



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

(JOURNALISM DEPARTMENT)

Faculty of Education and research methodology

Faculty Name- JV'n Manisha Peepliwal (Assistant Professor)

Program- B.A. journalism 3rd Semester

Course Name - TRADITIONAL MEDIA OF COMMUNICATION

Session No. & Name – 2023-2024

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session- In our previous session sources of news. We read and learn about Government policies.

Topic to be discussed today- Role of NGO's

Lesson deliverance (ICT, Diagrams & Live Example) - live discussion

- PPT (10 Slides)
- Diagrams

Introduction & Brief Discussion about the Topic

- Role of NGO's
 - University Library Reference-
 - E-notes, handmade notes.
 - E- Journal
 - Online Reference if Any.
 - Suggestions to secure good marks to answer in exam-
 - Explain answer with key point answers
 - Questions to check understanding level of students-
 - Small Discussion About Next Topic-
 - Academic Day ends with-
National song ' **Vande Mataram**'

ROLE OF NGO's

India has nearly 3.4 million non-governmental organizations (NGOs); working in a variety of fields ranging from disaster relief to advocacy for marginalized and disadvantaged communities. There the role and responsibilities are immense in developing country like India, which can list as follows:

Bridging The Gap: NGOs Endeavour to plug gaps in the government's programmers and reach out to sections of people often left untouched by state projects. For example, providing aid to migrant workers in Covid-19 crisis.

Also, they are engaged in diverse activities, relating to human and labor rights, gender issues, healthcare, environment, education, legal aid, and even research.

Role of an Enabler: Community-level outfits and self-help groups are critical for bringing any change in the ground.

In the past, such grass roots organizations have been enabled by collaborations with bigger NGOs and research agencies that have access to foreign funding.

Acting as a Pressure Group: There are political NGOs that mobilize public opinion against government's policies and actions.

To the extent such NGOs are able to educate the public and put pressure on public policy, they act as important pressure groups in a democracy.

They also mobilize and organize the poor to demand quality service and impose a community system to accountability on the performance of grassroots government functionaries.

Role in Participative Governance: Many civil society initiatives have contributed to some of the path-breaking laws in the country, including the Environmental Protection Act-1986, Right to Education Act-2009, Forests Rights Act-2006 and Right to Information Act-2005.

Acting as a Social Mediator: The social inter-mediation is an intervention of different levels of society by various agents to change social and behavioral attitudes within the prevailing social environment for achieving desired results of change in society.

In Indian context wherein people are still steeped in superstition, faith, belief and custom, NGOs act as catalysts and create awareness among people.

Non-Governmental Organizations (NGOs) play various roles in the media landscape, often serving as important actors in promoting social change, advocating for human rights, and contributing to information dissemination and accountability. Here are some key roles that NGOs play in the media:

Advocacy and Awareness: NGOs often use media platforms to raise awareness about social and environmental issues. They leverage the power of the media to advocate for their causes, mobilize public support, and influence policy changes. They may engage in public relations campaigns, issue press releases, and utilize social media to reach a wider audience.

Investigative Journalism: Some NGOs engage in investigative journalism by conducting in-depth research, exposing corruption, human rights abuses, and environmental violations. They collaborate with media outlets to publish and broadcast their findings, helping to hold those responsible accountable.

Filling Information Gaps: NGOs may provide crucial information that the mainstream media might overlook or ignore. They gather and disseminate data, research findings, and testimonies on issues that are underreported or marginalized in traditional media, such as poverty, health disparities, or minority rights.

Amplifying Marginalized Voices: NGOs often work to amplify the voices of marginalized and underrepresented communities. They can give a platform to individuals and communities whose stories might otherwise go unheard in the mainstream media.

Fact-Checking and Accountability: NGOs sometimes serve as fact-checkers and watchdogs in the media landscape, ensuring the accuracy and integrity of news reporting. They may hold media organizations accountable for disseminating false or misleading information.

Training and Capacity Building: NGOs may provide training and capacity-building programs for journalists and media professionals in regions with limited media freedom or resources. These programs can help improve journalism standards and promote independent reporting.

Media Development and Reform: Some NGOs work on media development and reform initiatives in countries where media freedom is limited. They advocate for policies that protect journalistic freedom and independence and promote the development of a diverse and robust media ecosystem.

Emergency Response and Crisis Communication: NGOs often play a critical role in emergency response and disaster relief efforts. They use media to quickly disseminate information about emergencies, mobilize resources, and provide updates to affected populations.

Collaborations with Media Outlets: NGOs may collaborate with media outlets to produce documentaries, reports, and other content that delves into social and environmental issues. Such collaborations can lead to in-depth coverage and a wider audience reaches.

Public Engagement and Education: NGOs use media to educate the public on various issues, from public health to environmental conservation. They often develop and distribute educational materials, conduct awareness campaigns, and organize public events.