

Assignment
History of Media
Gandhi and Ambedkar as a communicator

Gandhi as a communicator

Gandhi was a very good communicator not because of one cause, whenever he gave his speech or address millions of people in a one time everybody listen him very peacefully.

People are listening him because they like Gandhi, in his speech he using very familiar word or everyday vocabulary. He believes in a 'express no to impress' he spoke very fearlessly. Gandhi used a language that was authentically Indian. Gandhi ji was also good journalist, he was not saw the journalism as an instructor, as a friend of people, for poor people also the only purpose of journalism.

That's why he always prefer important news. Lots of people were following him because he was embraced people were his own brother and sister. People also came to regards him as one of their own kind because he has adopted the lifestyle and spoke in their language. Because of his looks and lifestyle of living the arch imperialist called him 'naked fakir'.

Ambedkar as a communicator

Ambedkar was a national leader But he is projected as a Dalit leader. Dr. Ambedkar was also a successful journalist. He provided a platform for social revolution through his papers. As the pro-Congress media refuse to speak about the oppressed people, Ambedkar's struggles, his ideology, Ambedkar required a media, a mouthpiece. Ambedkar strongly believed that newspapers could bring about a change in the lives of the millions of oppressed people. But newspaper not giving him much space in a newspaper that's why he announced his own newspapers (MookNayak, Janta, bahishkrit Bharat). Sole leader (Ambedkar) who voiced for the untouchables right.

Comparison between Gandhi and Ambedkar

Struggle: Gandhi make his space from his hard-working but Indian media, newspapers also support in his every move. But Ambedkar made his space his own hardwork and without anyone's help. Indian media which admires Gandhi's efforts to start a newspaper for the untouchables never addresses Ambedkar's labors that are responsible for running four newspapers for his people. As the pro-Congress media refuse to speak about the oppressed people, Ambedkar's struggles, his ideology, Ambedkar required a media, a mouthpiece. Ambedkar strongly believed that newspapers could bring about a change in the lives of the millions of oppressed people. That's why Ambedkar release Marathi newspaper politics and ethics and anticipated a just social order. Newspaper: Mook Nayak, bahishkrit Bharat, and Janta.

When newspaper were constricting a nation and operate the crowd to participating in the freedom movement. That time Janta newspaper basically stressed on, Dalit difference from the mainstream 'Nation' so, Ambedkar demand's separate Dalit-space.

Discrimination: Water is a very basic and necessary thing for everyone.

'Chavda' was the public pond of mahad town but from so many years, the untouchables communities were unaccredited using the water from this public pond due to the practice of untouchability. Then Ambedkar start a movement to have the water.

And court was also in the favor of untouchables. The judgment was a big success for untouchables in their struggle of equality. These all things were happen that time but Gandhi ji was not support, his main focus was just only Indian freedom.

Temple entry: The Untouchables were not allowed that time because of the nation. According to them their birth were in impure and uncultured society and they don't deserve to come in temple. After all this discrimination oppressed people were start movement to enter the temple. It was started in 1928 in Nashik. The newspaper Balakar' blamed the Backward Classes for attacking the untouchables. But "Babasaheb Ambedkar retaliated Balakar's statement and said "Atrocities were committed by Balakar Brahmins. When we are claiming as Hindus, and you are calling us Hindus for that purpose we want to enter the temples. We feel it is our right also. We do not want to separate the temples. We need the temples for social prayer and social congregation and the social interaction. If we really need the temples, we were able to construct independent temples ourselves. We need equal rights in the society. We are trying hard to get those rights' in Hinduism." On this issue Gandhi not took untouchables side according to his point of view it was upper class matter if they want than give the permission because he thinks, the temple belonged to a Brahmin that's why they should take a decision.

Thoughts: Gandhi and Ambedkar they both have there own different prospective. They both support to a non violence, Gandhi have one ordinary power that was his words whenever he delivered his speech to public they took every single word very seriously but the same Ambedkar also spoke very well but people not take him seriously for this one and only reason was Indian media.

Indian media support Gandhi too much but same Ambedkar get a very minimum space in newspaper and in media. Ambedkar knew the power of Indian media but he didn't get a space that's why he announced his own newspaper. In every movement of Gandhi people was always ready to support him in any manner they can that's why crowd also mainly focused on Indian freedom this was also one reason only some people were ready to fight against Untouchables. So Gandhi and Ambedkar they both fight for a society but there issues were different Ambedkar fight for a one community (untouchables) and Gandhi fight for a nation (Indian freedom).

Conclusion

Ambedkar and Gandhi they both have their own prospective regarding all movements and public issues. Gandhi encouraged upper class to undertake welfares activities among the untouchables in a spirit of remorse and guilt. Ambedkar focus on modern values like social justice, equality, self-respect and a legal political approach for upheaval of untouchables. Basically both were fighting for oppressed people, Ambedkar was focus on to teach lower cast people about their rights and Gandhi was focus on nation he also teach the nation about their nation. For a Gandhi, nation freedom is much important than the Untouchables problem and for a Ambedkar oppressed lower class people's freedom is much important than the nation freedom.