



21st Century

Vs

Reporting globalisation

Death of distance

- With every cabinet meeting, the geography shrunk a bit, but faster
- Headlines got wild: 1992-1997, 60% headlines on 'globalisation'
- The dilemma was prominent: to cover Miss World or starvation in Kalahandi
- 1997: India's second partition
- And, the story got a twist

Local stories, global plots

- More stories have local **datelines**; but investments drove the stories
- Length of story in proportion to size of **investment**
- The patronage just changed: incentives to corporate Vs subsidies
- **New geography** of media emerged

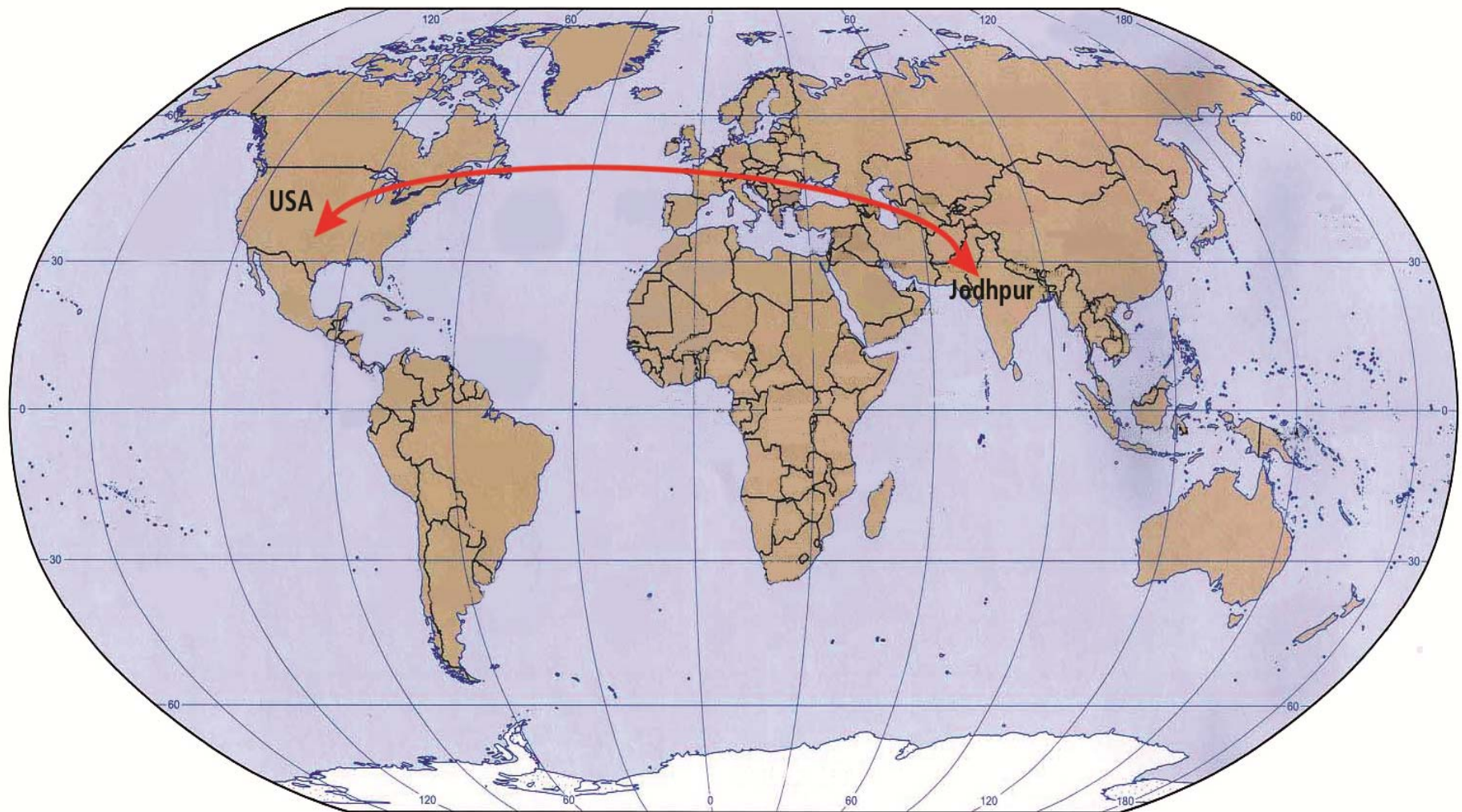
New geography of news

- By **2000**, 30% headlines looked unusual
- Sighting of a Maoist, a MNC executive and a protesting community
- The media gets a partition: mainstream Vs off stream
- **But the story gets another twist**

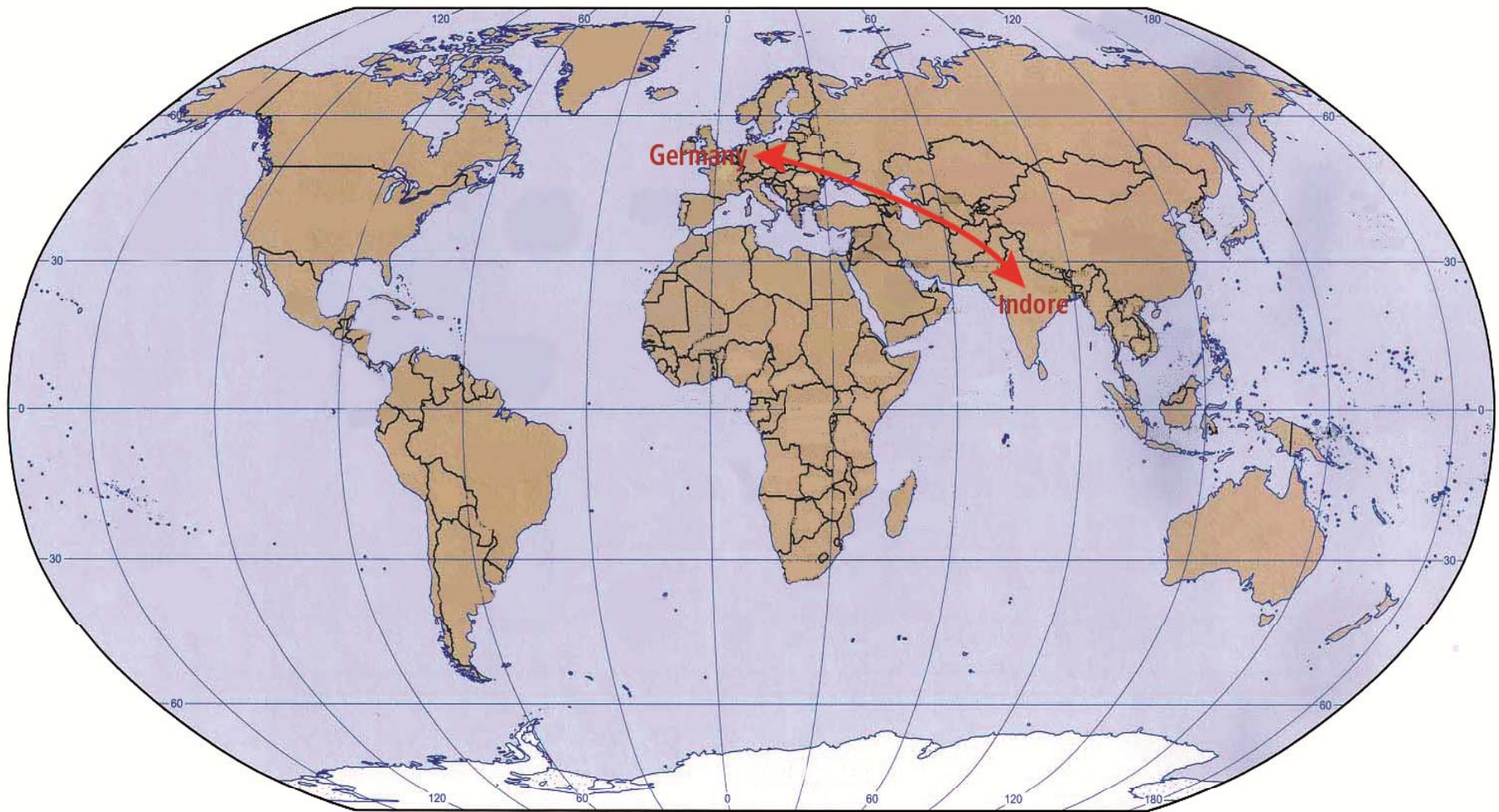
Local was already global

- Cluster bins in **Rajasthan**, energy crisis in **US**
- Deforestation in **Africa**, rising middle class in **India**
- **Tribal** economy, **European** recession
- **Farmers** suicide, rise of **WTO**
- Tribal struggle in **Odisha**, stock market in **UK**
- **Economy of poor** is rich's saviour

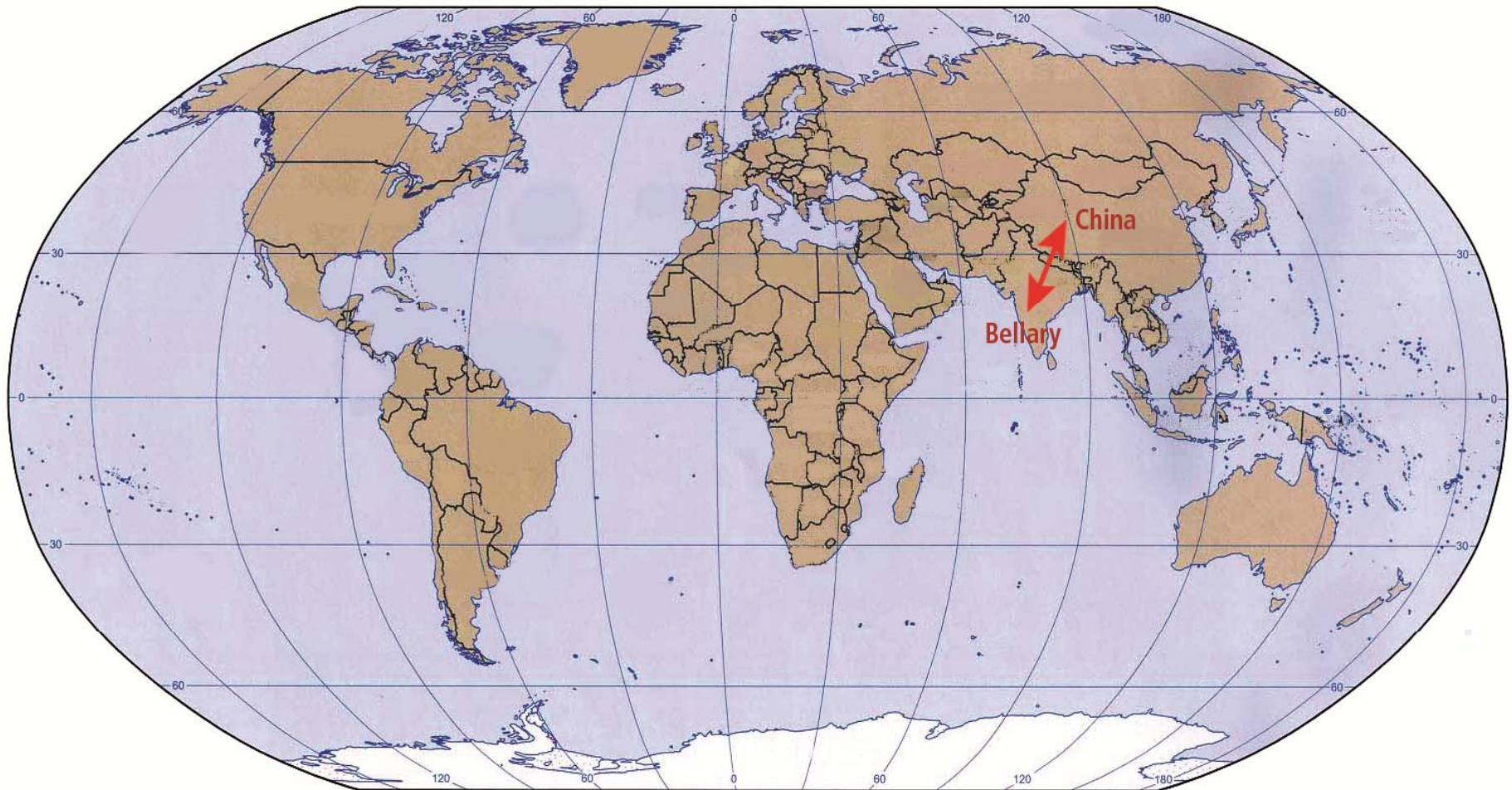
Guar and oil crisis



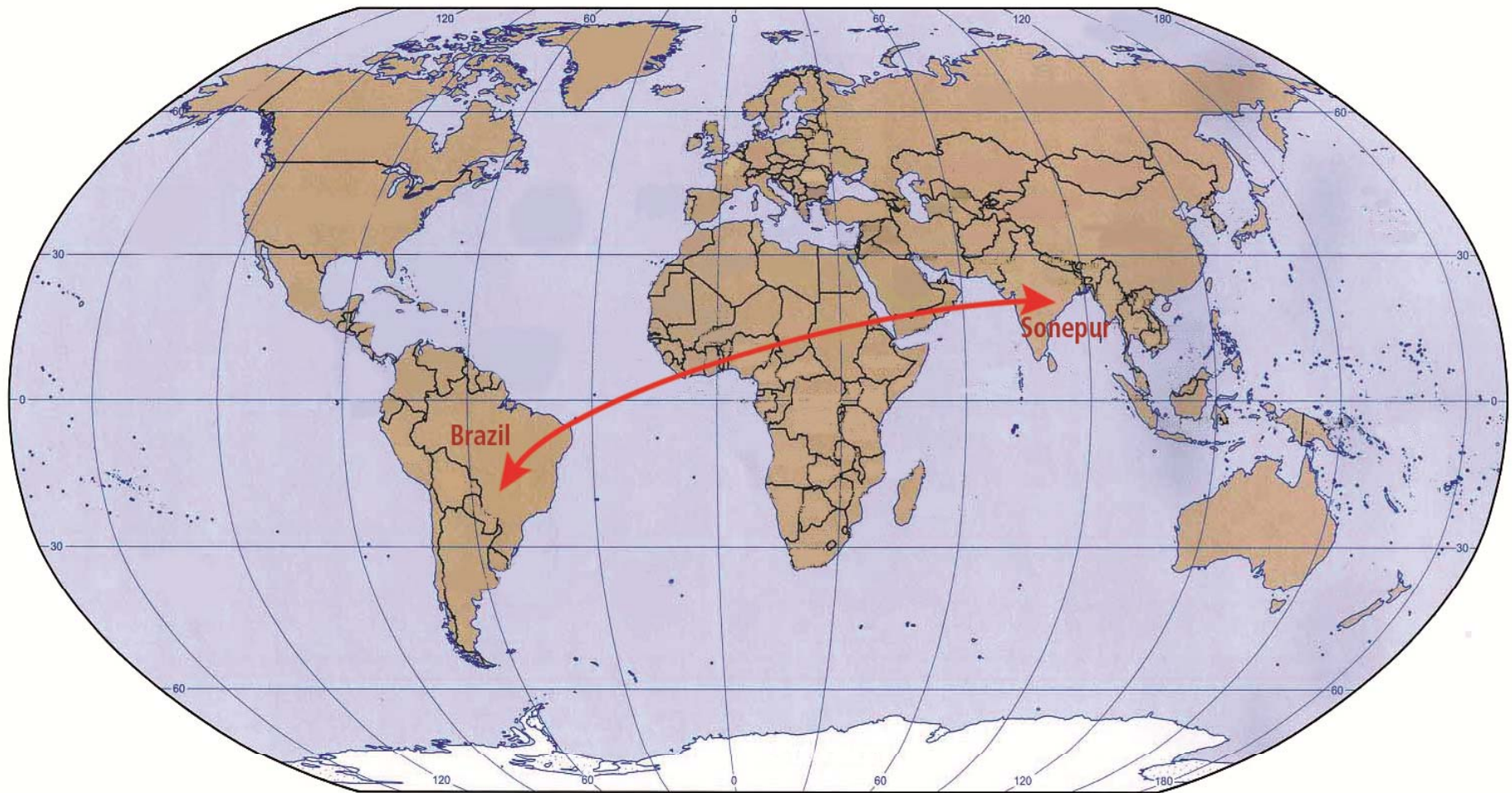
Poverty and drug trials



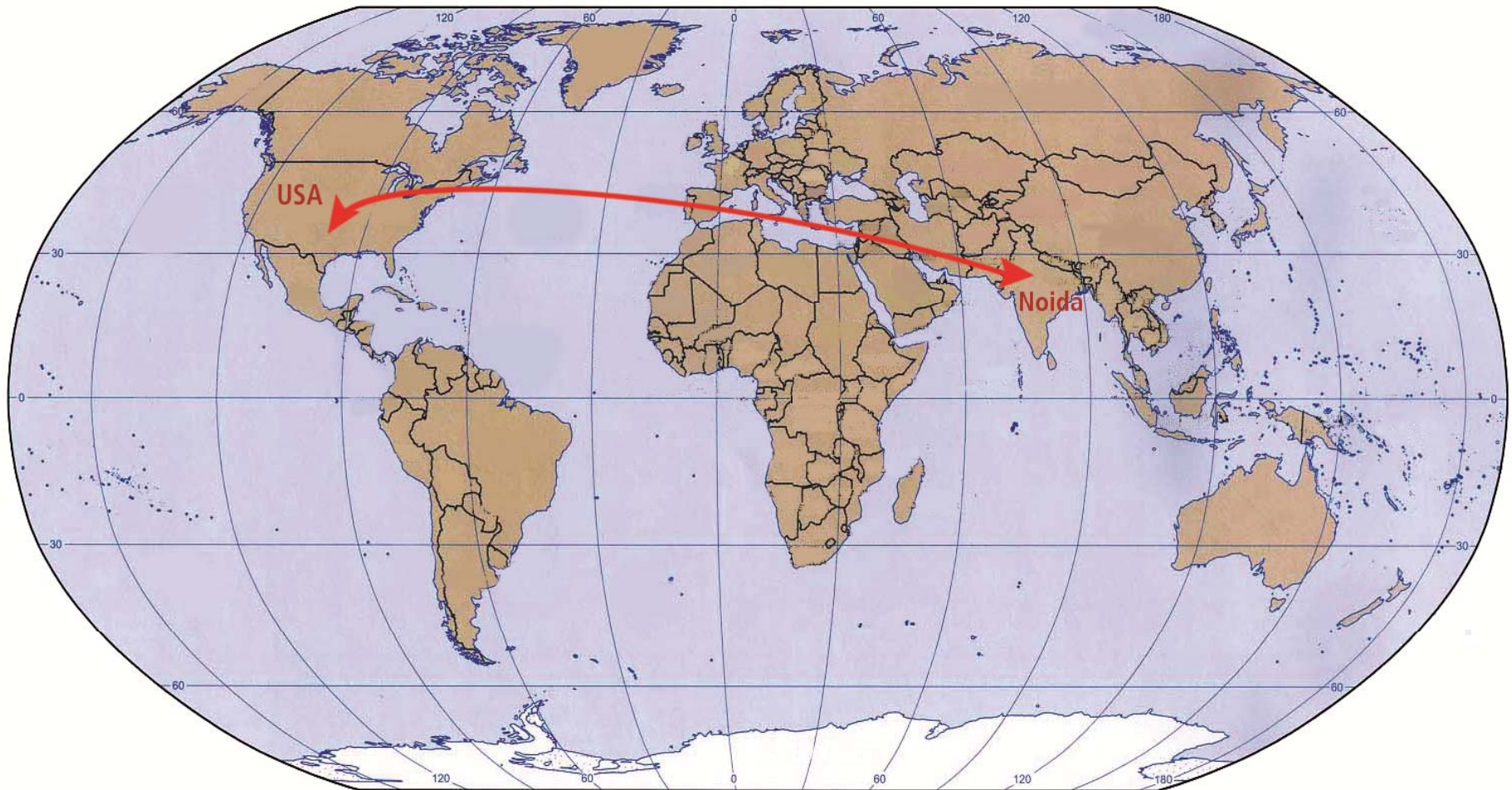
Local ecology, global mineral business



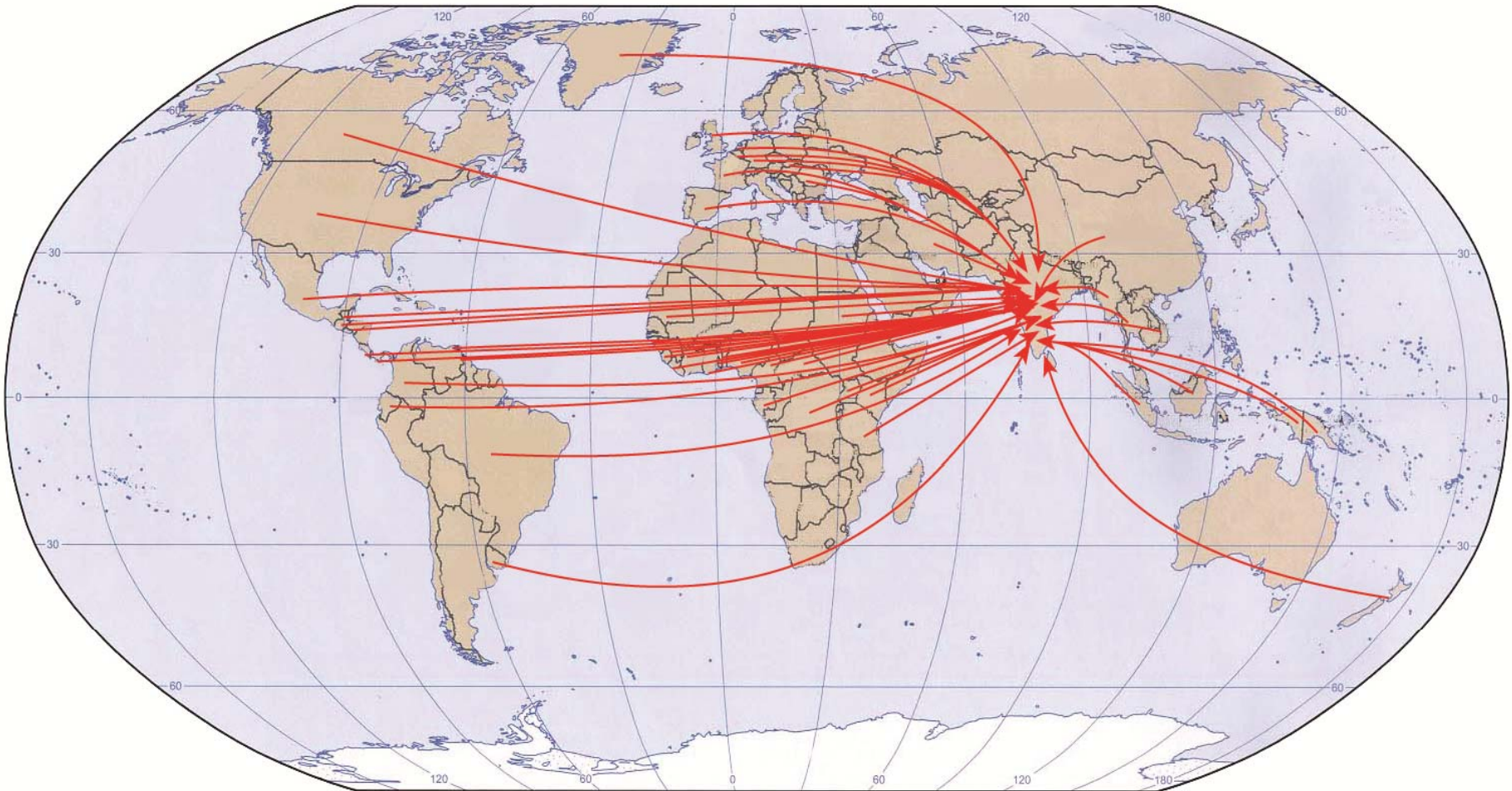
Anganwadis and global experience



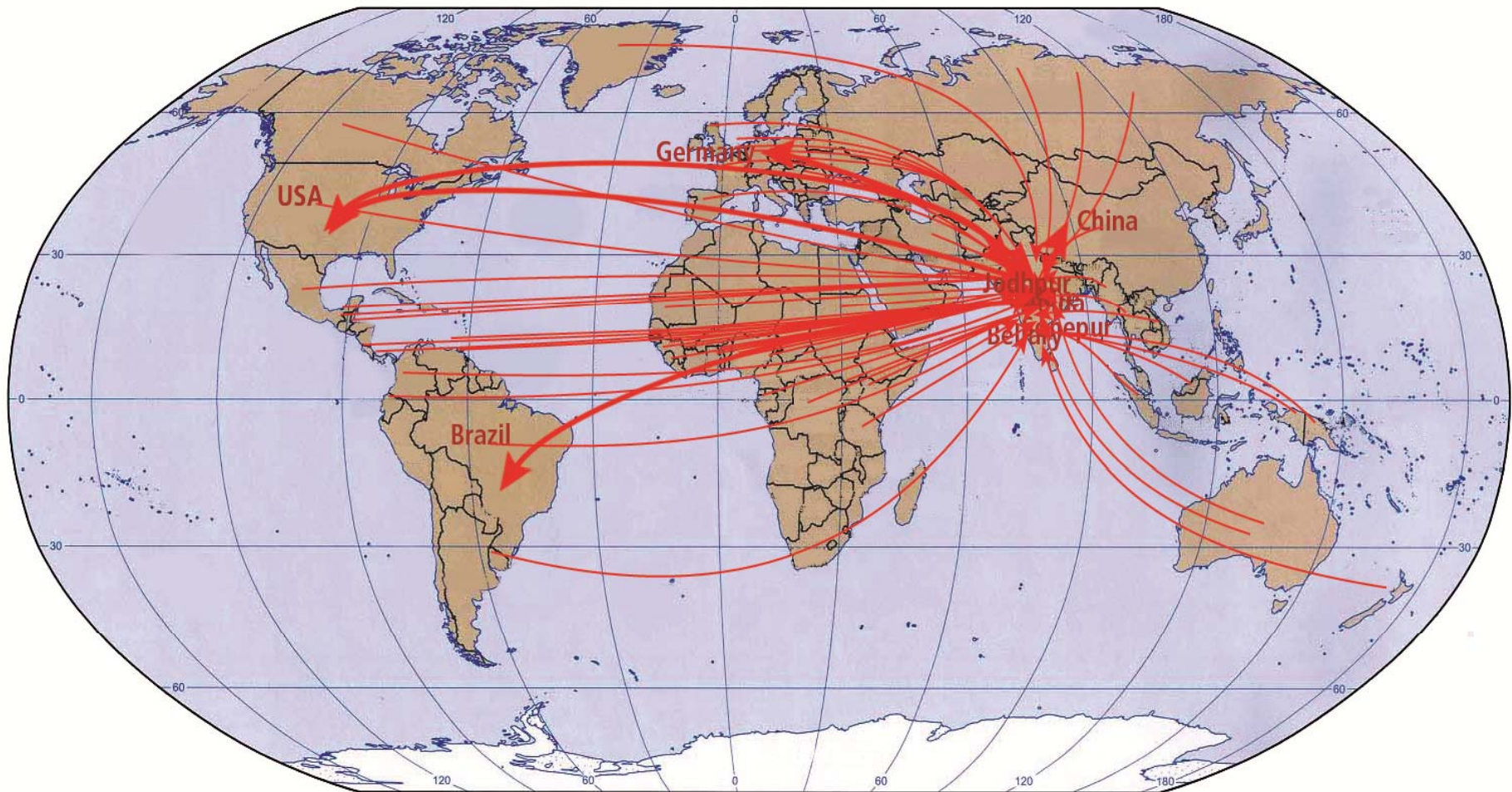
Local failure, global reason



Booming India, African woes



Global & Local



Global story, village dateline

- Globalisation makes each story a global development
- Media remains segregated
- The missing links not explored
- Net result: stories remain stories
- The challenge: reworking the 'story'

Re-search, Re-work



How to search the global link?

- Look at the changing livelihood basket
- What are changing and why
- What are not changing and why
- Look at the play of market
- Dig out how it is impacting

Re-search, Re-work



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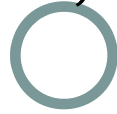
Re-search, Re-work



Some fundamental questions?

- What are the reasons for change?
- Answer: usually fall of traditional systems
- Why fall of traditional systems: usually new governance
- What new governance: **YOU HAVE THE BIG ANSWER**

Re-search, Re-work



A basic tenet?

- Narrative is needed, but figure is essential
- Give the figure a human shape; demystify data with human stories
- Local data is not available; but local inference is equally right
- Pitch local inference against global/national data

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