

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

Index

- Aam Aadmi Party* (AAP), 210
 Abu-Lughod, Lila, 52
 Adorno, Theodor, 13
 advertising
 advertisement-led revenue
 models, 97
 advertorials, 46
 brand image and, 40–41
 localization of, 39–40, 41
 Medianet (*TOI*), 46, 51, 70
 performance/revenue-based salaries, 43, 46–47
 private treaties, 46
 readership consumption patterns, 17
 of real estate, 46–47
 targeted readership segments, 97, 101–102, 105
 Anderson, Benedict, 180, 181, 206
 Andrejevik, Mark, 211
 Appadurai, Arjun and Breckenridge, Carol, 215
 Arendt, Hannah, 14
 audiences, *see also* new readership
 relationship with news media, 20–21, 22
 Bangalore, *see also* urban renewal agenda
 aspirational, consumer audience, 50
 ‘bastardized culture’ of, 144–145
 brand image, 74–75, 156–157
 Cantonment–South Bangalore split, 41–42, 112
 expansion of, 110
 garment factories, 5
 as high-tech outsourcing hub, 3–4, 53
 local capital investment in, 4–5
 local festivals, 42, 148–151
 new middle classes, emergence of, 34–36, 42
 news media expansion, 3
 news media, history of, 12–13, 32–34
 night-life, 51
 Refresh Bangalore campaign, 73, 74–75, 78–79
 Bangalore Agenda Task Force (BATF), 74
 Bangalore International Airport
 as Brand Bangalore, 156–157
 connectivity, coverage of, 157–158
 land acquisition and Kannada, 158–161
 news sources accessed, media coverage, 162–166
 as PPP project, 153–154
 print media coverage, 108–109, 154–156
 renamed as Kempegowda International Airport, Bengaluru, 158–159, 184–185
Bangalore Mirror (*BM*) Bangalore International Airport, coverage of, 158
 city celebrity visits, 62–63
 colloquial English, 82
 customized market research surveys, 100
 experiential journalism, 86
 market position, 39
 offices of, 90
 organized public events, role of, 63–64
 young journalists, 85
 Bangalore Reporters’ Guild, 193–194, 195
Bangalore Times
 concept/brand value, 50–51
 journalists on, 49
 marketing techniques, 51
 offices of, 49
 urban audience of, 49–50
 use of Medianet stories, 51
 Beck, Ulrich, 215
Bengaluru Nirmāpaka Kempēgowda Kēndra Samiti (The Bangalore Founder Kempegowda Central Committee), 29–30
 Bharatiya Janata Party (BJP)
 Brahmin support for, 194, 195
 expansion in Karnataka, 61

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

Index

271

- Hindutva agenda and, 8, 203
 use of desire discourse, 18
 use of social media, 210–211
- bhasha* media, *see also*
 Kannada-language media
 animosity toward migrant groups,
 141–142
 anti-North Indian rhetoric, 146–147
 anti-Tamil rhetoric, 143, 145
 and caste system, 173–174
 concept of, 132, 133–134
 cultural politics of, 147–148
 cynicism against migrant workers,
 145–147
 Kannada identity politics of, 143–144
 moments of subalternity, 130, 133
 overview of, 18–20
 and political subjectivities, 204
- bilingual dynamics, *see also bhasha*
 media; English-language media;
 Kannada-language media
 Bangalore International Airport,
 coverage of, 154–165
 within *bhasha* media, 19–20
 caste and language, 182–184
 within the global city discourse, 124
 Hindi/English news values and power
 dynamics, 91–92
 homestay attacks, coverage of, 9–11
 non-Brahmin movement, Mysore, 93,
 174–175, 182
 print communalism and, 182
 shared narratives, readership
 community, 111
Vijaya Karnataka readership, 105–106
- Bourdieu, Pierre
 biological/social libido, 16
 field theory, 20–21, 31–32, 95–96, 202
- Boyer, Dominic, 108
- Brahmins, *see also* non-Brahmin movement
 dominance in state bureaucracy, 174
 promotion of, *Vijaya Karnataka*, 189–190
- brand image
 Brand Bangalore, 74–75, 156–157
 brand value, *Bangalore Times*, 51
 English/Kannada differences and,
 102–103
 local news and, 40–41
 role of, 77–78
- branding department (*TOI*)
 localization of news, 40–41
 paper-specific brand identities, 104–105
 performance/revenue-based salaries, 43
Refresh Bangalore campaign, 73, 74–75,
 78–79
- relationship with the editorial team, 37
 role in city campaigns, 77–78
 targeted readership segments, 101
- Brosius, Christiane, 46
- caste system, *see also* non-Brahmin
 movement; print communalism
 backward caste movement, 187–188,
 189, 190
 and Bangalore print media, 193–194
 caste affiliations and print media,
 190–191
 caste alliances and journalism, 13,
 196–197
 caste attraction, 192
 caste-based strength (journalists/political
 classes), 192–193, 195–196
 within English-language media, 196–197
 intra-caste news sharing, 192
 invocation of caste, *Ee Sanje*, 185–187,
 191
 and language nexus, 173–174, 182–184
 main caste groups, journalists, 194–195
 as power weapon, 173
 promotion of lower castes, Nehruvian
 state, 59–60
- Chandavarkar, Rajnarayan, 14
- circulation department (*TOI*)
 advertising and targeted readership
 segments, 41
 microlevel, middle-class activism, 71–72
 ‘Mrs and Mr Bangalore Times’
 contest, 52–53
- Citizen’s charter campaign*, 126–129, 169–170
- city campaigns
 as de-centralized news, 76, 79–80
 class background of journalists, 59–60
 and the global city discourse, 15–16,
 25, 66
 Kannada readers, 112, 113
 mediated desire as class
 aspiration, 17–18
- colonial knowledge politics, 176–177
- community activities
 job fairs, 70
 marketing agendas and, 69–70
 as means of news making, 70
- consumption
 aspirational, consumer audiences, 50
 cities as sites of, 52
 readership consumption patterns and
 advertising, 17, 101–102
- corporate leaders
 business news needs of, 56
 growing importance of, 53

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

272 Index

- corporate leaders (*cont.*)
 ‘Mrs and Mr Bangalore Times’
 contest, 52–53
 as new role models, 55–56, 61
 positive publicity for, 56
 role in urban governance, 56–58, 72–74
 support for public–private partnerships (PPP), 75
- Cottle, Simon, 108
- cultural conflict
 tradition vs. urban modernity, 7, 8–9
 women’s rights and *pink chaddi*
 campaign, 9–11, 211–212
- cultural production
 brand promotion in, 77–78
 culture industry model, 13
 field theory, 95–96
- Dalita Sangharsha Samiti* (Forum for Dalit Movement), 37, 165
- Dalits
 coverage of protests, English dailies, 87
 journalists, prejudice against, 187–189
 support for in *Prajavani*, 187–188
- Davis, Mike, 47
- Deccan Herald*
 community activities, 69
 historical stance, 33
 image of, market research, 102
 market position, 103, 123
 offices of, 29
 support for backward caste movement, 187–188
- Deleuze, G. and Guattari, F., 16, 147
- democratic participation, *see also* city campaigns
 Lokayukta and visibility traps, 82–83
 through structured visibility of news media, 14–15
- Duggan, Lisa, 72
- editors, changing roles, 38, 58, 68
- Ee Sanje*, 185–187, 191
- Eisenlohr, Patrick, 80
- English–Kannada binary, *see also* English language media; Kannada language media
 epistemological and performative functions of, 95
 journalists’ perceptions of, 107–108
 readership differences, 98–100
- English-language media, *see also* *Bangalore Mirror (BM)*; *Times of India (TOI)* group
 accessible standard of English, 81–82
- advertisers’ profiles, 105
- Bangalore International Airport,
 coverage of, 108–109, 155–158, 159–160, 162–166
- bureaucratic sources, state information, 110
- caste, 190–191
- caste practices and, 197
- within caste–language–journalism matrix, 182–183
- cosmopolitanism of, 111–112, 113
- crossover of Kannada journalists into English language media, 199–201
- as culturally empty, 148
- differences from Kannada readers, 111, 114–115, 117
- during the princely Mysore state, 92–93
- economic dominance of, 134
- English journalists’ views of Kannada journalists, 122–123
- homestay attacks, coverage of, 9
- Kannada journalists’ views of English journalists, 117–118, 119, 123, 141, 144, 167
- market research surveys, 102–104
- the poor, coverage of, 86–88, 108
- readership surveys, 98
- television channels, 39
- urban modernity, coverage of, 10–11
- ethnographic fieldwork and research angles, 21–24
- experiential journalism, 86, 94
- farmers
 defocus on rural issues, 42–43
 issues and the citizens’ charter campaign, 170
- Kannada media, coverage of, 151–153, 159, 167
- Karnataka Raita Sangha* (Karnataka Farmers Association), 167
- loss of land, Bangalore International Airport development, 158–161
- female reporters
 on the *Bangalore Times*, 49
 beggar-in-the-AC-bus story, 85
 and caste identity, 173
 disapproval of by Kannada journalists, 120, 141, 145
 use of caste against, 173
- Féral, Josette, 69
- Gibson, Timothy, 158
- Giddens, Anthony, 215

Index

273

- Gitlin, Todd, 35, 103, 108
- globalization
- anthropology of, 215
 - globality–locality nexus, 215–217
 - reterritorialization, 184
 - role of media communication, 215
 - urban renewal agenda and, 15–16
- Gokak agitation, 120, 171
- Goldman, Michael, 45–46
- Gundappa, D.V., 93, 175, 178
- Habermas, Jürgen, 11
- Hannerz, Ulf, 21, 215
- Hartley, John, 208–209
- Hindi news practices, 91–92, 132
- The Hindu*
- Bangalore International Airport, coverage, 156, 157, 159–160
 - market position, 33, 103, 123
- Hindu Jagarana Vedike* (HJV) (Hindu Awareness Forum), 7
- Hindutva movement
- Hindu nationalism, 203
 - Hindutva* symbols, 92
 - links with *Vijaya Karnataka*, 104
 - pink chaddi* campaign, 8
 - Sri Rama Sene (Sri Rama's Army), 9–10
- homestay controversy (Mangalore), 7–9
- Horkheimer, Max, 13
- ideal-local
- importance of infrastructure, 73
 - real estate boom and, 45–46
- Indian Express*, 69
- Indian Readership Survey (IRS), 81, 98, 101–102
- infrastructure development, *see also*
- Bangalore International Airport
 - Bangalore, 4
 - Bangalore–Mysore Corridor Project, 152
 - basic, Kannada readers and, 113
 - and creation of ideal-local, 73
 - as 'hard' news stories, 43–44
 - public–private partnerships (PPP), 4, 56–57, 72
 - reader-connect events, 71
 - Refresh Bangalore* campaign, 74–75
 - road-widening project, 83–84
 - role of corporate leaders, 72–73
- IT industry, *see also* corporate leaders
- as adversary of Kannada culture, 151
 - Bangalore as high-tech outsourcing hub, 3–4, 53
 - and bastardization of Bangalorean culture, 144–145
 - employment of Kannadigas in, 142–143, 165–166
 - media management strategies, 56
- Jain, Kajri, 19, 96, 131–132
- Jain, Samir, 31, 56, 58
- Jeffrey, Robin, 19
- job fairs, 70
- journalism, *see also* Page 3 journalism; print communalism
- anthropological scholarship on, 21
 - Bourdieuian field theory and, 20–21
 - chaos theory and open network theory, critique of, 208–211
 - experiential journalism, 86, 94
 - petition journalism, 175
 - urbanization of news discourse, 1–2, 202
- journalists, *see also* English-language media; Kannada-language media; print communalism
- allotment of residential plots to, 195
 - antipathy between journalist groups, 90–91
 - bureaucratic sources, state information, 110
 - caste and class background of, 59–60
 - crossover of Kannada journalists into English-language media, 199–200
 - Dalit journalists, prejudice against, 187–189
 - editorial autonomy of, 38, 58, 68
 - English journalists' views of Kannada journalists, 122–123
 - female reporters, antipathy toward, 120, 141, 145
 - gossip culture, 119
 - insider/outsider binary, English journalists, 119–121
 - journalism degrees, 194
 - Kannada, characteristics of, 171
 - Kannada journalists' perspective on Bangalore, 115–116
 - Kannada journalists' perspective on English journalists, 117–118, 119, 123, 141, 144, 167
 - language-based status, 182–183
 - main caste groups, 194–195
 - new news-gathering techniques, 76
 - organizational pedagogy of, 58–59
 - Press Club, 117–119
 - shared narratives, readership community, 111

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

274 Index

- Kannada (language), *see also* *bhasha* media;
Prajavani; *Vijaya Karnataka* (VK)
 classical language status, 141
 as empty signifier, 135–136
 Kannada nationalism movements,
 134–135, 140
 and land, 159–160
 moments of subalternity, 130, 131–132,
 151–153
- Kannada language media, *see also* *bhasha*
 media; English–Kannada binary;
Prajavani; *Vijaya Karnataka* (VK)
 accessible language of, 82
 advertisers' profiles, 105
 Bangalore International Airport, coverage
 of, 154–156, 159, 162–166
 Bangalore–Mysore Corridor Project,
 coverage of, 152
 bureaucratic sources, state
 information, 110
 caste affiliations and, 190–191
 concept of local news, 43–44
 differences from English readers, 111,
 114–115, 117
 as distinct from *TOI* aspirational
 readership, 136
 distinctive news sources, 141
 during the princely Mysore
 state, 92–93
 English journalists' views of Kannada
 journalists, 122–123
 growth in urban news, 110
 influence of *TOI* news model, 108–109
 journalists' characteristics, 171
 journalists as cynical outsiders, 115–116
 journalists' perceptions of English
 journalists, 117–118, 119, 123, 141,
 144, 167
 language–land–community matrix,
 163–165, 167–169, 170
 market research surveys, 102–104
 newspapers in, 3
pink chaddi campaigners, coverage of,
 212–214
 political news in, 113, 114
 readership profile, 105–106, 109,
 111–113, 168
 readership surveys, 98
 rooted culture of, 116
Times of India Kannada (*TOIK*),
 106–107
 urban modernity, coverage of, 10–11
- Kannada *nādu*
 invocations of land, 144, 151–153
 Kannada *janate* and, 129–130
 representatives of, 135
- Kannada Prabha* (KP)
 Bangalore International Airport,
 coverage of, 158
 demands for employment of local
 workforce in IT industry, 143
 homestay vandalization (Mangalore),
 coverage of, 9
 Kannada identity politics of, 143–144,
 146–147
 market position, 123
 Karkaria, Bachi, 49, 96–97
Karnāṭaka Raita Sangha (Karnataka
 Farmers' Association), 167
Karnataka Rakshaṇa Vēdike (KRV)
 (Karnataka Protection Forum)
 at the citizens' charter ceremony, 127
 demands for employment of local
 workforce in IT industry, 142–143,
 165–166
 garment workers protests, 165
 as necessary evil, 171
 as pro-people organization, 141
 protests against *Bengalūru Habba*
 (Bangalore Festival), 149–150
- Kavirājamārga* (KRM)
 increased scholarly interest in, 138
 Pollock's thesis on, 137–138
 as resistance text to globalization,
 138–140
- Klein, Naomi, 77–78
- Laclau, Ernesto, 135
Lead India campaign, 57, 74
 liberalism, *see also* post-liberalization, India
 Bangalore as successful liberalization
 example, 3–4
 and colonialism, 14
 neoliberal news discourse, 65–66, 72
 urban renewal agenda within, 15–16
 women's rights and *pink chaddi*
 campaign, 10, 15
- Liechty, Mark, 17–18
- Lingayats
 caste alliances with Okkaliga, 175, 177,
 181, 187
 employment on *Lokavani*, 191
 readership, *Vijaya Karnataka*, 190
- local news
 brand image and, 40–41
 crossover of Kannada journalists into
 English language media, 199–200
 cultural content and, 41–42
 defocus on rural issues, 42–43
 as de-spatialized and cosmopolitan, 42–43
 as global-local, 44
 new market in, 39–40

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

Index

275

- reader-driven focus of, 82
- targeted readership segments, 41
- TOI* city campaigns, 70–71
- as urban news, 43–44
- Lokavani*, 191
- Lokayukta (public ombudsman)
 - TOI* popular campaign to reinstate, 83
 - and visibility traps, 82–83
- McNair, Brian, 208, 209
- Manor, James, 196
- marketing
 - Bangalore Times*, 51
 - and community activities, 69–70
 - Page 3* journalism, 51
- media ethics
 - homestay controversy (Mangalore), 7–8
- Medianet, 46, 51, 70
- mediated desire
 - as anger (class), 17–18
 - as aspiration, 17
 - new discourse, news making, 203
 - as productive and materialistic, 16
 - and structured visibility, 18–19
- mediated visibility, 14, 203–204
- Meyer, Birgit, 80
- M.G. (Mahatma Gandhi) Road
 - atmosphere of, 29
 - as Bangalore's hub, 41, 48
- middle classes, new, *see also* new readership
 - activism of, 71, 88
 - cosmopolitanism of, 44
 - emergence of, Bangalore, 34–36, 42
 - reader-response activism and, 81, 83–84
 - as target readership, *TOI*, 34–36
- Misra, R.K., 57, 74, 121
- Mitchell, Lisa, 133
- Mitchell, Timothy, 19, 95
- Mouffe, Chantal, 11–12
- 'Mrs and Mr Bangalore Times'
 - contest, 52–53
- Muslim reporters, 194
- Mysore, princely state of
 - democratic structures, 12
 - English-language media in, 92–93
 - non-Brahmin movement, 93, 174–175, 182
- Mysore Star*
 - bilingual news production, 182
 - non-Brahmin movement and, 177
 - promotion of caste alliances, 175, 176–177
- Nair, Janaki, 47, 71, 134–135, 140
- Nanjundaswamy, M. D., 120
- Nehruvian state, 55, 59–60
- neoliberal news discourse, 65–66, 72
- new-age management practices, 68
- New Indian Express*, 156, 157, 159
- new media
 - increased consumer role in, 208–209
 - interactivity of, 65–66
 - journalism theories on, 208–209
 - and political activism, 210–211
 - and religious practices, 80
 - threat to print media, 67–68, 69
- new readership
 - as aspirational, consumer audience, 50
 - characteristics of, 34–36, 38–39
 - consumption pattern information, 17, 101–102
 - contrasted with journalists' habitus, 198–199
 - corporate leaders as new role models, 55–56, 61
 - expansion of, 81–82, 97
 - expectations of, Kannada readers, 109–110
 - flexible market segmentation, 105
 - within global city narrative, 79, 204
 - journalists' perceptions of, 58–59, 107–108
 - as key protagonists in news production, 80–81
 - localization of news and, 82
 - and *Page 3* journalism, 51
 - political news and, 55
 - targeted advertising, 97
 - targeted readership segments, 41, 97, 101
- news media
 - audience relationship, 20–21
 - in Bangalore, history of, 32–34
 - de-centralized news gathering, 76
 - desire-as-aspiration and commercialization, 17
 - news production and, relationship, 80–81
 - production of and field theory, 95–96
 - public agenda vs. capital interests, 5–7, 11–12, 206–207
 - and urban renewal agenda, 20
- newsrooms, open-door policies and, 67
- non-Brahmin movement
 - merit and reservation policies, 177–179
 - numerical based arguments, 177
 - within princely state of Mysore, 93, 174–175, 182
- print communalism and, 93, 180
- print media, coverage of, 175–177
- traditional social order
 - counter-arguments, 13, 179–180
- use of bilingual publications, 93, 182

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

276 Index

- Obama, Barack, 52
- objectivity, news value of
 ideological effects of, 92
 multiple objectivities, post 1990s, 93–95
 staggered objectivity, 94–95
- Okkaligara Patrike*, 175, 177
- Okkaligas
 caste alliance with the Lingayats, 175, 177, 181, 186–187
 The Daily Post's description of, 176
 dominance in journalism, 194
 journalists at *Vijaya Karnataka*, 189–190
 non-Brahmin movement and, 174–175
 promotion of, *Ee Sanje*, 185
- organizational hierarchy, 68
- organizational pedagogy
 ideological clarity of the *TOI*, 59
 new readership, awareness of, 58–59
 revised, 58–59
- Orsini, Francesca, 132
- Page 3* journalism, *see also* *Bangalore Times*
 aspirational, consumer audience, 50
 concept of, 50
 as infotainment, 51–52
 marketing techniques of, 51
 objectivity and, 94
 urban modernity and, 49–51
 in *Vijaya Karnataka*, 110
- Parameshwaran, Radhika, 50
- patterned permeations
 organizational practices, 209–210
 porosity and, 66–67, 80
- Peterson, Mark Allen, 19, 91–92
- petition journalism, 175
- Pinches, Michael, 42
- pink chaddi* (underpants campaign)
 in the Kannada dailies, 212–214
 Times of India (TOI) coverage, 15, 17, 211–212
- women's rights and, 9–11
- political classes
 activism and new media, 210–211
 anti-political class news
 discourse, 54–55
 caste-based news politics, 192–193, 195–196
 caste–language nexus and, 184–185
 caste–print media nexus, 190
 distrust of, 54–55, 60–61
 shifts in, Karnataka, 61
- political news
 in Bangalore, 110
 distrust of political classes, 54–55, 60–61
 for Kannada readers, 113, 114
- new readers and, 55
- objectivity in, 93–94
- statement journalism and, 53–54
- Pollock, Sheldon, 137–138
- porosity
 active porosity strategy, *TOI*, 67–68
 as patterned permeations, 66–67, 80
- postcolonialism
 English and, 92, 124
 Indian state and political corruption, 56, 72
 and structured visibility, 14
 urban studies, 15–16
 and the vernacular, 131–132
- post-liberalization, India
 changing political landscape, 61
 emergence of a new middle class, 35–36, 42, 50, 55
 media, post-liberalization, 5–7, 30–31
 theory of the vernacular, 131–132
- poverty
 coverage of, 108
 the entrepreneurial poor, 87–88
 the moral poor, 86
 philanthropic news coverage, 86–87
- PR agencies, corporate sector, 56
- Prajavani*
 buildings and location, 29–30
 support for backward caste movement, 187–188, 189
 weekly farmers' supplements, 167
- Press Club, Bangalore, 76, 117–119, 195
- print communalism
 as distinct from print capitalism, 180
 within non-Brahmin movement, 93, 180
- promotion of caste alliances, 181
- role of print media, 181–182
- print media
 expansion in Bangalore, 3
 expansion in India, 2–3
 non-Brahmin movement, coverage of, 175–177
 post-liberalization India, 5–7, 30–31
 threat from new media, 67–68, 69
- public sphere model, 11
- public–private dichotomy, 205–206
- public–private partnerships (PPP)
 Bangalore Agenda Task Force (BATF), 74
 Bangalore International Airport, 153–154
 corporate support for, 75
 for infrastructure development, 4, 56–57, 72

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

Index

277

- Rajagopal, Arvind, 19, 77, 91–92, 95
 Ramaswamy, Sumati, 132–133
 Rao, Ursula, 19, 67, 91–92
 reader-connect events
 citizen's charter campaign, 126–129
 civic activism and, 65
 Times Connect events, 71
 reader-response activism
 and expansion of readership base, 81–82, 83–84
 and localization of news, 82
 middle-class access to, 81, 88
 performance as participation events, 81
 reinstatement of Lokayukta, 82–83
 road-widening project, 84
 readership surveys
 customized market research surveys, 100–101, 102–104
 income and class differences, English/Kannada readers, 98–100
 for rationalization of audiences, 97–98
 Times of India (TOI) group, 35, 81
 real estate
 allotment of plots to journalists, 195
 boom in, 45–46
 luxury, secure complexes, 47
 Property Shows, 47
 symbiotic relationship with *TOI*, 47–48
 Times Property supplement, 47
Refresh Bangalore campaign, 73, 74–75, 78–79
 road-widening project, 84
 Roberts, Nathaniel, 187
 Roy, Ananya, 73
 rural issues, *see also* farmers
 defocus on rural issues, 42–43
 English-language media coverage of, 200
 rural/urban split, news coverage, 112–113, 115–116, 200

Sangh Parivar, 92
Sanje Vani, 185, 187, 191
 Sankeshwara, Vijaya, 104
 Settari, S., 138
 split public thesis, 92, 93–95
 Sri Rama Sene (Sri Rama's Army), 9–10
 Stahlberg, Per, 19, 91–92, 95
 structured visibility
 framework of, 13–15
 and mediated desire, 18–19
 in the news field, 201
 and public-private distinction, 207–208
 subjectivity, journalistic, 94

 Tamil (language), 132–133, 139–140
 Tamil Nadu, 143
 Telugu (language), 133
 Thompson, John, 14
Times of India (TOI) group, *see also*
 advertising; *Bangalore Mirror (BM)*;
 branding department (*TOI*); *Vijaya Karnataka (VK)*
 active porosity strategy, 67–68
 advertisement-led revenue models, 97
 advertising department (response team), 38
 Bangalore edition, 3
 Bangalore International Airport, coverage of, 155–158, 159, 160
 Bengalūru Habba (Bangalore Festival), coverage of, 149, 150
 branding department, 37
 circulation department (research and marketing division), 37–38
 citizen's charter campaign, 169
 city campaigns, 73, 74–75, 77, 79–81
 dominance of, 20
 editorial autonomy, 38, 58, 68
 as emblematic of insider/outsider political binary, 144–145
 increased circulation volumes, 36–39
 Kannada culture, coverage of, 148
 Kannada journalists' views of, 121–122
 liberalization friendly news model of, 30–31
 localization of news, focus on, 39–40
 new, young professional readership, 34–36, 38–39
 news model, 30–31, 51, 108–109, 123, 214–215
 offices of, 48–49
 organizational hierarchy, 36–37
 pink chaddi campaigners, coverage of, 15, 17, 211–212
 political news policy, 54–55
 political statement journalism in, 53–54
 private security practices, 70
 pro-industry policies, journalists subversion of, 197–198
 Property Shows, 47
 real estate coverage, 45
 revised news model, 33–34
 Times Property supplement, 47
Times of India Kannada (TOIK), 106–107

 Upadhyaya, Carol, 4
 urban land, *see also* real estate
 acquisition for development projects, 45, 83–84, 158–161

Cambridge University Press

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

Sahana Udupa

Index

[More information](#)

278 Index

- urban land (*cont.*)
 - and *bhasha* media, 163–165, 167–169, 170
 - conversion of agricultural land, 160–161
 - and cultural purity, 9
 - for the high-tech industry, 160–161
 - land bribes for journalists, 195
 - land scams, 60, 61
 - transfer of development rights, 83–84
- urban modernity
 - commercialization of news media and, 17
 - contestation (homestay vandalization, Mangalore), 7, 8–9
 - Page 3* journalism and, 49–51
 - uniformity of, 52
- urban renewal agenda
 - in Bangalore, 4–5
 - within globalization/liberalization, 15–16, 66
 - and invocation of caste, 184–185
 - links with news production, 20
 - postcolonial studies and, 15–16
 - role of corporate leaders, 56–58, 72–74
 - role of infrastructure development, 73
- Veerabasappa, Yajaman, 178
- Venkatakrishniah, M., 93, 179
- Venkatesh, Abhimani T., 185–186, 192
- vernacular languages, *see also bhasha* media
 - as alternative discursive location, 131–132
 - within populist national struggles, 132–133
 - term, use of, 132
- Vidhana Soudha (State Legislative Assembly), 76, 149, 151
- Vijaya Karnataka* (VK)
 - adoption of *TOI* news model, 214–215
 - advertisement-led revenue models, 97
 - anti-Dalit stance, 189
 - antipathy toward *Bangalore Mirror*, 90–91, 122–123
 - award for *VK* journalist, 160–161
 - Bangalore International Airport, coverage of, 155–156, 160–161
 - on *Bengaluru Habba* (Bangalore Festival), 151
 - brand identity of, 104–105
 - caste in the newsroom, 191, 192–193
 - changing reader expectations, 109–110
 - circulation of, 104
 - citizen's charter campaign, 126–129, 169–170
 - on Kannada's classical language status, 141
 - launch of, 3
 - Lingayat readership, 190
 - market position, 123
 - new readership for, 97, 105–106
 - offices of, 90
 - Okkaligas journalists at, 189–190
 - pan-Karnataka presence, 104
 - pink chaddi* campaigners, coverage of, 213–214
 - political journalists, 114
 - pro-Hindutva stance, 104, 189, 190
 - protests against by backward caste groups, 190
 - and rural journalism, 112–113, 115–116, 159, 160–161, 167
 - Sunday literary supplement, future of, 116–117
 - water supply coverage, 115
- Vishva Karnataka*, 177
- Vrittanta Patrike*, 177
- Women*, *see also female reporters*
 - attacks on, homestay vandalization, 7, 8
 - pink chaddi* campaign, 9–11, 211–212
- Zelizer, Barbie, 111