

Note: This is a modelling, done based upon analysis of existing facts and evolving reasoning, as to how the 'Government' and 'Constituents of Governance' are likely to behave and function 'influenced by normal human attributes' under different 'probable conditions' and does not imply projection or criticism of 'any particular government system in the world'. Any explanation in this 'coinciding with any working Government system' shall be an unintentional coincidence only.

**Media: Madiak- (Medium and Deliverer of Information and Knowledge)
Behaviour, Functions, Responsibilities**

True Representative of nation and the citizen' TRONC; Source of Knowledge and information- SKAI; MADISM-master's drudge inapt stupid madiak/media ; INK- Information & Knowledge; IUM- Ineffective useless madiak/media; SACM=SCAM-Selfish anti citizen madiak/media ; SCAM- Selfish anti-citizen madiak/media; VEP-Validated evaluated presentation/News; NEEP- Not evaluated and evidenced presentation/News; High knowledge world' HIK; Low knowledge world' LOK; Representative of the government'(ROGM) ; Representative of the citizen/people'(ROPM); Government GPP owned News-GON; MUKUBU- Made up/cooked up/blown up;

1. purpose of transferring information to the people would obviously be the upgradations of their 'thought process' for making them more informative, empowered and knowledgeable to step into the 'future' with more 'confidence and preparedness.

2. madiak has to 'transfer information and knowledge' to people to EMPOWER them with 'confidence of their meaningful' survival for self and for society. Media Government Citizen

3. Citizen would perceive media/madiak as 'its soul, ally, guarantor' for looking after their /citizen's interests in 'government's actions'.

4. If direct communication between Government-Citizen does not exist, then media becomes the 'Medium of Citizen's representation' to safeguard citizen's 'welfare, progression and security' with respect to the government 'policies, plans and actions'.

Media is a general term used for the 'medium of transferring information to the people' at their place. It includes television, radio, newspapers, magazines etc. The purpose of transferring information to the people would obviously be the **upgradations of their 'thought process' for making them more informative, empowered and knowledgeable to step into the 'future' with more 'confidence and preparedness.** We shall use the term 'Madiak' for the above means serving the purpose of such 'citizen empowerment' at the place of media.

For a citizen, the most valuable information comes from the government related to their lives, employment, healthcare, means of survival food grain and other things, business, knowledge about what is happening in the country and outside to understand and trust that they are safe and secured for their meaningful and joyful survival with the society. It is recommended in other chapter that government must have direct communication channel with the citizen. However, it is unlikely to exist as GPP, driven by their attributes of a common person, self-gain and authority, would avoid to maintain transparency with the citizen. Thus 'media' remains the only means of 'transfer of information pertaining to government's actions' to the people. As mentioned above the **madiak has to 'transfer information and knowledge' to people to EMPOWER them with 'confidence of their meaningful' survival for self and for society.** Thus media must convey such essence of 'government's actions' that **citizen perceive media/madiak as 'its soul, ally, guarantor' for looking after their /citizen's interests in 'government's actions'.**

However, if direct communication does not exist between 'government and citizen', implying that the **government/GPP do not want to be 'transparent' about their actions, then madiak becomes the 'Medium of Citizen's representation' to safeguard citizen's 'welfare, progression and security' with respect to the government 'policies, plans and actions'**. Thus madiak/madiak would be the citizen's 'astute, strength and delegate' to represent them and become citizen's voice. This is what 'madiak' would exist for. Thus in this discussions, **'madiak' is presented to serve this purpose and mentioned as 'True Representative of nation and the citizen' TRONC when working for the interests of the nation and the Citizen.**

Objectives/ purpose of madiak

An individual would know enough about itself but would need to know more about the things which are happening all around beyond its vision and immadiakte understanding. The fact that any individual's performance for its existence would depend upon many things which happen to be under the control of others, makes everyone dependent upon others and also dependent upon the circumstances emerging because of others activities. Thus an individual would be guided by the dynamics of the whole environment and surroundings including happenings which are one's beyond control and thereby puts a compulsion to know about surroundings, environment and the dynamics of whole world beyond one's own self. And the means of providing this information and communication is today's world is called 'madiak'.

The **first function of madiak therefore, is to 'communicate' 'knowledge and information' to the people** which would not flow into them in normal course. The products which are marketed by the madiak are termed as the 'news' (information) and 'knowledge' (news as articles + others). The term 'news' would correspond to the new happenings and 'knowledge' would correspond to 'other information' useful to the people. The buyers of news and knowledge are the people. The 'knowledge' is grasped as per the need of the people whereas news are likely to be screened, filtered and analyzed. The **madiak need 'knowledge bank and knowledge flow' for its sustained knowledge attribute, however, needs 'news' for its life.** It is like a person may need good clothing to make itself presentable and recognizable but needs food for its survival. **News are the soul which makes madiak living and brands it to be 'special'.**

In terms of activities in which any individual may be associated with, would only be a fraction of what all activities would be happening in the space other than it. Thus individual's activities are in much low activity zone than the space all around which is at a much higher level of activity zone comparatively. The flow of information from high activity zone to low activity zone would therefore, be essential for creating a 'knowledge and information' balance for equal participation, harmonious and aligned approach, enlarging thinking sphere, widening and focussing vision for the benefit of the society and mankind.

Madiak must realize that their existence is for the citizen/user/viewer/customer. They are the cause of 'madiak's' existence and survival and madiak has the responsibility for 'acting as representative of citizen' and behave in a manner exhibiting this consistently.

The important objectives for madiak may be as under

- 1. Providing interaction and interface between individual and the surroundings and environment to upgrade CEAK level of individual**
- 2. Supplying requisite information and data to the people bridging the information and knowledge (InK) gap between 'high knowledge world' HIK and 'low knowledge world' LOK for an equilibrium**
- 3. Source of information for the citizen bringing out the 'citizen worth' offered to PON of different countries, especially those governments which provides more opportunities, high CEAK, high government sincerity and high social wellness, to their citizen**
- 4. Bringing the society at par by offering equal participation by all**
- 5. Analyzing and evaluating government's actions and GOSIP for being in favour of the nation and citizen and reporting to citizen as their 'delegate' and as an 'obligation and service'**
- 6. Acting as guide and advisor to everyone, especially to the government, for national security, crimes, disaster, social problems, causing threat to life, situation causing tussle for common men to survival, environment and other issues effecting the citizen for which government have to take action**

For meeting with the above, the madiak must meet the following prerequisites:

- 1. They must have a 'intelligence bank' having 'reputed and impartial' experts of different fields, science, engineering, finance, social harmony, crime prevention, laws, rules etc and they must be the source of imparting 'highly specialized' knowledge and opinions instead of 'routine reporters and announcer'**
- 2. High participation of 'non-government' CAPP for furnishing 'independent and 'specialized' information and reviews on government actions**

Presuming they have, by virtue of madiak close to the high activity zone in terms of awareness about it, madiak would have to share the responsibility of inciting the citizen for upgrading them for required social changes and professional changes to move towards the "high knowledge world' HIK. Looking from the other side, for overall development of the society, the constituents viz 'citizen' should be well informed about the HIK and considering it as their right, the madiak carries the responsibility of representing the

citizen, if they lack exposure to the HIK due to any reason. The **madiak bears moral responsibility to present the information flowing from HIK to the citizen considering it as a duty fulfills 'citizen legitimate right'**.

Why Madiak important

After the government which has authority to take decisions influencing millions of people at one time, **madiak is the only entity which also has reach to millions and even more number of people**. Not only this, madiak has the ambit of viewers and people outside a nation and ability to draw attention of almost the entire population over the globe. Madiak has the role to question the government and its functionaries regarding their decisions and consequences, good or bad effects, government's transparency, sincerity etc. Therefore, **madiak happens to be most powerful entity after the government and the existence of a honest, sincere, transparent and responsible madiak in a country is not only compulsory but 'most essential'**.

Government Influence Model

In a country the most important entity/environment affecting the life of the people is the 'government'. The authority assigned to a government for taking decisions for 'others' and the decisions being capable of influencing the masses at large, both 'pro' and 'anti', makes this communication, **from government to the citizen, most important and entrust a legitimate and moral responsibility on madiak for providing an 'responsible communication'** between the two treating its role as the **'true representative of citizen'**. And most important would be to create an equilibrium of 'information and knowledge' between the people and the 'government'. Modeling 'madiak' as a producer, the 'news' are its product, and what is important to remember is that **'people' (citizen) are the consumer of the 'news' and madiak must carry forward the aspirations of the people and result their visible welfare in viewable future'**

There are different models available over the globe for communication between the government and the people. The ideal situation would be a direct communication between the government and the citizen. There are some countries in which the major news are communicated by government spokesperson publicly and government distributes its news paper free of cost to the people. Presumably the governments would present DAVM facts and goals in the announcements. This makes government responsible for their 'announcements' and are questionable officially at any statutory forum regarding their announcements. This however, fulfills the conditions of 'direct communication' partly only. However, most of the countries and governments ignore direct communication with the people so that the government official can deny any such news which may put it to embarrassment. The examples are endless that either the government official would deny and asking others to prove or state that the statement has been distorted and it did not mean what is understood by the people. Therefore, direct communication would not be a preferred strategy for a 'non-citizen aligned government', a government which would lack transparency and accountability. **And where this direct**

communication is weak, the madiak becomes prominent means of providing communication between the government and the citizen.

As primarily the madiak of a country authentically present the happenings of a country of its base, let we concentrate more on madiak's responsibility of 'bridging the gap of information' between government and people of the country **posing itself as 'representative of the citizen'**. However, madiak must carry an equivalent responsibility of providing interface with the environment beyond boundaries of a nation, which is much required as explained in **'de-progress' model**. The further deliberations are focussing on the role of madiak for fulfilling the requirements emerging out of this analogy.

For the madiak, between Government and the people, there are two sources of news, government and the people. The madiak taking over the **responsibility of providing communication between government and the PON, would ideally, provide an effective two way communication**. This would however, lead to some undesirable circumstances as although the citizen would demand communication from them to the government, the government would not prefer it anyway. This would virtually make madiak a representative of the people questioning the government always. This would make government to device ways and means to control the madiak for such shift. This would, thus, be not a good choice for madiak unless there are forces to drive madiak to do it.

An effective communication by the government functionaries with large number of people like citizens of a nation, in both directions, would be non-existent unless and until the government feels responsible for the same, **the madiak should picks up via-madiak for installing such communication where government to people direct communication is missing. The government would also tend to accept it as it would cover up its inadequacy of providing direct interface with the people.**

The other reason would be that 'madiak' is an external means of communication, thus government is not responsible for what they say and how they say. Thus madiak, may become, knowingly or unknowingly, a promoter of Master slave governance, if it has any preference for becoming 'representative of the government'(ROGM) instead of 'representative of the citizen/people'(RPM). This aspect, if not cared for, changes the form of governance and the behaviour of GPP, very important to understand.

Bring out Failure of Government and GPP:

It has been elaborated in other chapter that with all resources in hand, with all powers with them, and with empowerment to take every decision in every field, a government, GPP, must display the best and they would not have any reason to exhibit inability and helplessness not to have delivered 'the best'. Thus **success cannot be the criteria for assessing performance of a government and the real 'performance parameter' would be the 'failures'**. In a country, especially people with 'high negative' CEAK level, the people neither have empowerment, nor confidence, nor time to look at the working of government. The 'madiak' is the 'representative' of citizen, as it exists for them only.

The government decisions can affect a large population of citizen at one time, adversely, if inappropriate decisions taken by government. Such decisions can even take away the basic essential requirements a common citizen may need for survival. **With an orientation of 'authority' instead of 'service' and masterism in governance, may lead to such inappropriate decisions and such situation.**

The madiak exists for the people. Madiak earn from them and PON/Citizen becomes the 'cause' of madiak's survival. Madiak has the responsibility of 'serving' the people by 'looking after' their welfare and supporting them. **If a government happens to take a decision 'causing distress to citizen, disintegration in society' etc, the madiak remains responsible to highlight the same displaying the vital role of 'representative of the citizen'.**

Thus the madiak has the responsibility and duty to analyze and evaluate the 'government decisions' and bring out with all sincerity as to how the decision would lead to 'distress, sufferings and hardships' to the people as its 'moral responsibility'.

In addition madiak should also suggest the 'assessed, conceived solutions' which would nullify the adverse affects of such decision.

Government's obligation:

The government, if sincere and working for the welfare of citizen, must assign duty to the madiak for presenting critics, reviews of the government decisions, mishaps, actions, GOSIP to highlight the failures on part of the government.

It is elaborated in other chapter that one of the most important principles of 'citizen and nation oriented government/governance' is that they, **government and GPP, accept their performance based upon the failures and not success, because assessment of success can be made up artificially by government and it's the presentation of failures which is 'with the citizen'.**

Government, in a sincere endeavour, should institute laws and rules that 'madiak' would exercise independent and free analysis, of all the government decisions with the responsibility of bring out the deficiencies, lacuna, reviews on implementation bringing out success and failures in DAVM terms to the people/citizen and in their reporting.

No madiak 'escapes' the advertisements. In fact **if the madiak programmes are able to draw attention of the people sufficiently, perhaps there would not be any need of advertisements.** However, may be because of this or **for earning more using advertisements as 'extra yields' from same efforts, advertisements are there always.** The advertisements shall be against payments made to 'source of madiak' thus the advertisement shall be made to 'exert maximum thrust' about the product in a short time, **the advertisements may be exaggerated therefore.** If it is so, **the advertisements may be misleading or misguiding to extract commercial benefits.** The government would invariably issue guide lines to avoid it and notify without fail to prevent any attempt on part of madiak to 'cheat the people' by exaggerated presentations.

Based upon the same the channel/newspaper etc owner must prepare and notify the **'code of releasing advertisements'** which should contain sincere presentation as reality, no **overemphasis on achievable, no criticism of the other products** etc. If a **VIP or well-known person is presented in the advertisement, he/she must be made entirely responsible for 'false presentations' if the product does not meet what they say.**

The government must enforce laws and rules that **madiak should present all Priority1 (P1) and P2 news everyday as an obligation to the 'nation and citizen'** for whom madiak exists.

Government should also enforce **laws and rules to authorize madiak to highlight all anti-social, criminal, anti-national acts and occurrences, on its behalf, as gesture of help to the government,** helping government to fulfil its obligations towards nation and citizen to eradicate 'crimes and anti-social' happenings.

Similarly, the government must install laws and rules that the media should bring out the facts and **activities/happenings related to the security of physical entity of the nation, threat to security at borders of the nation and/or unrest and threats against integrity, inside the nation, well in time and publicly.**

The government must install **laws and rules that the media should bring out the high end and advance developments and progress occurring in other countries for information and guidance to the government.**

The **laws must amplify the proclamation that if the madiak 'knowingly and willingly' suppress any information about any 'anti-social and anti-national occurrence', it would be considered an 'illegal act'.**

Functions in Governance

Let we look at the important function of madiak related to the governance of the nation. Madiak now being between Government and the people, have both options with them- flow news from Government to people, flow news from people to Government. However as brought out above, the 'principle of existence of madiak' and 'objectives of existence of madiak', the madiak exists for looking after the 'welfare, security and progress' of the nation and citizen, which can be ensured by the government only. Thus madiak has to keep vigil on 'government' for making a headway to achieve such objectives by government or not.

Now Madiak has both options, to be **'true representative of the nation and citizen' TRONC,** or representative of the government to citizen. In this case the madiak shall be highlighting the success of the government primarily or even beyond madiak may be highlighting stories and events of a GPP as outcome of the government. **This state of madiak is termed as MADISM (Master's drudge inapt stupid media/madiak)** as it would signify its 'subordination' to the government leading madiak to be 'inapt'; losing its value for not fulfilling the role of critic of the Government/GPP and averting its role as guide by 'avoiding/forgetting' suggesting solutions to the problems; and further signifying its selfishness to remain close to GPP for its 'self-gains'.

The madiak, once gets inclined not to serve the people, would become an associate of the 'Government/GPP' and would not evaluate and present 'government decisions' to bring out loss to 'citizen' and 'nation'. And if no analysis done and presented, the madiak would also not 'insinuate' any 'remedies and solutions'.

However, in case the people are non-demanding with low CEAK level, not with wider horizon and vision of thinking and not having a decisive look out towards the outside environment (state the state of people by checking madiak coverage if presents developments/ progress around the world) and they are, indifferent to build a dialogue with the madiak or the Government, then **with low CEAK citizen base, madiak would have an easy choice to opt for unidirectional delivery of Government (GPP) owned News (GON)**, news formatted in a manner to present 'government /GPP having done something outstanding always. The cases of presenting GPP as God may not be 'out of place' sometimes. **So when citizen possess low CEAK, the madiak may prefer to act as 'Government's/GPP's voice'. If madiak adopts it, government would shift to 'masterism' permanently as there is no check on it now.**

There are two important issues. It has been brought out in our chapter that a **government and GPP's performance parameter should never be 'success' but it must be 'failure'. Thus a madiak presenting government/GPP doing 'good always' drive the GPP to move towards 'masterism'. This is a prominent symptom of MADISM.** The other important aspect is that madiak loses its purpose of existence as it must brings out 'what government failed to do' being true representative of the nation and citizen. As mentioned above when the **citizen CEAK is low and they are deprived lot, the government would want to use madiak as MADISM, and that would be the real test for madiak that they continue representing the people/citizen in the form of TRONC against government desire to turn it into MADISM.**

This citizen – madiak interface would therefore, be an important symptom to check the mode in which madiak is operational.

The madiak sells news to the people, and therefore, genuine and sincere business ethics and moral duty would always be sought from the madiak to represent people to whosoever relates to and to the Government. The **madiak has a comfortable existence in MADISM mode but loses its ethical values and ethical existence.**

Government madiak tie up

Delivering news is the purpose of madiak existence. Since **government is the creator of important news in a country, the madiak would have a tendency to align with the government.** Taking benefit of this dependence of madiak upon the government, the madiak may be encroached to a great extent by the government. Madiak would have compulsion of getting 'timely' and 'useful' news, majority of which originates from the government which would result it to have inclination towards the government. The **low level of 'direct communication between government and citizen' shall further aggravate the control of government onto the media as media would fully depend upon the government for 'delivery of important news' emerging from the government. This would result 'subordination of madiak' and thus MADISM.**

The MADISM indicators would include; presenting cooked up image of government/GPP, repress or twist facts related to government's failure, using ambiguous imperfect language to create illusion, directionless, citizen unfriendly not presenting P1,P1A,P2 news considering it mandatory, government drudge for praising the government and cursing those who are on the other side etc.

The model of madiak referred to as MADISM signifies a media working under the control of 'government' directly or indirectly signifying its 'one sided' presentations from government side, projection of GPP without DAVM substantiation, not presenting failures of the government GPP/HOG/MOG, associating myth factor with GPP/HOG/MOG, not confirming presentation of each P1 News everyday, not assessing and presenting the public services indices, not presenting the average citizen and CEAK score, not assessing the 'direct communication level/score' and not assessing and presenting various other indices like 'authority orientation', masterism in governance, not assessing and presenting the crime related indices, not assessing and presenting the justice system score and 'laws/rules score' etc.

The government (and/or political party) would keep control over media by controlling financially, making such laws and rules, It elaborates prominence of madiak dependence upon the government, may be because of being the main communication mode between government and the citizen (in absence of direct government-citizen communication) and/or because of government exercising visible or invisible control over the madiak through some laws or legislation or business profiting etc. **A part of madiak shown out side government sphere is essential to 'exhibit freedom' of madiak which may be symbolic or real. The madiak freedom should be real essentially and madiak must exhibit it by fulfilling its objectives of existence. In MADISM model, the madiak presents what government says or what its 'patron' says.** In principle if a direct dialogue between government and the public exists, there is no need of direct dialogue between public and madiak. The MADISM mostly provide one way communication from government to the people, thus extend information, mostly good one of the government to the people.

This, MADISM, makes the existence of madiak purposeless for the citizen. Although, there is no doubt that government would always be the creator of news and madiak will always be depending upon government for this, however, madiak must realize that government had responsibility of direct communication with citizen and the madiak should not be exploited by GPP for hiding their expressions and their intentions under the cover of madiak. **The madiak must ascertain and notify news which are obtained from the 'certified and notified platform' of the government.** If they want to present a news which has some other source, it is the duty of madiak to get the same endorsed by 'certified platform' of the government before presenting it.

Madiak must recognize that government/GPP is the owner of the 'government news'. Therefore, **madiak should only use the words and expression as presented by the GPP, without offering any decorative illustrations, adjectives and adverbs, without adding any phrase and without adding any sentiments.** If any such attributes are added by the madiak, then

Madiak would become owner of the news (and not the government/GPP) and **becomes responsible for it.**

Presentations: Principles

World over the **television broadcast TV and newspapers are the most potent means of madiak.** The TV channel once started, would have compulsion to keep the screen ON for 24 hours. It may not be necessary for presenting the news to keep the TV working all 24 hours, however, they have another reasons. The TV channel owner and responsible persons for their presentations would incur a cost for their network, infrastructure etc. and would operate in a manner to recover the cost. Advertisements are the well recognized means of earnings. However, **the madiak primarily is not a commercial entity with prime objective of earning money,** however, these are also run by the persons driven by the 'attributes' of self-gains. Therefore, **all probability exist that the TV channel shall be operated with the aim of earning money.** This may defy their primary objective of presenting news. **This would necessitate that a tough competition is 'instituted' by the regulations that there are adequate number of channels available for news and also there are rules and guidelines from the government (as facilitator) to permit time outs for advertisements applicable uniformly to all service providers, specifying the percentage of time allotted for advertisements in 'prime viewing hours' and 'non-prime viewing hours'.**

This aspect can be analyzed and understood better by taking example of 'newspapers'. A news paper would have and must have focus on the 'news presentations', presenting important news on front page and in bold /bigger font size. No newspaper owner NPO can imagine that everyone is going to read every news contained in the newspaper. Therefore, it is newspaper's owner NPO discretion and decision to present a news in a manner that it catches 'large attention' or 'trivial attention'. Can it be left to them? Not entirely. Just above it is mentioned that **the 'importance of a news' can be significantly altered by its 'value of presentation' which would signify 'probability of getting due attention' from reader.** And value of presentation can be altered just by the 'placement location' and 'its ability of catching attention' the font size, colours, with picture or not etc. So a **'Master government or GPP' may just manipulate to curtail the 'value of presentation' of news** which goes against its interests by exercising control on NPO. So it should be mandatory that the **news, are divided in different categories and priority is assigned under regulations by the government.** The following may be considered keeping in view the **'basic principle' that madiak has to represent the citizen and function as TRONC:**

Priority1 (P1): government failures, News related to national security, national borders, other government action not supporting nation' interest, News presenting distress of citizen: Rape, murder, major crime, riots and public unrest causing loss of property and human life, crimes/distress/injustice in government establishments, crimes/distress/injustice in government managed establishments, crimes/distress/injustice in government protected establishments, crimes/distress caused/injustice by GPP/PL; citizens troubled by government rules, GPP or government decisions, repeated in less than 3years, disasters flood, famine, disease spread

Priority 1A (P1A) (a part of P1):, Government GOSIP announced/declared, News presenting 'Master form of governance: Corruption charges on GPP, sign of misappropriation in government GOSIP and government establishments, delay in decisions by justice system/progress for cases pertaining to GPP, PL;

Priority2 (P2): Government welfare GOSIP with DAVM projections and goal, (making clear that non-DAVM presentation is just a story for fudging), DAVM results of ongoing GOSIP

Priority3 (P3): economy, finance related

Priority4 (P4): entertainment, sports and other matters

Argument mongers would always argue and the first argument may be that there is a 'rape case' and the country has also won 'gold medal' in some event. The news of winning gold medal must be presented with 'highest value of presentation' or the 'rape case'. **May be many agree to it but 'principles can not be and should not be changed every now and then'. If it is accepted in a 'regulatory setup', then it is itself nullifying its status and regime.** Yes the 'gold medal news' is also very important. So at best these two can be placed 'side by side' on with 'similar 'value of presentation', **but in no way this would take precedence over the news of 'rape or murder....'**

The other important aspect related to the news/presentations is if these fulfill madiak's responsibility to serve as 'representative of the 'citizen'. By virtue of this attribute, the madiak shall place news/presentations with analysis, study and DAVM objectives/goals. May be at the beginning, madiak may not be in a position to present the analysis but stands responsible to study and submit/present analysis especially covering possible 'bad consequences' and 'undesirable after effects' for the common citizen. The madiak must present DAVM analysis alongwith statistics, trends, projections, derivations evidencing the extent of usefulness and purposefulness of news/GOSIP elaborating undesirable consequences if any. **Such presentations with DAVM analysis alongwith statistics, trends, projections, derivations evidencing the extent of usefulness shall be VEP (Validated evaluated presentation). A news/presentation missing these shall be called NEP (No value Not evaluated presentation).**

Presentations: Advertisements

Coming back to the 'arena of commercial space allocation' a **news paper is established under regulations and objective of 'providing news'** to the people. What would be your reaction if you see first one/two/three..... pages full of only advertisements. Can such a publication be called a newspaper. Not at all. As mentioned above there must be allocations for the total space for 'advertisements **and not more than 10% of total space should be permitted for advertisements.** Argument mongers shall again question that why they should not be permitted for more space 30%...40%... etc after all newspaper have to earn for its existence. As mentioned above, carrying responsibilities of direct communication' with citizen, the **government should produce and release newspaper by itself, free of charge and with**

circulation of at least 40% of the citizen in each region/state. If it is non-existent, government must fulfill this right of citizen's by putting such regulations on madiak. If **madiak (and government) feels necessary, they may decide to have separate publications with advertisements only and sell it for advertisements and not for news.**

Another argument may be that if the advertisements are not permitted then the cost of newspaper shall increase. If this argument is accepted it implies that the 'news' are to be 'sold' based upon the selling value. Can this be accepted? The news are to be supplied to citizen as 'social and moral obligations' by the government or by whosoever and not to earn money. Once the madiak would move on this path, **the result may exhibit the worst, with full front page advertisements in newspaper, 'space with high value of presentation' occupied by advertisements, making news prominent which does not address the citizens agony and such government actions, Priority 1 and 2, and so on.** Not only this but the 'advertisements' say for a **new mobile phone (or any other product), can also be made up in the form of a news putting aside the news needed by citizen.** It is well explained in the chapter of corruption that 'deviation from ideal behaviour' must not be permitted because once the line of action deviates from 'ideal behaviour' it moves away and further away.

If it is permitted in this case, the 'communication with citizen' will be lost making citizen helpless and converting the madiak owners to 'irresponsible and selfish' lot.

It now comes out that there may be more reasons for the madiak, **non-government madiak, to deviate from the primary objective and purpose of 'representing citizen' and a madiak in this mode shall be termed as 'selfish anti-citizen' SAC madiak, SCAM.**

Presentations: News

Let we analyze the characteristics of SCAM further. The madiak came to existence for presenting news as its paramount objective aimed to represent the welfare of citizen. **The government or any regulatory body also cannot approve any other reason for the subsistence of madiak,** even if it is a master mode government. But still a government would prefer that the madiak functions as MADISM and if government provides this relaxation to madiak owner, it would slip over to SCAM also. Now madiak has to present the news but in a manner that the people do not 'relish and understand'. So SCAM shall adopt many such measures as mentioned below:

- 1. Concern vs Drama:** This will be the most common plot adopted by madiak to defy their existence in the form of 'citizen's representative' but still able to pretend as 'citizen's ally'. This is a **simple act of 'Present and forget'.** Madiak would present hundreds of news in a day and **it would present the news of 'citizen's concern' Priority1, 1A as one of these hundred news in a short time.** And then very simply forgets it. The consequences of this simple plot are grave and serious. Let we try to understand it.

Say in a country there is a rape case, average, occurring at every five minutes. This is not uncommon. So there are 280 cases of rape every day. Madiak would report one or two rape cases making them one amongst other hundred news, so **firstly keeping them at par with**

other 'less important' news and the distracting the attention of viewers from this news by 1/100 times, so the gravity of the news goes down by 100 times. Can here be anything more unjustified. No.

Argument mongers would jump in and put up argument that if there are 280 news of 'rape cases', the madiak would only be talking about these only and there will not be any time for other news. Yes, all 280 news of 'rape' must be covered before any other news. The madiak would keep on repeating the statement of HOG, MOG, PL etc many times in a day, even if it is not meaningful and purposeful, and 'de-valuing' such news of priority¹, should be stated as 'pitiful'. **The government must structure and display and notify 'code of presentations' for madiak to present all P1 and P2 news essentially, and make continuous evaluation.**

Getting back to the matter. The madiak must understand its value and purpose, frame principles and rules for its existence. The madiak in this case, **presents a 'drama' displaying it** as well-wisher of the citizen by presenting a news of 'rape' but in a manner that there is no 'stern message yielding discouragement' to anyone, neither the society, nor the people and nor the government. So **madiak would show the 'attitude of unconcern' at the same time.**

This is not all, but madiak's presentation needs further elaboration. The madiak 'has not talked about' what happened to the cases of rape occurred previously, simply forgetting these. This action of madiak would cause **irreversible damage that they 'make occurrence of rape cases' as a routine matter, exhibiting that they (madiak) do not bother about these cases and conveying the people/SNF that 'why do they worry if madiak does not'.**

Although, if due priority is recognized for different type of news, madiak can always present such news which are 'major cause' for the 'oppression' of the citizen in a country. **If the government is sincere and citizen oriented, such news of 'citizen suppression' should be few in numbers and madiak should have no reservations in presenting these elaborately.** However, **if the government is insincere and deceitful resulting more number of such cases, then it becomes much more important for madiak to present all the cases making government 'disgraced'.** If madiak fails to do so, **it would just represent its 'unfair fraudulent' personality/identity.** If madiak has fair intention of serving reasons of its existence, there are many ways of making up the news presentation. In above example, **madiak should specify all rape cases displaying total numbers, splitting it into different regions/unit regions and also displaying the names/details of government representatives DH, DPH, OIG of the unit region/region.** The madiak must notify the total number of rape cases occurred in a month or year in the unit region/region. The madiak must also notify the result of rape cases, state/region and unit-region-wise, if the criminals/accused punished or not. The madiak must frequently interview DH, DPH, OIG, PL, MMG, MOG, HOG about actions being taken by them for preventing crimes, success-rate of actions, and notifying.

Compliance shall only evidence that the madiak is 'Concerned' and not staging a 'drama'. **Madiak must set its goals of public welfare, notify publicly and certify accomplishment with evidence.**

2. **Run through:** The madiak in SCAM would offer another feature. SCAM shall **present a news under a cover of "illusion"** making people/viewers 'mesmerized' with the presentation that they really don't concentrate upon what is being presented. One may feel that what 'crazy' matter is it about. Every human can understand a stream of words being heard upto certain speed of 'words/minute' say W words/minute. And we remember only 25% of what we hear. So if we hear to something at the rate of W per minute, we are going to retain 25% only.

The SCAM presents a news at a speed of 2W, how much is going to be retained. Don't be foolish by saying $25\% \times 2 = 50\%$. It is zero % in fact. Because at a speed higher than W, nothing has been understood and analyzed by the viewer's brain. Yes this is a gimmick by SCAM. The news are presented at a high speed of 'words delivery' so that people are lost, just trying to understand, and not able to recollect much what has been heard.

This is presented by madiak which would have made up 'intention and inclination of doing' it. Hundred news presented in few minutes, mixing news of rape and murder with the news of what some film heroine eats, all presented with same emphasis and thrust same flow, same accent would make viewers indifferent and passive. This methodology would be developed by the madiak which is incapable of 'analyzing and finding out solutions' to citizen's problems, due to its own incapability. Otherwise, it would be far desirable that they should aim to 'discuss, deliberate, analyze and resolve' only few burning and important issues than 'running through'.

3. **Feel them (viewer) stupid:** This is another mode of SCAM. Say a news is being exhibited/presented on the TV screen, say a case of riots. The anchor is speaking something. On the screen itself two ribbons are moving at the bottom and at top mentioning some other news, say one regarding economy, other regarding some other country. It is virtually impossible for a normal person for concentrating and fixing eyes at three different moving objects. So the presentation is meaningless, **making the viewer to feel stupid that he/she is not able to catch the news, even though, madiak presenting the same in abundance.** The same would happen if in a debate 4-5 participants starts speaking at same time. **This is a deliberate presentation, once again in SCAM mode. The madiak just want to finish up with Bak-Bak without presenting any conclusion.**
4. **Derive and Present Conclusion:** The **SCAM** Madiak shall exhibit one prominent characteristics. In Concern vs Drama model above it is specified that madiak would present a matter of concern and forget subsequently, which is undesirable. In above paras also it is **highlighted that an effective madiak must possess a higher level of intelligence, than the government, to meaningfully analyze and dissect government's decisions.** It may be argued that madiak should only present the news without any interpretation and associating any opinion. Firstly, even if it is obeyed by

madiak, the government, mainly the master government and GPP, would never permit it. A **master GPP would always lack direct communication with the citizen and therefore, use madiak (MADISM) as means to upshift its image by adding 'induced interpretations', adjectives, phrases, poetry, mythology and slogans with what they say.** Not only this, **master GPP would also use madiak to contain, curb and demean the image of those who are in opposition** by making such presentations. In addition **madiak/MADISM would also glamorize and exaggerate their presentations to make it more 'attractive and rosy' for the people to gain popularity.** Therefore, under all probabilities, madiak would not rigidly follow the principle of presenting news without 'spices'.

But anyway, before a wrong interpretation about this discussions is made, it must be clear to the madiak and the government both, that **madiak existence is associated with the citizen and not with the government.** If it is **responsibility of the madiak to present analysis of government's decisions to the citizen fairly and sincerely,** it is the **duty of the government to permit madiak to freely do it.** A government with low level of direct communication with citizen, **presents extreme masterism** if they do not offer this freedom to the madiak.

So **madiak, once has raised an issue representing the concern of the people, must follow it up till it presents a conclusion.** And there is no decision making authority with the madiak so that they would be questioned anytime regarding any decisions. Example of a case of rape is picked above. **What madiak has to do is just presenting every fortnight, the progress government has made to provide justice to the victim. Interviewing DH, DPH, OIG,MOG, PL to obtain what help they imparted to yield early delivery of justice. BUT EVERY FORTNIGHT WITHOUT FAIL. If madiak fails to do so, Madiak is a partner to the 'Masterism of GPP rendering distress to people'.**

5. It has been brought out in other chapter that government/GPP must be possessing 'higher level of acumen, wisdom, intelligence in order to guide and take the nation forward. If we assign the responsibility of 'analyzing and evaluating the government's decisions/actions, the **madiak must possess even much higher level of intelligence and wisdom than the government.** So madiak must have a very high level of intelligence to make its role meaningful and purposeful.

The madiak therefore, must engage people in their presentation who have good level of intelligence. However, for analysis of government actions and the happenings, madiak **should have a nominated team of experts of very high caliber, of different fields. Every action of presenting an analysis and rendering advisory and guiding ideas, these experts must be presented freedom for giving their independent opinions.** The presentations in the form of a debate, DET, shall exhibit an attempt on part of the madiak to 'waste time and energy' as making more than one person speaking at a time is making a mockery of the 'presentation'. If **madiak has invited some experts and knowledgeable persons, for presenting some outstanding opinion, guiding and conducive, POE, they should be honoured by giving them independent time and**

chance to speak. If it is not complied, it would indicate that the madiak has not called 'intelligent and experts' and the purpose is only 'wasting time'. It may not be considered acceptable by many. **If DET is the form of presentation, the madiak must conclude and present conclusion of the debate to develop a belief that the intention was not 'wasting time'.**

For DET, nothing purposeful is expected. Presuming the presentation is POE, the experts shall present their opinion and it would be the responsibility of the madiak that the conclusion is presented at the end. If it is not convenient to conclude then **two most important points of the experts should be presented, either by madiak or by the experts.** It is not expected that viewers can grasp more than five points, therefore, for discussions, it **would be desirable to invite three experts on one issue at a time maximum.**

COVER TV AS NEWSPAPER.....

MADISM Madiak:

The prerequisites or the preconditions providing incentive to the formation of MADISM would therefore be, MS form of governance, government's direct or indirect control over madiak through licensing etc, control of madiak by political parties and groups related to the government expecting gains from government, lack of direct communication between government and citizens. And if the MS governance has formed, it is evident that the madiak would be in MADISM model.

SCAM: Non-Consistency of presentations

In most of the cases, a 'news' would be only the initial information about government's action. It is inappropriate both for the government and the madiak to present news in such format. **After presenting news to the people, madiak would have obligation to present the consolidation of the government action later.** The asking rate of **MRI** would depend upon the governance model, direct communication between government and citizen etc. However, government preferably might have resorted to the strategy of not having direct communication with the people to avoid presentation of their subsequent actions on the 'GOSIP' they floated earlier. The government would even have made a 'hypothetical idea' into a news without any sincere intention of converting it into an action. There is no doubt that government would make up news, hand over to Madiak, **presented to people by madiak as a sensation, but obviously without DAVM goals and no subsequent news either from the government or the Madiak.** The **SCAM madiak would therefore, flash a news and forget the next day** and would normally never revert to present the action taken further, and revert only if, there is something presentable from the government and not of its own otherwise.

Sincere TRONC madiak would not forget what they presented previously and what still remains due 'out of the same'. **The madiak must own moral responsibility to review the previous presentations and make up with the latest update.** Madiak must follow the '72hours' review and subsequently '3months review'. **The madiak must obtain DAVM objectives and goals, pertaining to a GOSIP, announcements, declarations, speech** and present in the first presentation itself. However, the GPP, may fail to furnish these, deliberately or unintentionally. The madiak must leave a note in the first presentation that Government shall be asked to furnish DAVM details and the same shall be presented to people on fourth day onwards. **And madiak would present DAVM objectives, achievable, goals on time line on fourth day invariably, and this shall be termed as 72hours 'wrap-up'.** In case government/GPP does not provide DAVM details, the **madiak must declare the earlier presentation of the government as 'ambiguous and bogus'.**

The madiak must also see the Government news, GOSIP, announcement, interview, news of major crime etc presented 90 days/3months back and check for the commitments given by GPP at that time. Madiak must present on 90th day as to how much of that commitment got fulfilled. **This is 3month 'top up' presentation.** The subsequent review and presentation must be made by madiak every three months and present update, till the government and 'madiak as well', declare the issue 'as closed'. No progress or little progress in 3month top-up must be 'highlighted by madiak' as government's FOTAS, 3months, 6 months, 9months.....etc.

SCAM: Madiak exploitation

The madiak being a major means of communication with the people, for enhancing their CEAK level added with the potential of earning money, **it would be a lucrative and advantageous preposition for GPP, political party or business person/house to own the newspaper, magazines and/or audio/visual, television networks. They need continuous popularity also.** After owning a madiak source, newspaper, television channel etc. **they can get themselves promoted by making presentations supporting their personality, their actions, their philosophies etc** which may be good or may not be good in reality. In addition it would be a source of earning by providing time and space for advertisements, regarding which the policies are made by GPP only. So they have all the reasons for owning source of madiak. **The television channels would stand exceptional as it is free of the 'circulation of a physical object' like newspaper etc.**

Although it seems that there is nothing bad about it. However, **in this mode when madiak is transformed to 'exploited mode', this would lead to the presentation of 'made up news in slogan form' aiming at the popularity of the GPP, PL etc behind the curtain.** The GPP, PL even after having fair intention to be fair, **GPP, PL would not present DAVM news about self and actions. Over a period of time when 'slogan and literary' news continuously**

presented to people, they become passive and stops questioning. The madiak source has many options like 'slogan/ literary news', using phrase, myth, mythology, old stories, multi-players debate etc as distracting means from real facts as mentioned above, to make the people passive and confused. This state of viewers would relieve the 'presenter', the channel owner, from any upgradations/changes. Such madiak would gradually become 'unidirectional stream of thoughts/presentation', promoting only the GPP, PL point of views which is just opposite what madiak came to existence for. Because the sources of madiak, needing substantial investment', are likely to be owned by GPP, PL, political party, high level business person, this will happen almost always.

The only way to curtail this approach is that 'code of presentations' are made by government, notified publicly and uniformly complied by all. It would be necessary that details of 'owner, co-owners, partner, associates, decision makers etc of the 'company' are publicly notified every hour on the channel or notified everyday in newspapers, magazines etc

SCAM: Made up, cooked up, blown up presentation

A 'made up, cooked up, blown up' (MUKUBU) news and presentations shall be 'dialogue based', literary, slogan based, using uncommon words and phrase, adjectives, exaggerated expressions, ideoms, incomplete expressions, poems and lyrics, not with DAVM details, not presenting maps and authenticated statistics, not making graphical presentation for pattern/trend/projections/goals, unsubstantiated discussions and arguments without DAVM facts.

Such presentations may be aimed at 'MUKUBU' elevation of someone or degradation of someone, just discussion based without conclusions notified.

SCAM: Business mode

Madiak should provide communication between 'various functions of the government/governance systems' and 'public/people' as main professional responsibility towards the people for whom it exists.

At this time it is important to understand the utility of 'news' for the people/citizen and for the madiak. The madiak needs people to buy their news as the revenue for their sustainability would come from the people. The most preferred situation for madiak would be 'no conclusive communication' between people and government so that the government activities itself becomes 'news' and are saleable through them. Thus the government news which should come to the citizen free, would come to them against some price and might be structured 'fake, away from original natural form and in a made up MUKUBU form madiak

deliberately might have framed it to be. However, this would not be justifying as a principle of natural rights, the aspirations of common citizen of the nation, as if madiak is given option to look at its professional functions only, then the priority **may shift from 'duty' of providing 'rightful and correct information' to fulfilling 'business interests'**. Thereby, **restructuring news to make saleable**. Not only this, the emphasis shall shift to earning money, and madiak shall have more focus on earnings from advertisements, sponsored presentations, presentation projecting persons or products. The madiak ability to earn more shall now depend upon making the MUKUBU presentations, thus madiak focus shall get distracted from its primary objective of representing the people as if 'a service' to them, to earning money. The madiak may even try to extract benefits from anything it would present, news, discussions, debates and the worst shall happen that the **madiak may extract selfish-gains by 'not presenting the news and facts' which can put some GPP, PL, political party into awkward position or shall make such presentations diluted, distracted, inadequate reporting in terms of time and details etc.** This would be the worst as madiak now would be just opposite to the 'representative of citizen'.

. **Madiak transformation into business mode shall be an action driven by 'selfish' interests which eventually shall distract them from its 'original objective'**. This shall be another form of SCAM.

It is necessary to elaborate it further by bringing out the **difference between 'profession' and 'obligation'** of the madiak and also how the shift from duty to provide 'news' to 'fulfilling business goals' as main objective would occur.

SCAM: Government and only Government GOG presentation/news

Let we proceed from madiak being in natural course, would cover the news made by the government with flow direction towards public, news in the form as produced by the government from its official and designated platform. The **madiak behaves in a manner permitting through the passage of news, thus unhindered and without reinterpreting, uplift or downcast**.

However madiak stands responsible for 'representing the people/citizen' as 'guide and advisor' thus should **'dissect, open and analyse' the government news (GOSIP etc) analyse DAVM objectives and goals as presented by the government** (or if not provided by the government at all), **analyse its applicability and probability of government projection being practical and feasible**. If the government has not presented the DAVM goals, **the media shall highlight the news/GOSIP being developed by government for selfish gains as the probable cause**. the media shall analyse the GOSIP independently, assigning DAVM goals practical and feasible, by itself. Provide opinion of recognized experts in the field and conclude with possibility of success or not. It would be **responsibility of the media to study and present the TSTS analysis to highlight specifically the 'that side(citizen side) implications/repercussions'**.

It is explained above that how a media/madiak is likely to be encroached by selfish attributes and in such SCAM mode, **Madiak shall offer 'made up and cooked up' exaggerated**

presentations with no analysis, no direction notified and no conclusion arrived and notified. When it would continue for sometime without any reaction from the people, it would form an easy path for the madiak for unchecked delivery of 'made up and blown up' presentations and news. This **would then create most prominent and serious mindset and critical point for shift of role for the madiak, that news are also presentable as being 'supplied' to people the way madiak feel like.** This would be a situation of 'madiak gain and citizen loss' implying that madiak would gain even by not doing their first responsibility of representing the people

The news which are of interest to a large number of people at a time are produced by the government. This makes madiak to be closer to the Government and **this would provide an easy path for madiak to have news from the Government and transmit in form GPP would like it to be.** Government GPP would always present news/GOSIP in a manner that it would present only 'Government point of views'. **Government GPP shall never present the 'citizen side' analysis presenting the possible repercussions/ bad consequences to the citizen.** Thus **such news/presentation shall be GOG (Government and only Government) news.** Also when the madiak would standardize presentation of news in **GOG** format, the government would also produce the news in GOG format for easy flow.

Thus in GOG presentation, the government would prepare news as making 'publicity for their ownself', presenting in a manner that it was the best possible and done by the government, even though it may be the worst. The government news would be NEP presentation therefore, not be presenting DAVM facts, statistics, derivations, maps, graphics, trend, pattern but structured hypothetical, literary and 'slogan structured' presentations with phrases, quotes and unrealistic words. Government shall avoid announcing such GOG news from official platform, thus madiak shall do it. **Madiak(SCAM) under government influence or because of its own incapacibilities and MUBIDITY , shall produce the NEP and GOG news/presentations.**

The SCAM madiak may transmit the 'made up news' in NEP and GOG form and tend to standardize it over a period of time. **Once this design of 'news' delivery is settled with the people, the government and the madiak (SCAM) would become partners in 'fooling the people'.** This may, over a period of time, depreciate the value of madiak's news delivery amongst the people and the particular madiak in this mode may lose people's interest and attention gradually affecting the volume of business in terms of sale of the newspaper or viewers of TV channel. The madiak would cover up this loss by **selling 'advertisements and sponsors', which would be a 'free product' for madiak.** The 'advertisements and sponsors' would be freely available to madiak and sale of the same thus would be 'NIL liability business'. The madiak is not meant for personalized and sponsored coverages and would present a great loss to the people by **taking away madiak's attention and coverage in the same space and time which would have favoured the people at large.** This would eventually turn madiak into the SCAM mode where **it would fulfill the responsibility of supplying the information (news), mainly from the government, becoming supplier in GOG mode news, but making up the business benefits out of advertisements or sponsored coverage.** The extent of sponsored coverage, something which promotes someone

in particular without having any bearing on people's life, would be the detrimental factor to establish the madiak being in 'such mode'. Therefore, **the madiak have a well defined choice of primarily working in SCAM mode if its coverage is much based upon 'advertisement and sponsored', an aspect which can be measured.**

The GOG news and presentations shall be one sided making up that the best has been done by the government/GPP, though the reality may be far away. Also **the GOG news likely be non-DAVM form, literary, slogan, myth, story, mythology based with phrases, and adjectives.** It would not be supported with analysis, statistics, derivations. **These would present GPP or PL as the best and likely to assign high myth factor.**

Thus under the condition that direct communication between government and the people is missing, thus government has delinked from the people (the worst form would be MS governance), the madiak would get into MADISM mode, tend to sell the 'GOG NEP slogan news' more than the 'analytical news VEP, as news would be a direct transmittal of the government. **With this the madiak would survive by becoming a representative of the government, and not people, and is an important criteria to view the state of madiak operating in and assessable by calculating the MFPI (Madiak Fooling people) index.**

When madiak at large, especially in MS governance, operates in the MADISM form for sometime and establishes it as a trend, overlooking their obligations to the people, acceptance of MADISM mode and delivering GOG NEP news, **It would form a low efforts path thus develop a ready made tendency for adoption by others and gradually after it spreads, would become a culture.** This would be the decisive stage for madiak orientation. This would signify that largely this is the 'madiak band' in which other new madiak entrants would also have to function and operate. A new madiak entrant may try to be different to draw immediate attention of the people and try to operate as representative of the people, but the people's attention and orientation for having accepted MADISM and GOG, would not provide encouragement to the new entrant to continue in this mode. **Even though working for the people, new entrant would not be able to move the people in an organized way to change the pattern set previously.**

Moving away from the large madiak players from the news applicable to PON at national level, in this situation, the **local madiak operating at district or sub-district level would crop up, basically providing coverage to 'only' daily problems and not the national issues.** Neither the people would possess a level to understand the national level issues, nor have any interest as the local daily problems would be enough to keep them occupied in their lives. **Thus number of local newspapers, district level, would be an indication of 'madiak separation' from people and MADISM madiak at country level. Let we call this as 'Madiak separation index' MSI.**

Effective and responsible madiak

The madiak working in MADISM mode would gather overriding importance if there is no direct communication between the Government and the citizen. Thus to look like more important to people, the **madiak would first prefer no direct communication between government and**

people and therefore, also present as replica of Government. The madiak would be important, therefore, if the government has the trust on madiak being simply a 'channel and passage of their words' (but not necessarily the actions) and then leaves no option for the people for not believing in what is presented by madiak. The madiak and government both would gain in this model and the loser are the people. The MADISM model, as mentioned earlier, would support that people to government communication be, either non-existent or incomplete, non conclusive and undefined.

When a natural option for the madiak would turn to become MADISM, publishing GOG NEP news/presentations, it becomes necessary to envisage a madiak and its characteristics which would work for the people with an aim of bringing just and true presentation of 'state of affairs', with objective of using 'news' as a tool to highlight government's compliance of its duties and accountability, initiating a change process and effecting radical changes to the 'peoples living conditions'. This will be TRONC.

What would be the change if madiak work in 'people to government' mode viz TRONC instead of MADISM. Taking an example, there was news (A) that government shall electrify..... numbers of villages in years. Needless to mention that government presentation must be DAVM for any further discussion. Presuming it is DAVM, the first question comes up about the objective of giving this information by the Government. Presuming this is to highlight intention of development,(B) the government must correlate this with the generation of additional electricity capacity in the region. It must be confirmed that additional electricity for electrification of these villages is also being planned to be produced otherwise these villages will eat into the electrical supply available to other villages and the GOSIP shall be meaningless.(C) The government should also furnish details of villages, so that the dwellers can do planning in advance for upgrading their lives and livelihood by planning industries etc. The other aspect would be (D) how government plan to up grade the lives of residents of these villages along with electricity.

Without (B,C,D) the news from government would only be a publicity item and of fake statistical value. Madiak must mention that these important details not furnished by the Government and follow up further to get details, so that, Government realizes that the news is not only for easy publicity but a 'responsibility to be carried through'. This would turn an 'ineffective un-purposeful madiak' (IUM) to 'effective purposeful people's madiak' (EPM) for the people.

Another very critical example is the law and order coverage. Say a news of a 'rape case' is delivered. The madiak news as normally appears is that a women is raped by ___/unknown people... at ___. For MADISM madiak, this is the end of the news, whereas, this should be the beginning for TRONC. **Along with the news, TRONC shall bring out if the complaint has been registered or not, name of the police station and police incharge, the name of DH, DPH and OIG, PL. It is elaborated earlier that madiak is responsible to follow up further till the justice delivered.**

The first argument which may come up is that all details as needed for analytical news would not be available at the time of publishing the news. It has been discussed earlier that with all news flowing through the madiak, they would be best equipped with the statistics to present as an analytical news. It would be only lack of will for not doing so and to prevent it from happening

intentionally. However, there is no reason that complete details also can not be presented on the first instance, not only about the crime but about the people on both sides of the act of crime, those who have done it and those who are responsible to prevent such mishappening.

It can be imagined that another argument may come "that why these to be brought out and how these would be useful? Rape is the news and it has been covered".

Let us think over again, why madiak would have covered this news. The response in **MADISM would be, its an unusual happening and therefore, to be reported.** Does it mean that if the rapes are occurring at very fast rate, say every five minutes, the madiak would stop reporting it 'treating rape as routine' a usual one. Whereas **the response of TRONC madiak would be that it was an heinous and undesirable happening and the report is with the intention and it is to alert all associated social and government agencies to come up to avert this.** The MADISM obviously support the Master-Slave Governance system whereas **TRONC if covers the details of police station and DH, DPH, OIG, PL of the district along with statistics of crimes occurred in their jurisdiction, would compel them to stop it, as otherwise their 'name fame' shall be at stake.** Further if made public, **such information will also be the basis for evaluation of performance of GPP,** not only by the people but by the department. **An approach of making it 'only a news' by MADISM and presenting it as a stand alone case, it would be undue support for undeserving act of the anti-socials and the GPP.**

The **TRONC madiak would maintain statistics, how many such incidents took place, FIR lodged or not, culprits/ accused arrested or not, for districts, states and country.** This would build pressure on government/GPP, and soon government/GPP/OIG/PL will start informing the madiak and the people regarding the actions taken by them. **This is an example as to how with the same ingredients of the government, madiak and people, the vicious circle of 'Master Slave forever' cycle can be stopped and reversed by just changing the role of one of its actor- Madiak.**

Madiak –Madiak Intelligence:

It is elaborated above that madiak/madiak has a very important function to 'guide' the people and also to bring out deficiencies of the government. This is possible only when madiak has a higher level of intelligence than the citizen and the government. This is essential for madiak to maintain and possess confidence for their actions and truthfully execute this function.

The important prerequisites are:

High level of education

High level of education in analytical fields, statistics, mathematics, science, engineering

Expert's panel for analysis of foreign happenings

For political speech/analysis analysis on scientific/logic based methods

For education systems in country and best in world

Health institutions in country and best in the world

Scientific research activities reports physics, mathematics, chemistry, engineering, medicine

Best institutions in country and in world-engineering, medicines, finance, scientific studies, space studies

Best construction examples in the country and in the world

Best public services level in the country and in the world

Best transportation system

Best roads/highways

Best governance yielding best results for citizen

Fields need examination:

Average intelligence level of anchor

Level of intelligence of experts

Government GPP person presented with official designation