Introduction


“--------- recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family in the formation of freedom, justice, and peace in the world”

-Preamble to the Universal Declaration of Human Rights 1948.

The concept of Human Rights has arisen from that of natural rights of all human. The belief that every person by virtue of his humanity is entitled to certain natural rights is a recurring theme throughout the history of mankind. It can be traced back thousands of years from the Vedas to the Hammurabi Code to the Magna Carta, the French Declaration of Human Rights, and the American Bill of Rights. Time and again history shows that the subsistence of human rights has been recognised and acknowledged as a necessary module for the well being of civilization at any given time.

Human rights are rights inherent to all human beings, whatever our nationality, place of residence, sex, national or ethnic origin, colour, religion, language, or any other status. We are all equally entitled to our human rights without discrimination. These rights are all interrelated, interdependent and indivisible, as stated in the definition of Human Rights by United Nations Human Rights Commission. (www.unhchr.ch)

The Amnesty International Report 2011 documents abuses in 157 countries, and shows how powerful governments, are blocking advances in international justice by standing above the law on human rights. The report also documents specific restrictions on free speech in at least 89 countries, highlights cases of prisoners of conscience in at least 48 countries, documents torture and other ill-treatment in at least 98 countries, and reports on unfair trials in at least 54 countries. The report further calls for justice, freedom and dignity and it has evolved into a global demand that grows stronger every day. (Amnesty International: 2011.)
1.2. Human rights as news topic

Though journalists have expanded coverage of human rights issues into new areas, many human rights issues are still under-reported. Issues those are less visible, or slow processes, are covered rarely. Human rights are still taken largely to mean political and civil rights, and the importance of economic, social and cultural rights are ignored widely by the media in their coverage of economic issues, including the international economy, poverty, inequity and social and economic discrimination.

The study also tries to explore the media’s point of view, whether human rights issues are news in their own right or whether they are news only when they are associated with other news. It should be acknowledged at the outset that news organizations and the media collectively can say a great deal about human rights, but they have no inherent obligation to say everything. They have to select; and have no duty to privilege human rights stories over others. This is the argument that emerges from a number of journalists consulted for this report when asked about the quantity and quality of their human rights coverage.

During the study it was interesting to note that many of the same issues have been a focus for the media long before they would ever have been cast in the language of rights. Wartime atrocities, for example, have been a concern of journalists since the First World War. In the years before the creation of the human rights system, many other human rights issues have preoccupied the media, journalists and other writers: child labour in nineteenth century Europe: the plight of workers and the poor in the depression of the 1930s (in the writings of George Orwell and James Agee). These issues were seldom presented in the language of rights. Till date many journalists have been arrested, prosecuted or condemned to heavy fines or prison terms (D’Haenens, Leen, et al 2004)
1.3. Efficacy and Efficiency Of Media Coverage Of Human Rights

This research also takes a look efficacy and efficiency of media coverage of human Rights and as to what degree new information trends are is affecting the quality of media presentation of human rights issues. The present study aspires to identify and critically examines the efficacy and effectiveness of the role of media as an important tool for human rights campaigners with reference to case study of ‘Global March against Child labour’ campaign.

Today with the information explosion, the media of mass communication holds more substance than ever. Around the world, the media is the most effective avenue for spreading human rights awareness and acceptance. Nothing can match the reach and scope of the media; it is an effective medium at reaching dozens or even hundreds of people at one time. For instance, one radio station in a remote town of India, can reach hundreds of thousands of people simultaneously with information about women's rights. A website featuring photographs of abuse of child rights may get millions of hits a day.

Beyond doubt today, media appears to give more attention to human rights issues than they did. Added coverage is due partly to the fact, that governments and political leaders refer to human rights more often than they did, even ten years ago, both in their formal statements of policy and in political rhetoric (Bhatt Gunjan 2002) Public opinion has similarly evolved. For these reasons, I personally feel the amount of coverage of human rights issues in the media is likely to continue to rise.

Most journalists may well sign up to the conception that democratic pluralism and respect for human rights form the core of a unifying political ideology, but few wish to be told to follow a particular policy or strategy. Secondly, the impact of technical and corporate changes in the global media landscape has affected the work of journalists, media content and the news agenda, particularly the way news media deal with human rights (Gupta V.S.2002)
2. The Global March against Child Labour Movement Campaign

2.1. The reach and magnanimity of the global march against child labour campaign.

“From Exploitation To Education” – this simple but powerful statement has been the underlying motto of the Global March Against child Labour. The march set out on its journey on 17 January 1998. The Global March has built one of the largest worldwide networks in protection of children’s rights to education and in the fight against child labour. It has brought together the unlikeliest of partners on a common platform, including NGOs, trade unions, teachers, children and individuals, across all continents and ensured that they all work towards a common mission.

The Global March Against Child Labour created the world’s single largest coalition on child servitude with about 12000 partners (NGOs, Trade Unions and Human Rights bodies) spreading over 144 countries across the world. Between 1998 and 1999 the Global March accomplished 80,000 kms. In three different directions across Asia, Africa, and the Americas. It elicited the support of 7.2 million people in 107 countries, which included Heads of State, Heads of governments, liberated children etc. It successfully mobilised world wide efforts to protect and promote the rights of all children, especially the right to receive a free, meaningful education and to be free from economic exploitation and from performing any work that is likely to be damaging to the child’s physical, mental, spiritual, moral, or social development. The primary objective was - the removal of child labour from the face of this world.

This unprecedented social mobilisation culminated in Geneva with strong moral force demanding the immediate adoption of a new ILO convention. The voice of the marchers was heard and reflected in the draft of the ILO Convention against the worst forms of child labour. The result was the unanimous adoption of ILO convention 182 on Worst Forms of Child Labour (www.ilo.org). Today, the Global March strives to as a movement in 144 countries engaged in various issues especially related to children.

The following year, the Convention was unanimously adopted at the ILO Conference in Geneva. Today, with 171 countries having ratified the convention so far, it has become
the fastest ratified convention in the history of ILO. A large role in this was played by the Global March through its member partners. With ILO conventions 138 and 182 as well as the UN Convention on Rights of the Child forming the base of this movement, the Global March also perceives the right to free and compulsory education of good quality for all children, as non-negotiable (www.ilo.org).

The Global March works on a three pronged strategy, or what is called a triangular paradigm. The three key processes affecting the future of the world, in particular the children are the elimination of child labour, education for all and poverty alleviation. A multi-dimensional approach consisting of awareness building and consciousness raising, community participation, alternative and viable social and economic rehabilitation, enforcement of national and international legal instruments in relation to children and other similar plans, are needed for linking the elimination of child labour with overall poverty alleviation and education strategies. Thus it is imperative that there is a synergy in policy planning and programmes that addresses these three vital issues that affect the lives of millions of children for a sustainable development. Bringing together policy and action for a unified response to child labour, illiteracy and poverty is a priority for the Global March. The movement helped in not only leading to permanent change, but also has been Instrumental:
- To train NGOs/ anti-child labour activists.
- To develop further anti-child labour programmes.
- To monitor development in the finalization, ratification and implementation process of the convention and keep all interested parties informed.
- To help meet the needs of media doing child labour programmes and success stories pertaining to the march.
- To participate in an international lobby effort directed at multinational companies, development banks and national leaders.

This documentation of the global march and the conditions of working children will have archival value and serve as a reference in future.

2.2. Campaign and Advocacy of Global March Against Child Labour Movement
During the eighties and nineties, there has been a slow crescendo of public awareness and concern about the issue. The media had taken an active role in highlighting cases of child slavery and abuse, and the grassroots campaigns of several organisations had built a base of public concern on the issue. High-level policy discussions were also taking place at the international level—but despite these developments, the issue was not a worldwide concern, and little movement was only confined to the towns and villages, where children were working.

The campaign kicked off the process of global mobilisation by issuing a worldwide appeal to join the movement. Internationally this went out through the various networks of NGOs and their partners, through international trade unions and their affiliates, and through a direct written appeal to over 20,000 organisations. At the national level, coordinators organised meetings of key partners, informed the media about the march, and initiated a dialogue with the government. A series of networking trips was also critical in spreading the movement into many countries that had not seriously considered the issue before.

This broad movement then focused on the core task of organising a high-profile march stretching across Asia, Africa, the Americas, and Europe. The march kicked off from Manila on January 17th, 1998 and travelled 80,000 kilometers before arriving in Geneva for the start of the International Labour Conference. For the march a certain amount of time was spent managing the logistical details of moving people from place to place and country to country, but the bulk of the efforts were devoted to public awareness raising. These activities included: organizing large public rallies, producing posters and other public materials, coordinated special media features and documentaries on child labour, making presentations to schools, collecting thumbprints and messages of support, and establishing child labour sites on the internet. The Global March received a ringing endorsement from many of the world's leaders, including Nelson Mandela, Bill Clinton, Tony Blair, Pope John Paul II, and many more.

This study shall do an in-depth study of the success of the Global March Against Child Labour. This documentation of the process, experience and assessment of the impact of the march will help to create a podium for future researches in campaigns of this
magnitude. It shall beyond doubt have an archival value for the researchers and human right campaigners, as campaigns of this magnitude happen only once and only leave their trail behind.

3. Literature review

**Accelerating action against child labour : Global Report under the follow-up to the ILO Declaration on Fundamental Principles and Rights at Work 2010. International labour conference 99th session 2010 Report I(b) International labour office Geneva**

Over the last decade the ILO has become the world’s most important source of child labour-related statistical information. One of the main objectives of ILO Global Reports is to provide a dynamic global picture of the problem worldwide. The ILO’s child labour estimates and trends are broken down by age, sex, region, status in employment and sector of work. The guide has become a major resource for training and technical cooperation activities.

**Agenda Setting in a Culture of Fear: The Lasting Effects of September 11 on American Politics and Journalism: Matthew D. Matsaganis** Post September 11 terrorist attacks the authors suggest that it is critical to understand the dynamics of the making of “mediated realities” so as to alert readers of the importance in furthering critical media literacy skills necessary for the public to distinguish between facades and facts.

**A World Fit for Children: Author: UNICEF (Reprint) Publisher: UNICEF:** The book documents — the Millennium Development Goals, documents of the UN General Assembly's Special Session on Children, and the Convention on the Rights of the Child — constitute an essential guidebook for all those working to improve the lives of children and young people.

**Audience Analysis: Denis McQuail: SAGE Publications, Inc:** This informative volume explains the contrast between social scientific and humanistic approaches and gives due weight to the view "from the audience," as well as the view "from the media." It summarizes key research findings and assesses the impact of new media developments, especially transnationalization and new interactive technology.
Collective Action in the Age of the Internet Mass Communication and Online Mobilization: Tom Postmes, Suzanne Brunsting: Social Science Computer Review Fall 2002 This article examines how the Internet transforms collective action. The research also looks at how the Internet has altered the motives underlying collective action and the nature of social movements.

Content Analysis-An Introduction to Its Methodology (Second Edition): Klaus Krippendorff: 2004, The Second Edition of Content Analysis is a definitive sourcebook of the history and core principles of content analysis as well as an essential resource for present and future studies. The book introduces readers to ways of analyzing meaningful matter such as texts, images, voices – that is, data whose physical manifestations are secondary to the meanings that a particular population of people brings to them.

Dr. Savita Bhakhry: Children in India and their Rights: National Human Rights Commission Faridkot House, Copernicus Marg, New Delhi: 2006: The main objective of this paper is to inspire, motivate, cultivate curiosity, shape the opinion and enlighten on the issues concerning human rights, The focus here is on various movements that have taken place at the grass root level. It also consists of milestones at the national and international levels, critical analysis of the situation, etc.

Democratisation of information dissemination: Dr. Abhijit Bohra: Vidura-April-June 2010: The researcher takes a look at the presence of large media which ensures that the credibility of information is valued.

Has Newspaper Credibility Mattered? A Perspective on Media Credibility Debate: Journal article by Kenneth R. Blake; The present study assumes the measures of confidence in the press and of tolerance which could reasonably serve as proxy variables for measures of newspaper credibility and support for free expression

Human Rights in a Globalised World-An Indian Diary :The book deals with the diverse issues of civil, political, economic, and social rights emerging in India, China, South Asia and expatiates on the emergence of the regional human rights mechanism in South Asia, Africa, and the Americas. The book captures the current human rights situation of India, a mix of progress and regression, gains and losses.

Human Rights and reality (1987): Freed kazmi: In this book the author, makes an attempt to demystify the numerous myths that have been woven around the concept of human rights, He redefines the concept of human rights as a means for the promotion of the happiness of the people of India.
**Human Rights Acts, statutes and constitutional Provisions (2003) the authors D.N.Gupta and Chandrachur Singh** focus attention on the Acts, statutes and constitutional Provisions which are concerned with environmental issues, protect one of the rights of the Indian citizen via-a-via the illegal migrants, the rights of the disabled persons, juveniles, prisoners, criminals, citizens, right to information and many other important subjects connected with human rights.

**Influence of User Comments on Perceptions of Media Bias and Third-Person Effect in Online News:** J. Brian Houston, Glenn J. Hansen Gwendelyn, S. Nisbett: The authors of this study have sought to understand how user comments influence individual perceptions of media bias and third person perception in online political news.

**Investing in Every Child – An Economic Study of the Cost & Benefits of Eliminating Child Labour- ILO-IPEC, 2003** According to the report the benefits of eliminating child labour will be nearly seven times greater than its cost, by a ratio of 6.7 to 1 globally. The study compares costs and benefits not with a view to justifying action to eliminate child labor – already called for by the ILO in its Conventions No.138 and 182 – but with the aim of understanding the economic implications of these international commitments and to see what it translates into in economic terms to the southern world countries.

**Journalism, media and the challenge of human rights reporting- published by the International Council on Human Rights Policy, Geneva** The report is concerned with the media’s capacity to provide accurate, reliable, and timely information on issues that involve human rights. The report further states that no doubt the media gives more attention to human rights issues than they did but the reasons may be deceptively complex.

**Mass media and the UN:- what the advocacy community can do to shape decision making. Published by School of International and Public Affairs, Columbia University May 2000** This paper is based on both qualitative analysis and quantitative evidence, it discusses how UN policy makers use and obtain media. Details are given on commonly cited sources of media, as well as the impact various types of media—both traditional and new—have on policy making. The report further states or advocates of global issues, such as human rights abuses and upholding the rule of law, the targeted decision-makers are often located within the United Nations (UN) system.
Media, audiences, effects: an introduction to the study of media content and audience analysis: Paul J. Traudt: Pearson/Allyn and Bacon, 2005 - Language Arts & Disciplines - This book educates as to how to evaluate media effects research and better understand the role media play in our everyday lives. This text introduces readers to more than 300 contemporary research studies focusing on twelve important topic areas, including television violence, gender and ethnicity, sexuality and pornography, and advertising bans. It provides a framework for understanding how researchers study media effects and what mass communication theory and research tell us about the relationship between media and society. Provides summaries of current qualitative and quantitative research, to see different approaches to media inquiry in practice

Media Violence-The Effects Are Both Real and Strong: John P. Murray: American Behavioral Scientist April 2008 The paper studies the effects of media violence that are both real and strong and are confirmed by the careful reviews of research evidence by various scientific and professional organizations that are concerned with children's mental health and development.

New Communication Technologies, Old Questions: Marco C. Yzer, Brian G. Southwell: American Behavioral Scientist This article reviews two sets of rival hypotheses investigated in light of new communication technologies: proposals regarding social isolation effects versus connection effects, and ideas about whether new technologies lead to group integration or group polarization.

Producing the Evidence that Human Rights Advocacy Works: First Steps towards Systematized Evaluation at Human Rights Watch: Ian Gorvin: Journal of Human Rights Practice: This paper aims to present Human Rights Watch's work-in-progress through pilot a systematized evaluation process. At the same time, it reflects at the presence of the media and as discussions with policy-makers grows how media faces a hostile audience as never before.

Public Awareness of Human Rights: Distortions in the Mass Media: Rosa Freedman, Eric Heinze: International Journal of Human Rights The research paper studies how mass media decisively shapes global perceptions about human rights, yet fail to reflect the realities of global violations. The aim is to understand the kinds of factors which, albeit
tangential to violations of fundamental human rights, nevertheless influence both the quantity and the quality of reporting.

**Progress For Children: A Child Survival Report Card**  UNICEF. The report addresses the fourth millennium Development Goal which aims for a two-thirds reduction of under-five mortality rates between 1990-2015. It reveals global gains in child survival since 1990. This report is a critical tool -a report card to measure progress in the lead up to 2015-in the fight to save millions of children’s lives and ensure their healthy future.

**Research paper on the Case for a Strategic Framework for Strengthening Media in Africa:** By Prof. Abiyi R. Ford, Dean, Graduate School of Journalism and Communications, Addis Ababa University (Ethiopia)— Prof. Abiyi R. Ford in his paper emphasises that New media technologies are not innately good or bad when weighed for the fantastic opportunities that they offer. The threat lies in how they are used and adapted in environments different to those that created them, especially given that mass media have been used as agents of manipulation of ideas, opinions, and emotions of mass audiences.

**Reinforcement of regressive subjectivity of women?**: Kalpana Tallur Rao1: Communicator Vol. XUI No. 1 Jan.-Dec. 2007 Journal of IIMC: This study attempts to understand this representation of women in Hindi films in the context of the neo-liberal economic policies and patriarchy.

**Reaching the Unreachable, Resolving Globalization vs. Localization Paradox:** Tej K. Bhatia and Mukesh Bhargava: Journal of Creative Communications The main focus of this study is on the analysis of the messages in the 'unconventional' media and wall advertising. The strengths and limits of the 'standardization' versus 'adaptation' strategies are accounted for with special reference to the structural properties of wall ads. The directions for future research are outlined.

**Sign and meaning: a semiotic approach to communication:** Codruta Porcar: Journal of Communication and Culture In the following paper the theoretical assumptions regarding semiotics and communication, have been analysed with the intention of outlining the productive tension installed between them.

**The Socio-Spatial Dynamics of Identity Construction in a Gender and Development Communication Initiative:** Amit Sengupta., Lynn Miiarter and Arvind Singhal: Journal
of Creative Communications  In this article, we explore the participation of men and women in Taru, a multilayered and participatory entertainment-education based gender and development (GAD) communication initiative in the Indian state of Bihar. By analyzing ethnographic data collected through participatory photography, in-depth and focus interviews and participatory theatre, we work to understand how gendered identities of men and women shift in tandem amidst particular socio-historical, economic and material contexts.

The ugly Truth: T.S. Krishnamurthy : Vidura In this research paper the author looks at the practice of paid news which is pernicious and bound to affect the quality of democracy.


Utilizing a Positive Deviance Approach to Reduce Girls' Trafficking in Indonesia: Asset based Communicative Acts That Make a Difference: Lucia Dura and Arvind Singhal: Journal of Creative Communications  This article analyzes the communicative practices that undergird the Positive Deviance approach to social change and its contributions to the curbing of girls' trafficking in rural Indonesia. It facilitates a unique vantage point to build human capital and sustain positive impacts.

4. Objective of the study

4.1. The documentation of the process, experience and assessment of the impact of the march will help to create a podium for future researches in campaigns of this magnitude.

4.2. This study shall do an in-depth study of the success of the Global March Against Child Labour. It shall beyond doubt have an archival value for the researchers and human right campaigners, as campaigns of this magnitude happen only once and only leave their trail behind.
4.3. This documentation will strive to achieve as to how the web of media technologies have made this campaign successful.

4.4. The present study aspires to identify and critically examines the efficacy and effectiveness of the role of media as an important tool for human rights campaigners with reference to case study of ‘Global March against Child labour’ campaign.

4.5. To understand media literacy: the ability to separate fact from fiction as well as understand the nature of media.

4.6. How media particularly radio & television has become a significant role phenomena and its influence on the attitude and behavior of the audiences.

4.7. To study how the media can play a salutary role in creating larger awareness of the concept of human rights.

4.8. The impact of technical and corporate changes in the global media landscape has affected the work of journalists, media content and the news agenda, particularly the way news media deal with human rights.

5. Hypothesis:

H1- Efficacy and effectiveness of media coverage of Human Rights
H2 - Case study of successful campaign of Global March against Child labour campaign.
H3 - The effects of changes in the media reporting process and in technology
H4 - Are human rights issues news in their own right or whether they are news only, when they are associated with other news
H5 - Media’s reporting of Human rights news as political and civil rights?
H6- The effects of changes in the reporting process and in technology,
H7- How the values of journalists and editors influence their priorities
H8- Impact of campaign initiatives taken by Global March against Child labour campaign
H9 - Is knowledge, attitude and behaviors and dissemination of information consistent in reporting human rights issues

6.1 Work Plan and Research Methodology

This thesis shall be both a normative and empirical study of media accountability in a liberal democracy. While its focus is predominantly on Global March campaign against Child labour, it shall also contain some international comparisons. Media ethics and media performance in relation to quality of media content are identified as the two main dimensions of media accountability.

Before working out the methodology for the research, I would like to mention, The Human Development Index (HDI). The Human Development Index (HDI) is the new measure of development recognized in 1990s. It is said: ‘a nation’s ability to convert knowledge into wealth and social good through the process of innovation is going to determine its future’. If the emphasis earlier was on tangible assets as the index of wealth, there is now a paradigm shift towards emphasis on intangible intellectual assets. That is why the 21st Century is considered to be the century of knowledge. Economics of knowledge is the scientific study of improving governance through human development and, therefore, it assumes great significance. Today, knowledge has come to be identified not only as a significant form of wealth but also as power. Acquiring knowledge and using it’s profitably to convert it into wealth and social good has to be the goal. Human development linked with human rights to achieve this end must be the aim. Human rights have to be understood and appreciated in this manner.

With recognition of the Human Development Index (HDI) as a new measure of development, the Human Development Reports in the last decade have analyzed and focused on new vistas of human rights while integrating human rights with human development as a true measure of progress. The 1995 Human Development Report points out the four essential components of human development paradigm, namely, Productivity – economic growth with people’s participation in income generation; Equity – people’s
access to equal opportunities; Sustainability – access to opportunities must be not only for the present generations but also for future generations to all forms of capital i.e. physical, human, environmental; and Empowerment – opportunity with developed capabilities of all people to participate in policy a opportunity with developed capabilities of all people to participate in policy and decision making processes that shape and affect their lives. (Human Development Report 2010)

Keeping in mind the broad end specific objective of the undertaken research, qualitative research design was found most suitable for the study. As with any kind of data collection, the value of the results depends on the quality and appropriateness of the study design. The research methodology chosen here is the qualitative research design. Principal methods of qualitative research undertaken are – interview, questionnaire, and case study.

This chapter shall sum up the findings drawn from the results and discussion of the research undertaken. This study shall also attempts to map people’s perception about human rights with an objective of exploring social, cultural and economic underpinning of the comparative points of departure and similarity. The study will also draw comparison between the assimilation of the content of message imparted by the various Medias. The study shall also explore whether the media is truthful in its reporting of the Human rights issues and lastly, the absorption of the message by the target audience.

An outcome evaluation on a module of ‘Bloody Sunday‘ produced by Bachpan Bachao Andolan, (Bachpan Bachao Andolan, is the pioneering child-friendly organization of India working to end child labour, child trafficking, and provide free education for all children since 1980) shall be screened to a target Group. This film explores the journey from exploitation to education of the small children exploited and abused in the circus industry. This film was part of the campaign to create awareness against human rights into a global voice.

As part of the research methodology a questionnaire shall be designed. This shall cover different aspects of the awareness of human rights as such plus the assimilation of the message by the target population. This shall test the target audience’s behavioral change,
attitudes and knowledge. The study shall further analyze and compare the human mind perception index before and after screening the film.

The study shall be based on substantial qualitative research involving interviews with a wide range of experts in media ethics, law and accountability. In addition to this, case studies of Global March Against Child labour shall be presented. This study shall be a report on communication and media in the world, specifically with regards to the Internet, how and why we communicate through it, leading on to the problems faced when doing so, finally looking at resolving those problems through various deployed and recommended methods. The research shall examine the social, cultural and economic forces at work. We shall go beyond the tales and stereotyped news coverage to reveal the reality behind the myths.

It will be my effort to illuminate a difficult subject of major social consequence with integrity and objective attachment, researched with delicate simplicity.