Trust deficit: On tech platforms and news publishers

The imbalance of power in relations between tech platforms and news publishers is worrying.

The decision of India’s competition watchdog to order investigations into Google, following allegations by the country’s digital news publishers that it has broken antitrust laws, marks a significant moment in a country where the fortunes of the news media industry have been on a downward path. The development is not a total surprise. For, governments in many countries such as Australia and France have used their political capital in recent years to try and correct the enormous imbalance that exists between big technology companies that control news in the digital sphere today and the traditional journalism industry that keeps the wheels of news running, thereby also creating the basis for the conversations that are so important in a democracy. The investigations have been ordered on the basis of a complaint by India’s Digital News Publishers Association, which has alleged that Google not only dominates the market for information but also abuses this dominance. It does so, the association has alleged, by not providing a fair share of the advertising monies and by not providing adequate information. It has also complained that it does not get paid for the news snippets that appear in search. The association’s broader point is that the terms of engagement are “unilaterally and arbitrarily” dictated by the tech platform, and there is nothing its members can do about it. The imbalance of power and the denial of a fair share of revenue will be questions that the watchdog will be interested in exploring.

What was recognised by lawmakers in Australia, for instance, when they last year came up with a law that sought to level the playing field between big tech platforms and news publishers, is a condition that is true around the world. In India too, the power imbalance exists and has only gotten worse in recent years. The news media industry, which invests in journalists, has struggled to stay afloat while the big tech platforms have become more and more powerful. But the Australian case is one of a rare intervention by a government in publisher-platform relationships. The current investigations in India is more a case of the publishers finding an appropriate existing forum in search of relief. The sustainability of journalism in the digital era has far-reaching implications, especially in a democracy. It has been quite evident in recent years that the industry has ended up sacrificing quality in its quest for more eyeballs, and nuance in the quest for more emotional engagement. The cost of not being able to get a fair value for journalistic effort can never be overemphasised enough. 

➢ Red/blue coloring of words in the sentence indicates subject verb relationship.
1. **Trust deficit** (noun) – The lack of trust
2. **Imbalance** (noun) – disparity, variance, unevenness, polarity, contrast, असंतुलन
3. **Worrying** (adjective) – alarming, concerning, worrisome चिंताजनक
4. **India’s competition watchdog** (noun) – Competition commission of India. It is a statutory body within the Ministry of Corporate Affairs and is responsible for enforcing the Competition Act, 2002 in order to promote competition and prevent activities that have an appreciable adverse effect on competition in India.
5. **Watchdog** (noun) – observer, supervisor पर्यवेक्षक
6. **Following** (preposition) – After के बाद
7. **Allegation** (noun) – claim, assertion, contention, argument आरोप
8. **Mark** (verb) – indicate, show संकेत करना
9. **Moment** (noun) – point in time, point, time समय
10. **Fortune** (noun) – fate, destiny, predestination भार्य
11. **On a downward path** (phrase) – Deteriorating और भी खराब होना
12. **Development** (noun) – happening, occurrence. विकास
13. **Political capital** (noun) – The advantage over a political opponent to be derived from a specific situation.
14. **Try** (verb) – Investigate, examine. जांचना
15. **Enormous** (adjective) – huge, expansive, broad, wide भारी, विशाल
16. **Exist** (verb) – prevail, occur, be found, be in existence मौजूद होना
17. **Sphere** (noun) – Area, domain. क्षेत्र
18. **Traditional** (adjective) – long-established पारम्परिक
19. **Keep the wheel of something running/turning** (phrase) – to make something continue to happen or operate
20. **Thereby** (adverb) – By that means; as a result of that. जिसके चलते
21. **Conversation** (noun) – discussion, conference, talk बातचीत, संवाद
22. **Allege** (verb) – Claim or assert that someone has done something illegal or wrong, typically without proof. आरोप लगाना, दावा करना
23. **Dominate** (verb) – control, Have power and influence over. हासिल होना
24. **Abuse** (verb) – misuse, misapply, misemploy, mishandle दुरुपयोग करना
25. Dominance (noun) – supremacy, influence, rule, control प्रभुत्व, वर्चस्व

26. A fair share (noun) – a reasonable amount

27. Monies (plural noun) – plural form of money, as used in financial contexts.

28. Snippet (noun) – a small and often interesting piece of news, information, or conversation.

29. Broad (adjective) – extensive, wide, comprehensive, inclusive व्यापक

30. The terms of engagement (noun) – the conditions that someone must agree to before they can be employed by an organization

31. Unilaterally (adverb) – one-sidedly, individually, independently एकतरफा

32. Arbitrarily (adverb) – in a way that is based on chance rather than being planned मनमाने ढंग से

33. Dictate (verb) – set down, set out, determine, impose लिधारित करना

34. Denial (noun) – refusal, withdrawal इनकार

35. Explore (verb) – Examine, evaluate, investigate, look into जाँचना, तलाशना

36. What (pronoun) – The thing or things that.

37. Lawmaker (noun) – A legislator.

38. For instance (phrase) – As an example. उदाहरण के लिए

39. Come up with (phrasal verb) – produce, devise, propose, put forward प्रस्तुत करना,

40. Seek (verb) – Try, attempt, endeavour. प्रयास करना

41. Level the playing field (phrase) – A situation in which everyone has a fair and equal chance of succeeding.

42. (stay/keep) afloat (adjective) – having enough money to pay what you owe.

43. Intervention (noun) – involvement, interceding, interposition हस्तक्षेप करना

44. Existing (adjective) – current, prevailing. मौजूदा

45. Forum (noun) – A court or tribunal.

46. Sustainability (noun) – The ability to be maintained at a certain rate or level. स्थिरता

47. Era (noun) – epoch, age, period, time युग

48. Far-reaching (adjective) – extensive, wide-ranging, comprehensive, दूरगमी

49. Implication (noun) – consequence, result, repercussion, effect परिणाम, असर

50. Evident (adjective) – obvious, apparent, noticeable, conspicuous स्पष्ट

51. End up (phrasal verb) – to reach or come to a place, condition, or situation that was not planned or expected
52. **Quest** (noun) – search, hunt, pursuit खोज
53. **Eyeballs** (noun) – the number of people who watch a particular television channel or visit a particular website.
54. **Nuance** (noun) – fine distinction, subtle difference, subtle distinction अति सूक्ष्म अंतर
55. **Engagement** (noun) – The action of engaging or being engaged.
56. **Overemphasize** (verb) – overstress, exaggerate, attach too much importance to पर अत्यधिक जोर देना

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Practice Exercise

Direction (Q1 – Q3): Select the best express synonym of the given word

1. **Watchdog**
   A. Guile
   B. Observer
   C. Coalesce
   D. Itinerant

2. **Fortune**
   A. Bovine
   B. Lucid
   C. Fate
   D. Tacit

3. **Dominance**
   A. Partisan
   B. Chronicle
   C. Salutary
   D. Supremacy

4. **What is the antonym of “Denial”?**
   A. Allege
   B. Venerate
   C. Acknowledge
   D. Discriminate

5. **Idiom and phrase**: Level the playing field
   A. having enough money to pay what you owe
   B. A situation in which everyone has a fair and equal chance of succeeding.
   C. in a way that is based on chance rather than being planned
   D. to reach or come to a place, condition, or situation that was not planned or expected

6. **Para jumbled based on Editorial: Shorter and shorter**
   **Answers**
   **P.** Close on the heels of the Indian Premier League, the ICC T20 World Cup commenced last Sunday.
   **Q.** Originally, they were scheduled to be held in India but the COVID-19 pandemic forced a change in venue.
   **R.** The Board of Control for Cricket in India shifted the franchise-based league and the multi-nation event to the UAE and many players have seamlessly moved on from club to country.
   **S.** Both championships dropped anchor in the United Arab Emirates (UAE).
   **T.** The Twenty20 format seems to be cricket’s overwhelming flavour at present.
   A. SQRTP
   B. TPSQR
   C. RQSPT
   D. RSTPQ
**Cloze test based on Editorial: The fading patriarch**

Former Punjab Chief Minister Amarinder Singh has announced plans to launch a new political ............7............ and explore an arrangement with the BJP, ahead of next year’s Assembly election in the State. The BJP is warming up to the idea. The ............8............ new party and its partnership with the BJP are an act of expediency and opportunism of high order by both sides. The Congress had forced Mr. Singh to quit as the Chief Minister in September, bringing an abrupt end to his role at the helm of party affairs in the State. The reasons for his removal were not just, but his decision to quit the party that he has been ............9............ with for four decades says something unflattering about Mr. Singh. That he could think of joining hands with the BJP without batting an eyelid also shows that there is little more than a sense of ............10............ in his politics.

7. A. platitude  
   C. outfit  
   B. equanimity  
   D. cacophony  

8. A. proposed  
   C. morose  
   B. munificent  
   D. indigent  

9. A. complemented  
   C. exalted  
   B. associated  
   D. decimated  

10. A. utopia  
    C. parody  
    B. proponent  
    D. entitlement

**Direction (Q11- Q15): Find out the error, if any**

11. One of my good friend (A)/ is both an artist (B)/ and a physician (C)/ of repute. (D)/ No Error. (E)

12. I could hardly believe it (A)/ but I found their tallest player (B)/ was shorter (C)/ than I.(D)/ No Error (E)

13. One of the representatives (A)/ are knowledgeable (B)/ and good at (C)/ handling people. (D)/ No Error (E)

14. Left to himself (A)/ Inder prefers (B)/ travelling by bus (C)/ than travelling by train. (D)/ No Error. (E)

15. The project will (A)/ not only involve us in (B)/ a lot of expenditure (C)/ but also in considerable physical labour. (D)/ No Error (E)
### Answer

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### Explanations

6. The Twenty20 format seems to be cricket’s overwhelming flavour at present. Close on the heels of the Indian Premier League, the ICC T20 World Cup commenced last Sunday. Both championships dropped anchor in the United Arab Emirates (UAE). Originally, they were scheduled to be held in India but the COVID-19 pandemic forced a change in venue. The Board of Control for Cricket in India shifted the franchise-based league and the multi-nation event to the UAE and many players have seamlessly moved on from club to country.

7. **Outfit** (noun) – organization, group संगठन

8. **Proposed** (adjective) – suggested, presented प्रस्तावित

9. **Associate** (with) (verb) – link, connect, couple संबद्ध करना

10. **Entitlement** (noun) – The belief that one is inherently deserving of privileges or special treatment. विशेषाधिकार

11. (A) ‘friend’ के बदले ‘friends’ का प्रयोग होगा क्योंकि one of, any of, either of, neither of के बाद Noun Pronoun हमेशा Plural होता है।

   जैसे (i) One of the boys या One of them

12. (E) **No Error**

   **NOTE:** 'than I' के बदले 'than me' होना चाहिए, लेकिन ध्यान रखें कि than। बिल्कुल शुद्ध है।

   जब दो कर्ता की तुलना Comparative degree में हो तो ‘than’ के बाद Objective Case (जैसे – me, him, here आदि) का प्रयोग सिर्फ बोलचाल की भाषा तक ही सीमित है, किन्तु Standard English में ऐसी परिस्थिति में Objective Case के बदले Nominative Case का प्रयोग किया जाता है।

   जैसे - (i) He is better than me. [सिर्फ बोलचाल में]

   (ii) He is better than I. [Standard English]

13. (B) ‘are’ के बदले ‘is’ का प्रयोग होगा क्योंकि ‘one of’ के बाद Noun या Pronoun Plural होता है, किन्तु Verb Singular.

   जैसे - One of the books was stolen.

14. (D) ‘than’ के बदले ‘to’ का प्रयोग होगा क्योंकि जब दो Nouns या Noun Equivalents के लिए 'prefer' शब्द का प्रयोग हो तो इसके बाद Preposition ‘to’ लगाता है।

   जैसे - (i) She prefers wine to beer.
(ii) She prefers walking to running.

लेकिन, 'Prefer' के बाद 'rather than' का प्रयोग होता है। यदि इसका प्रयोग दो Infinitives के लिए हो।

(i) He prefers to write rather than read. का Singular रूप

15. (B) 'not only' का प्रयोग 'us' के बाद होगा। अर्थात् 'not only in a lot of expenditure but also in considerable physical labour' कहना पड़ेगा क्योंकि "Not only........ but also" का प्रयोग दो Subjects, दो Objects या दो Verbs को जोड़ने के लिए किया जाता है।

**Explanation of other important word**

<table>
<thead>
<tr>
<th>Sr.NO</th>
<th>Words</th>
<th>Meanings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Guile</td>
<td>Cunning, duplicity; artfulness</td>
</tr>
<tr>
<td>Coalesce</td>
<td>verb</td>
<td>To come together as one; to fuse; to unite</td>
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<tr>
<td>Itinerant</td>
<td>adjective</td>
<td>Moving from place to place</td>
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<tr>
<td>Q2</td>
<td>Bovine</td>
<td>Cow related; cow like</td>
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<tr>
<td>Lucid</td>
<td>adjective</td>
<td>Clear; easy to understand</td>
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<tr>
<td>Tacit</td>
<td>adjective</td>
<td>Implied; not spoken</td>
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<tr>
<td>Q3</td>
<td>Partisan</td>
<td>One who support a particular person, cause, idea</td>
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<tr>
<td>Chronicle</td>
<td>noun</td>
<td>A record of event in order of time; a history</td>
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<tr>
<td>Salutary</td>
<td>adjective</td>
<td>Healthful; remedial; curative</td>
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<tr>
<td>Q4</td>
<td>Allege</td>
<td>To assert without proof</td>
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<tr>
<td>Venerate</td>
<td>verb</td>
<td>To revere; to treat as something holy, especially because of great age.</td>
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<tr>
<td>Discriminate</td>
<td>verb</td>
<td>To notice or point out the difference between two or more things; to discern; to differentiate.</td>
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<tr>
<td>Q7</td>
<td>Platitude</td>
<td>A dull or trite remark; a cliché</td>
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<tr>
<td>Equanimity</td>
<td>noun</td>
<td>Composure, clam</td>
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<tr>
<td>Cacophony</td>
<td>noun</td>
<td>Harsh sounding mixtures of words, voices or sounds</td>
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<tr>
<td>Q8</td>
<td>Munificent</td>
<td>Very generous; lavish</td>
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<tr>
<td>Morose</td>
<td>adjective</td>
<td>Gloomy; sullen</td>
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<tr>
<td>Indigent</td>
<td>adjective</td>
<td>Poor</td>
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<tr>
<td>Q9</td>
<td>Complement</td>
<td>To complete or fill up; to be the perfect counterpart</td>
</tr>
<tr>
<td>Exalt</td>
<td>verb</td>
<td>To raise high; to glorify</td>
</tr>
<tr>
<td>Decimate</td>
<td>verb</td>
<td>To kill or destroy a large part of</td>
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Website: www.englishmadhyam.in, Phone number: 7722987077
<table>
<thead>
<tr>
<th>Q10</th>
<th>Utopia</th>
<th>noun</th>
<th>an ideal society</th>
<th>आदर्शलोक</th>
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<tr>
<td></td>
<td>Proponent</td>
<td>noun</td>
<td>An advocate; a support of a position</td>
<td>समर्थक</td>
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<td>Parody</td>
<td>noun</td>
<td>A satirical imitation</td>
<td>हास्यानुक्रमिति</td>
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