication and other details are given.

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xii Translation, pseudonyms and abbreviations

Newspapers and institutions are identified with their full name at the beginning of each chapter followed by the abbreviation in brackets. In the subsequent sections of the chapters, only the abbreviations are used. A list of abbreviations with their expanded form is provided at the beginning of the book for reference.

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Abbreviations

ABC	Audit Bureau of Circulation
ABIDE	Agenda for Bengaluru Infrastructure and Development Task Force
BBMP	Bruhat Bengaluru Mahanagara Palike
BIA	Bangalore International Airport
BIAL	Bangalore International Airport Limited
BJP	Bharatiya Janata Party
<i>BM</i>	<i>Bangalore Mirror</i>
HAL	Hindustan Aeronautics Limited
IMRB	Indian Market Research Bureau
IRS	Indian Readership Survey
JD(S)	Janata Dal (Secular)
<i>KP</i>	<i>Kannada Prabha</i>
<i>KRM</i>	<i>Kavirājamārga</i>
<i>KRV</i>	<i>Karnāṭaka Rakṣaṇa Vēdike</i>
<i>NIE</i>	<i>The New Indian Express</i>
NRS	National Readership Study
TDR	Transfer of Development Rights
<i>TH</i>	<i>The Hindu</i>
<i>TOI</i>	<i>The Times of India</i> [English]
<i>TOIK</i>	<i>Times of India Kannada</i>
<i>VK</i>	<i>Vijaya Karnataka</i>
VPL	Vijayanand Printers Limited