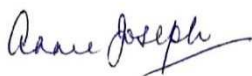


ADVISORY**April 4, 2019****Members and Editors of NBA****Re: Advisory regarding continuously showing gory visuals, violent scenes etc. should be avoided**

NBSA has been considering complaints in relation to broadcasts by the member news channels of NBA which continuously and for long durations show gory visuals, violent attacks by hooligans and unruly elements, and physical abuse of men, women, elderly and children. Most of the videos used by broadcasters in the programmes / news are those which are going viral on social media. The normal justification for such broadcasts is that they are needed to bring awareness among viewers and to prod law enforcement agencies to act against perpetrators of such violence.

Television has greater and wider reach, and more immediate impact than social media. Therefore, it is necessary for news channels to exercise restraint to ensure that any report or visuals broadcast do not induce, glorify, incite, or positively depict violence/brutality or perpetrators thereof. Special care must be taken while using material sourced from social media to weed out false/fake videos circulating in the social media. Brutality and violence should not be shown for a long period, as that sensationalizes the issue and creates panic among viewers. News channels should report well researched, factually correct and verified news to educate and inform the people so as to enable them to understand the issues raised by the news reports and form their own conclusions. News channels should desist from glamorizing acts of violence and brutality, which may desensitize the viewers. News channels should take adequate precautions while showing any visuals of pain, suffering and brutality repeatedly and continuously without blurring, is not justified.

It is true that the broadcasts of news reports of such violence against aged, children and women will highlight before the public, instances of condemnable conduct and actions, affecting the public life in the society and also facilitates the law and order machinery of the State to take strict action against the perpetrators of such acts and brings justice to the individuals who are victims of such brutality. However, showing gory visuals and attacks against aged, children, women and infirm for long durations or repeatedly should be avoided. The purpose sought to be achieved, could be achieved by showing the visuals once or twice, instead of repeatedly showing them throughout the broadcast. Further the avowed object gets vitiated by looping the visuals and in some cases without morphing. Therefore, constant looping of the disturbing visuals should also be avoided.



Annie Joseph
For and on behalf of the
News Broadcasting Standards Authority

CC: Legal Heads of NBA