"Reframing the Narrative: Diversity, Ethics, and Inclusivity in Modern Indian Journalism"

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Abstract:

Contemporary Indian journalism is key in constructing the public dialogue, but it still faces difficulties regarding diversity, ethics, and inclusiveness. The paper investigates the burning questions of diversity, ethics, and inclusiveness in contemporary Indian journalism on the basis of profound analysis of the survey and interview data obtained from 500 journalists from all over the country. Even though journalism has for decades played a critical role in shaping public discourse, results show glaring gender imbalance with men forming 70% respondents with marginalized classes such as Scheduled Castes, and Scheduled Tribes adding up to only 15 and 10 %. This underrepresentation affects quality reporting and narratives outcome. The document identifies acute ethical issues such as sensationalism and misinformation, as well as 72% of journalists concerned about the share of fake news. Furthermore, a significant 54% claimed that they had been put under pressure from the management to focus on commercial interests rather than engage in journalistic integrity. And although 75% feel diversity enhances reporting quality, only 35% believe to be actively supported by their organisations, which shows a discrepancy between acknowledgement and actuality. Media are hardly trusted by audience with social media barely managing to acquire a 25% trust score. The paper suggests institutional reforms, constant training in ethics of practices, and development of collective advocacy for diversity to improve journalistic standards. Through a reimagination of the narrative where diversity and ethical integrity take the center stage, Indian journalism is better prepared to play its role as a pillar of democracy, leading to a more conducive society.

Keywords: Diversity, Inclusivity, Ethics, Indian Journalism, Media Representation, Gender Equality, Caste Dynamics, Sensationalism.

Introduction

The history of Indian journalism is not young at all; it dates back to times of British colonialism, when it became an important instrument of social and political change. The first ever Indian newspaper, the Hicky's Bengal Gazette took off in 1780 and hence marked the beginning of an era in which the printed word railed against authority and supported the cause of the underprivileged (Raghavan, 2015). Since then journalism in India has undergone tremendous structural changes that are consequent upon socio-political changes, building up of technological advancements and a growing concern on sides of its democratization.

With India's independence that came in 1947, journalism assumed a vital role in a process of nation building. The media not only became a medium of dissemination of information but also a medium for the public discourse, which helped develop a feeling of national identity and unanimity (Bandyopadhyay & Katyal, 2020). However, this glorious beginning has not been able to avoid Indian journalism from the challenges that challenge the integrity and effectiveness of Indian journalism, today. Challenges such as sensationalism, bias in the media, and a lack of ethical guidelines have brought media down (Dutta & Jha, 2021).

The themes of diversity, ethics, and inclusivity are the leading points of the modern discourse about journalism. The Indian media space has received much criticism due to its naked differences in representation, especially, with regards to caste, gender and religion. The requirement of various media workforce is not only for the purpose of fair

representation but also in order to represent the pluralism of Indian society (Jha, 2019). In a report conducted by the Press Council of India (2023), women are only 30 percent of the journalism workforce and marginalized communities continue to be systemically marginalized from media narratives.

Furthermore, what is primordially important in a democracy is ethical considerations, particularly as the media act as the watchdog and through which public opinion can be channeled. Ethical journalism entails the application of principles that include accuracy, fairness and accountability that are critical for building credibility and confidence in the public (Raghavan, 2022). Neglecting these values may result in misinformation, direction of stereotypes, and continuation of social injustice.

This paper would explore the intersections of diversity, ethics and inclusivity in the Indian journalism of the modern age. It focuses on identifying the way how these aspects impact activities such as the reporting practices and the engagement of the audiences and the general integrity of the media. This study seeks to have a comprehensive understanding of the prevailing situation by utilizing mixed-method approaches by combining quantitative data from surveys conducted among journalists and qualitative stands from interviews held with key stakeholders.

Finally, this research seeks to promote a more complex view of the function of journalism in India and promote the policies that support inclusivity and the ethical standards of professional writing. The resolution of these issues is not a simple issue of professional integrity; it is crucial for the health of democracy in the country and the empowerment of the diverse masses.

2. Literature Review

The literature on journalism in India sums up a colorful tapestry of historical changes, social-political circumstances, and the changing role of media in a multi-faceted society. This review will first sensitize the reader with a historical perspective of Indian journalism that has changed over time. After that, it will consider relevant theoretical approaches to diversity and ethics of media, and then will overview recent findings of research relevant to representation in journalism.

2.1 Historical Context

The roots of Indian journalism lie in the colonial pre-independence era that also used to be the catalyst of social change and political activism. Initially, a publication like Bengal Gazette and Hindustan Times had pivotal roles to dismantle the colonial rule and push for civil rights (Raghavan, 2015). When the country gained independence in 1947, the media space began to diversify and a lot of voices and opinions emerged. Post-colonial media, however had many challenges as well such as censorship, state control, and this uber-commercialization of news (Guha, 2021).

The onset of media digitization and emergence of social networks have in recent years revolutionised news production, dissemination and consumption. The presence of online platforms has increased access to information where there has been emergence of diverse voices. it has also brought misinformation and fake news which are the ethical conflict for journalists (Mahlberg, 2023).

2.2 Theoretical Frameworks

Diversity and ethics in journalism can be explored using several theoretical points of view. According to Cultural Studies Theory, media representations influence how members of a society think about any given topic and either support or provide credence to stereotypes (Hall, 1997). This theory is especially useful in explaining the depiction of the marginalized communities in Indian media, a space that lacks diversity and inclusivity which manifests in skewed narratives and the reinforcing of established power relations (Srinivasan, 2022).

One more important theory is the Social Responsibility, according to which media should serve people by giving accurate information, promoting democratic discussion of the issues, and representing all groups of society (Siebert, Peterson, & Schramm, 1956). This theory lays the significance of ethical ethics journalism that emphasises the public interest even at the expensive of sensationalism and commercial gains.

Finally, Intersectionality Theory, proposed by Crenshaw (1989), is essential for considering the

influence of the overlapping identities, including gender, caste, and religion, on people's experiences in the media ecosystem. The framework brought to the fore the need to adopt a sensitized approach to diversity, recognizing that people belonging to diverse backgrounds have their own obstacles in seeking representation in the journalism (Jha & Barua, 2022).

2.3 Representation in Contemporary Indian Journalism

Recent studies have instead clarified the constant under-representation of women, minorities, and the marginalised, in Indian journalism. The Press Council of India (2023) report indicates that women only make up 30 percent of the journalists in India and an even smaller percentage of the top leaders in the republic. This gender gap not only affects women's representation in media stories but also affects how stories regarding issues of gender are framed (Krishnan, 2022).

Moreover, the representation of the marginalized communities, such as Scheduled Castes and Tribes, is also abysmally low. A research by Kaur and Gupta (2023) confirmed that journalists from these backgrounds have systemic obstacles that limit their professional success and prominence in the media sphere. The homogenized representations of the issues facing society that lack diverse interpretations (Ghosh 2020) emerge from the absence of viewpoints.

Several scholars have also focused on the ethical dilemmas experienced by Indian journalists under increasing commercial pressures and 24* hours news cycle. Dutta and Jha (2021) point out how the sensationalism has found its way into reporting practices and an abandonment of ethical journalism. Such practices fuel manipulations in public opinion and an undermining belief in media agencies, whose democratic function is threatened.

In a bid to address these challenges, there have been the calls for the adoption of fundamental principles of inclusivity and ethics in journalism schools and media organizations. Efforts that strive to train journalists on practicing ethical reporting, and initiatives that focus on the diverse hiring practices, are imperative to create a more balanced and representative media landscape (Mishra & Singh, 2023).

Come sum-up, the literature on Indian journalism demonstrates a complicated interrelation between historical processes, theoretical schemes and the issues of diversity and ethics of the present day. Although some advance has been made to magnify different voices, there are substantial voids especially in gender and caste. Ethical practices as an integral part of journalistic standards is not the professional obligation but the very need if one is to materialize healthy public discourse and an informed citizenry.

In order to proceed, it is necessary to use a holistic approach that will be inclusive of the principles of diversity, ethics, and inclusivity, and where the constructed narratives in the media truly represent the diverse shades of Indian society.

3. Methodology

This study has been conducted through the use of a mixed-methods approach to understand the themes of diversity, ethics, and inclusivity in the modern Indian journalism. By combining quantitative and qualitative data, the research hopes to gain an overall picture of the present-day situation of journalism in India. This section gives details on the research design, methods of data collection, sampling strategies, and analysis strategies used in this study.

3.1 Research Design

The mixed-methods design is a combination of both qualitative and quantitative research approaches, hence enabling a more comprehensive analysis of the research questions. This method allows the study to qualify representation problems of the media (using statistics) and at the same time it can give detailed insights into the experiences and perceptions of journalists on diversity and ethics. There are two phases in the research:

1. **Phase One:** Quantitative survey (500 samples from Two Telugu states i.e. Andhra Pradesh and Telangana) research to gather statistical data on diversity and inclusivity in journalism.

2. **Phase Two:** Qualitative interviews (50 samples) to explore the ethical concerns and personal experiences of journalists regarding diversity.

3.2 Data Collection Methods

3.2.1 Quantitative Survey

A structured survey questionnaire was developed to assess the demographics and professional experiences of journalists in India. The survey included questions related to:

- **Demographics:** Gender, age, educational background, caste, religion, and geographic location.

- **Employment Information:** Job role, years of experience, type of media organization (print, online, television, etc.), and level of management.

- **Perceptions of Diversity and Inclusivity:** Journalists were asked to rate the importance of diversity in their newsroom, their organization's practices regarding inclusivity, and whether they felt represented in media narratives.

- **Ethical Concerns:** Questions focused on the prevalence of ethical dilemmas, such as sensationalism, bias, and pressure to conform to commercial interests.

The survey was distributed online via platforms such as Google Forms, enabling broad accessibility and participation among journalists from diverse backgrounds. Efforts were made to reach journalists across various regions and media types to ensure a representative sample.

3.2.2 Qualitative Interviews

In-depth interviews were conducted with a select group of journalists, editors, and media professionals to gain deeper insights into their perspectives on diversity and ethics. The interviews aimed to explore:

- Personal experiences related to diversity and representation in their workplace.

- Perceptions of ethical standards in reporting and pressures faced in their roles.

- Examples of initiatives or practices that have effectively promoted inclusivity in journalism.

A semi-structured interview format was utilized, allowing participants the flexibility to express their thoughts while ensuring that key topics were addressed. Interviews were conducted via video conferencing platforms (Zoom or Microsoft Teams) to accommodate participants from different geographical locations.

3.3 Sample Selection

The sample (500) for the quantitative survey was drawn from a diverse pool of journalists across Andhra Pradesh and Telangana, ensuring representation from various media organizations, including national and regional newspapers, television channels, and digital media platforms. There were attempts made to incorporate individuals from varying backgrounds based on caste, gender, and geography to get an overview of the journalism scene.

For the qualitative aspect, purposive sampling was used for sampling interviewees who had diverse experiences and opinions. This included:

- Journalists from marginalized communities (Scheduled Castes, Scheduled Tribes, etc.).

- Women journalists to address gender representation.

- Senior editors and management professionals to understand organizational perspectives on inclusivity.

3.4 Analytical Strategies

3.4.1 Quantitative Data Analysis

Data thus obtained from the surveys were analyzed using statistical software like SPSS (statistical package for the social science). Descriptive statistic was used to summarize demographic information while frequency distributions were used to determine the prevalence of different perceptions on the subject of diversity and ethics in journalism. Inferential statistics including chi-square tests were used to test relationships between variables in the demographics and answers to major questions in the survey.

3.4.2 Qualitative Data Analysis

The qualitative interviews were transcribed and done thematic analysis (Braun & Clarke, 2006). This involved several steps:

Familiarization: Repeated reading and re-reading of the transcripts in order to familiarise intimately with the data.

2. Coding: Creating first codes that specified important aspects of the data concerning the research questions.
3. Theme Development: Connecting the codes through potential themes, representing bigger trends in the data.
4. Reviewing Themes: Developing of the themes in order to ensure they were a true reflection of the data and answered the research questions.

The qualitative analysis started from the efforts to find connections between personal accounts of journalists and the wider themes of diversity and ethics, enhancing the statistical results with colourful narrative information.

3.5 Ethical Considerations

Throughout the research process, ethical guidelines were strictly adhered to. All the participants informed about the nature and purpose of the study and the participants given informed consent form before participating in the study. Confidentiality was assured as survey and interview responses were rendered anonymous and the participants had the right to withdraw from the study at any given time without facing any adverse effect. The research was approved by the institutional review board of the author's affiliated institution, and this guarantees adherence to the ethical principles when carrying out research with human subjects.

4. Data Presentation

The information provided in this chapter provides a comprehensive picture of the current situation related to diversity, ethics, and inclusivity in the contemporary Indian journalism. The findings are based on quantitative survey conducted across journalists, and qualitative information generated via interviews. Different tables encompass such core demographic information, representation tendencies, perceptions on diversity and ethics, and developing journalistic approaches.

4.1 Demographics of Survey Participants

Table-1: Demographics of Journalists in India

Demographic Variable	Number of Respondents	Percentage (%)
Gender		
Male	350	70
Female	150	30
Caste Representation		
General	275	55
Scheduled Castes	75	15
Scheduled Tribes	50	10
Other Backward Classes (OBC)	100	20
Geographic Distribution		
Urban	325	65
Rural	175	35
Education Level		
Bachelor's Degree	300	60
Master's Degree	150	30
Other	50	10

Source: Field Survey (2025)

Explanation:
Table 1 outlines the demographics of the journalists involved in the survey that reveals high gender imbalance with a low percentage, that is, only 30% of the respondent being female. The representation of marginalized communities shows Scheduled Castes at 15% and Scheduled Tribes at 10%, indicating ongoing representation challenges.

4.2 Trends in Women's Representation in Journalism Over the Years

Table-2: Trends in Women's Representation in Indian Journalism

Year	Percentage of Women (%)
2010	22
2015	25
2020	28
2023	30

Source: Press Council of India (2023)

Explanation:
Table 2 illustrates trends in women's representation in journalism over the past decade.

The increase from 22% in 2010 to 30% in 2023 highlights slow but positive progress, necessitating continued efforts toward gender equity in the industry.

4.3 Ethical Concerns in Indian Journalism

Table-3: Prevalence of Ethical Concerns in Journalism

Ethical Concern	Number of Respondents	Percentage Acknowledging Concern (%)
Sensationalism	335	67
Bias in Reporting	310	62
Lack of Diversity in News Stories	275	55
Pressure from Management	270	54
Misinformation and Fake News	360	72
Ethical Dilemmas in Reporting	325	65

Source: Field Survey (2025)

Explanation:
Table 3 presents data on the prevalence of various ethical concerns acknowledged by journalists. Notably, 72% reported concerns regarding misinformation and fake news, indicating a significant challenge in maintaining journalistic integrity, accompanied by strong concerns regarding sensationalism (67%) and bias (62%).

4.4 Audience Trust Levels in Various Media Sources

Table-4; Trust Levels in Indian Media Sources

Media Source	Number of Respondents	Trust Level (%)	Distrust Level (%)
Television	500	240 (48)	190 (38)
Print Media	500	275 (55)	150 (30)
Online News Portals	500	200 (40)	260 (52)
Social Media	500	125 (25)	300 (60)

Source: Field Survey (2025)

Explanation:
Table 4 displays audience trust levels in various media sources. Print media emerges as the most trusted at 55%, while online news portals and social media exhibit lower trust levels, particularly social media, which reflects significant public distrust (60%).

4.5 Perceptions of Diversity in Newsrooms

Table-5: Perceived Importance of Diversity in Newsrooms

Statement	Number of Respondents	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Diversity improves the quality of reporting.	500	200 (40)	175 (35)	75 (15)	40 (8)	10 (2)
My organization actively promotes diversity.	500	175 (35)	150 (30)	125 (25)	35 (7)	15 (3)

Diverse perspectives lead to more comprehensive stories.	500	225 (45)	150 (30)	75 (15)	25 (5)	25 (5)
I feel supported as a member of a minority group.	500	125 (25)	100 (20)	150 (30)	90 (18)	35 (7)

Source: Field Study (2025)

Explanation:

Table 5 highlights journalists' perceptions of diversity in newsrooms. A notable portion (70%) believes diversity improves the quality of reporting, while only 35% feel actively promoted by their organizations, suggesting a significant gap between understanding and implementation. Additionally, only 25% reported feeling supported as a minority group.

In sum-up, the data illustrated in these tables reveals significant insights into the state of diversity, ethics, and inclusivity in modern Indian journalism. With a consistent respondent size of 500 across all tables, notable gaps in representation and persistent ethical concerns are highlighted, warranting urgent attention. The results point out the need to create a more inclusive media environment that can appreciate a variety of voices, and follow ethical principles. These challenges have to be addressed in order to improve the quality and effectiveness of journalism in India as the media circumstances continue to change.

5. Discussion

The results of the present study present insightful information on the contemporary situation of diversity, ethics, and inclusivity in Indian journalism. From the analysis of a survey filled by 500 journalists and qualitative interview, this discussion aims at explaining the implications of these findings towards the media scene in India and also proposes ways in which the industry could be enhanced.

5.1 Gender Representation and Diversity

From the demographic data, there is a clear distinction in gender in the field of journalism as the male respondent comprised 70% of the sample. Although women penetration in journalism kicked up to 30% in 2023 from 22% in 2010, this trend is glacial. Since women constitute a huge part of the society written by journalism, their under-representation alone poses a critical question.

The lack of diversity radiates in the caste representation among the survey respondents, where Scheduled Castes and Scheduled Tribes make 15% and 10%, respectively. This underrepresentation not only sustains the systemic inequalities but also has an impact on quality of the news coverage about these communities. The media influence on forming public opinion is tremendous. as such, lack of diverse voices might bring forth incomplete narratives that do not respond to the needs or needs of the marginalized population (Jha, 2019).

5.2 Ethical Concerns in Journalism

The ethical issues brought to light in this study, in particular issues of sensationalism, bias and misinformation, reveal a massive crisis in the Indian media sphere. Given that 72% of respondents showed concern about misinformation and fake news, it is evident that the speedy digitalization of media and the emergence of social media has fueled spreading wrong information (Mahlberg, 2023).

What is more, the widespread sensationalism (67%) and bias in reporting (62%) raise serious doubts on journalistic integrity. The pressure from the management (54%) to carry out their commercial interests, usually results in journalists prioritizing sensational stories over ethical reporting. Such a phenomenon leads to a drop in public trusting since the audience trust levels show that only 55% of respondents trust print media with shocking 60% of

respondents not trusting social media (Reuters Institute, 2023).

Aside from tarnishing the credibility of journalism, these moral dilemmas also threaten the democratic process by misshaping public discourse and supporting stereotypes. In order to resolve these issues, there is a great need for the media organizations to practice a sense of strong ethical behavior that emphasizes responsible journalism over profit making (Raghavan, 2022).

5.3 Diversity Role in Media Quality

From the data, it can be seen that an overwhelming proportion of journalists (75%) believe that diversity enhances the quality of reporting. That awareness is consistent with the Cultural Studies Theory, which holds that media representations affect how a society views itself and that media portrayals can reinforce and contest the stereotype of a group (Hall, 1997). Magnificent newsrooms can produce thorough stories that are of interest to a broader base and a compilation of conflicting views with regards to issues surrounding different communities (Srinivasan, 2022).

But only 35 per cent of respondents believed that their organizations are actively promoting diversity. This gap shows that there is disconnect between identification of the importance of diversity and implementation of effective strategies to achieve it. The media organizations have to not only recognize the need to be diverse but also take active steps such as targeted hiring and mentorship programs in order to develop a more diverse workforce (Mishra & Singh, 2023).

6. Findings

The analysis of the data retrieved from the survey of 500 journalists and qualitative interviews reveals a lot about the problem of diversity and ethics and inclusivity in modern Indian journalism. The findings are categorized under various crucial themes: demographic representation, perception of diversity in media congregations, ethics of media, level of trust in media, and the effect of the above on the quality and integrity of journalism.

6.1 Demographic Representation

The profile of demography of the survey respondents presents significant patterns, in terms of both gender and caste representation, of journalists in the country:

- **Gender Representation:** Among the 500 respondents who took the survey, 350 (70%) were males, and 150 (30%) were females. This gender gap highlights the continued underrepresentation of women in journalism, despite the gradual increase in their participation from 22% in 2010 to 30% in 2023.

- **Caste Representation:** In terms of caste, the respondents were predominantly from the General category (275, 55%), followed by Other Backward Classes (100, 20%), Scheduled Castes (75, 15%), and Scheduled Tribes (50, 10%). This underrepresentation of marginalized communities indicates that systemic barriers still inhibit access to journalism careers for these groups.

- **Geographic Distribution:** The survey found that 325 (65%) of respondents were based in urban areas, while 175 (35%) worked in rural settings. This geographical concentration may influence the narratives produced in the media, as urban journalists may not adequately represent rural issues.

- **Educational Background:** A large majority (300, 60%) of respondents held a Bachelor's degree, while 150 (30%) had a Master's degree. This high educational attainment suggests that journalists are generally well-educated, although it also emphasizes the need for educational institutions to promote diversity among students pursuing journalism.

6.2 Perceptions of Diversity in Newsrooms

The survey results indicate a mixed understanding of the importance of diversity in the newsroom:

- **Diversity Improvement in Reporting:** When asked whether diversity improves the quality of reporting, 375 (75%) of journalists agreed or strongly agreed. This consensus points to an acknowledgment of the need for varied perspectives to deliver comprehensive news coverage that resonates with diverse audiences.

- **Promotion of Diversity:** However, only 175 (35%) of journalists felt that their organizations actively promote diversity. This discrepancy indicates a

significant gap between the recognition of diversity's value and the actual implementation of policies or practices that support it.

- **Support for Minority Journalists:** Regarding feelings of support as members of minority groups, only 125 (25%) of respondents felt adequately supported within their organizations. This perception underscores the potential challenges faced by journalists from underrepresented backgrounds, further emphasizing the need for actionable diversity initiatives.

6.3 Ethical Concerns

The survey highlighted several pressing ethical concerns that journalists face in their daily work:

- **Misinformation and Fake News:** A substantial 360 (72%) of respondents acknowledged concerns about misinformation and fake news affecting their reporting. This trend reflects the growing threat posed by digital media and social platforms that expedite the spread of inaccurate information.

- **Sensationalism and Bias:** Ethical issues such as sensationalism (335, 67%) and bias in reporting (310, 62%) were also prevalent among the findings. Journalists expressed that market pressures often lead to prioritizing sensational stories over responsible reporting, which can undermine public trust in journalism.

- **Pressure from Management:** Additionally, 270 (54%) of journalists reported feeling pressure from their management to conform to commercial interests, indicating a conflict between ethical journalism and the profitability of news organizations.

6.4 Audience Trust Levels in Media Sources

The findings regarding audience trust levels reflect a complex relationship between journalists and their audiences:

- **Print Media Trust Levels:** Print media emerged as the most trusted source of information, with 275 (55%) of respondents indicating trust. However, the high level of distrust (150, 30%) still raises concerns about journalism's overall credibility.

- **Online News and Social Media:** Online news portals garnered trust from only 200 (40%) of respondents, while social media was the least

trusted platform, with only 125 (25%) indicating trust and 300 (60%) expressing distrust. This reveals a critical challenge for media entities to improve their credibility in the digital age.

6.5 Quality of Journalism and Inclusivity

The interconnectedness of diversity, ethics, and the quality of journalism emerges as a significant finding:

- **Quality of Reporting:** The majority of journalists (375, 75%) emphasized that diverse newsrooms lead to a higher quality of reporting. This finding aligns with existing literature suggesting that varied perspectives lead to more nuanced and comprehensive storytelling.

- **Impacts of Inclusivity on Journalism:** The survey underscores the belief that inclusivity enriches media narratives. However, the low representation of women and marginalized communities' points to ongoing gaps that, if addressed, could enhance the overall quality and integrity of journalism in India.

6.6 Recommendations for Improvement

Based on the findings and discussions, several recommendations emerge for enhancing diversity, ethics, and inclusivity in Indian journalism:

Implement Diversity Training Programs: Media organisations should come up with stringent training programs that would enhance awareness on diversity, inclusivity and cultural sensitivity among reporters and editors.

Establish Ethical Journalism Standards: Organizations need to focus on enhancing strong ethical guidelines that will discourage sensationalism and misinformation. Workshops and continuous training in ethical reporting should be compulsory to all staff members.

Encourage Diverse Hiring Practices: Media houses should aggressively employ journalists from the underrepresented populations like the women, Scheduled Castes, Scheduled Tribes from the other marginalized populations. Strategic alliances with the universities and journalism schools can help in shaping the access to a variety of talent.

Promote a Culture of Inclusivity: It is important to develop an inclusive work environment where all of the employees feel valuable and supported. This can be done through mentorship programs,

employee resource groups, and open forum for discussion.

5. **Leverage Technology for Ethical Reporting:** News organisations can bring technology to bear on fact checking information and counter misinformation. The purchasing of tools that improve the accuracy of reporting can build up the credibility of journalism.

6. **Advocate for Media Literacy:** Promotion of media literacy with the audience will be essential. Organisations are able to carry out campaigns where the people are taught to identify misinformation's and learn about the role of journalism in democracy.

Coming to summing-up, the findings from the current study reveal the crucial importance of diversity, ethics, and inclusivity in determining the future of Indian journalism. Much-needed steps towards enhancing the integrity and effectuality of the media include closing the gaps in representation, raising ethical standards, and creating an inclusive environment. Through ensuring that the image of the journalism landscape is heterogeneous and ethically accountable, the media can fulfill its role as a cornerstone of democracy by involving the voice of every individual and thereby crafting more equal stories. Further research and a discussion on these topics will be required to make sure that journalism develops in line with the rich texture of Indian society.

7. Conclusion

Summing up, the current research helps to reveal the critical questions of diversity, ethics, and inclusivity in contemporary Indian journalism. By analyzing such data obtained from a survey of a pool of 500 journalists in terms of both qualitative and quantitative dimensions, several critical themes have come to the fore that characterize the current state of media in India. Not only do the findings point at the existence of serious gaps in representation, but they also represent the urgent ethical dilemmas that journalists encounter in their regular reporting.

7.1 Summary of Key Findings

The main conclusions of the present research are that:

1. **Demographic Representation:** There is a humongous gender imbalance in journalism as only 70% of the surveyed journalists are men. Also, the percentage of the Scheduled Castes (15%) and the Scheduled Tribes (10%) represented is frightfully low, which references the institutional blockages that persist in preventing diversity in the profession.

2. **Perceptions of Diversity:** Although a very substantial proportion of journalists (75%) recognise that diversity improves reporting quality, at least three out of ten feel as if their organisations do not champion diversity in hiring and practices. Moreover, only 25 % of minority journalists feel supported at the work environment, indicating a greater need for institutional support towards inclusivity.

3. **Ethical Concerns:** Such ethics dilemmas as sensationalism (67%) and concern about misinformation (72%) prevail in the landscape, which means that the journalistic integrity succumbs to external pressures and the competitive media environment. The ethical landscape is made more challenging because of the pressure from the management to adopt commercial interests, with journalists needing to balance between journalism standards, and profitability.

4. **Audience Trust Levels:** The level of trust in different media sources indicate some worrying developments, especially with social media being the least trusted (25%). The findings reveal that public trust is always a challenge, and it is much worse now that misinformation is rampant.

5. **Impact on Journalism Quality:** The interrelation of the two, diversity and ethics, implies that high representation may result in better reporting. Journalists believe that inclusivity creates better narratives and a better understanding of the problems of various communities.

7.2 Implications for Journalism

The implication of these findings is quite deep. The gaps left in representation and ethical conducts will bring the future of journalism in India at stake. A wide media environment does not only make reporting better but also forms public discourse and talents democratic values. The intensification of the voices of underrepresented groups can help the

journalism lead the society to a more equitable world where different perspectives are heard.

In addition, the moral issues identified in this research call for immediate consideration. The media organizations have to resolve to maintain journalistic integrity, and stand up against the factors of pressures that tend to compromise their credibility. With emphasis on ethic reporting practices, the organizations can re-establish trust with the public and perform their essential roles of watchdog of democracy.

7.3 Future Directions

The following steps are therefore recommended in order to proceed:

- **Institutional Reforms:** Media should carry out reforms that encourage diversity at every level. This is done by incorporating hiring procedures that will enhance representation from the marginalized groups and companies which will provide conducive environments for the minority journalists.
- **Training and Education:** Training should be continuous and a good aspect of training should also be on workshop trainings on diversity, inclusivity, among other aspects, which form part of the professional development for practicing journalists. Educational institutions should also ensure that the curricula are diversified and that a diverse population of students is employed.
- **Collaboration and Advocacy:** Journalism associations and advocacy groups should work together to come up with an all-rounded ethical journalism framework that targets issues of diversity and inclusivity. Mobilization of activism toward putting in place policies that promote diversity in hiring practices and ethics shall promote a more inclusive media landscape.
- **Public Engagement:** There is a need for media firms to interact with their audiences to get a good grasp of their needs and way of thinking. It is important that feedback from the audiences is sought on a regular basis to be able to inform reporting practices as well as ensure diverse voices are given room.

7.4 Final Thoughts

Based on the findings of this study, it is obvious that the future of journalism in India will be determined depending on how it can adopt diversity and ethical standards. As the landscape of the media keeps on changing, the pressmen shall have to working in that fast-revolving information space, without having to abandon the basic values of accuracy, integrity, and inclusivity.

If the narrative is made to focus on diversity, ethics and inclusivity, Indian journalism will be able to step up to the demands of the modern age and contribute to creating a just and fair society. It is not a choice that needs to be made, but rather a necessity that may make journalism a richer profession and a good for society as a whole.

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