COMMUNICATOR

The Journal of Indian Institute of Mass Communication

Editorial

It gives us immense pleasure to present amongst you the latest edition of *Communicator*, the Research Journal of Indian Institute of Mass Communication. This edition brings out variety of predominant issues like environmental protection and government initiatives coverage in newspapers, health coverage in the newspapers, Indian principles of Communication and impact of digital media etc. We received an overwhelming number of strong papers and book reviews which went through double blind review process, out of which twelve papers and four book reviews were selected for publication.

The journal, we are sure will contribute towards scholarly and academic discipline building in communication field and will contribute towards reviving journalism practices in India. This issue of *Communicator* is an open issue and encapsulates various research papers underlining important issues. Dr. Archna Katoch and Ms. Monika studied the environment news stories in newspapers of Himachal Pradesh, focusing on government initiatives towards protecting the environment.

Ms. Aishwarya Valliappan and Dr. C. Velayutham's paper brought to light, the problems concerning women's health and hygiene and campaigns associated with it in Kerala. Campaigns on issues like "Breastfeeding and Menstruation" are also discussed in order to bring out the need to aware the masses about women health and hygiene related problems.

In this issue Dr. Raju C. John and Prof. Ishita Das tried to explore the usage of New Media roles in reference to LGBT community through their paper. With the changing times, new gender and sexuality norms are constantly evolving which are also researched in this paper.

Dr. Vahini Aravind studied the Parliamentary elections of 2019 to witness the voting behaviour of people and the role played by social media in influencing their participation. Dr. Ujjwala Barve and Dr. Bhat Behere's paper discussed how India is projected in their newspapers. They also studied extensively how ageda setting and framing is done about India in newspapers.

Ms. Sonali Srivastav and Dr. Shikha Rai's paper is a descriptive and analytical attempt to study whether the visual medium is gender stereotyping the child brain and what are the repercussions of such content being watched by the children.

Dr. Rittu Mittal and Dr. Varinder Randhawa's paper is an attempt to improve and bring a positive change in the organizational structure. Whereas, Dr. Debilal Mishra stresses upon how the Democratic Values in Media are fading away and how they are converting themselves into propoganda machines instead of catering to masses. Dr. Damian Mellifont discussed about the news media reporting of Obsessive Compulsive Disorder.

Dr. Rubal Kanozia stressed on the role of media in promoting awareness among masses about environmental laws, rights and duties and was focused on Punjab. Dr. Madhu Deep Singh and Kanta Devi tried to communicate that, *Natyashastra* is not just a dance, drama or art form, instead it is a whole new philosphy in relation to the principles of Communication. Dr. Melwyn S. Pinto's paper tried to comprehend the impact of rising internet usage in relation to the traditional media such as T.V. and Newspaper on the students.

The books reviewed in this issue are written by eminent writers. The new book written by Vanita Kohli Khandekar on "*The Making of Star India*" is reviewed by Prof. (Dr.) Ujjwala Barve. Prof. (Dr.) Kiran Thakur reviewed "*Harvesting Hope in The Suicide Zone: Women who challenged Drought, Death and Destiny*" which is written by Dr. Radheshyam Jadhav. Rahul Kumar has reviewed "*The Game of Votes: Visual Media Politics*

and Elections in the Digital Era" written by Prof Farhat Basir Khan. Last but not the least "*Poor Economics: A Radical Rethinking Of The Way To Fight Global Poverty"* has been reviewed by Gopal Misra and authored by Abhijit Bannerjee and Easther Duflo.

Through this editorial, we urge the Media Educators to send quality Research Papers for publication in the upcoming issues of *Communicator*.

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RESEARCH
PAPERS

Sustainable Development Goals, Environmental Protection and Government Initiatives: A Study of Newspapers in Himachal Pradesh

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Abstract

Obnoxious climate change, which is the result of environmental degradation, has ruined the momentum of our ecosystem and scarred the earth. The Sustainable Development Goals (SDGs), a blueprint for sustainable future in terms of environmental concerns has always been a theme in Indian policy, which can encounter the challenges of environmental degradation with sustainable solutions. A more vigorous 'watch-dog' role of the newspapers with an agenda setting is obligatory to make public aware and educated about the future environmental threats.This research explores the environmental news coverage regarding various government initiatives to protect the environment in the different newspapers in Himachal Pradesh by content analysis method. The present work found that coverage of environment issues regarding government initiatives in the newspapers is substantially good, which has created extensive public participation to protect the environment. Clean and Green Environment is the most prominent issue covered by all the newspapers in Himachal Pradesh, followed by Polythene Hatao Paryavaran Bachao, Pollution Abating Plants Abhiyan (PAPA), Van Bachao, and Ecotourism, respectively.The study also revealed that the Hindi newspapers have given more environmental coverage of government initiatives than the English newspapers in Himachal Pradesh. Clean and Green environment is the most prominent environmental issue covered both frequency and space wise by the Hindi newspapers whereas Polythene Hatao Paryavaran Bachao is the most prominently covered issue by the English newspapers.

Keywords: Agenda setting, awareness, environmental degradation, newspaper coverage, sustainable development.

This research explores the environmental news coverage regarding various government initiatives to protect the environment in the different newspapers in Himachal Pradesh by content analysis method.

Introduction

According to Henry Paulson, the former American Treasury Secretary,*"Economic growth and environmental protection are not at odds. They're opposite sides of the same coin if you're looking at longer-term prosperity".*Human actions have not just damaged the environment, but they retard development, destroy irreplaceable natural resources, and threaten our present and future prosperity. *"We are running*

the most dangerous experiment in the history, that how much carbon dioxide atmosphere can handle before there is an environmental catastrophe" (Musk, 2013). Due to the indiscriminate useof different natural resources, issues like water scarcity, global warming, ozone layer depletion, climate change, air pollution, acid rain, loss of biodiversity, land degradation, poor waste management, depletion of natural resources, droughts, floods, disasters, major health hazards etc.had ruined the rhythm of our ecosystem and scarred the earth. This horrific climate change, which is the outcome of environmental degradation, has been affecting our biodiversity and economic development, which makes life existence very difficult all over the world (IPCC, 2014). Currently, dangerous exploitation of non-renewable resources has been amplified due to the mounting global population, economic growth, technological modernizations, new life-style, changing habits of the people of developing and rich countries, whereas renewable resources such as water and other biodegradable resources have been highly misused. Subsequently, in order to maintain a clean and green environment for long time, sustainable use and protection of the environment is obligatory. India has substantial renewable energy sources, including a large land mass that receives among the highest solar radiations in the world, a long coastline, numerous rivers and high wind velocities,which can produce renewable energy in various forms like solar energy, hydroelectric power and wind energy (Ravibabu& Franco, 2018). If environmental protection is not taken up seriously, all the advancement and development that man has seen will be annulled.

"The news media is a critical conduit that can engender better environmental understanding and a corresponding national stewardship ethic" (Miller &Pollak, 2013). According to Denis McQuail (1983), media is primarily moulders of society as well as reflector of it and constructs social reality that is selective in nature. Media can influence the mind-set of people and can sensitize & persuade them to safeguard the earth from the environmental degradation. Increased public awareness to protect the environment is the need of the hour. For this, a more vivacious 'watch-dog' role of media is crucial to expose numerous environmental threats to the public and make them aware and educated about the future threats.Various organisations must come to the practices that are sustainable and not make short-term gains that pollute or degrade the environment but should look at the long-term impacts that may not harm the natural world (Morelli, 2011). It requires good and smart governance to solve these environmental challenges with numerous government initiatives called policy agenda, which focused on sustainable development along with creation of public awareness and concerns of environmental issues by the media.

The government and the people depend on media not only for disseminating of information and creating awareness, but also in setting agenda for the development and other related activities. Agenda setting theory coined by Maxwell McCombs and Donald L. Shaw (1972) explains the most powerful influence of the media in shaping public perception of the issues around them and telling the people *'what is to think about'* than in telling them *'what to think'*. It describes that if an issue in the news is reported more frequently and significantly, audience will regard that issue as most note worthy and important than other issues. Extra media concentration on some environmental issues leads the public to perceive these issues as very significant,which makes these environmental issues as public agenda. Agenda setting theory was initially given by Walter Lippmann's (1992), which states that news media is the key

"The news media is a critical conduit that can engender better environmental understanding and a corresponding national stewardship ethic"

connection between events in the world and images in the minds of the people. When an issue is covered repeatedly and extensively, that message goes deep in memory and reflected as an attitude change called Public Agenda. Government initiatives are always covered more prominently by the media and they become media agenda, and ultimately public agenda. Government while disseminating news also define various issues and frame problems in particular ways, which shape the concepts for future discussion and these concepts have higher success rates in becoming media agenda (Berkowitz, 1992; Entman, 1993; Hilgarten and Bosk, 1988). Hence policy agenda, media agenda and public agenda all influence each other and work together to have visible and viable solutions for environmental protection, and ultimately sustainable development.

Sustainable Development And Environment

The 17 Sustainable Development Goals (SDGs), an agenda for sustainable development by the United Nations, are the blueprint to achieve a better and more sustainable future for all (UN, 2018). According to the Brundtland Report (1987), *"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs"*. After the MDGs (Millennium Development Goals) up to 2015, there are SDGs (Sustainable Development Goals) to be accomplished up to 2030. The target is to make equilibrium with the three dimensions, which are environmental, economic, and social aspects of sustainable development. These also focused to end poverty, fight inequality and injustice, and tackle climate change by 2030 (UNEP, n.d.). The quality of human life and ecosystems on earth are indicators of sustainable use of resources. Sustainable lifestyles in human life result in to increased longevity, an enhancement in knowledge and an increase of income, all of which together are known as the Human Development Index (Bharucha, 2005, p. 19).

Sustainable development in terms of environmental concerns has always been a theme in Indian policy and planning. India is determined to encounter the challenges of environmental degradation with sustainable solutions and has always been committed to the United Nations Framework Convention on Climate Change(Rio, 1992) and the Kyoto Protocol (1997), which were the international agreements to deal with climate change. India has also signed a landmark pact - the Paris Climate Agreement on October 2, 2016,which calls upon all the nations to fight climate change and lower global temperature rise to well below two degrees Celsius by decrease in greenhouse gas emissions (Lahiry, 2017).

A clean and green environment is at the basis of all India's current government initiatives for environmental protection. By increasing India's renewable energy capacity, ensuing low carbon sustainable development pathway, and acclimating to the influences of climate change can further stop the environmental degradation. Indian Prime Minister Narendra Modi has been awarded the UN's highest environmental honour for his ground-breaking work in defending the International Solar Alliance in 2018. India is working hard to reduce the green house emission intensity by 20-25 Percent by 2020 and 30-35 per cent by 2030 and enhance the renewable energy capacity to 40 per cent by 2030 in the target submitted to the United Nations Framework Convention (UNFCCC) on Climate Change for a global climate pact(Jha, 2017). Strategic use of behaviour change communication (BCC) through appropriate media

Sustainable development in terms of environmental concerns has always been a theme in Indian policy and planning.

is of immense importance as it can serve as a platform for informing, educating and persuading people to realize their roles and responsibilities towards healthy practices and behaviour (Jha & Singh, 2017). Government of India has been successful in changing people's behaviour and attitude by its *'Swachhta Abhiyan'*, which is India's biggest cleanliness initiative ever with the mantra *'Pehle Shauchalaya, Phir Devalaya'* (first toilets, then temples). This mission has ensnared the imagination of the people, and with everybody getting involved, is for the people and by the people. Since October 2014, in less than three years, over 30 crore rural Indians have started accessing toilets, and mission is progressing speedily towards open defection free Bharat by October 2019 (Iyer, 2018).

Apart from *'Swachchta Abhiyan'* throughout the country, there is a need to include environment-saving campaign in all public programmes. Indian government has also started various initiatives to get rid of single-use plastics by 2022. India was the global host of World Environment Day on June 5, 2018 with *"Beat Plastic Pollution"* as the theme for the year to combat single-use plastic pollution, which is contaminating our oceans, detrimental to the marine life and threatening the human health (UN India, 2018).

The upsurge in waste generation is the by-product of economic development. Nowadays, focus is on overutilization of the resources available to gain the maximum benefits, which has resulted in to the degradation of the environment. India is confronting huge waste management challenge due to the fast urbanisation and technological innovations. According to the Down to Earth, *"Over 377 million urban people live in 7,935 towns and cities and generate 62 million tonnes of municipal solid waste per annum. Only 43 million tonnes (MT) of the waste is collected, 11.9 MT is treated, and 31 MT is dumped in landfill sites"* (Lahiry, 2018). The development processes need to narrow down those harmful practices, which are degrading the environment to a large extent. Waste-to-energy (WTE) plants, which are the reliable renewable energy sources, are among the most efficient ways to convert garbage to electricity in most eco-friendly manner, bridging the gap for electricity requirement (Baby, 2017).

The climate crisis and the current state of our planet demands responses that go beyond technology and finance to reorientation and a renewed consciousness (Kermani, 2015). It is necessary to maintain a balance between human and the ecosystem by reducing negative impacts on the environment. The Ministry of Environment, Forest and Climate Change website explains that The National Mission for Green India (GIM) is one of the eight missions demarcated under the National Action Plan on Climate Change (NAPCC). It aims at protecting, restoring and enhancing India's diminishing forest cover and retorting to climate change by a combination of adaptation and mitigation measures (n.d.).

It is necessary to maintain a balance between human and the ecosystem by reducing negative impacts on the environment.

According to the latest India State of Forest Report (2017), India has recorded one Per-cent increase (8,021 square km) in overall forest and tree cover between 2015 and 2017. The total forest cover of the county is 708,273 sq km, which is 21.54 per cent of India's geographical area. The tree cover of the country is estimated to be 93,815 sq km, which is 2.85 per cent. This upsurge in forest cover is due to the various government Initiatives taken aggressively and efficiently to protect the environment. *"Each one, plant one"*, a popular saying, has very high relevance today

because environmental protection is the need of the hour. Making Clean and Green Environment is a mission throughout India in which every citizen should be involved.

Environment In Himachal Pradesh

According to the Environment Policy guidelines of Department of Environment, Science and Technology, Government of Himachal Pradesh, *"The term environment encompasses air, water, soil, flora and fauna, communities, their habitats and livelihoods etc. and is a complex mix of various inter- relationships, which these facets of environment have amongst one another"* (n.d.). Himachal Pradesh with its fragile environment has its own environmental problems and threats. The fast-technological growth and over population seem both challenge and opportunity for environmental protection.

To conserve its Himalayan heritage and to tackle the problems of environmental degradation in the state, the Government of Himachal Pradesh has started various initiatives along with central government like Clean and Green Environment, Ecotourism, Polythene Hatao Paryavaran Bachao, Pollution Abating Plants Abhiyan (PAPA), Van Bachao: Vidyarathi Van Mitra Yojna, Samudayik Van Sambardhan Yojna, Mukhya Mantri Sarvotam Van Prabandhan Samiti Puruskar Yojna.

According to the news coverage of *Himachal Watcher* ("Baddi MC and BBNDA first create illegal dumping site, now trying to cover it with mud", 2018), illegal dumping of waste is growing and is the major concern in Himachal Pradesh. Baddi is the most polluted industrial town of Solan district of Himachal Pradesh and from the last two years the Municipal Council, Baddi, and Baddi Barotiwala Nalagarh Development Authority (BBNDA) have openly been dumping municipal waste of Baddi town in Kenduwal village, which has become a potential health hazard and nuisance for the residents of nearby villages. It is found that still today, state government and urban municipalities are not able to manage the problems like plastic problems, poor waste management, and illegal mining in the state.

Himachal Pradesh has tremendous potential in ecotourism and state government is planning to develop 113 ecotourism sites as destinations for ecotourism like nature parks, herbal gardens, adventure activities places, log huts, forest rest houses, trekking destination etc. (Chowdhury, 2018). Further, use of plastic has been banned in Himachal Pradesh since 2009. In order to reduce the use of plastic bottles by school children, students get steel water bottles in addition to school dresses, under the Mukhya Mantri Vardi Yojana. The use of thermocol plates and glasses are also banned in the state as they were a major cause of pollution.

On World Environment Day on June 5, 2018, state has started an initiative *'Pollution Abating Plants Abhiyan'* (PAPA) to combat air pollution by growing more and more air purifying plants. On the occasion, Chief Minister of Himachal Pradesh, Jai Ram Thakur said, *"World Environment Day is not just a ceremonial occasion but an awakening call for individuals to take charge of protecting the environment".* Also, Chief Minister of Himachal Pradesh has requested people to volunteer for environment protection and made them conscious about the hazards of single-use plastics by Twitter. He appealed to the people to use traditional *'pattals'* made of green leaves and save the environment (Singh, 2018).

"World Environment Day is not just a ceremonial occasion but an awakening call for individuals to take charge of protecting the environment".

According to the news reporting of United News of India ("New initiatives to increase green cover in HP", 2018), keeping in view the importance of green cover and to ensure environmental protection and conservation, the govt of Himachal has started these initiatives to increase the participation of local people in conserving the environment. Initiatives like Vidyarathi Van Mitra Yojna, Samudayik Van Sambardhan Yojna, Mukhya Mantri Sarvotam Van Prabandhan Samiti Puruskar Yojna would ensure maximum public participation in forest conservation and environmental protection.

Role Of Newspapers In Environmental Protection

Newspapers coverage can transform the people perceptions, perspectives, attitudes, and behaviours about the environmental conditions, which further shapes on-going environmental scientific analysis as well as policy makers understanding, perceptions, and possible policy making (Entman, 1993). The role of newspapers in spreading awareness is very crucial as their circulation and readership is growing continuously. Newspapers have magnificent impact on the people's environmental literacy.

Abbas and Ogadimma (2015) found that environmental news reporting in Omani press is just straight news without any proper analysis and in depth interviews largely taken from news agencies which promotes only global news agenda rather than local news. This research work endorses that journalists should be provided with adequate training in reporting the science and environmental news.

Boyagoda (2017) in his research studied the environmental news coverage of Sri Lankan newspapers in three languages viz. *The Sunday Times, Virakesari Warawaliyeedu* and *Irida Lankadeepa* and discovered that these newspapers do not cover environmental issues sufficiently. The newspaper *The Sunday Times* only gave considerable coverage of environmental issues as compared to other two newspapers.

Dutt, Garg and Bhatta (2013) studied the environmental coverage of 31 prominent Indian English newspapers and found that climate change and global warming got the highest environmental coverage with highest items (75%) and maximum space (77%) among all the environmental issues covered followed by environmental issues on mitigation. Newspaper like *The Times of India* provided the highest space to the environment issues.

Elia (2018) observed the coverage of climate change in two prominent newspapers of Tanzania *The Guardian* and The *Daily News*, and found that due to the internet resources available, there was increase in coverage of international and local climate change news. This research study also recommends for the appropriate training of journalists on accurate analysis, reporting and effective dissemination of climate change news.

Newspapers have magnificent impact on the people's environmental literacy.

Nirmala and Aram (2018) examined India's two key national newspapers specifically The Hindu and The Times of India. He found that data journalism is very significant for future and the newspapers can make people more conscious scientifically and technically about environmental hazards. Newspapers have very strong influence on public to apply eco-friendly practices foe environmental sustainability.

Sampei and Usui (2009) studied mass-media coverage of global warming in the Japanese newspapers for ten years period from 1998 to 2007, and found that with the increase in newspapers coverage for global warming; public concern for this issue significantly increases.

Shanahan, Morgan and Stenbjerre (1997) revealed that people get maximum environmental information by the media only, specifically about the various environment threats like ozone depletion, greenhouse effect, global warming, climate change, water and air pollution etc. It has been found that special media efforts can change their environmental understanding and attitudes for environment conservation.

Sharif and Medvecky (2018) reported that majority of journalists (27) in the Pakistani media share the view that the issue of climate change is not projected by them at the national level, and Pakistan's media generally cover this issue of climate change to event-oriented coverage for instance weather forecasts, conferences, press briefings and press releases etc.

Therefore, newspapers are doing their work of framing and influencing the public opinion on the importance of environment through its news coverage. If the newspapers coverage is not focused enough on the environmental issues, people will remain ignorant about the potential environmental threats.Therefore, this research study has critically analysed the coverage of government initiatives for the environment protection in the newspapers of Himachal Pradesh. Due to the importance of the environmental news coverage, the present study is needed and accordingly the research problem entitled *"Sustainable Development Goals, Environmental Protection and Government Initiatives: A Study of Newspapers in Himachal Pradesh"* is proposed with its following specific hypotheses:

• The most prominent environmental issue covered by all the newspapers in Himachal Pradesh is Clean and Green Environment.

• Hindi newspapers give more environmental coverage of government initiatives than the English newspapers in Himachal Pradesh.

Objectives Of Investigation

There are three main objectives of this study:

• To study the frequency of environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

• To study the space provided for environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

• To distinguish between environmental news coverage regarding government initiatives to protect the environment in Hindi and English newspapers of Himachal Pradesh.

The most prominent environmental issue covered by all the newspapers in Himachal Pradesh is Clean and Green Environment.

Materials And Methods

Government initiatives can play a vital role in protecting the environment consistent with international standards and in complete concord with the local environmental conditions by passing opposite environmental laws and regulations, and by implementing several governmental policies and programmes effectively. Indian government with its numerous initiatives called as policy agenda for sustainable development is committed to encounter environmental threats by making them public agenda. Both central and state governments are working in collaboration or independently in the direction of environmental conservation. The Ministry of Environment, Forest and Climate Change (MoEFCC) is executing several environmental protection programs to stop deforestation, control pollution and land degradation, and to boost the plantation of more trees. But for the government to work successfully, cooperation of media and public is obligatory. Newspapers can play vital role in creating awareness among citizens about various government initiatives to stop environmental degradation and moulding citizens to contribute to make these government initiatives a big success. Hence, environmental news coverage regarding government initiatives for environmental protection was considered to do this research study.

To study the frequency and space given to environmental news stories in the newspapers of Himachal Pradesh regarding government initiatives to protect the environment, the research study was conducted in the month of October 2018. Consequently, four newspapers highly circulated in Himachal Pradesh, The Times of India - the highest circulated national English newspaper; The Tribune -highest circulated regional English newspaper; Dainik Jagran - highest circulated national Hindi newspaper; and Divya Himachal - the highest circulated regional Hindi newspaper were selected for this study. Content analysis of these four newspapers was done to study their approach towards the coverage of news on environment. The choice of these newspapers is representative of the study.

- **Newspaper identity:** Dainik Jagran, Divya Himachal, The Times of India, and The Tribune.

- **Content category:** Environmental news regarding government initiatives.

- **News classification:** Environmental news stories of government initiatives were coded as below:
  * Clean and Green Environment
  * Ecotourism
  * Polythene Hatao Paryavaran Bachao
  * Pollution Abating Plants Abhiyan (PAPA)
  * Van Bachao: Vidyarathi Van MitraYojna,Samudayik Van Sambardhan Yojna, Mukhya Mantri Sarvotam Van Prabandhan Samiti Puruskar Yojna.

Results And Discussion

The frequency of environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

It is evident from Table 1 that total environmental news stories regarding government initiatives covered by the newspaper Divya Himachal in the month of October were 21. During this span, the maximum frequency of coverage was of clean and green environment 7 (34 Per-cent) followed by Polythene Hatao Paryavaran Bachao 5 (24 Per-cent), Van Bachao 4 (19 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 3 (14 Per-cent), Ecotourism 2 (9 Per-cent), respectively.

Table: 1 The frequency of environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

S. No.	News Genera	Frequency of coverage										
		Divya Himachal	(%)	Dainik Jagran	(%)	The Tribune	(%)	The Times of India	(%)	Total	(%)	Rank
1.	Clean and Green Environment	7	34%	8	32%	5	33%	4	24%	24	30%	1
2.	Ecotourism	2	9%	2	8%	1	7%	2	12%	7	9%	4
3.	Polythene Hatao Paryavaran Bachao	5	24%	6	24%	4	26%	6	35%	21	27%	2
4.	Pollution Abating Plants Abhiyan (PAPA)	3	14%	5	20%	3	20%	2	12%	13	17%	3
5.	Van Bachao	4	19%	4	16%	2	14%	3	17%	13	17%	3
	Total	21	100	25	100	15	100	17	100	78	100	
	%	27%		32%		19%		22%				

Also, total environmental news stories regarding government initiatives covered by the newspaper Dainik Jagran were 25. During this span, the maximum frequency of coverage was of clean and green environment8 (32 Per-cent) followed by Polythene Hatao Paryavaran Bachao 6 (24 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 5 (20 Per-cent),Van Bachao 4 (16 Per-cent), Ecotourism 2 (8 Per-cent), respectively.

Further, it is clear from the table 1 that the total environmental news regarding government initiatives covered by the newspaper The Tribune were 15. During this span, the maximum frequency of coverage was of clean and green environment 5 (33 Per-cent) followed by Polythene Hatao Paryavaran Bachao 4 (26 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 3 (20 Per-cent),Van Bachao 2 (14 Per-cent), Ecotourism 1 (7 Per-cent), respectively.

The total environmental news regarding government initiatives covered by the newspaper The Times of India were 13. During this span, the maximum frequency of coverage was of Polythene Hatao Paryavaran Bachao 6 (35 Per-cent) followed by Clean And Green Environment 4 (24 Per-cent),Van Bachao 3 (17 Per-cent); Ecotourism and Pollution Abating Plants Abhiyan (PAPA) 2 (12 Per-cent) each, respectively.

Also, it is clear from table 1 that the total environmental news stories regarding government initiatives covered by these four newspapers of Himachal Pradesh in the month of October were 78. Out of which, the maximum frequency of environmental news coverage was in the newspaper Dainik Jagran 25 (32 Per-cent) followed by

Divya Himachal 21 (27 Per-cent), The Times of India 17 (22 Per-cent), and The Tribune 15 (19 Per-cent) respectively. During this month maximum frequency of environmental news coverage was of Clean And Green Environment 24 (30 Per-cent) followed by Polythene Hatao Paryavaran Bachao 21 (27 Per-cent); Pollution Abating Plants Abhiyan (PAPA) and Van Bachao 13 (17 Per-cent) each, and Ecotourism 7 (9 Per-cent), respectively.

It is evident from the table 1 that in this month the most prominent environmental issue regarding government initiatives covered by all newspapers was clean and green environment 24 (30 Per-cent). The newspaper Dainik Jagran covered this environmental issue most prominently followed by Divya Himachal, The Tribune, and The Times of India.

The second most covered environmental issue regarding government initiatives in the month of October was Polythene Hatao Paryavaran Bachao 21 (27 Per-cent), which was most prominently covered by the newspaper The Times of India 6 (35 Per-cent) followed by Dainik Jagran, Divya Himachal and The Tribune.

Further, it is clear from the table 1 that the environmental issues like Pollution Abating Plants Abhiyan (PAPA), and Van Bachao got the average coverage by all newspapers in the month of October and environmental issue ecotourism was covered less in the month of October.

The space provided for environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

It is evident from Table 2 that the total space provided for environmental news stories regarding government initiatives to protect the environment by the newspaper Divya Himachal in the month of October was 2340.47cm². During this month, maximum space was allotted to clean and green environment 756.41 cm² (32 Per-cent), followed by Polythene Hatao Paryavaran Bachao 567.23 cm²(24 Per-cent), Van Bachao 478.2 cm² (21 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 415.2 cm² (18 Per-cent), and Ecotourism 123.43 cm² (5 Per-cent), respectively.

Table: 2   The space provided for environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

S. No.	News Genera	Space in cm²										
		Divya Himachal	(%)	Dainik Jagran	(%)	The Tribune	(%)	The Times of India	(%)	Total	(%)	Rank
1.	Clean and Green Environment	756.41	32%	867.34	34%	678.21	40%	543.31	29%	2845.27	33%	1
2.	Ecotourism	123.43	5%	210.23	8%	81	5%	143.34	8%	558	7%	5
3.	Polythene Hatao Paryavaran Bachao	567.23	24%	711.2	28%	487.45	29%	768	40%	2533.88	30%	2
4.	Pollution Abating Plants Abhiyan (PAPA)	415.2	18%	467.24	18%	321	19%	168	9%	1371.44	16%	3

5.	Van Bachao	478.2	21%	321	12%	118	7%	265	14%	1182.2	14%	4
	Total	2340.47	100	2577.01	100	1685.66	100	1887.65	100	8490.79	100	
	%	28%		30%		20%		22%				

It can also be shown that total space provided bythe newspaper Dainik Jagran in the month of October was 2577.01 cm². During this month maximum space was allotted to clean and green environment 867.34 cm² (34 Per-cent), followed by Polythene Hatao Paryavaran Bachao 711.2 cm² (28 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 467.24 cm² (18 Per-cent), Van Bachao 321 cm² (12 Per-cent), and Ecotourism 210.23 cm² (8 Per-cent), respectively.

Further, it is revealed that total space provided by the newspaper The Tribune in the month of October was 1685.66cm². During this month, maximum space was allotted to clean and green environment 678.21 cm² (40 Per-cent), followed by Polythene Hatao Paryavaran Bachao 487.45 cm² (29 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 321 cm² (19 Per-cent), Van Bachao118 cm² (7 Per-cent), and Ecotourism 81 cm² (5 Per-cent), respectively.

Also, it can be shown that total space provided by the newspaper The Times of India in the month of October was 1887.65 cm². During this span, maximum space was allotted to Polythene Hatao Paryavaran Bachao 768 cm² (40 Per-cent), followed by Clean And Green Environment 543.31 cm² (29 Per-cent), Van Bachao265 cm² (14 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 168 cm² (9 Per-cent), and Ecotourism 143.34 cm² (8 Per-cent), respectively.

Further, it is clear from Table 2 that the total space provided by these four newspapers of Himachal Pradesh in the month of October was 8490.79 cm². During this month, maximum space has been allotted by the newspaper Dainik Jagran 2577.01cm² (30 Per-cent) followed by Divya Himachal 2340.47 cm² (28 Per-cent), The Times of India 1887.65 cm² (22 Per-cent), and The Tribune 1685.66 cm² (20 Per-cent), respectively. During this month maximum space was allotted to clean and green environment 2845.27cm² (33 Per-cent), followed by Polythene Hatao Paryavaran Bachao 2533.88cm² (30 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 1371.44cm² (16 Per-cent), Van Bachao 1182.2cm² (14 Per-cent), and Ecotourism 558cm2 (7 Per-cent), respectively.

It is evident from the Table 2 that in this month,the maximum space was given to the environmental issue clean and green environment 2845.27cm² (33 Per-cent) by all the newspapers. The newspaper Dainik Jagran has allotted maximum space to the environmental issue clean and green environment, followed by Divya Himachal, The Times of India and The Tribune.

The second most covered environmental issue by spacewas Polythene Hatao Paryavaran Bachao 2533.88cm² (30 Per-cent), which has been given maximum space by the newspaper The Times of India, followed by Dainik Jagran, Divya Himachal and The Tribune.

The third most covered environmental issue by space is Pollution Abating Plants

The newspaper Dainik Jagran has allotted maximum space to the environmental issue clean and green environment, followed by Divya Himachal.

Abhiyan (PAPA) 1371.44cm2 (16 Per-cent), which was given maximum space by the newspaper Dainik Jagran, followed by Divya Himachal, The Tribune and The Times of India. The environmental issues like Van Bachao also got the average space by all newspapers of Himachal Pradesh. Further, it is evident from the table that the environmental issue ecotourism was given less space in this month.

Difference between environmental news coverage regarding government initiatives to protect the environment in Hindi and English newspapers of Himachal Pradesh.

It can be shown from table 3 that total environmental news stories regarding government initiatives covered by the Hindi newspapers in the month of October were 46. During this span, the maximum frequency of coverage was of clean and green environment 15 (33 Per-cent) followed by Polythene Hatao Paryavaran Bachao 11 (24 Per-cent), Van Bachao 4 (19 Per-cent), Pollution Abating Plants Abhiyan (PAPA) and Van Bachao 8 (17 Per-cent) each, and Ecotourism 4 (9 Per-cent) respectively.

In case of English newspapers, maximum frequency of coverage was of Polythene Hatao Paryavaran Bachao 10 (31 Per-cent), followed by Clean And Green Environment 9 (28 Per-cent) Pollution Abating Plants Abhiyan (PAPA) and Van Bachao 5 (16 Per-cent) each, and Ecotourism 3 (9 Per-cent) respectively.

Table: 3 Difference between the environmental news coverage regarding government initiatives to protect the environment in Hindi and English newspapers of Himachal Pradesh

S.No.	News Genera	Hindi Newspapers						English Newspapers					
		F	%	Rank	Space	%	Rank	F	%	Rank	Space	%	Rank
1.	Clean and Green Environment	15	33%	1	1623.75	33%	1	9	28%	2	1221.52	34%	2
2.	Ecotourism	4	9%	4	333.66	7%	5	3	9%	4	224.34	6%	5
3.	Polythene Hatao Paryavaran Bachao	11	24%	2	1278.43	26%	2	10	31%	1	1255.45	35%	1
4.	Pollution Abating Plants Abhiyan (PAPA)	8	17%	3	882.44	18%	3	5	16%	3	489	14%	3
5.	Van Bachao	8	17%	3	799.2	16%	4	5	16%	3	383	11%	4
	Total	46	100	4917.48	100		32	100		3573.3	100		
	%	59%			58%			41%			42%		

The table 3 also revealed that the Hindi newspapers have given more environmental coverage 46 (59 Per-cent) of government initiatives than the English newspapers 32 (41 Per-cent) in the month of October.

It can also be shown that total space provided by the Hindi newspapers in the month of October was 4917.48 cm^2 (58 Per-cent). During this month, maximum space was allotted to clean and green environment 1623.75 cm^2 (33 Per-cent), followed by Polythene Hatao Paryavaran Bachao1278.43 cm2 (26 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 882.44 cm^2 (18 Per-cent), Van Bachao799.2 cm^2 (16 Per-cent), and Ecotourism 333.66 cm^2 (7 Per-cent), respectively.

Also, total space provided bythe English newspapers in the month of October was 3573.3 cm^2(42 Per-cent). During this month maximum space was allotted to Polythene Hatao Paryavaran Bachao1255.45 cm^2 (35 Per-cent), followed by Clean And Green Environment 1221.52 cm^2 (34 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 489 cm^2 (14 Per-cent), Van Bachao 383 cm^2 (11 Per-cent), and Ecotourism 224.34 cm^2 (6 Per-cent), respectively.

The Table 3 also shows that the Hindi newspapers have provided more space to environmental news coverage 4917.48 cm^2 (58 Per-cent) of government initiatives than the English newspapers 3573.3 cm^2 (42 Per-cent) in the month of October.

Hence, it can be concluded that in the month of October, the most prominent environmental issue regarding government initiatives covered (both frequency and space wise) by the Hindi newspapers was clean and green environment, whereas in case of English newspapers, the most prominently covered issue was Polythene Hatao Paryavaran Bachao.

Conclusion

In the month of October 2018, the total environmental news stories (78) regarding government initiatives covered by four newspapers of Himachal Pradesh are fairly good. Out of which, the maximum frequency of environmental news coverage is in the newspaper Dainik Jagran 25 (32 Per-cent), followed by Divya Himachal 21 (27 Per-cent), The Times of India 17 (22 Per-cent), and The Tribune 15 (19 Per-cent) respectively.

During this month maximum frequency of environmental news coverage by all the newspapers in Himachal Pradesh is of Clean and Green Environment 24 (30 Per-cent), followed by Polythene Hatao Paryavaran Bachao 21 (27 Per-cent); Pollution Abating Plants Abhiyan (PAPA) and Van Bachao 13 (17 Per-cent) each, and Ecotourism 7 (9 Per-cent), respectively.This result supports the hypothesis that the most prominent environmental issue covered by all the newspapers frequency wise in Himachal Pradesh is Clean and Green Environment.

The newspaper Dainik Jagran has covered environmental issue Clean and Green Environment most prominently 8 (32 Per-cent), followed by Divya Himachal, The Tribune, and The Times of India.The environmental issue Polythene Hatao Paryavaran Bachao has been covered most prominently by the newspaper The Times of India 6 (35 Per-cent), followed by Dainik Jagran, Divya Himachal and The Tribune.

The total space provided for environmental news stories regarding government initiatives to protect the environment in the four newspapers of Himachal Pradesh in the month of October is 8490.79 cm^2. During this month, maximum space has been allotted by the newspaper Dainik Jagran 2577.01cm^2 (30 Per-cent), followed

by Divya Himachal 2340.47 cm^2 (28 Per-cent), The Times of India 1887.65 cm^2 (22 Per-cent), and The Tribune 1685.66 cm^2 (20 Per-cent), respectively.

During this month, maximum space has been allotted to the environmental issue Clean and Green Environment 2845.27cm^2 (33 Per-cent) by all newspapers followed by Polythene Hatao Paryavaran Bachao 2533.88cm^2 (30 Per-cent), Pollution Abating Plants Abhiyan (PAPA) 1371.44cm^2 (16 Per-cent), Van Bachao 1182.2cm^2 (14 Per-cent), and Ecotourism 558cm^2 (7 Per-cent) respectively. This result supports the hypothesis that the most prominent environmental issue covered by all the newspapers space wise in Himachal Pradesh is Clean and Green Environment.

The newspaper Dainik Jagran has allotted maximum space 867.34 cm^2 to the environmental issue Clean and Green Environment, followed by Divya Himachal, The Times of India and The Tribune.

The second most covered environmental issue by space is Polythene Hatao Paryavaran Bachao 768 cm^2 which has been prominently covered by the newspaper The Times of India followed by Dainik Jagran, Divya Himachal and The Tribune.

Further, it is evident from the table that the environmental issues like Pollution Abating Plants Abhiyan (PAPA), and Van Bachao has got the average coverage frequency and space wise by all newspapers in the month of October.

The environmental issue Ecotourism has got less coverage by all newspapers of Himachal Pradesh.

It is found that Hindi newspapers have given more environmental coverage 46 (59 Per-cent) frequency wise of government initiatives than the English newspapers 32 (41 Per-cent) in the month of October. Further, the Hindi newspapers have provided more space to environmental news coverage 4917.48 cm^2 (58 Per-cent) of government initiatives than the English newspapers 3573.3 cm^2 (42 Per-cent) in the month of October. This proves the hypothesis to be true that Hindi newspapers give more environmental coverage of government initiatives than the English newspapers in Himachal Pradesh.

The most prominent environmental issue regarding government initiatives covered (both frequency and space wise) by the Hindi newspapers in the month of October was Clean and Green environment, whereas in case of English newspapers, the most prominently covered issue was Polythene Hatao Paryavaran Bachao.

The Way Ahead

Hindi newspapers have given more environmental coverage 46 (59%) frequency wise of government initiatives than the English newspapers 32 (41%) in the month of October.

This research study shows the positive role of the newspapers in Himachal Pradesh in creating awareness among the people about government initiatives to protect the environment. It also establishes that government initiatives and policies always impact media agenda of news coverage, and consequently more public responsiveness and behavioural change about the conservation of the environment. Though, Indian government is giving a substantial attention to main environmental issues by starting various initiatives to create awareness and involve every citizen to

tackle these environmental threats, several environmental problems have not been included in the government initiatives. Further, this research work focuses only on newspapers coverage of environmental issues for a period of only one month i.e. the month of October, 2018, but the environmental issues change throughout the year due to different seasons and weather conditions. Therefore, newspapers coverage of environmental issues can be studied for longer period to give the exact trends and variations of environmental issues. Besides, this study focuses on only the extent of newspaper coverage and not on the way environmental issue is presented in the newspaper, which can influence people's attitudes to tackle that threat. Further, various environmental issues are not getting substantial newspapers coverage and have remained unnoticed by the public so far. These unseen environmental problems are required to be covered extensively by the newspapers. By keeping pace with alarming situation, yet there is a lot remained to be done at the grass-root level to change the mind-set of the people. Here comes the '*watch-dog*' role of newspapers to cover and expose several environmental hazards stories to the people and make them aware how to tackle the future threats. Journalists should be provided with apposite trainings to develop their scientific temper to report science and environmental stories with objectivity, accuracy and by giving simple explanations of complex scientific facts. Prevention of environmental degradation must become a part of everyone's life. All key stakeholders viz. government organizations, non-government organisations, media, social reformers and public at international, national, regional and local levels need to join the hands to preserve the environment worldwide and have sustainable development.

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An Analysis on the Effectiveness of Women Health-Centric Social Media Campaigns

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Abstract

Breaking stereotypes and social stigmas, the breastfeeding and menstruation campaigns were two of the most popular women-health centric social media campaigns that shook the population of India. This research analyses why these campaigns occurred, the consequences, and its effectiveness. Survey methodology was adopted to discern the effectiveness of the campaigns, where a questionnaire about these two campaigns was circulated among the public using random sampling technique. The findings indicated that a majority of the participants felt that the campaigns had indeed made women's lives easier. Ironically, a majority also stated that the society was still hesitant about breastfeeding in public and talking about menstruation. It was also noted that men were still reserved about expressing their opinions on such sensitive issues, especially related to women. Among the several suggestions obtained from the participants, a significant one was the request to involve governments in the implementation of strategies and the inculcation of awareness from a young age, especially among boys. This research is also in accordance with the Theory of Relative Deprivation, which explains the surge in campaigns we see today.

Keywords: Social media, campaigns, #YesIBleed, menstruation, breastfeeding, women health, awareness, analysis, movements, women empowerment, stereotype, safe periods, hashtag campaign

Introduction

India has been at the forefront of patriarchal societies around the world (The Hindu, 2018). In the name of history and culture, a male-chauvinistic society has been built in India, where defying the sexist norms is perceived to be shameful for the individual as well as the family that they belong to. In the past, people just accepted their fates and didn't question or fight against injustice because they wouldn't gain much support from their peer group who are the ones enforcing these customs. However, the advent of social media has provided a platform for people to network and connect with one another. People began expanding the horizons of social media usage beyond networking, to express their thoughts and perspectives (Baruah, 2012). Subsequently, people also began voicing out their opinions and calling out the wrongdoings in the society on social media (Forbes, 2018). The injustice doled out against women on a daily basis in the name of culture is numerous but on the bright side, the shackles that hold them back are slowly being broken one by one with the help of social

This research is also in accordance with the Theory of Relative Deprivation, which explains the surge in campaigns we see today.

media. Women have started coming out of their shell to fight against the oppression on social media because they gain support on this platform. With a rise in the number of people speaking boldly against prejudice on social media, the number of such social media campaigns especially advocating for women's rights have increased (Mukherjee, 2016). Social media is slowly emerging as a forum which could lead to a more developing and progressive society. However, at this juncture, it is important to analyse if the impact of these campaigns extends beyond the numerous likes and shares on social media platforms. Specifically, the key question being raised in this research is, *"Have these campaigns made women's life easier?"*. Although this research question has many facets, in this work, we delve deep into two women-health centric campaigns, namely *Breastfeeding and Menstruation campaign.*

Aim

The aim of this study is to analyse the cause, reasons, and effectiveness of two social media campaigns that focussed on women's health, namely, the breastfeeding and menstruation campaigns.

Objectives

- To identify the cause, reasons, and the need for social media campaigns.

- To study the effectiveness of popular social media campaigns that focussed on women-health and hygiene.

- To evaluate the success or failure of these campaigns and their effect on regularising the issue among the public.

- To provide suggestions and analyse the future scope of social media as a tool to create awareness.

Background of the Campaigns

#Breastfeeding Campaign

This campaign was spearheaded by the Malayalam magazine, Grihalakshmi. Their March 2018 issue had a photo of a woman breastfeeding an infant with the title *'Mums tell Kerala: don't stare – we need to breastfeed'*. This post by Grihalakshmi magazine aimed at normalising breastfeeding in public and encouraged women to *'Breastfeed Freely'* which was the title of the campaign (The News Minute, 2018). This campaign garnered a lot of attention, resulting in a controversy, with many users claiming that the cover photo was obscene, while many others stated that the magazine had tarnished the reputation of Hindu women by posting derogatory pictures. This campaign was inspired by a Facebook post that received much flak from social media users for showing a woman breastfeeding her baby in public, which was posted by her husband. The husband had resorted to the social media platform when the couple was ousted from a famous mall in Kerala, and the mother had to feed her baby on the corridor (The Indian Express, 2018). Many users trolled and posted derogatory comments condemning the couple for shamelessly breastfeeding in public. Many

'Mums tell Kerala: don't stare – we need to breastfeed'

social media users piqued by the controversial image on the cover filed petitions against the magazine for obscenity in court. However, the Kerala High Court backed the magazine saying *"Obscenity, like beauty, lies in the eyes of the beholder"* (The News Minute, 2018). In July along similar lines the parents of a 9-month-old baby filed a Public Interest Litigation (PIL) to allow women to breastfeed in public (South China Morning Post, 2018). Recently UNICEF also released a report on the advantages of breastfeeding thereby adding momentum to the breastfeeding campaign on account of World Breastfeeding Week (August 1-August 7).

#Menstruation Campaign

The *#YesIBleed* menstruation campaign was spearheaded by *SheWings*, a popular sanitary napkins manufacturer. It aimed at breaking stereotypes around menstrual hygiene and was backed by the Union Ministry of Health and Family Welfare and The National Commission of Women (The Week, 2018). This campaign was launched by Maneka Gandhi, the then Union Minister for Women and Child Development, on account of International Women's Day. During her speech, she highlighted the need for such campaigns by stating that only 12 Per-cent of women across India follow hygienic menstrual practices (Business Standard, 2018). The campaign garnered a lot of support from the public in its endeavour to spread the message of menstruation across India. It was widespread across diverse social media platforms such as Facebook, Twitter and YouTube. The objective of the campaign was to promote a holistic approach towards periods transcending beyond aspects such as culture, class, caste and religion (GK Today, 2018). With the United Nations recognising menstrual hygiene as a global public health and a human rights issue across the globe, the need for this campaign is evident. Menstruation has been a huge taboo in Indian society and there were a lot of campaigns and efforts to break the stigma surrounding it to give women a more welcoming environment. Menstruation grabbed the limelight last year with many people speaking up about it on social media inspired by several other campaigns which came up last year.

Research Question

The research question that we ask in this paper is, *'Did the social media campaigns on breastfeeding and menstruation have a positive effect on the general public? If yes, what aspects of the campaign helped achieve this? If not, how can it be improved?'*

Review of Literature

Ever since its advent, social media has been slowly penetrating the daily lives of people. Social media has evolved along with the evolution of human beings. And as we evolved over time, we developed devices and technologies to help us communicate easily with fellow human beings (Carton, 2009). It has been gaining patronage, with the number of users multiplying rapidly. Around 2.3 billion people worldwide are active users of social media out of the 7.3 billion global population, with an increase of 176 million users in the past year alone. In comparison to 2015, advertisement revenue has increased by 15 Per-cent with many organisations spending more than 20 Per-cent of their budget on social media channels (Bhardwaj et al., 2017).

The objective of the Menstruation campaign was to promote a holistic approach towards periods.

The emergence of a medium with instantaneous reach and feedback has opened the doors to various avenues and possibilities. While some organisations use it to create promotion and marketing for their own benefits, others use it to create awareness and educate the public about lesser-known topics. People rely on social media to give them all the answers they are seeking and it should be put to good use. It has helped the public gain knowledge and has also given many people the confidence to be socially capable. It provides the opportunity and freedom to be creative and make advancements in varied fields which could be used by organisations and individuals to their maximum potential (Akram et al., 2017).

As the knowledge of the public continues to nurture, it has led to a rise in campaigns and movements on social media to create awareness and educate the public about key issues faced by the public. Campaigns on social media are usually aimed at a particular target audience in mind with an intended impact or effect. Campaigns can directly or indirectly impact the behaviour and attitude of the public. They can directly influence the decision-making process of an individual by invoking the necessary feelings and emotions in them. Campaigns can also indirectly influence an individual by entering his/her sub-conscious mind (Wakefield et al., 2010). The major purpose of a campaign is to expose a large population to a set of messages with an intention to alter their behaviour or decisions. These campaigns use different strategies to garner more attention, prompt action, create awareness, and action change. Some help in creating immediate action as they are pragmatic while others being constitutive help in creating awareness.

Social media campaigns hold a lot of prominence, especially in a country like India. It can be used to create an impact on the public because of its vast reach and instantaneous impact. In a hybrid media system that is existent in India, the digital space and online information are gaining prominence only recently. According to Chadwick, a renowned researcher in this field, the hybrid media system is where mass media still occupies an important place in the evolving campaign media ecology in advanced industrial democracies. It involves offline and online communication as well as grassroots activism. In such a system, the new media doesn't displace the existing mass media but results in constructive collaboration (Chadwick, 2013).

The campaigns during the 2014 LokSabha elections in India excellently prove the growing emergence of digital media and how it will soon replace other media as the first priority to get information. There are clear indications that the penetration of digital media will expand further in growing economies like India, especially in rural areas. Campaigns on social media increased mediated interpersonal channels and flow of communication between the candidate and the voters and will escalate manifold in the future. Narendra Modi and Arvind Kejriwal used Twitter, Facebook and SMS/text messages extensively in the 2014 elections to propagate their motives manifestos and create a buzz around their election activities. This is an indication of the influence social media has over the public, especially the youth who constitute a major portion of the voters (Neyazi et al., 2016).

Social Media creates an impact on the public because of its vast reach and instantaneous impact.

Social media also provides activists with a stage to present their alternate side of the story and rally for a particular cause, disseminate information, and create awareness with support from the general public. It helps in civic and public engagement and

attracts like-minded people, rushing in a new wave of activism, which is slowly gaining power. The success of social media campaigns has given rise to online petitions, campaigns, videos, hashtags and blogs which are gaining popularity with significant results. Several political and social changes have occurred as a result of online campaigns and digital activism. Many organisations and personalities have emerged successful thanks to their thoughtful approach to marketing on social media. Many issues are being discussed and debated on social media, which could lead to positive results in the future. Even if the consequences are minuscule now, it holds a lot of potential to make a big difference and take society forward in the right direction. Social media campaigns result in well-educated individuals who in the future might take better-informed choices owing to the internet (Rani, 2018).

One of the major populations with a lot to gain from the emergence of social media is women. Social media provided a platform for women to voice their perspectives, standpoints, and problems. It also resulted in the emergence of a new knowledge building process (Youngs, 2000). This platform supported women in voicing their opinions and fighting for their rights. This paved the way for a rise in social media campaigns advocating for a cause. Several campaigns can be stated as examples of effective use of social media. The *#MeToo* campaign is a striking example of the effect of social media campaigns, its consequences and influence over the public. It resonated with women around the world, and many rose in protest against the injustice. Many even came forward to talk about their harrowing experiences and the trauma they faced. It shook the whole of the film fraternity and the society as well. Conversations emerged around the world, and several perspectives were obtained. This campaign helped bring to light the harassment and abuse women face on a daily basis (Regulska, 2018). This social media campaign is an occurrence that brought about a change in the mindsets of the public, proving the extent of social media's influence and its effect on society.

Social media has also helped bring the limelight on women and the difficulties they face on an everyday basis. Women's health, which has been neglected for long, has now been brought to the forefront due to social media and the platform it provides for the voiceless and deprived. It is very influential and can help bring about a change in behaviour and attitude. Many prior research works have dealt with women health-related topics such as mental health, body image issues, life-altering diseases. Likewise, some research works have also focused on campaigns on menstruation and breastfeeding in traditional media such as television and newspapers. To the best of our knowledge, ours is one of the first research works to analyse the effect of social media on the issues of menstruation and breastfeeding. These are topics which need to be spoken about in the open, and the effectiveness of such campaigns and the public's reaction to it is a case of great significance for research.

Methodology

In this current research pertaining to understand the effectiveness of two women health centric social media campaigns-breastfeeding and menstruation campaign, survey methodology was adopted because it will help observe and gain an understanding of the perception of the public on the subject, if it had an impact on them, the level to which it had impacted them, etc. Their responses to the varied questions related to

The #MeToo campaign is a striking example of the effect of social media campaigns, its consequences and influence over the public.

the topic of research help the researcher gain a wider perspective on the subject. It can be used to describe certain aspects and characteristics of a population and also to test the nature of the relationship in a population. A survey will help analyse the reach of the campaign among the public, if it did indeed penetrate the audience's mindsets and the level of penetration of these campaigns. It helps to conduct a non-biased, comprehensive, inclusive research on a sensitive topic such as breastfeeding and menstruation campaigns and its impact on society.

Tool for Survey

Among the different tools available to conduct a survey, the method adopted for this research was a questionnaire, which is a predefined series of questions which is used to collect information from individuals about a particular topic. The respondents were given the right to remain anonymous since it was a sensitive subject. However they were asked to provide other details essential to understand the demographics of the participants. The questionnaire consisted of both open and close-ended questions in order to elicit answers from the respondents and to understand their thought processes.

Sample Size

The sample size for the survey is 100 respondents, which will be ample to size up the population, correlate it and understand the perceptions and viewpoints of the audience with regard to the breastfeeding and menstruation campaigns.

Type of Sampling

The sampling method employed for the survey is Random Sampling, where the population of participants for the survey was selected on random, bases on chance. The survey was distributed randomly among participants, indicating that it was an unbiased representation of the total population.

Analysis

Despite breastfeeding and menstruation being age-old practices in India, there are stigmas and superstitions attached to both the issues, hindering its practice as a regular routine. They are natural processes which have been associated with womanhood since time immemorial. This research aimed at identifying the existing perception about the issues among the public, their perception of the campaign message and whether it created an impact or not, resulting in a change in lifestyle.

Superstitions and Taboos Surrounding the Issues

The survey results obtained from the 100 respondents indicated that there are still numerous stigmas and superstitions attached to both the issues in India.

The survey results obtained from the 100 respondents indicated that there are still numerous stigmas and superstitions attached to both the issues in India. When the respondents were asked to state superstitions and myths surrounding the issues, it was observed that a major superstition associated with breastfeeding is that a mother's beauty will reduce and her body's shape will be disfigured. This discourages women, especially in urban areas, from breastfeeding their children. Another taboo is that a

baby should not be breastfed in public according to Indian culture as the evil eye will be cast on it by the people staring at the mother and the baby.

When it came to menstruation, about 30 Per-cent of the respondents stated that people consider menstruating women as impure and unhygienic. Women are also considered untouchables when they are on their periods. It is painful to see that despite India banning the practice of untouchability in 1950, it is still prevalent today in the name of culture and tradition.

Men's Perception Towards the Issues

Although breastfeeding and menstruation are related to women, men are also equally involved in the process. The survey was circulated to both men and women, to gain a holistic perspective on the subject. Many men chose not to respond to the survey while some of them who responded to the survey stated that they had no idea about breastfeeding or menstruation. Among the 100 respondents, only 31 of them were men, which indicates men's hesitation to talk about such sensitive issues, especially related to women's health, openly.
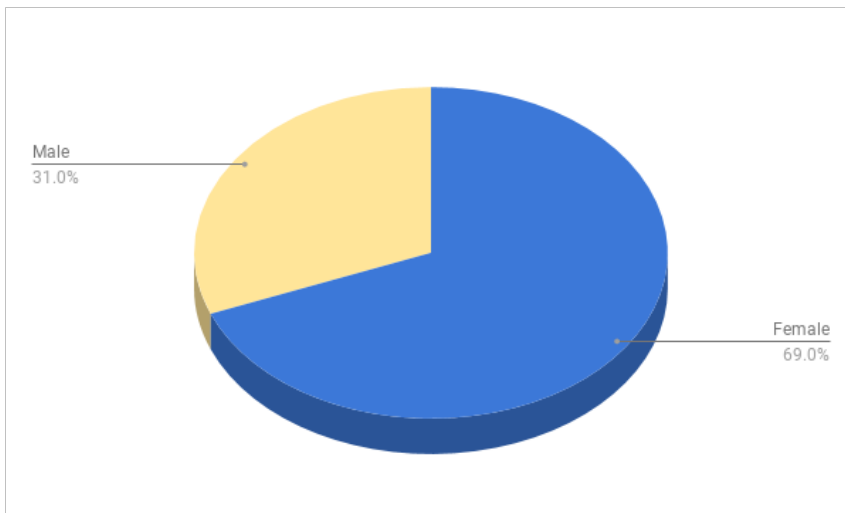

Male
31.0%

Female
69.0%

Figure: Gender split of the respondents

Furthermore, some even went to the extent of asking why they should know about these issues focussed on women. In addition to men's ignorance, taboos surrounding these issues also prevent men from being involved in the discussion. A blasphemous superstition prevalent is that the father should not be present while the mother breastfeeds their child. Also, men remain oblivious to the fact that women menstruate. It is this ignorance which makes mentreat women differently.

Apart from men, even the perception of the elderly needs to be changed as these are the people who enforce these rules rigidly, causing pain and discomfort to women. Even mothers who suffer through this agony, in the name of belief and culture, do not come to the aid of their daughters in plight.

It is painful to see that despite India banning the practice of untouchability in 1950, it is still prevalent today in the name of culture and tradition.

Public Openness to the Issues

More than 60 Per-cent of the respondents said that the public was not open to both the issues of breastfeeding and menstruation. They weren't open-minded about breastfeeding in public or about conversing about menstruation, buying sanitary pads in the open, etc. Surprisingly, more than 50 Per-cent of the men feel that the public are open to the idea of breastfeeding, which points to the difference in opinion about social inclusion among men and women. Even now many shops wrap sanitary pads in newspapers so that the public will not know you are purchasing a menstrual product. If such is the case, it is an indication that the public still shy away from talking in the open. Menstruation and breastfeeding are quite common and natural, according to a predominant of the respondents. But even if women are willing to face the society and talk about these issues in the open, without any codeword or anything, the society scorns at such women.
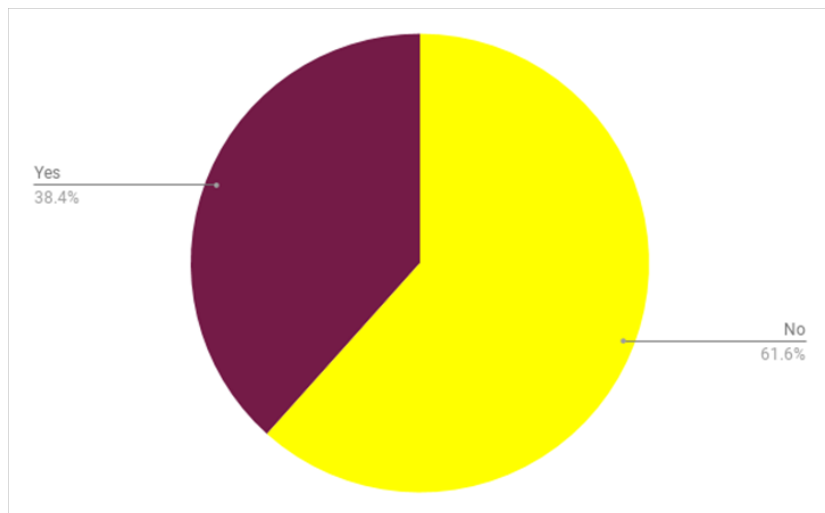

Figure: Audience' response when asked if the public were open to breastfeeding and menstruation

Public Opinion and Attitude Towards the Issues

When the respondents were asked for their opinion on these issues, many of them felt that it was natural and these issues were something which every woman will go through at some point. A 32-year-old male participant stated that when people are hungry, they go to a restaurant and eat if they are outside. He felt that breastfeeding a child in public is also along the same lines. He felt that people should not look down upon a baby getting its rightful food and nutrition.

On the other hand, a few others, especially men, felt that breastfeeding was agreeable as long as it was behind closed doors. This is an indication that men are somewhat okay with the idea of breastfeeding as long as they do not have to see it visually and if it is done in private. But when it comes to breastfeeding in public, they are very uncomfortable. The irony here is that 68 Per-cent of the respondents stated that

If women are willing to face the society and talk about these issues in the open, without any codeword or anything, the society scorns at such women.

women should breastfeed openly. One of them said that women could breastfeed in public, but they need to cover themselves. A woman responded that it was best to avoid breastfeeding in public places as you can never know the kind of people you may encounter and their judgements and stares will be unnerving. A married woman stating such an opinion calls for review of the actions of the public.

With regards to the issue of menstruation, many participants replied that it was a natural biological process that occurs in a woman to indicate that she is healthy. A few men abstained from commenting on the subject, while others mostly used the words *'natural'*. Despite being natural and routine for women, there seems to be no respite from the taboos that plague the topic. Another respondent had stated that menstruation was another natural occurrence with stupid stigmas. This is an outcry of the exasperation women feel about being subjected to numerous beliefs and taboos all for the sake of culture and values.

Reach of the Campaigns

When respondents were asked if they have heard about the campaigns, around 60 Per-cent of the respondents answered affirmatively. This is an indication that the campaigns, although concentrated on social media platforms, have indeed made inroads in the lives of many people in the society. When the public was asked how they came to know about the campaign, a majority of the answers pointed to Facebook, Twitter and other social media platforms while a few stated the news. This also points to the fact that social media is turning out to be an effective platform for communication of information and for creating awareness, especially on sensitive topics like breastfeeding and menstruation.
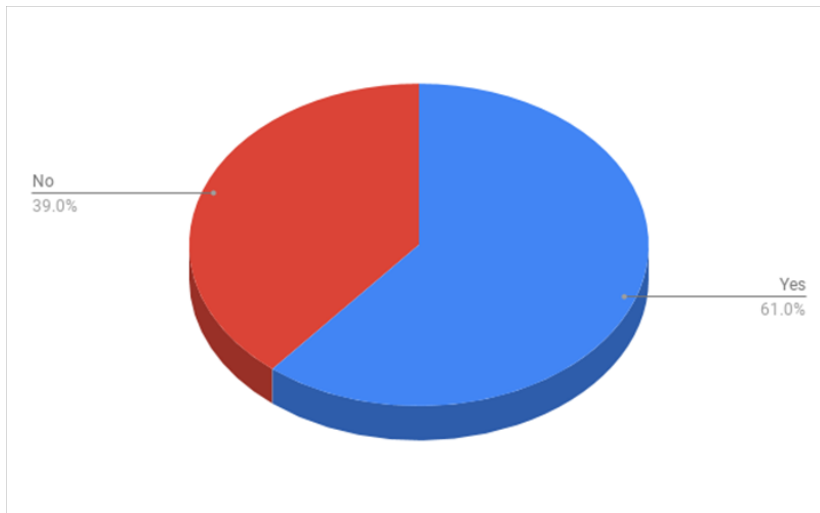

Figure: Number of participants who have heard about the breastfeeding and menstruation campaigns

Campaigns, have indeed made inroads in the lives of many people in the society.

Impact of the Campaigns

This research aimed to understand if these campaigns had an impact on the lives of women. When respondents were asked if these campaigns have made women's lives easier, a majority answered positively that it had made a difference in the lives of women. In contrast to the statement that the public are still not very open to the idea of breastfeeding and menstruation, more than 50 Per-cent of the respondents affirmed that the campaign had indeed made women's lives easier.

The breastfeeding campaign was quite controversial and news-breaking thanks to its hard-hitting cover image. As a result of this, the respondents were almost equally divided in whether the campaign had a positive impact on the lives of women. Although some believe the campaign made headlines for all the wrong reasons, others felt that although controversial, the magazine had indeed made heads turn and had created awareness about breastfeeding. Some said that it was a good effort and that the initiative was commendable, but they did not have any idea about the campaign's reach and if it did have an effect on society. Ideally, a campaign for a social cause should lead to social change. However, this survey reflects that the breastfeeding campaign, although controversial and popular, did not lead to much change. Many felt that the controversial aspects had deviated the campaign.
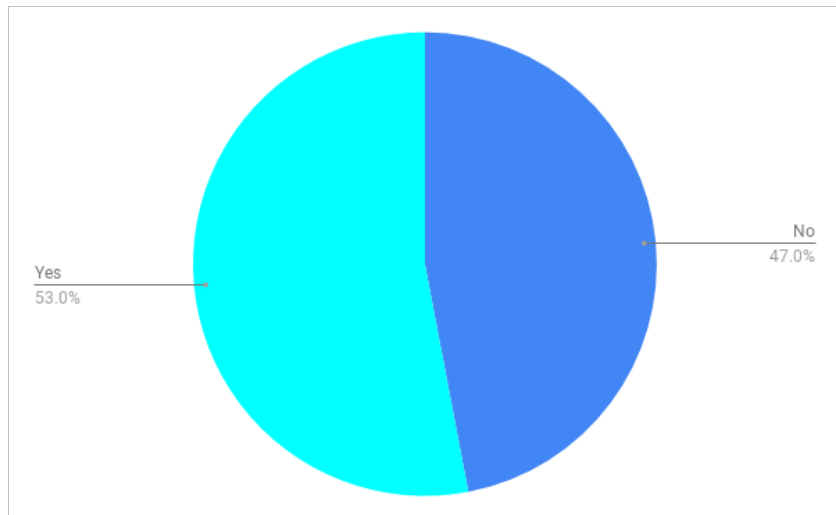

Figure: Audience's response when asked if the campaigns made women's lives easier

Focus of the Campaigns

The breastfeeding campaign was mired in controversies, so it was only natural that the focus of the campaign was derailed. More than 50 of the 100 participants felt that the focus of the breastfeeding campaign was more on the controversy over the obscene image portrayed on the cover image. Some people even took it a notch higher by filing a case in the Kerala Court against the magazine and the model for the obscene image portrayed on the cover. However, the Kerala court's verdict came in favour of the magazine as it stated that *'obscenity lies in the eyes of the beholder,'* which is an

Ideally, a campaign for a social cause should lead to social change.

indication that although the magazine campaign was well-intentioned, it was ridden with numerous potholes. A few of the respondents stated that the magazine had an image which would be perceived as obscene purposefully on the cover to create a controversy, thereby making the campaign and the magazine popular. They felt that it could have been avoided altogether.
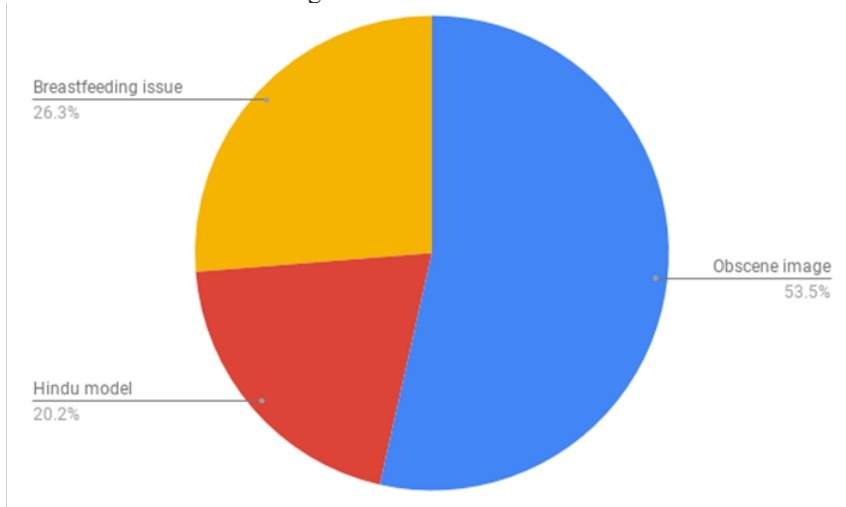
Figure: Audience' response when asked to state the focus of the breastfeeding campaign

Although the menstruation campaign didn't have controversies surrounding it, the focus of the campaign was deterred because of the high-profile inauguration ceremony. After being backed by the Government, the campaign was flagged off by Maneka Gandhi, the then Union Minister for Women and Child Development. The event was given much hype, and many personalities attended the event. Around 65 Per-cent of the participants felt that the campaign did not lose sight and did indeed focus on the issue of taboos surrounding menstruation.
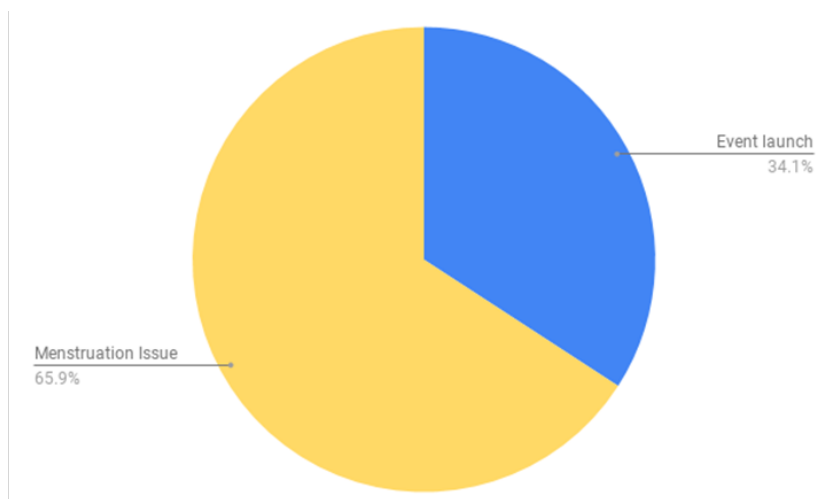

Figure: Response of the participants when asked to state the major focus of the menstruation campaign

A Bollywood movie called *Padman* also released at the same time, and the makers of the movie also had a campaign to create awareness on menstruation with the hashtag #PadmanChallenge. When the respondents were asked if the campaign was overshadowed by other campaigns and topics like Padman, 50 Per-cent felt that other topics occupied the forefront when it came to menstruation while the other 50 Per-cent felt that the campaign was not overshadowed.
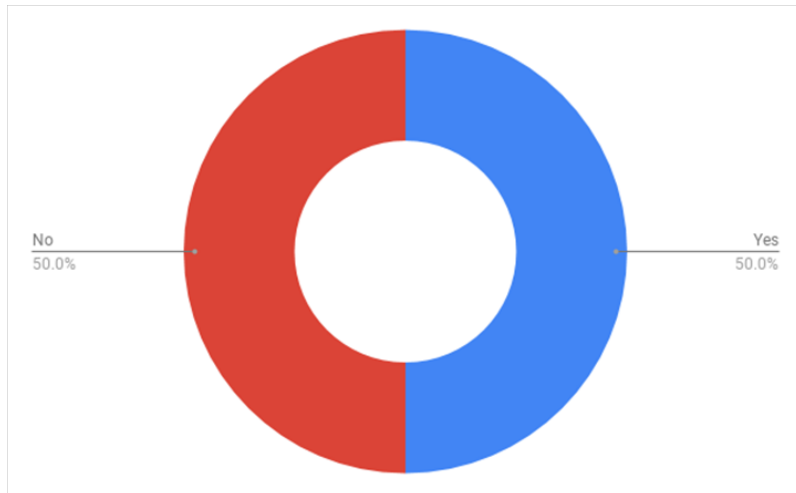

Figure: Audience' response to whether Padman and other related topics overshadowed the menstruation campaign

With numerous other campaigns on the same issue and a movie about menstruation releasing during the same time, this campaign managed to hold its own. One setback is that there is a chance that the public could have been exposed to other campaigns at the same time, and it could have resulted in a change in perception. This one factor is very difficult to take into account while calculating the effectiveness of the campaign. However, the ultimate goal of bringing about a change in society pertaining to the taboos related to menstruation was somewhat achieved to an extent, and that is cause for celebration.

Perception of the Campaigns' Message

Around 10 Per-cent of the respondents stated that they had no idea about the message of the campaigns or what it was trying to say. Many generic terms were used when asked to state the message of the campaigns. A very common one-line answer used for the breastfeeding campaign was that *'it was natural'* and *'it was nothing to be ashamed about.'* The words *'importance', 'awareness,' 'publicising,' 'do not be shy,' 'natural'* was repeated when writing about the message of the breastfeeding campaign. One of the respondents felt that breastfeeding was not such big a deal as the magazine made it out to be. Many participants knew more about the controversy than the magazine or the campaign, so they preferred not to comment on the message of the campaign.

The word *'hygiene'* was used to explain the menstruation campaign. It is not quite known if hygiene was referred to women's hygiene in general or if it was used as a replacement for the words *'periods'* and *'menstruation'* or if they indeed were talking about hygiene during menstruation. These answers were elusive and obscure, with no clear-cut idea on what they meant. This is a negative connotation, which could indicate that the campaign did not have the intended effect, and many did not quite understand it. This is in direct contrast to the response to the previous question where people had stated favourably that the campaign had a positive impact on women. It is not quite known if the respondents knew about the campaign and what it was before stating that it had an impact. On a positive note, a few mentioned that the campaign aimed at breaking the taboos surrounding menstruation. Some had said that menstruation was natural and the campaign meant to create awareness on the topic.

Societal Support and Change Brought Forth

In order to gain societal support for the issue, the public need to be educated about the advantages. They need to be more understanding and open-minded towards women. They should obliterate the pre-conceived rumours and stigmas in the minds of the public. Only now has there been an initiation of a conversation about these issues in the open. Women are slowly opening up about the topic. Women should discuss these issues with their children and husband and other family members, irrespective of their age and gender in order to sensitise the issue.

People should hold their heads high and state proudly that they were breastfed by their mothers, and they are breastfeeding their child. Mothers should not ruin the maternal relationship and bond they share with their little ones for the sake of the two-faced public. They shouldn't hesitate to state that they are on their periods. If they are in distress or in need of help, especially in these circumstances, they should be unmindful about others. They should be proud that they are women and shouldn't be ashamed.

Suggestions to Improve the Campaigns

One very thought-provoking suggestion was to include information about these issues in school curriculums to teach kids from a young age. If they grow up with awareness, then they will not look down upon it and women will not be ashamed. This information needs to be given sensitively, especially to boys, to make them understand better. Another suggestion was to take the campaigns to the societies and communities which consider these issues as taboos and educate them. It is also possible that many of these people who are not aware of the topic do not have access to the Internet, so that factor needs to be taken into consideration. The campaigns could have delved deeper into the issue, and more initiatives should have been done for it to reach the remote parts of India. A 28-year-old male partaker suggested that state bodies should be more involved in these campaigns and should help take it to the next level. He also sighted Pondicherry as an example where, as a result of a past campaign, free sanitary pad vending machines are present at government schools for girls. There should be effective campaigns in every state in India, and the government should also be involved, implementing the strategies of these campaigns in their states. Many also felt that campaigns should transcend social media boundaries

This information needs to be given sensitively, especially to boys, to make them understand better.

and implement strategies through mass media and outdoor media as well for people who are not tech-savvy. A very interesting suggestion was that the campaign and the information provided should be in all vernacular languages for better reach and impact of the information. Even if the public are not open and refuse to talk freely, that should not deter women from speaking out on a subject close to them which impacts their lives. They should inspire others also to converse openly so that the stigma attached to it is refuted. Also, real-life personalities, people who are at positions of importance in the government and private sector need to talk openly about the issue and should encourage others to do so as well.

Interpretation

The development of society today has led us to debrief the numerous baseless beliefs surrounding matters of importance, such as breastfeeding and menstruation, which are directly related to women's health. These timeworn taboos and myths from history shouldn't stop women from achieving their dreams and goals. This research study is proof that women have collectively stated that they don't have the freedom to practice or talk about this in public. Be it breastfeeding or menstruation, the respondents have stated in majority that the public are still narrow-minded and aren't very open to these phenomena.

Some people feel that breastfeeding in public and menstruation are impure and unclean acts by women, which should be shunned and shushed behind closed doors. They feel that the two topics shouldn't be discussed in public. It could be due to several factors. It could be because it makes them uncomfortable or it could be because it is a topic focussed on women about which men don't have much idea. This perception that such common occurrences are treated as tainted acts needs to change in order to help the society be more progressive without such unsupported particulars holding women back.

Surprisingly, in both the campaigns, although the respondents stated that the public aren't open to the idea of breastfeeding or menstruation, they also felt that the campaigns did indeed make inroads as it has helped make the lives of women easier. This is an indication that social media campaigns are emerging as major game-changers in the society.

Some men spoke in favour of the issues while others slammed the campaign and the people talking in support of these campaigns. Also, when the survey was circulated randomly among the public, men were hesitant to fill up a survey related to women's health issues. They were uncertain and had numerous doubts as to why they should do it, which reflects the attitude some men hold towards subjects related to women's health.

Social media campaigns are emerging as major game-changers in the society.

In this particular research, it was found that social media campaigns can stand on its own, but events surrounding or related to the campaign can gain more limelight, shadowing the primary cause of the campaign. The controversies surrounding the breastfeeding campaign actually mislead the whole movement, with more focus on the obscene image on the magazine cover. Similarly, the event launch for the menstruation campaign had more posts with the hashtag #YesIBleed than posts

about menstrual hygiene, which was the message of the campaign. The controversies surrounding the breastfeeding campaign did more damage to the campaign than the event launch of the menstruation campaign, as it totally deviated the focus of the campaign. These campaigns are proof that social media campaigns can easily be dissuaded by other factors, which should not be the case. Campaigns on social media should focus on the issue or awareness being created on a particular subject, rather than on other aspects which could mislead the major goal.

Campaigns on social media are usually focussed on creating awareness and conversation about a particular subject or issue. There should be more efforts and initiatives from the government and people in power to take reformative actions towards helping create awareness at a societal level and bringing about a change. People who view these social media campaigns are only aware that the issue exists, but the government and officials should take the first step towards change as a result of these campaigns, which will be backed by the public.

Theoretical Orientation of Study

This research, aimed at understanding two women-health related social media campaigns, could be explained better with the Theory of Relative Deprivation. According to the Relative Deprivation Theory, people take action for social change to acquire something that others possess and which they believe they should have too. Upon comparison of lifestyle, activities and materials possessed by other individuals or groups in the society, a particular group of people feel that they also have the right to possess the same belongings which others are accustomed to. Social dissatisfaction is synonymous with relative deprivation. This deprivation leads to protests and revolutions by the particular group to claim what they think are their rights (The Hindu, 2018).

British statesman and sociologist Walter Runciman in his book Relative Deprivation and Social Justice (1966) stated with evidence that a particular community, mostly the working class develop feelings of deprivation due to relative comparison. He stated four required conditions that cause relative deprivation, which will lead to social movements. According to him, the four pre-requisite conditions are:

- An individual or group does not have particular rights or certain materials and properties.

- This individual or group knows other people who possess these rights or materials.

- This individual or group wants to possess the rights or materials the others have.

- The individual or group starts believing that possessing these rights or properties is realistic, and there is a fair chance they can attain their goal.

Relative deprivation can be found at the heart of most social movements. It can help explain the numerous social change movements that occur around the world, which

Social dissatisfaction is synonymous with relative deprivation.

is mostly a result of the accumulation of relative deprivation (Chegg Study). This Theory of Relative Deprivation can also be a possible explanation for the rise in social movements advocating for the rights and voice of women to be heard in the society, especially in a patriarchal culture such as India.
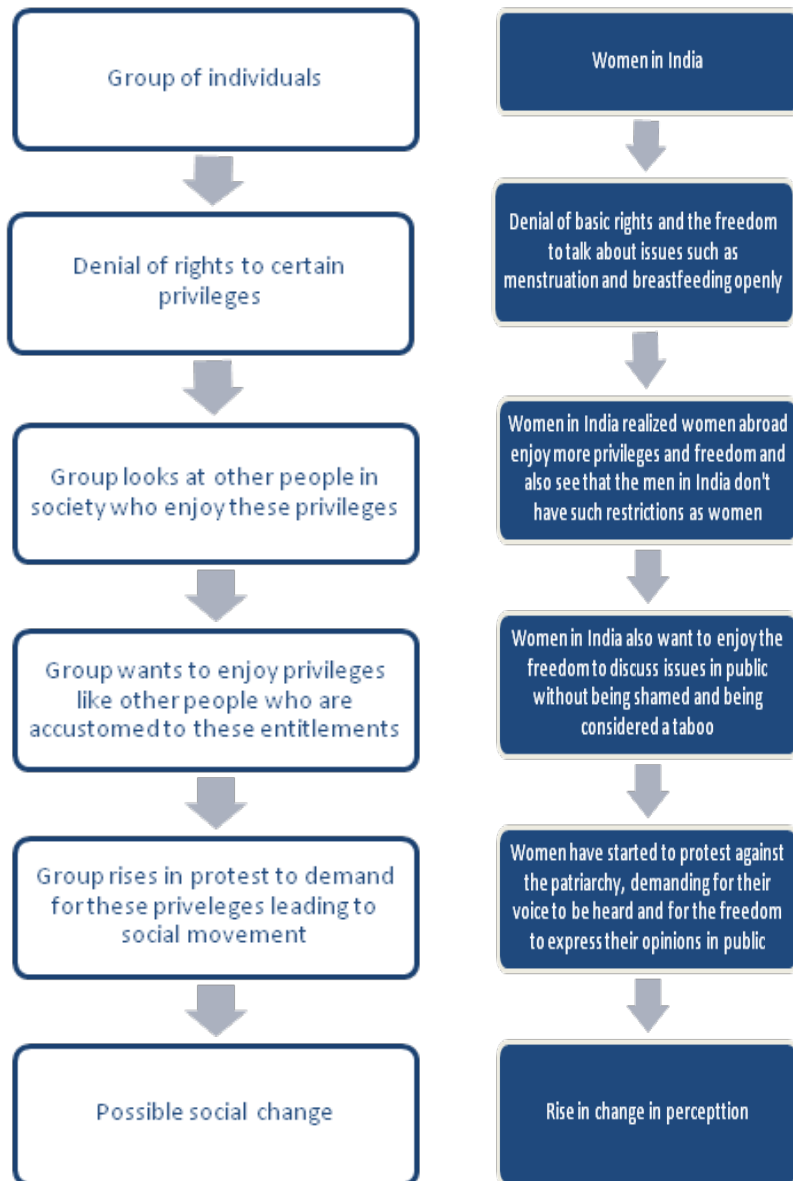
Conceptual Model of Theory in Relation to Current Research

Findings

- This current study is an indication that the Internet and social media are slowly emerging as the preferred platform for communication, conducting campaigns and awareness drives, because of its vast and immediate reach and effectiveness.

- The campaigns' reach was effective as more than 60 Per-cent of the respondents stated that they had heard about the campaign. The basic mindset of the public has been questioned by these campaigns, and their perspectives are slowly changing.

- The results of the survey indicated that the two campaigns-breastfeeding and menstruation campaigns had an effect on the minds of the public as more than 50 Per-cent of the participants stated that the campaigns did indeed make the lives of women easier.

- Ironically, in cases of both the campaigns, despite the participants stating that the campaign has indeed made it easier for women, more than 60 Per-cent of the respondents also stated that the society is still not very open to the idea of breastfeeding in public or talking about menstruation.

- About 50 Per-cent of the participants stated that breastfeeding and menstruation were natural phenomena which should not be shunned. This is an indication of the changing perception of the public, who are more open to these concepts than before.

- Many men did not respond to the survey questionnaire, possibly because the present study focused on women's health. Only 30 Per-cent of the respondents were men in the current survey. This is an indication that men are hesitant to the idea of discussing in public about sensitive issues such as menstruation and breastfeeding.

- Obscene comments and opinions were obtained in reply when the survey was circulated, which was similar to the trolls and shaming that the public received on social media when they voiced their support.

- This research also stands to prove that controversies surrounding a campaign do more harm than good as it takes the focus away from the message of the campaign, misleading the audience. A campaign should be clear about its message.

- One of the predominant suggestions provided was to create awareness about the issue from a young age, especially among young boys. Schools and colleges should also be made a part of these campaigns, with awareness programs being inculcated as part of their syllabus.

- Another important suggestion was the involvement of the government in the implementation of the strategies suggested in the campaigns for better reach and impact. Construction of facilities, awareness movements and similar programs

A campaign should be clear about its message.

aimed at creating awareness and normalising the issue should be encouraged by the government.

- The Theory of Relative Deprivation substantiates the current research as the breastfeeding and menstruation campaigns fall in line with the theory which states that repudiation of rights can lead to social movements. The four required conditions which lead to social movements, according to the Theory of Relative Deprivation defined by British statesman and sociologist Walter Runciman is met by the breastfeeding and menstruation campaigns, which is proof that this theory can help attribute the emergence of these campaigns.

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Role of New Media in Changing Norms of Gender and Sexuality with Reference to LGBT Community

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Abstract

Apple's current CEO, Tim Cook opened up about his sexuality in 2014 at The Late Show interview, there were mixed emotions across the globe. "We want to leave the world better than we found it," Cook said. People supported and appreciated his moving and heartfelt message for the world. (Alejandaro Alba, 2015). In this paper, we are applying the theory of Uses and Gratification, in order to understand how the use of new media is helping LGBT community and what role new media is playing in satisfying this community? Over the years, the societal structure has defined the role of a man and woman and when it comes to LGBT community for many they don't exist. On January 10, 2018, India's Supreme Court had said about re examining Section 377 of the Indian Penal Code, which bans carnal intercourse with any man, woman, or animal. It comes from the 16th century English Law, when the country was under the British rule. Understanding the need of the hour, technology has been channelized for the betterment of the community. Dating Apps have been created; leading brands have come forward on social media to support the cause. For the present study, the research method used is survey method where a random sample size of 100 people from LGBT community has been taken for study. Here the data is being collected with the help of a questionnaire that includes 25 questions. The data collected for the study will be presented with the help of pie charts. The researchers had created an online questionnaire.

Keywords: Gender, India, LGBT community, New Media, Norms, Society

Introduction

The term *"gender"* stands for difference between males and females socially which are different from *"sex"* which defines how someone is biologically male or female. Gender norms are about societal notions about the behavioural aspect of a male and female followed by the formation of gender roles which they have to play individually. Sexuality is an important part of a human personality and expressing it with the consent of two adults in privacy has been backed legally. Approximately 33-million-strong LGBT community in India is facing discrimination in the country where in same-sex marriage has not been made legalized (Source: DW.com).

It has been seen that the LGBT i.e. Lesbian, Gay, Bisexual, Transgender community in the World is going through a transformation phase. When it comes to India, they

In this paper, we are applying the theory of use and gratification, in order to understand how the use of new media is helping LGBT community and what role new media is playing in satisfying this community?

are lagging far behind. The study is important to understand the role of new media in catering to the needs of the LGBT community in India. Whether the community is using new media and getting benefitted or not? The community has witnessed a long and difficult battle in the quest of their fundamental rights and their acceptance into the mainstream society. They were in the shell for many years and tried multiple ways and platforms to share their voice and thoughts. New media has made a strong penetration into our lives as a necessity and is their usage helping out the LGBT community like never before.

Since the study focuses on new media which means the web world, the researchers reached out to LGBT communities through various internet channels like social media sites, blogs, vlogs, Apps etc. The paper has made an attempt to understand their new media usage and bring out their voices in order to understand them better.

The limitation of the study is, it was difficult to convince people to participate in this survey. The Lesbian group has shown a minimal participation in the survey. Survey on different platforms of the internet was missed or skipped by the participants as these pages or blogs had updates at regular intervals. The community does not wish to open up to everyone on the lines of breach of privacy. Education came as one of the limitations while reaching out to the transgender community via internet. Out casted by society, there are many who have not been to schools so, the literacy rate is low in order to read or reply on the content even though they are using internet. We took references and connected with the moderators of different new media platforms as most of them are closed groups. The researchers also requested these platform members to allow them to be a member of these groups for a short period of time in order to communicate their survey.

New Media, Uses and Gratification Theory

It was a difficult thought to bring the whole world on one platform that too in the quickest way. With all the new media formats such as networking sites and applications popping up every year, the mass is easily connecting with one another across the globe according to their likes and preferences. Each of these new media avenues have something different to offer depending on what we are looking for and the benefit factor for us in many different ways.

The theory of Uses and Gratification is one of the communications theories coined by Blumler and Katz which talks about human's relationship with mass media. The theory talks about people turning to media in order to get it's assistance in fulfilling human needs of interaction with other people. The theory talks about the five distinct categories of needs like cognitive, affective, personal integrative, social integrative and tension-free needs and how media fulfills it.

The theory says that the media audiences are not passive but take an active role in interpreting and integrating media into their lives. In this study, we have given space to the five features of Uses and Gratification Theory through various questions.

The theory of Use and Gratification is one of the communications theories coined by Blumler and Katz which talks about human's relationship with mass media.

Objective

- To identify various new media avenues for LGBT communities in India. In this study, only Indian centric New Media platforms were touched base.

- To find out the purpose of using New Media by this community.

- To study whether they feel safe or comfortable while sharing their thoughts on New Media?

- To understand whether the appearance of LGBT community on social media has changed people perception towards them?

Research Methodology

Following the theory of Uses and Gratification, the researchers have tried to understand that how the use of new media is coming along with LGBT community in context to gender norms and sexuality. Also, is the new media playing an efficient role by satiating the interests of the community or not?

Sampling

For the present study, the research method used is survey method where a sample size of 100 people from LGBT community has been taken for study and the survey is conducted online on Indian new media platforms. In order to carry forward the research, the researchers were helped by Badlaav Samiti, an NGO based in Indore and working for LGBT community, New media accounts like Chennai Dost, Harmless Hugs, LGBT Community, LGBT Events India, Fifty Shades of Gay, Gaylaxy magazine. The researchers were also supported by activists and a crowd funding firm "Impact Guru".

Tools of Data Collection

Here the data was collected with the help of a pre-structured questionnaire containing 25 questions seeking opinion about the use of new media and gratification factor among the respondents. Responses to the questions are presented in the form of pie charts and are subjected to statistical analysis.

Data Analysis
Q.1. What is your Sexual Orientation?

SAMPLE SIZE 100

Lesbian
Gay
Bisexual
Transgender
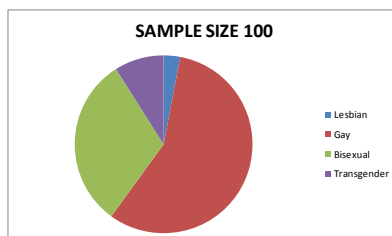
Q.2. **What is your age?**

a) 18 -25   b) 25-30   c) 30-35   d) 35 plus

SAMPLE SIZE 100
- 18-25-50
- 25-30-26
- 30-35-19
- 35 plus-5
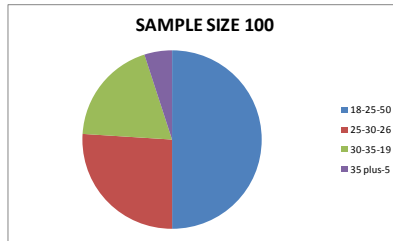
Q. 3. **Please tick on any one of the following new media formats you use.**

a) Social networking site b) App c) Podcast   d) Blog e) Vlog

SAMPLE SIZE 100
- Social Networking sites-30
- Apps-20
- Podcast-10
- Blog-10
- Vlog-30
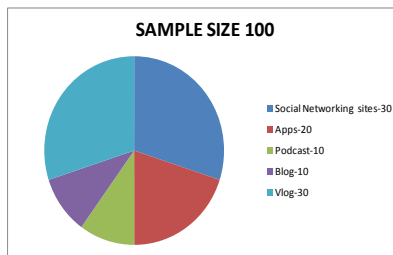
Q.4. **Please tick on any one below mentioned new media platforms**

a) Facebook   b) Twitter   c) Instagram   d) Tinder

SAMPLE SIZE 100
- Facebook-40
- Twitter-10
- Instagram-30
- Tinder-20
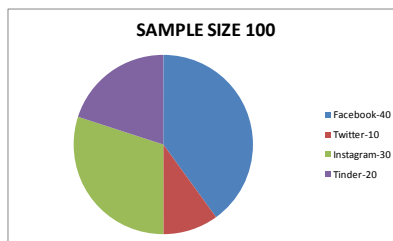
Q.5. **Have you mentioned your sexual orientation on social media for public view?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-30
- No-70
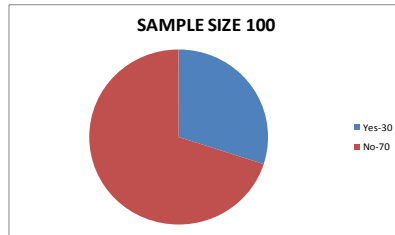
Q.6. **If not, then please tick on the reason below.**

a) Peer pressure   b) Not comfortable in doing so   c) Societal notions

SAMPLE SIZE 100

- Peer pressure-10
- Not comfortable in doing so-25
- Societal Notions-35
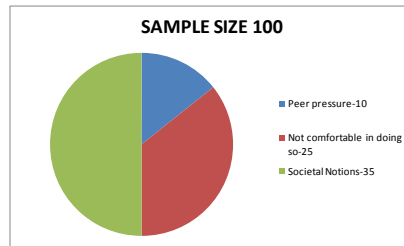
Note: Here the graph indicates the reasons why respondents have not displayed their sexual orientation for public view on social media platforms. They had to tick on one answer and the total sample size was 70.

Q.7. **Have you added your immediate family, relatives, neighbors on your social media accounts?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-60
- No-40
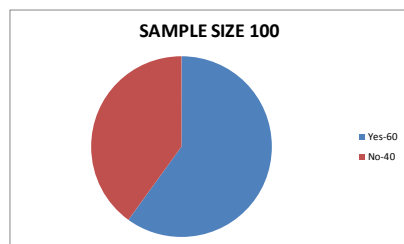
Q.8. **Do you maintain different social media accounts for family and outside world?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-38
- No-62
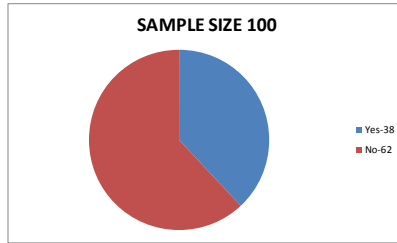
Q. 9 **Please indicate your one reason for using new media platforms.**

a) Conversation   b) Friendship
c) Dating   d) Casual Sex
e) Commitment
f) Assisting others from the community

SAMPLE SIZE 100

- Conversation-30
- Friendship-20
- Dating-10
- Commitment-10
- Assisting People fromm the community-20
- Casual Sex-10
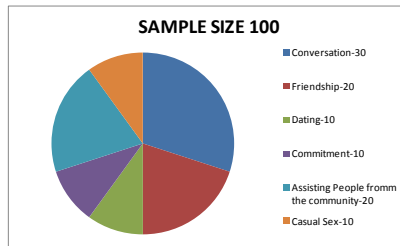
Q. 10. **Name one of the new media pages, sites, blogs you follow?**

a) Gaylaxy   b) Gaysi   c) Humsafar   d) Yaariyan   e) Others

SAMPLE SIZE 100

- Gaylaxy-10
- Gaysi-10
- Humsafar-30
- Yaariyan-30
- Others-20
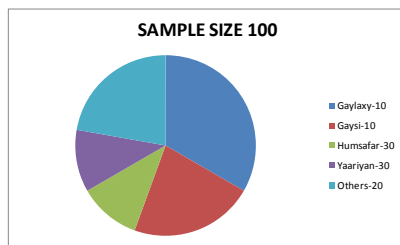
Note: Others imply – Buzzfeed, Facebook Groups, LGBT Events India, Gay Times, PinkNews, Safe Masti

Q. 11. **Is the usage of new media making your life better?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-82
- No-18
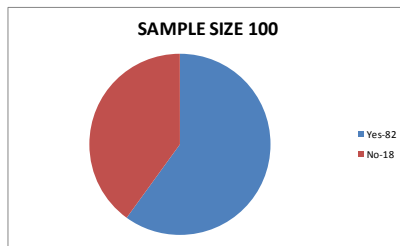
Q. 12. **Are you using any Dating App relevant to your community?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-60
- No-40
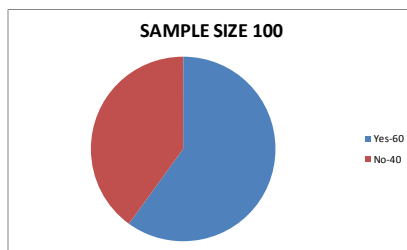
Q.13. **Please tick on any Dating App you use.**

a) Grindr   b) Blued   c) Tinder   d) Delta

SAMPLE SIZE 100

- Grindr-30
- Blued-15
- Tinder-10
- Delta-5
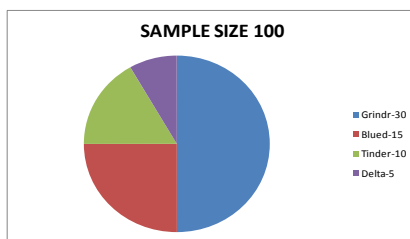
Note: Here the sample size is 60 because, only 60 respondents confirmed that they use Dating App.

Q. 14. **Have you faced online bullying?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-70
- No-30
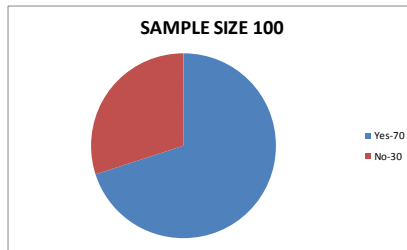
Q. 15. **Do you meet people in person from your new media network?**

a) Frequently   b) Sometimes   c) Never

SAMPLE SIZE 100

- Frequently-70
- Sometimes-10
- Never-20
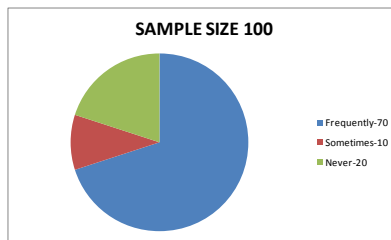
Q. 16. **If yes, do you opt for group meetings or private meetings**

a) Group   b) Private   c) Both

SAMPLE SIZE 100

- Group-10
- Private-33
- Both-27
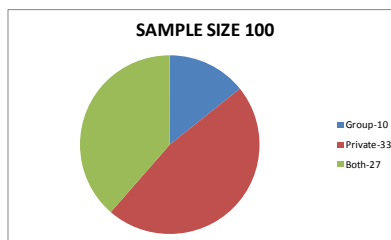
Note: Here, the sample size is 70 since in the previous question only 70 people responded that they meet frequently with their new media acquaintances in person.

Q.17. **Have you experienced any difference or unease while meeting acquaintances made via New media?**

a) Yes b) No c) Sometimes

SAMPLE SIZE 100

Yes-25
No-35
Sometimes-40
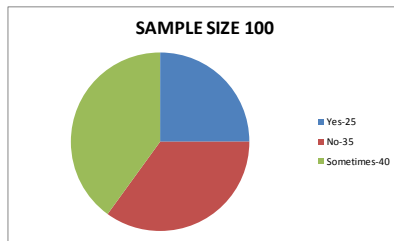
Q. 18. **Do you consider new media a specific media to share your feelings?**

a) Yes b) No c) Partial

SAMPLE SIZE 100

Yes-34
No-21
Partial-45
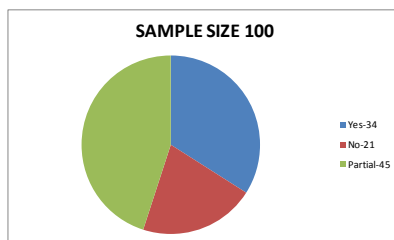
Q. 19. **Do you think new media has made an easy way to connect with likeminded people?**

a) Yes b) No

SAMPLE SIZE 100

Yes-90
No-10
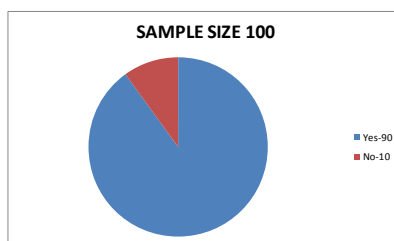
Q. 20. **Does a new media avenue help you in relieving stress by communicating your thoughts openly to all?**

a) Yes   b) No   c) Partial

SAMPLE SIZE 100

- Yes-75
- No-10
- Partial-15
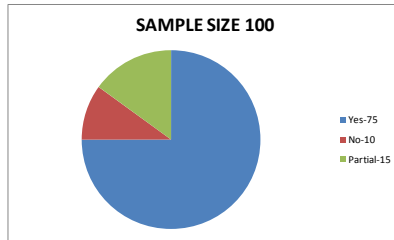
Q21. **Please tick any one reason which comes close to you in terms of Uses and Gratification by New media.**

a) Cognitive
b) Affective needs
c) Personal Integrative

SAMPLE SIZE 100

- Cognitive-45
- Affective-40
- Personal intergative-15
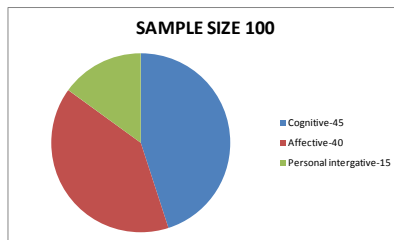
Q.22. **Do you follow Indian influencers from your community via New Media?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-55
- No-45
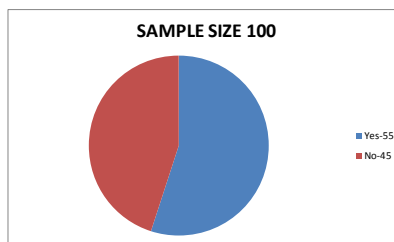
Q.23. **Name your favourite LGBT influencer from India?**

a) Harish Iyer
b) Gauri Sawant
c) Laxmi Narayan Tripathi
d) Karan Johar
e) Others

SAMPLE SIZE 55

- Harish Iyer-20
- Gauri Sawant-10
- Laxmi Narayan-10
- Karan Johar-5
- Others-10
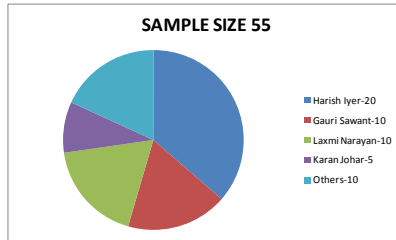
Note: Others specify: The names of influencers like Disha Sheikh, Apurva Asrani, Ashok Row Kavi, Onir, Paras Rehan, Ishaan Sethi.

Q.24. **Do you feel any difference when it comes to new media in changing the perception of people towards the LGBT Community as compared to the awareness created by the traditional media?**

a) Yes   b) No

SAMPLE SIZE 100

- Yes-52
- No-16
- Partial-32
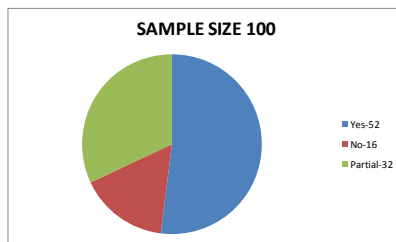
Q.25. **Is new media a medium to provide help when it comes to LGBT & gender norms or sexual distress in order to normalize emotional distress?**

a) Yes   b) No   c) Partial

SAMPLE SIZE 100

- Yes-58
- No-11
- Partial-31
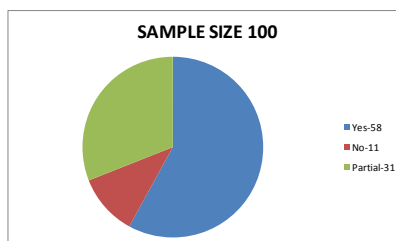
Result

The media theory of Uses and Gratification revolves around people using media for their need and gratification. In a layman's word, we can say that the theory is all about what people do with media rather than what media does to people.

The growth of new industries in the digital, service-oriented and creative fields has also increased the push towards LGBT rights.

The question of sexual orientation has received the maximum Per-centage from the Gay group i.e. 57 Per-cent, Bisexual 31 Per-cent, Transgender – 9 Per-cent and Lesbian – 3 Per-cent. The study received maximum participation from the age group of 18-25 i.e. 50 Per-cent, 25-30 – 26 Per-cent, 30-35 – 10 Per-cent, 35 plus – 5 Per-cent.

As new media have multiple formats, out of all social networking sites received the maximum usage Per-centage i.e. 30, App is used by 20 Per-cent, Podcast- 10 Per-cent, Blog- 10 Per-cent and Vlog – 30 Per-cent. Facebook received the highest Per-centage of 40 when it came to social media platform usage followed by Instagram which was 30 Per-cent and then Twitter and Tinder 10 and 20 Per-cent respectively.

Mentioning of sexual orientation on new media for public view received Yes by only 30 Per-cent and No by 70 Per-cent. On questioning the reason by the 70 Per-cent of people who have not mentioned their sexual orientation, they rated societal notions as one of the reasons with the highest Per-centage of 35 for not showing displaying their orientation, peer pressure received 10 Per-cent of the vote and the sense of uncomforting in doing so received 25 Per-cent of response.

Adding up immediate family, relatives, neighbours also had responses like 60 Per-cent said they have added them, whereas 40 Per-cent said no for it. 38 Per-cent also said that they maintain different social media accounts for family and outside world and 62 Per-cent said no for the same. The use of different new media platforms voted conversation with 30 Per-cent, friendship 20 Per-cent, dating 10 Per-cent, commitment 10 Per-cent and providing assistance to people also had 20 Per-cent of share, while vote for seeking sexual consent online got 10 Per-cent of response share. The popular pages or platforms on web world which are being followed by the community are Gaylaxy 10 Per-cent, Gaysi 10 Per-cent, Humsafar 30 Per-cent, Yaariyan 30 Per-cent and others which include Gay Times, Pink News, Buzzfeed, LGBT Events India etc.

82 Per-cent of the respondents believe that the usage of new media has made their life better, whereas 18 Per-cent condemn this. 60 Per-cent said they are using dating App which strictly caters to this community whereas 40 Per-cent said no for the same. The 60 Per-cent respondents voted on Apps as Grindr was voted as the most used App with 30 Per-cent of the response, Blued secured 15 Per-cent, Tinder got 15 Per-cent of share and Delta which is an Indian origin newly launched App received 5 Per-cent user vote.

The media theory of use and gratification revolves around people using media for their need and gratification.

70 Per-cent of the respondents said that they have faced online bullying. A question on meeting your new media acquaintance revealed that 70 Per-cent of the respondents meet their web world connections regularly, 20 Per-cent have never met their new media network in person and 10 Per-cent said sometimes they have met.

The frequent meeting respondents were 70 Per-cent from the survey. Out of which, 33 Per-cent preferred private meetings, 10 Per-cent group meetings and 27 Per-cent said for both group and private. 25 Per-cent of respondents expressed unease and difference while their new media connection in person, 35 Per-cent said no for it and 40 Per-cent of the respondents said sometimes they have faced this issue. 34 Per-cent of respondents said they find new media a specific media to share their feelings, 45 Per-cent said partial and 21 Per-cent said no for the same. According to 90 Per-cent of the respondents, new media has made it easy for them to connect with their like minded circle.

As one of the aspects of Uses and Gratification theory speak of the elimination of stress from daily lives with the use of media. 75 Per-cent of the respondents said yes for new media for doing away stress from their lives as they communicate openly, whereas 15 Per-cent were partial about it and 10 Per-cent responded no for this question. Cognitive aspect was the main reason for the usage of new media as 45 Per-cent of respondents answered this. Affective needs and Personal Integrative stood with 40 and 15 Per-cent respectively. 55 Per-cent of the respondents said that they follow Indian influencers and 45 Per-cent had said no for this.

The 55 Per-cent respondents who follow LGBT influencers of India voted for Harish Iyer appeared to be the most liked influencer from India with 20 Per-cent. Laxmi Narayan and Gauri Sawant received 10 Per-cent share of response individually. Famous Indian Director, Karan Johar received 5 Per-cent of response and in others Sridhar Rangayan, Onir, Ashok Row Kavi, Disha Sheikh, Apurva Asrani, Paras Rehan and Delta App creator Ishaan Sethi were also in the list too. 52 Per-cent of the respondents said that they believe that new media has helped in changing the perception of the community as compared to traditional media. Last but not the least, 58 Per-cent of the respondents said in favor of new media has come up as a medium to provide assistance when it comes to gender norms and sexual distress in order to normalize emotional distress. 31 Per-cent had a partial view and 11 Per-cent responded as no on this question.

Discussion

There was a time when discrimination against the LGBT community was highly prevalent and how things have been changing now. In the year, 2006, when the 40-year old Indian prince from one of the country's prominent royal families was disowned and dispossessed of his royal rights, after he got open about his sexual orientation. Raja Manvendra Singh Gohil, was deprived from the rights as a son over the family property and the power of attorney issued to him was also canceled. (Adrija Bose 2015)

It's been almost 12 years when this news broke out in India and the prince has made several appearances since then. He is talking and participating for the rights of LGBT community. At present, the community is challenging gender norms for a living. Self-

According to 90 percent of the respondents, new media has made it easy for them to connect with their like minded circle.

expression of sexual orientation by them is challenging socially constructed gender roles and ideas.

On the basis of the responses, the researchers will discuss some of the important aspects of the study.

The question on knowing about the sexual orientation of participants showed a very minimal participation from the lesbian group of India. The survey was shared on various groups and social media platforms which were followed by both men and women. Since, these platforms are also used by educated Indian women who are working, traveling across the globe and sharing their opinions on various issues. Such less participation is a sign that they are still keeping their orientation under the wraps fearing and speculating various things.

A high Per-centage of people have not displayed their sexual orientation on social media pages. Coming from a deep rooted and conservative society, where sex is still a taboo, no matter how we are sky rocketing as far population is concerned. But, talking or mentioning about sexual choices is still a big no-no.

The unpleasant atmosphere at home and within the peer circle has made this community to create different social media accounts. It is their attempt to create a virtual place web world wherein they wish to be seen, loved and appreciated for the way they are. Whatever orientations they follow and would like to explore, they are not afraid of being judged.

The community has been often stereotyped for chasing easy physical pleasures; the result of the question why social media is being used by them spoke of conversation and assisting people from the community as the major reasons to use social media.

The question which was raised in this survey that does the usage of new media makes your life better? The answer was positive that made the researcher understand that new media is popular and is being used widely by the community people. Who would have ever thought of an App dedicated for this community, today there are multiple Apps available to cater the emotional, informative, and networking needs of LGBT community faster than before and it's getting popularity as well. An Indian Dating App has also made its way to create a strong network within the community breathing in India.

Advancement comes with a challenge; the story remains the same in this case too. The community has been facing online bullying, hate speeches, private messages, abusive languages have been used for them, to them in order to harass them and question their contribution and existence in the society. (Nick Duffy 2018) We all being seen using the latest and sound gizmos and gadgets but with that are we really progressing mentally too? The issue of cyber bullying is a reflection of mental status and perception of citizens of society, who can access new media and how they involve in expressing their thoughts towards a community in the most inappropriate manner. Now coming onto new media avenues, unless you are not sharing an appropriate content, you are free to share anything and engage your friends, audience etc.

The unpleasant atmosphere at home and within the peer circle has made this community to create different social media accounts.

Several online platforms are playing an important part in LGBT activism, but, the issue calls a lot attention because the exposure is about a small part of the challenges faced by this community.

The common scenario of lack of family support has proven a big disaster for the mental and physical health of LGBT people. Even if families accept the fact, but still, restrictions breathe in when it comes to dressing and interacting with the communities. (Rashmi Patel 2015) Several cases of isolation, pressure and depression have been heard. At such times, digital space and new media avenues aim to empower all members of the community. Making them understand the world outside, giving them ways and mentors to help them dissolve their problems.

The study also shared the concern of participants wherein it was found that physical interpersonal meetings have made them experience difference and unease. The respondents were connected with their counterpart through various social media platforms and communicating and connecting with them face to face came up deviating and unpleasing. It has been observed that controlling human emotions is a difficult job, chatting via a computer screen and communicating face to face can bring out different results. (Liraz Margalit 2014).

People have expressed partial opinion too on asking whether this new avenue can be seen as a medium of doing away their daily lives stress. With multiple platforms offered by new media now, LGBT community are easily connecting with their likeminded people and community, sharing their views, grievances and meeting in people in person, which looked difficult earlier. (Sarah Magliocco 2015) The cases of online bullying or being noticed within their family or peer could be unpleasing factors for them as their environment still needs to be that conscious and accepting in their attitude towards the LGBT community. However, opening a new horizon to speak up, share, connect and, fight for the right all have come through this growing form of media.

Every society has a role model, this community too admires their role models, influencers, activists who are coming out and helping the community and people to understand their worth and oppose between wrong and right. These influencers are using new media brilliantly to voice out and reach out to their followers, strong message and ongoing updating of activities and messages by the influencers have made the community people farsighted than before.

A cognitive need is the natural expression of human to learn and explore and get a better understanding of environment operational around them. The study clearly tells what matters most for the community when it comes to their social media appearance and usage that is fulfillment of cognitive needs. The desire to know, understand and solve problems is the main thrust of LGBT community when it comes to social media. It could be as easy as coming out to their parents and peer, reading about the same on new media when the community people talk about their experience. Often not knowing about their orientation, how they misfit when being around in the crowd, attaining solution to their emotional, legal or any area of problem are some of the areas which have diligently handled by new media unlike past when they had minimal source to converse and connect with the larger community.

A cognitive need is the natural expression of human to learn and explore and get a better understanding of environment operational around them.

Conclusion

The survey revolved around questions like orientation which had a very less participation from the Lesbian clan. Usage and presence of multiple new media avenues is a clear sign that there is a constant flow of information for them. There is nothing like taboo in the world of web. Everyone is free to speak and share and is coming out of their shells. Conversation, Friendship and assisting people from their community were the reasons which received maximum Per-centage when it came to indicate their reasons for using new media platforms. It's been a common case in Indian society that any talk related to sex or sexuality has been seen as taboo. Earlier days, there was hardly any open platform given by the families to exchange thoughts on this, thus leading to fear and confusion.

There has been a rise on the invention of safe spaces in the digital world. It has become a target and a challenge both for Blog founders or App creators in order to build up a strong community and there should be a healthy exchange of dialogues and fruitful bond.

It has also helped people to identify their orientation and identity rather than being misguided or suppressed by peer group in order to save the honour of family. One cannot deny from the online spaces cannot always fill the vacuum created in absence of family support.

Often bullying cases come into the picture or meeting the social network acquaintance does not go well.

Majority believe that new media is making their life better and keeping them out of stress by communicating their thoughts openly to all. People are coming out and accepting their orientation within these online groups and platforms. It is working as a channel to connect with like minded people, fulfilling their needs like cognitive, affective and personal integrative.

The community is changing and challenging gender norms via new media as several successful faces from the community have become open about their orientation and now assisting people through new media. Ruling out the notion of gender norms of this censored community in a society wherein maximum took them as a shame and not pride.

New media has revolutionized the movement and the amount of right exposure the LGBT community has received as compared to traditional media. It is productive and influential, and today enjoys a greater audience as compared to traditional methods. Still, the journey and fight call for more activism and participation.

New media has revolutionized the movement and the amount of right exposure the LGBT community has received as compared to traditional media.

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Impact Of Social Media Consumption On Voting Behaviour: An Evaluation Of Parliament Elections 2019

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Abstract

Youth are powerful political force in India as they form major share among eligible voters. The political system is undertaking targeted operation to reach and create consensus through various media. Social media is highly sought after as youths are growing up in information age. The social media platforms have provided the opportunity for political activism which in turn created political ideological affiliation. The approach and perception towards politics has several implications in democracy. Social media platforms have become echo chambers of like minded people leading to generation of various political contents and societal engagements. Therefore present study evaluated the uses of social media among voters for political activism and its implication on election process in Karnataka. It was a quantitative study used questionnaire, content analysis and interviews to gather primary data. The study concluded that social media can influence the political participation which is achieved in last five years with the increasing use of social networking sited which still has potential to capture majority population. Hence SNS can play crucial role in future elections. The study found that, though social media does not have the capacity to make the election win, it can defeat.

Keywords: social media, political participation, voting behaviour, campaign, activism, election process.

Introduction

Social media use in India is growing rapidly due to smart phone and networking revolution. Illiteracy or low literacy is not preventing an individual using social media. Therefore in India the social media usage has seen leap growth. As on January 2018 there are 462 millions of active internet users and 430.3 million among Internet users access internet on mobile phones. There are 250 million social media users and about 230 million people use mobile phones to access social media (Statistica, 2018).

However as per Spectator Index (2019), India stands first in the world with respect to Facebook users with 300 million users by September 2019. The most popular social media site in India is face book. The use and access of social media had made it important tool for political communication by widening the range of strategic choices. The social media platforms like Facebook, Whatsapp and Twitter are mostly used by political parties and politicians to reach the potential voters, organize supporters and influence public agenda.

Social media by nature provides platform for expression of ideas, opinions and share knowledge in various forms such as text, graphics, animation, audio and video. This

The study concluded that social media can influence the political participation which is achieved in last five years with the increasing use of social networking sited which still has potential to capture majority population.

has enabled political participation through political discussions and agenda setting. As early as 2008, the study on U.S. presidential election campaigns have shown that social media platforms such as social network sites (SNSs), micro blogging services or weblogs can also be successfully used by political actors to disseminate information to voters as well as to contact and discuss with them (Stieglitz, Brockmann, Dang-Xuan, 2012).

The previous researches revealed that the pattern of social media usage has correlation with the kind of political discourse within the political landscape of the country (Howard 2006; Papacharissi 2002; Tewksbury 2006). U.S. politicians are said to have a leading role in using social media. Barack Obama used it successfully during election campaign (Wattal et al. 2010). Creighton (2005) defines public participation as the process by which public concerns, needs and values are incorporated into governmental and corporate decision making. Social Media Networks (SMNs) are facilitating the political participation through its interactive networking ability. SMNs are successfully used in India and elsewhere by the citizens and citizen forums to draw the attention of political parties contesting for elections to consider their expectations and needs in their party manifesto.

Youth are powerful political force in India as they are majority voters. The political system is undertaking targeted operation to reach and create consensus through various media. Social media is highly sought after as today's young generation is growing up in information age. The social media platforms have provided the opportunity for political activism which in turn created political ideological affiliation. The approach and perception towards politics has several implications in democracy.

Literature Review

The studies found that majority of election campaigns on the social media platforms are promotion of traditional campaigning rather than online interaction with the voters. The study by Gibson, Rommele, and Williamson (2014) concluded that there is a continuation of the status quo in online campaigning, as politicians mostly replicated traditional messages and campaign modes on their Web presences while limiting engagement with users.

The data reported by the Pew Research Center on 2016 presidential election revealed that 44% of the U.S. adults got information about the 2016 presidential election from social media which is higher comparing to that of newspaper, candidate's websites and emails combined.

The adoption of Artificial Intelligence among social media platforms are bringing in user specific information and the relevance of mass media are questioned. The user specific information dissemination has made it effective tool for political communication and social, cultural expression. It is a matter of concern as there is very limited regulatory control rests with the country. Hence the spread of misinformation may happen often and mislead political agenda.

'Not long ago, social media held out the promise of a more enlightened politics, as accurate information and effortless communication helped good people drive out corruption, bigotry and lies. Yet, Facebook acknowledged that before and after American election, between January 2015 and August 2016, 146 million users may

Youth are powerful political force in India as they are majority voters.

have seen Russian misinformation on its platform. Google's YouTube admitted to 1,108 Russian-linked videos and Twitter to 36,746 accounts. Far from bringing enlightenment, social media have been spreading poison' (The Economist, 2017).

In India, social media is proving to be a powerful tool for politicians, media and civil society to engage with the polity and increase awareness of political developments among people in remote areas. Social media with its capability to network and share information with each other in a free manner has become the mightiest weapon of the present era (Chawla, 2019).

An article in the Conversation notes: 'As the US election scandal shows, big social media platforms not only have few safeguards to prevent the deliberate manipulation of information, but they also have financial interests in maintaining the *status quo* (The Conversation, 2017).

Scope Of The Study

The several studies on social media's role in election process have proved that this medium has tremendous power to create public opinion and influences voting behaviour. However Indian youth are being criticised for their apathetic civic engagement as the activism is not converted into votes. According to Election Commission of India 2.6 crore young people between the age group of 18-20 have already registered in the electoral rolls. Social media campaigns have given more importance and trolls, memes, videos, fake news. Majority youth use the social media network to receive and send opinions and information. Therefore the social media's role in making youth involve in election process is deemed important to study.

Objectives

Social media like Facebook and Twitter had revolutionized political activism as just a click can create participation. It had become echo chambers of like minded people leading to generation of various political contents and societal engagements. The political parties are extensively using social media to reach young voters never before. The social media wings of political parties have been tapping various avenues for campaigning and lit political ideology. Social media have been creating more space for political and civic engagements enhancing the level of citizenship optimizing greater political participation. The Cambridge analytica is one of the best case studies related to the use of social media data for manipulating election process. Election Commission had partnership with the Facebook to woo young voters to participate in the election during Karnataka Assembly poll. Therefore present study evaluated the uses of social media among youth for political activism and its implication on election process in Karnataka. The specific objectives of the study were to evaluate the trends in political activism on social media, social media campaigning strategies of political parties during parliament election in Karnataka, social media users nature of political participation, impact of social media engagements on voting patterns and to know the perceived credibility of the political information source on the social media platforms.

Social media like Facebook and Twitter had revolutionized political activism as just a click can create participation.

Methodology

It is a quantitative study used questionnaire, content analysis and interviews to gather primary data. Questionnaire was administered to randomly selected 200 samples from the age group of 21 to 35. Interview was conducted among communication heads of political parties and independent political analyzers. The primary observation found that political parties have social media wing with software engineers and content writers working for it. The parties have distributed smart phones to polling booth level volunteers and assigned the task of collecting the contact details smart phones holders with social media accounts. This is done to reach the voters at constituency level with related campaigning content. Therefore evaluation of social media strategies of different parties provided great deal of information on the significance of social networking sites for political parties for campaigning and how seriously they considered this medium.

Analysis

The completed 200 questionnaires were taken for the analysis. The majority respondents were active users of social media. All the respondents were graduates. There were many post graduate respondents too. Except 11% of the respondents all others have Facebook account. All the respondents have Whatsapp access. Twitter and Youtube are at third and fourth place respectively.

Trends in political activism on Social media

The political parties and leaders were using social media to promote the views, opinions and strategies. They were finding space on individual's wall for reaching them with specific political messages. The targeted messages have the guarantee of reaching the destination, though the effect is unknown. The research findings revealed that all the respondents have come across political posts. The 42 Per-cent of the respondents (Rural [R] 24.6 Per-cent, Urban [U] 50.3 Per-cent) have come cross at least one political post in five social media posts. About 29.5 Per-cent of the respondents from rural and urban area said they have come across one political post in ten social media posts.

The social media posts were some time ignored and sometimes seek for reaction by raising interest. The study found that 73.5 Per-cent of the respondents (Urban 48.5 Per-cent, Rural:76.9 Per-cent) have viewed or read the posts. However 16 Per-cent of the respondent liked and 10 Per-cent of the respondent have commented.

The Majority respondents from rural and urban areas were not actively identified themselves with any political party. However 10 Per-cent of the respondents have identified themselves with political party group on social media. It was interesting to note that more rural respondents (18.4 Per-cent) have identified with political parties comparing to that of urban (5.9 Per-cent).

The social media posts were some time ignored and sometimes seek for reaction by raising interest.
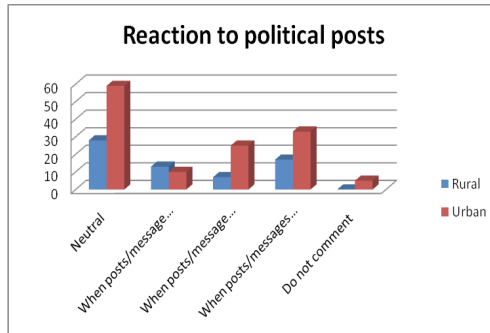
Figure 1: The condition when respodents react to poitical posts.

The 43.5 Per-cent of the respondent (R 43 Per-cent, U 43.7 Per-cent)) reacted to the posts when it is neutral. About 11.5 Per-cent of the respondents said they have reacted when the post were not aligned with their political ideology. Another 16 Per-cent of the respondents were participated when the posts were of their view.

However 25 Per-cent of the respondent expressed that they have reacted to the posts which were in public interest. It is important to note that respondents do react with specific interest. Thus it can be concluded that social media posts have influenced the public.

	created interest in politics	Helped me to form public opinion	Felt negative about politics	Write opinion on my wall	No influence	Started creating new posts/ messages and...
Rural	34	17	18	5	0	0
Urban	28	42	51	9	9	5
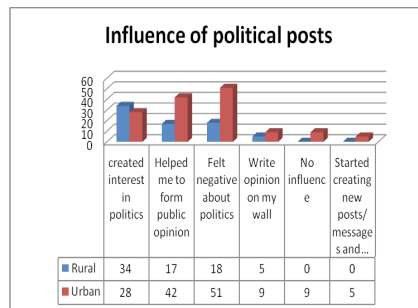
Figure 2: Political posts' influence on respondents

Literature Reviews established that there is considerable influence of social media on the perception and behaviour of the users. The present study compliments it. The majority 34.5 Per-cent (R 27.6 Per-cent, U 37.7 Per-cent) of respondents expressed that negativity developed towards politics.

However about 31 Per-cent of the respondent (R 52.3 Per-cent, U 20.7 Per-cent) said that the political posts created interest in politics. About 29.5 Per-cent of the respondents expressed that political posts have helped them to form informed public opinion. Some of the respondents (7 Per-cent) also felt that the political posts have

Literature Reviews established that there is considerable influence of social media on the perception and behaviour of the users.

influenced them to write political thoughts on the social media wall. Negligible number of respondents (4.5 Per-cent) said there is no influence.
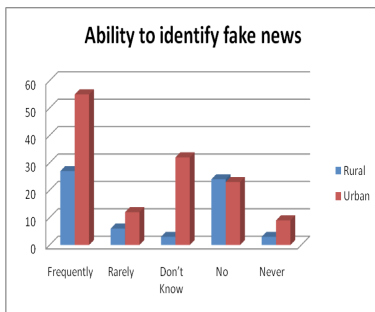
Figure 3: Respondents ability to identify fake posts

It is interesting to note that majority of the respondents were aware of fake posts on social media. About 41 Per-cent of the respondents (U 40.7 Per-cent, R 41.5 Per-cent) expressed that they frequently come across fake political posts. About 17.5 Per-cent of the respondents were unaware of fake information. However 23.5 Per-cent of the respondents said they have not come across any fake posts on the social media platforms. The majority respondents did not know how to verify the fact of social media posts. They have judged the post based of face value of it.

Respondents reacted that they have found fake posts with contents such as defaming of opponent politicians, popular personalities contesting for election. Respondents observed posts with wrong attributions with fake audio and video, and edited videos to establish certain opinions, propaganda, sharing created reality etc. Some of the posts were misleading and had extremist thoughts.
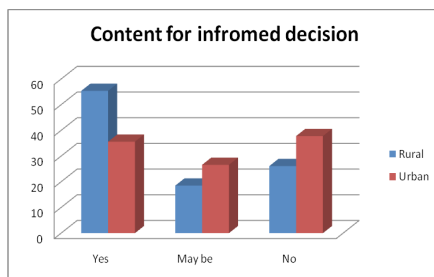
Figure 4: Respondents' opinion on role of socila media posts in informed decision making

Majority 45.5 Per-cent of the respondents (R 55.4 Per-cent, U 35.6 Per-cent) felt that social media content facilitated informed decision making. However about 32 Per-cent of the respondent said that the social media did not provide the content sufficient and relevant to take informed decisions.

The study revealed that social media posts have potential to provide information for decision making through its multimedia capabilities.
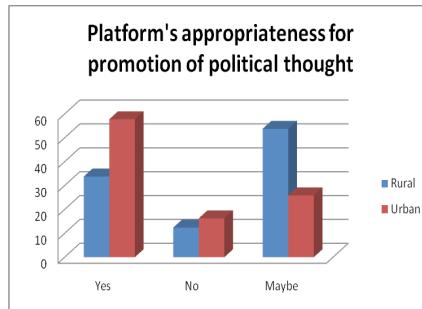
Figure 5: Respondents'opinion on the appropriateness of platform

About 45.8 Per-cent of the respondents felt that social media platforms were appropriate for promoting political thoughts. Another 39.9 Per-cent of the respondents said social media were unable to decide. Thus majority social media users expected political information to be disseminated through various social media platforms. Majority of the respondents (84 Per-cent) did not want to express their political thoughts on social media. However 16 Per-cent of the respondents were willing to express their political thoughts on social media.
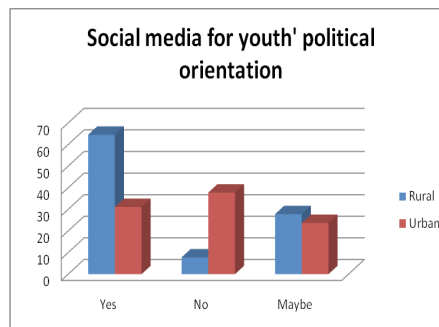
Table 6: Social media influence on youth's political orientation

Youth constitutes major share among social media users across India. About 47.9 Per-cent of the respondents said social media has influenced youth and oriented them towards politics and particular political thought. Another 25.8 Per-cent said social media might orient the youth by influencing. Thus it can be concluded based on respondents' opinion that youth in India are getting influenced by social media and it can be used further for influencing the political behaviour of youth.
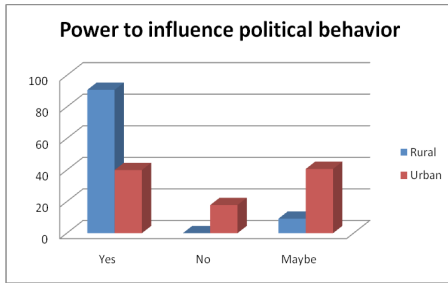
Figure 7: Potential of social media to influence political bahavior.

About 90.7 Per-cent of the rural respondents and 40 Per-cent of the urban respondent said social media has the power to influence the political behaviour. Another 40.7 Per-cent of the urban respondents said social media might have influenced political behaviour of individual.
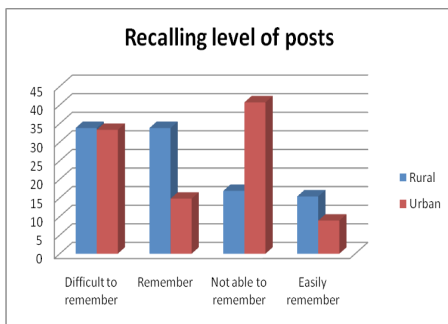
Figure 8: Respondents ability to recall the political posts they have come across

The respondents were tested whether they were able to remember political posts they have recently viewed. About 21 Per-cent of the respondents (R 33.8 Per-cent U 14.8 Per-cent) remember at least five political posts. About 11 Per-cent of the respondents easily remembered the posts and 33 Per-cent of the respondent were not able to recall the content of political posts. Several studies have concluded that the recalling any message depends upon the content quality, its relevance and the receiver's mindset rather than the ability to memorize.

Users Nature Of Political Participation

Political posts on social media platforms have different levels of impact on the perception and reaction of respondents.

Among respondent 15 Per-cent have frequently posted politics related status such as changing the profile photos with certain templates they found on social media,

updated Whatsapp status with popular videos and images, participating in Twitter discussion with hash tags and sharing Youtube videos etc. About 43 Per-cent of the respondents did not post any political information. About 39.5 Per-cent of the respondents rarely posted about political issues.

The social media has provided interactive platform for the real time debate on various issues including politics. Many a times hash tags have gone viral putting out for and against views. Majority respondents of this study have participated in social media political debate. Among them 17 Per-cent were very often involved in political discussion, 39.5 Per-cent rarely and 6.5 Per-cent often participated in political debate.

However 34.5 Per-cent of the respondents have not participated in the social media political debate. Comparing to rural, urban respondents were more interested in political debates.
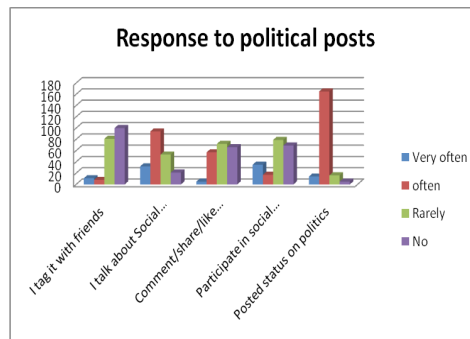
Figure 9: Respondents' nature of reactions

Majority of the respondents have discussed about social media political posts with their peer group through other means of communication like face to face or telecommunication. Thus social media political posts had extended influence. Urban respondents tend to be actively communicating social media content more with offline groups comparing to that of rural respondents.

However all the rural respondents share information with their peer though rarely. Among urban respondents about 17.7 Per-cent very often, 29.6 Per-cent often and 28.1 Per-cent rarely discuss about social media posts with friends or relatives or colleagues. About 76.9 Per-cent of the respondents have discussed social media content with peer group often and 23.1 Per-cent of the rural respondents rarely discussed.

The social media has provided interactive platform for the real time debate on various issues including politics.

Majority respondents do not tag political posts with their friends. About 42.5 Per-cent rarely tag it to friends.
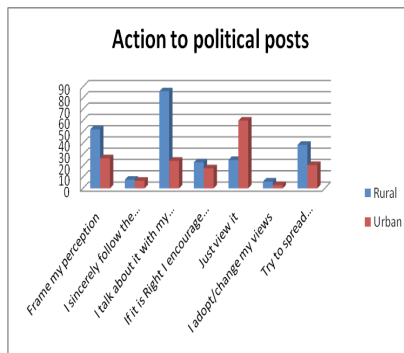
Figure 10: Respondents opinion on their action regarding political posts.

Among rural respondents about 52.3 Per-cent (U 26.6 Per-cent) of the respondents said they have framed their perception based on social media political posts. Majority 86.2 Per-cent of the respondents talked about it with friends, relatives and colleagues. Another 6 Per-cent of the rural respondents adopted/changed the views on political issues and 38.6 Per-cent of the respondents tried to spread the information by forwarding it to the needy. About 23 Per-cent of the respondents evaluated the posts and if found useful and correct they have forwarded it to the friends. The analysis of data revealed that the rural respondents are more influenced by the social media political posts than urban respondents.
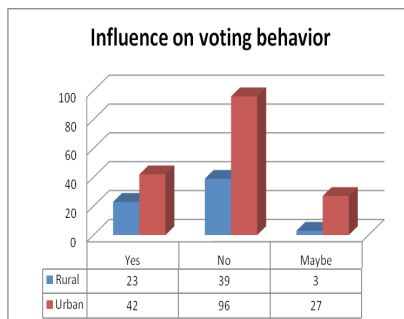
Figure 11: Social media influence on political behavior

The considerable number of respondents (32.5 Per-cent) expressed that the social media had influenced their voting behaviour. About 15 Per-cent of the respondents said it may influence. Though social media is relatively new platform it had influenced the perception and behaviour of its users in various aspects. The voting decision was influenced by various factors.

The analysis of data revealed that the rural respondents are more influenced by the social media political posts than urban respondents.
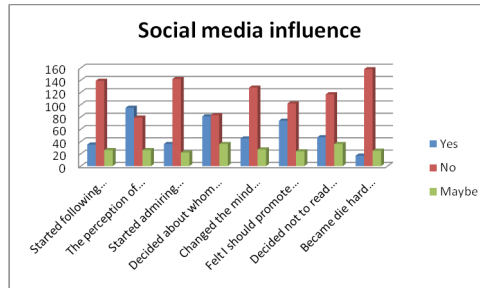
Figure 12: Influence of social media on political behaviour and perception

The social media left varied impact on its users. About 17.5 Per-cent of the respondents (R 29.2 Per-cent, U 11.8 Per-cent) started following specific political party due to social media political posts. However majority 69.5 Per-cent of the respondents said it will not make people to follow political party.

Majority 47.5 Per-cent of the respondents said political posts have changed the perception on politics and 13 Per-cent said it might have changed the political perception. Majority respondents (71 Per-cent) expressed that they have stopped admiring politician or political party due to social media information, however 18 Per-cent agreed that they started admiring politician/party based on social media political content.

The social media has the capacity to influence the users to the extent to determine whom to vote. About 38 Per-cent of the respondents said they have decided whom to vote based on social media input.

Though majority of the respondents (64 Per-cent) said voting to specific candidate cannot be changed based on political posts, considerable number of respondents (22.5 Per-cent) said they have changed the mind about voting to specific candidate or party and 23.5 Per-cent said it might have changed the mind about voting to specific candidate.

After viewing social media political posts 37 Per-cent of the respondents felt they should promote their political thoughts and 12 Per-cent of them thought they may promote their political views. However majority 51 Per-cent said they were not motivated to express their political views.

About 23.5 Per-cent of the respondents said they were fed up with political posts which were aggressive and exaggerated and sometimes fake too. However 58.5 Per-cent of the respondents said they have continued to read political posts. It is found that 8.5 Per-cent of the respondents have become die hard supporter of political leader/ party due to social media influence and 11.5 Per-cent of them said they have become supporter of political leader or party. However 80 Per-cent of the respondents said no.

The social media has the capacity to influence the users to the extent to determine whom to vote.

Respondents had varied opinions on social media's role in political participation. They said it promotes active political participation, best platform to express the opinion and discuss the problems, it motivates youth towards political participation thus strengthens the democracy, likeminded people can interact. Some of the respondents felt that the information of social media should be positive and progressive, it should provide genuine and factual news to inculcate healthy behaviour in the society, and

it is truly promoting freedom of speech. The opinions such as *'People are getting provoked easily due to social media, social media participation does not convert to vote, diverted agenda and vested interest is misleading people'* revealed that social media users are evaluating the political posts rather consuming it blindly.

The Perceived Credibility Of The Political Information Source

The social media users receive and perceive the posts differently at different conditions. All that appear on this platform may not be received as intended due to its nature. The Majority 53 Per-cent (U 54 Per-cent, R 50.7 Per-cent) respondents felt that the source of information shows the credibility. About 34.5 Per-cent of the respondents (U 37.7 Per-cent, R 27.6 Per-cent) judge the credibility of social media political posts based on the content of the posts. However some of the respondents (U 2.4 Per-cent, R 16.9 Per-cent) felt that the number of likes/share/comments/followers decides credibility. Some other criteria to judge the credibility of political information on social media are based on past activities of political parties/politicians, the previous perception created based on media inputs.

Social Media Use Among Political Parties And Users Preferences
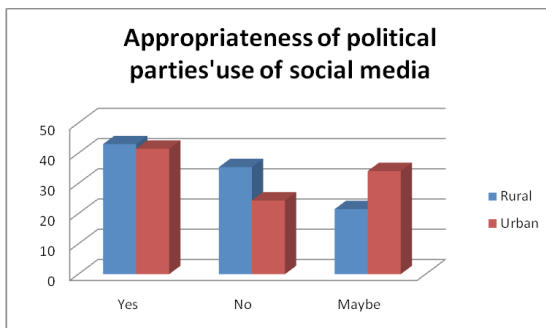
Figure 13: Respondents' opinion on social media use among political parties

The social media is used and abused to send across variety of political messages with varied intentions. About 42 Per-cent of the respondents (R 43 Per-cent U 41.4 Per-cent) felt that the social media usage by political parties/politicians is appropriate. However 28 Per-cent of the respondents (U 24.4 Per-cent R 35.4 Per-cent) opined that social media is used in wrong way to reach the intended people.
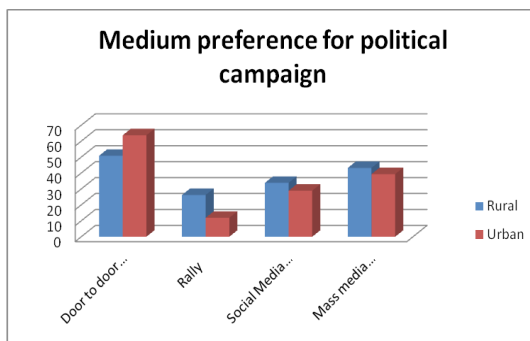
Figure 14: Medium preference for political campaign among respondents

The social media users receive and perceive the posts differently at different conditions. All that appear on this platform may not be received as intended due to its nature.

In political communication variety of strategies used to convince and persuade voters. The respondents who were educated voters told they prefer door to door campaign for elections. Majority 59.5 Per-cent (R 50.7 Per-cent U 63.7 Per-cent) of the respondents preferred traditional door to door campaign, 16.5 Per-cent respondent preferred rallies, 30.5 Per-cent preferred social media and 40.5 Per-cent preferred mass media such as TV/newspaper/radio.
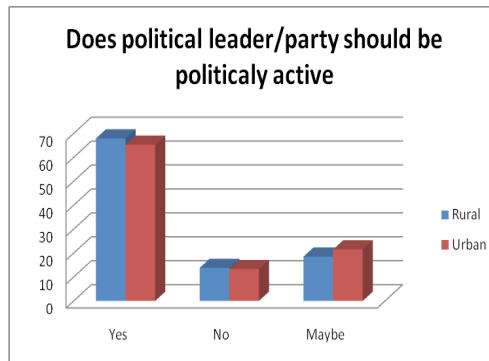
Figure 15: Respondents' opinion on necessity to be politicaly active on social media

The politicians and political parties being active on various social media are using all possible technological advancement to their advantage. Majority 66 Per-cent of the respondents expected political leader/party to be active in social media. However 13.5 Per-cent said they do not want to see politicians and parties on social media.

The majority 67 Per-cent respondents preferred facebook, Whatsapp is preferred by 36 Per-cent and 27.5 Per-cent respondents preferred Twitter for the promotion of political activities.Though majority respondents (52.5 Per-cent) feel political posts are not required. However 25 Per-cent respondents feel it is necessary.

The respondents opined that the social media is appropriate for political communication. Some of their expressions are: 'May be good for informing the public about their achievements, regional parties have to bring more effectiveness, posts should be on development activities rather than blame game, social media usage by political parties in Karnataka has changed the way elections are fought this time. In this election almost all the politicians have joined the social media bandwagon. In fact, every party had made it a rule for its members to have social media presence". The respondents opined that 'Political parties and leaders are not shying away from turning this elections in their favour through social media. What has come to their advantage is that there is no restriction on the kind of messages they share on the social media platforms. In the absence of any laws to regulate usage of social media platforms in times of elections is a blessing to political parties. There are unverified messages and posts that flood the internet and this could easily tamper one's political opinion. Most of the parties are approaching educated and youth voters through this specific form of media. It might be effective to some extent. Candidates of rural part of the state are away from social media. They should use this platform.'

The politicians and political parties being active on various social media are using all possible technological advancement to their advantage.

As many as 12 Per-cent of the respondents felt social media is misused. Some felt

that social media surely divert truth from ground reality and make people to think in polarised way, it is extensively used for spreading fake messages. It is sheer mudslinging, spreads unwanted thing during election according to respondents.

Social Media Campaigning Strategies Of Political Parties During Parliament Election 2019

The 2014 Parliament election is considered as mile stone for emergence of social media in Indian political history. It was paradigm shift for political parties using social media rather depending upon conventional method of communication approach with voters and party cadres. It had taken more important role in 2019 general election with increased access and usability.

However before 2014 General elections, political parties were using conventional method of campaigning, public meeting, rallies, bunting, banners, handbills, posters, pamphlets to reach the voters. Parties largely depended upon telephone and mobiles to communicate with its workers and even voters too. Besides, emails were being used by few political parties to approach party workers.

The interview with social media campaign planners from national party revealed that in 2014 general elections, BJP has used 3D technology. Narendra Modi speeches have been telecasted live through social media platforms. This enabled party cadres and voters experience virtual reality. Party Facebook pages were used as tool to reach the voters and to communicate them about party programs and policies. In 2014, usage of Whatsapp was limited. Through messengers party leaders and cadres communicated with party workers. Campaigning materials were sent through mail. Photos and print contents were extensively used, but very limited video contents shared and exchanged. However during 2019 election the more concentration was given to video presentations related to training of booth agents, party workers, campaign strategies etc.

After 2014 elections, social media platforms like Whatsapp, Youtube, Tweeter, Instagram were used to reach out public and voters. Among all political parties, Bharatheeya Janatha Party (BJP) is trend setter in using social media during election campaigns and party public meetings. During Assembly elections in Uttar Pradesh, BJP has virtually reached nook and corner of largest state through Whatsapp and Facebook. Party has created Whatsapp groups at booth level, hobli, mandal, taluk, districts and state level. All communication related to election campaigns, strategies shared and exchanged through Whatsapp group of the party. Opening of Facebook account of party at state, district, *taluks* and *hobli* level made compulsory. In 2019 general election Whatsapp was mainly used for supervision at all levels which had enabled effective party organization and motivated youth to voluntarily spread positive image of party.

After BJP's victory in Uttar Pradesh Assembly elections, other political parties have followed the footsteps of BJP. Congress, CPI (M), Aam Aadmi Party and other regional parties depended upon social media and all parties have established social media cells to handle party Facebook, Twitter, Whatsapp accounts and groups. Extensive social media use had influenced political reporting patterns. Earlier parties

The interview with social media campaign planners from national party revealed that in 2014 general elections, BJP has used 3D technology.

used to call press conference to express its views on particular issues or sending press note to the office to publish the same. Now Whatsapp has replaced all conventional methods of approaching media. Through Whatsapp, press notes, audio byte, video footage, statement of the leaders, speeches, announcement being sent. Already Facebook pages of political parties showing live press conference and public rallies of the leaders.

The interview revealed that the social media planners of political parties are uncertain about the influence. As one of the party leader opined Social media usage may not win the election but without using social media election may be lost. People are actively participating in social media discussions. Political parties are getting instant feedback on every aspect which can be received as alarm to make necessary corrections and plan certain actions. Public are best critic of media now a days.

Social media managers of political parties expressed that Social Media become the tool for political activism, and it had become essential component. It had provided the platform to shape public opinion by providing direct access to voters and politicians with instant feedback. Campaign contents and manifesto were planned based on discussion with the voters on social media platforms. To attract youth and young voters, politicians must depend upon social media.

Instagram was more popular during 2019 parliament election. Many had Instagram account and shared video contents. Tweeter was used by political parties and politicians to give reaction or statements instantly. Tweeter accounts have become mouthpiece of party and politicians to communicate his or her opinions.

In 2018 Assembly Election Whatsapp is extensively used at booth level in Karnataka. In all 55000 voting booths, youth with digital literacy was identified and motivated to create and manage Whatsapp group with as many members as possible. In 2019 Lok Sabha elections, Congress reached individual voters through social media platforms by sending positive information on Congress and negative information about the opponents. Many short films and videos were placed on social media platforms. The electronic and print media strategies of political parties were countered by their opponents through social media. Political leaders were projected as celebrities by creating fan clubs and followers. Every activity of political leaders was uploaded to keep in touch with the followers.

The social media campaign plan was based on content, network and reach. The counter strategies were used based on the actions and reactions of competing parties. The social media planners of political parties told that opponent political parties have created fake accounts and paid accounts to increase the publicity. It is very difficult to trace, however fake videos and manipulated audios can be identified.

Respondents opined that there is increased awareness about politics in the society due to access of social media since six to seven years. Due to its dialogic nature public participation is increased in various political discussion and decisions. Social media had made provision for expression and publicity of all the matter. Due to its networking capability no information can be suppressed unlike earlier. In the absence of social media television channels and newspapers were deciding the image of

Social media managers of political parties expressed that Social Media become the tool for political activism, and it had become essential component.

political parties and leaders through selective exposure, but now no information can be pushed down. The news item suppressed by television channels were spreading through social media and later television news channels and newspapers used to take up. More interestingly political participation was high among rural population. Even rural population was showing more interest to share or give their opinion through social media sites.

Social media campaigners were not sure about the conversion of social media canvassing and following into votes. The urban voting Per-centage was consistently low though they were politically active on social media. Respondents felt that effective use of social media is inevitable due to transformation of technology and access to various internet platforms among prospective voters.

Respondents wanted fake news and malicious information to be prevented. The fabricated opinions and fake videos were major challenge for the political social media planners.

Social media activity involved putting videos, audios and photographs of political party activities, countering the strategies of competitors by fact checking, research and counter arguments, creating the trolls and memes to float in various platforms, reacting to television news on opponents. Social media group took care of addressing various television surveys. Alerting the followers to react in favour for all kinds of questions raised in media and giving negative comments to the interviews or discussions involving competitors were also part of social media team's job.

Interview revealed that about 40 Per-cent of the population were using Social media platform. Conventional mode of campaigning was gradually decreased. Whatsapp was highly used platform due to its nature of reaching voters with personalised messages. The entry of Facebook and its advancements like streaming videos, artificial intelligence to provide segregated videos on particular themes, sharing with multiple people and platforms, notifications on updates, groups, followers, hash tags etc made it popular within no time. The video manipulation and image morphing was regularly done on social media. Content and video editors in the team used to rehash the raw bites and videos and presented in different way. All manipulation techniques were used.

In Karnataka Whatsapp groups were created for booth level workers in each constituency to share the strategies and supervise the day today activities with photographic, video and audio evidences.

Social media provided platform for talent hunt. Many slogans and one liner punching statements were taken from them. Youth were voluntarily contributing to image building strategies. Many people had come forward voluntarily to guide respective social media teams to be effective. BJP has created Namo Whatsapp group at booth level. Through Namo Application Narendra Modi was interacting with people and booth level party workers. This had facilitated supervision and communication across the system. BJP facebook followers have increased to seven lakhs in Karnataka. Language was not a barrier in using social media, local languages were getting prominence in sharing video and text content.

Social media campaigners were not sure about the conversion of social media canvassing and following into votes.

The social media campaign planners have mentioned that there is problem of proxy campaigning where unofficial pages were manufacturing the reactions, like, comments and trends. There were pages continuously floating political propaganda. Some of the respondent said the complaints filed during 2014 general election about misuse of social media platforms especially Twitter has not been resolved and after the election it became irrelevant. Majority respondents felt that social media use for election campaigning cannot be controlled and brought under the purview of election expenditure.

Social Media Advisory By Election Commission

Keeping internet accessibility and its role in informed decision making Election Commission of India (ECI) introduced model code of conduct for internet along with social media platforms. In consultation with Internet And Mobile Association of India (IAMAI), ECI issued social media advisory for the first time.

The ECI mentioned that *'All the provisions of model code of conduct shall also apply to the content being posted on the social media by candidates and political parties'*. Further all the advertisements posted on social media were included in election expenditure for which precertification was required.

The social media platforms have agreed upon the code proposed by the election commission and committed to process the cases under section 126 of Representation of the People Act, 1951 within 3 hours of reporting. Social media platforms including Facebook, Whatsapp, Twitter, Google, Sharechat, Tiktok have appointed the team to track the political advertisements and report the same to the ECI during 2019 general election and this team facilitated political advertisers to get certified by media certification and media monitoring committee. ECI mentioned in its advisory that *'code of ethics has been developed to ensure free, fair and ethical usage of social media platforms to maintain the integrity of electoral process'*.

The Facebook has created ad library for political ads. According to Facebook's Ad Library Report, there were 1.21 lakh political ads with a total spending of more than Rs.26.5 crore between February and May 2019. Advertisements spend on Google, YouTube, and partner properties since February to till May 2019 stood at Rs.27.36 crore with 14,837 ads. BJP spent Rs.4.23 crore on over 2,500 ads on Facebook. Supporting pages like *'My First Vote for Modi', 'Bharat Ke Mann Ki Baat'* and *'Nation with NaMo'* too, infused over Rs.4 crore on ads on the social networking platform. The Indian National Congress spent Rs.1.46 crore on Facebook for 3,686 ads. It has spent another Rs.2.71 crore on Google's platforms with 425 ads (PTI, 2019).

In one of the newspaper advertisement issued by leading newspapers *The Hindu, The Times of India, Dainik Bhaskar, Hindustan Times* and their sister publications mentioned that *'For us, the starting point for any story is verification. But for social media, it's sensation.'* The fake news on social media has become threat to all parties and netizens. The edited videos, photos and audios became viral and hit politicians and political parties with massive online backlash.

The social media platforms have agreed upon the code proposed by the election commission and committed to process the cases under section 126 of Representation of the People Act, 1951 within 3 hours of reporting.

Conclusion

Present study found that social media has created significant influence on the millennial generation in their political participation, activism and involvement in democratic process. Rural youth are more influenced by the social media content and they were more active comparing to their urban counter part. The study unearthed the extensive use of social media platforms by the political parties with professionally trained teams. It had proved that social media has cross media effect by acting as journalistic source. The research found that social media users are aware of misuse of this platform.

Respondents felt political parties should be active on SNS. They would react to political posts intelligently. SNS contents have influenced the perception and behaviour of the users. Respondents think that social media is necessary to create informed decision making. Social media has the capacity to influence the youths' political orientation. Majority respondents discussed about social media political posts with their peer group through other means of communication like face to face or telecommunication. Though majority respondents expressed that they are not influenced the voting behaviour, considerable number of youth were influenced by the SNS. It proves the perception of political leaders, that though social media does not have the capacity to make the election win, but it can defeat. The average response to all questions on political influence of SNS posts proved that about 35 Per-cent of the respondents got influenced by the SNS. Thus it can be concluded that social media can influence the political participation which is achieved in last five years with the increasing use of SNS which still has potential to capture majority population. Hence SNS can play crucial role in future election.

One of the major challenges of social media political campaign in India is maintaining code of conduct. Code of conduct may not be strictly implemented as social media campaign cannot be controlled as political messages moves on though original source of content generation does not involve. Another challenge is data mining and data sharing. The controversial Cambridge analytica raises many questions related to political uses and misuse of data. Facebook CEO Mark Zukerberg's statement goes like this "we (Facebook) wouldn't exist if we weren't collecting information that people share with us. There is no doubt that Facebook is armed with personal information of its users, a valuable resource which, according to various allegations, is being used by politicians, businesses and foreign agents to influence user (and electoral) behaviour. It is no wonder Mukesh Ambani, the chairman of Reliance Jio—the telecom giant that captured 128 million users within a year of its launch—has called data the new oil" (The Economic Times, 27 September 2017.) The personal data is used to target individual voters. The personalised messages have played significant role in Trump's win in the US election. The trolls used in political campaign created distrust towards particular candidate. The studies have found that fictitious accounts creating and spreading of fake information through attractive multimedia forms can act as key swing during election. Social media data is used by political parties to create and spread targeted advertisement. There is an urgent need for stringent regulation in social media data protection. The social media does not limit itself to reaching target voters having social media account, these days it had become major source for mainstream media. The doctored images and visuals spreading in social media

One of the major challenges of social media political campaign in India is maintaining code of conduct.

platforms are getting on to television screen with interpretations and analysis. Social media has become gateway for fake news and nest of malicious information which may destroy the democratic process.

Common man is not able to distinguish between propaganda from genuine expression, truth and fake and malicious and fact. Curbing misinformation may threaten freedom of expression which is the essence of democracy. Therefore the regulation must be carefully set based on the other countries who have experimented in this regard. ECI had partnered with Social media to reach young voters to register themselves and participate in the voting. However these data also can be used by those platforms to mould the public opinion. After Cambridge Analytica controversy the dialogue is going on between different governments and Facebook to increase the security features and sack fake and malicious information.

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India in Russian Newspapers

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Abstract

Ideas and events reported by the news media are selected with a specific view and are framed in a particular way. It involves selection and salience. Frames filter audience's perceptions of the world in particular ways. Media coverage encourages the audience to see the facts in the way they are portrayed. Following the research traditions that studied agenda-setting and framing by the media the present study studied how India is framed in Russian newspapers. Content analysis of three Russian newspapers (Izvestia, Novaya Gazeta and Rossiyskaya Gazeta) that were available on the internet from 2009 to 2018 revealed that India infrequently features in news stories. From the news events that are reported disaster and accident dominate the coverage, followed by news about defence deals between the countries, and India's defence-related events in general. Other categories like entertainment, business, politics etc. are not given much salience. Russian newspapers depend on Indian news sources for news about India, and do not have their own reporters to cover events except for defence related expos and events. The study looked for change in quantity and tone of news post-2014 with the major political change in India. However no significant change was noticed there. Articles published by the newspapers about India presented a much positive image of India. The articles which are well studied and consisting of minute details and data about the topic/s portray that India is a major ally for Russia, and Russia should value the relationship. They also analyse India's relationship with other countries. Defence deals and cooperation is the dominant theme among articles. So barring the exception of disaster-related news, coverage of India in Russian newspapers though not prolific is more on the positive side, and it relies on Indian news sources to a large extent. The study has indicated that investigation is possible into other relates areas like selection of news, and impact of the coverage on Russian readers' perception of India. This study has also indicated the potential of extending into other media, and as well as compare the coverage of Russia in Indian media.

Keywords: Agenda-setting, framing, coverage of India, Russian newspapers

Introduction

Ideas and events reported by the news media are framed in a particular way. Framing essentially involves selection and salience. Media coverage encourages the audience

The study has indicated that investigation is possible into other relates areas like selection of news, and impact of the coverage on Russian readers' perception of India.

to see the facts in the way they are portrayed. Therefore framing of various ideas and events by the news media has been studied extensively by researchers over the years. Frames filter our perceptions of the world in particular ways, and make some aspects of our multi-dimensional reality more noticeable than other aspects. (Kuypers, 2009) Apart from coverage of issues of domestic nature, international coverage has also been a major topic of research over the past few decades to understand how the news media of a country frames issues of international nature (e.g. Herman and Chomsky, 1988; Entman, 1993; Kuypers, D'Angelo and Kuypers, 2009).

Following this tradition the present study aims to find out how India is framed in Russian newspapers. In order to contextualize the study a quick look at India's ties with Russia, USSR and then again Russia over the years is important.

India- Russia Relations

Association between India and Russia dates back to at least a few centuries. The 15th century traveler Afanasy Nikitin travelled breadth and length of the then India, and penned his impressions of India in his book *'Journey Beyond Three Seas'*. In later years Leo Tolstoy influenced M. K. Gandhi's philosophy. The two exchanged letters from 1909 to 1910 (www.mkgandhi.org). News of the Bolshevik revolution was followed by Indians closely and Lenin had personally received M.N. Roy in Moscow and shaped his communist ideology (Roychoudhury, 2018). The Communist Party of India was founded in Tashkent in 1920 under Lenin's tutelage (Communist Party of India (Marxist), n.d.)

Following India's independence in 1947, USSR-India relations were slow to take off because of USSR's support to communists in India. In response to USA's decision to side with Pakistan India had to side with USSR. Indo-Soviet defence ties accelerated after the United States suspended military assistance to both India and Pakistan during the 1965 war (Jaishankar, 2018).The 1971 Indo-Soviet Treaty of Friendship and Cooperation further strengthened the ties.

Over following decades, especially during the cold war years, India and USSR remained allies. USSR was India's biggest trade partner. Cultural ties between the two countries also grew during this period. Popularity of Indian films and film stars in USSR is an example of that.

India officially views development of India-Russia relations as a key pillar of India's foreign policy. It believes that the signing of the *"Declaration on the India-Russia Strategic Partnership"* in October 2000, provided additional impetus to bilateral ties and contributed towards the enhancement of cooperation in almost all areas of the bilateral relationship (Indian Embassy in Russia, n.d.).

During the visit of Russian President Medvedev to India in December 2010, the Strategic Partnership was elevated to the level of a *"Special and Privileged Strategic Partnership*. Joshi and Sharma (2017) believe that at present India–Russia relations have both cooperation and competition tendencies but none is dominant as there are areas of cooperation as well as areas of competition; and that the relations remain steady in multilateral and bilateral contexts.

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As regards people to people interaction, Russia has many Indian students studying in its medical and engineering colleges. In 2014-15 close to 6000 Indian students were studying in Russia (Arfeev & Dmitriev, 2016). India has become a tourist attraction for Russian travelers. In 2018 approximately 300,000 Russian tourists visited India(Incredible Inida, 2018). The number of Indians visiting Russia also is growing steadily. In 2018, it was reported a huge increase in the number due to FIFA World Cup.

Russian news media today

Media is a key tool and will continue to play a significant role in Russian foreign policy. Through state and independent media, Putin plays a central role in delivering the Kremlin's message and shaping its domestic and global media strategy (Zakem, Saunders, Hashimova, & Hammerberg, 2018).

At present Russia has almost 37 thousand media outlets, including over 22000 newspapers and 12000 magazines. In audiovisual media, there are over 3000 television channels and 2000 radio channels registered (Embassy of the Russian Federation to UK, n.d.).

The present day Russian media scenario is significantly different from USSR days. During the Soviet era the press was under complete state control. *Pravda* and *Izvestia* were the nation-wide newspapers, and every state republic had a state level newspaper. *Pravda* (meaning truth) was the communist party mouthpiece, while *Izvestia* (meaning news) was the official state organ. Appointments in these and other newspapers were overseen by the communist party, and only loyalists to the communist ideology were selected to various positions. Therefore though in post-Stalin era there was no direct censorship, the news and articles published always towed the official government and party-line.

During Gorbachev's *Glasnost* period doors were opened to independent journalism. It thrived further during the Yelstin regime. *Izvestia* quickly adapted itself to the new situation, and became a major force to reckon with. *Pravda* on the other hand found it difficult to survive and was once on the brink of bankruptcy. *Pravda*, the print publication folded up and now has only internet existence as *Pravda*. Ru, and is privately owned (Sudakov, 2016).

The top six newspapers in Russia according to different sources appear *to be Izvestia, Commersant, Vedomosti, RossiyskayaGazeta, Novaya Gazeta and MoskovskiKomsomolets* (mlg.ru, recob. eu, rusemb.org.uk, BBC) These newspapers are in Russian language, *The Moscow Times and Moscow News* are two prominent English language newspapers.

There are seven major TV networks like Russia Channel, Russia Today etc. ITAR-TASS and RIA NOVOSTI are two national news agencies. Russia has extensive Internet penetration. In 2011 it became Europe's number one country in terms of Internet users (Embassy of the Russian Federation to UK, n.d.).

At present *"Few observers would deny that media across the former Soviet Union are, in general, substantially freer to publish reports critical of government and*

The top six newspapers in Russia according to different sources appear to be Izvestia, Commersant, Vedomosti, Rossiyskaya Gazeta, Novaya Gazeta and Moskovski Komsomolets.

private figures, and to explore a greater diversity of themes and issues, than was ever possible under the dictatorial Soviet regime. The explosion of independent media outlets in the later stages of Mikhail Gorbachev's policy of glasnost (openness) under-pinned what many Russian journalists look back on as a "golden age" for media in their country" (Jones, 2002).

Relevance of the study

Any framing analysis provides an understanding of the frames provided to media audiences to look at certain depictions. As explained earlier, India and Russia enjoy close relationship over a long period of time. At present also India and Russia are closer to each other than other countries. In the emerging world order both India and Russia are likely to have a major role to play. International organizations like BRICS for economic cooperation may gain more importance in the coming years. With USA and other European countries making their immigration laws stringent, Russia may become an even more attractive destination for a number of purposes. Success of such ties and perception of India and Indians depends largely upon how the media projects India. This study which has the potential to be developed into a major long term study, will definitely provide insights about the depiction of India in Russian media. This data (not from this study only which is like a pilot study for a subsequent major study) can be of potential use to observers of international affairs, diplomats, defence analysts etc.

This study will also contribute to the extensive work done under agenda-setting, priming and framing by previous researchers. There are many researchers who can analyse content in Indian languages as well as in English language. However both the investigators of the present study have the unique advantage of knowledge of Russian language and it should be used to analyse the content in its original form.

Theoretical Framework

Agenda Setting and Framing are the two main research traditions that help analyse what the audience find important, and how media influences the public opinion respectively. This chapter explains the two approaches and reviews some researches that have studied media coverage within that theoretical framework.

Agenda Setting Theory

Theory of Agenda-Setting was introduced by Maxwell McCombs and Donald Shaw in 1972. It refers to the ability of mass media to signal the public what is important. Through the coverage the media are able to shape audience's perceptions of relative importance and salience of these issues (Moy, Tewksbury and Rinke, 55-56).

The traditional agenda-setting concept was further studied and some new concepts were developed. They include intermedia agenda-setting, agenda-building, second-level agenda-setting or attribute agenda-setting etc.

This study will also contribute to the extensive work done under agenda-setting, priming and framing by previous researchers.

Framing Theory

While agenda-setting refers to selection of topics, framing refers to how the topics are written or presented. The concept of frame derives from Ervin Goffman's 1974 book Frame Analysis(Lemoine, 2016, p 23). Entman further worked on it (1989, 1993). He explains that Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretations, moral evaluation and/or treatment recommendation. (Entman, 1993, p. 52). Frames are also defined by what they omit and what they include. Entman (1993) further states that *"framing plays a major role in the exertion of political power, and the frame in a news text is really the imprint of power"*.

Iyengar and Kinder (1987, as cited in Iyengar and Simon, 1993) also talk of priming as an extension of agenda-setting. According to them priming effect refers to the ability of news programs to affect the criteria by which political leaders are judged. It addresses the impact of the coverage to the weight attached to different issues.

Iyengar also categorized the types of frames into episodic and thematic. The episodic frame depicts public issues in terms of concrete instances. Thematic frame places issues in some general or abstract context (Iyengar and Simon, 1993, p 369).

The present phase of the study analyses the coverage of India in Russian newspapers in the framework of Agenda-setting theory, and analyses the texts of opinion articles on the basis of Framing Theory.

Previous Research

As mentioned earlier media coverage has been an oft studied topic in the field of media studies. International media coverage also has attracted researcher's attention for a long time. In the context of the present study several research papers that sought to analyse the media coverage within the agenda-setting or framing perspective were perused.

Framing India

A study by Ruchi Tewari and Taral Pathak analysed coverage of India in New York Times (NYT) over 1985 to 2010. The main aim was to explore how due to globalization framing of India in New York Times became relevant and of significance during the study period. The study noted a significant rise in the number of news items about India in the Post-Globalization period. Focus of coverage shifted from *'Art and Culture'* to *'Business and Politics'*, and more news were positive than before.

"Framing plays a major role in the exertion of political power, and the frame in a news text is really the imprint of power".

The researcher studied NYT coverage over three five-year periods (1985-90, 1995-2000, and 2005-2010). However the total number of news articles (450) studied over 15 years is comparatively much smaller. Having selected only the most relevant 25 stories each year does not seem a foolproof sampling method.

However the conclusion that when a nation becomes economically strong external communication agencies also facilitate in strengthening it as a nation of consequence is relevant.

Framing in Russian Media

Two major studies that give an idea of framing of different issues in Russian media proved useful in the present study. They not only indicate nature and extent of coverage of issues in Russia, they also give an overview of state of Russian media at different stages.

A study titled *"Framing and Agenda-Setting in Russian News: A Computational Analysis of Intricate Political Strategies"* by Field and others (2018) a large pool of news stories published in *Izvestia* over 13 years. This study shows new ways to identify subtle media manipulation strategies at the intersection of agenda-setting and framing.

The analysis showed that negative events in US are mentioned more frequently whenever Russian economy faced a downturn, thereby trying to distract the people's attention from the downturn.

This study is of great significance in studies like the present one because the researchers have tried to address the issue of using framing analysis across languages. They have tried to develop a computerized method that is easy to interpret and applicable across languages.

Kananovich and Durham (2018) studied *"Framing of 'creative class' in Putin's Russia"*. This textual analysis traced the framing of the 2011–2012 anti-Kremlin protests in Russia by the tabloid *'Komsomol'skaya Pravda'*. They found that the otherwise agnostic newspaper came to adopt Vladimir Putin's rhetoric challenging the protesters, who represented the emerging, Internet-savvy, professional *"creative class"*. This study provides insight into the expansion of neo-Soviet, state–media tensions affecting the ostensibly apolitical sector of commercialized, privately owned press in post-Soviet Russia.

The researchers collected data by using the embedded search engine in the newspaper's website for articles that mentioned *'creative class'*. Text of 63 articles thus found was analysed. The analysis showed that the newspaper submitted to the resurgent pull of the neo-soviet media system that Putin had evoked in his attack on the protesters. This paper provides an insight into the working of the press in Russia.

These previous researches (there are many research papers that particularly deal with framing of an off-shore event in a country's media) clearly indicates that framing of issues and events is deliberate, and serves a larger purpose than informing the audience.

Methodology

The research has used triangulation method. In the foreground is quantitative content analysis, with textual analysis of news articles in the background.

This study is of great significance in studies like the present one because the researchers have tried to address the issue of using framing analysis across languages.

With the aim to understand selection of issues and frames for coverage of India, the research questions that guided the inquiry were

- Is there any difference in coverage of India during the two governments, i.e. UPA and NDA?

- Which topics are covered in what measure by the newspapers?

- What are the news sources used for news from India?

- What types of articles are written about India, and which frames do they use while interpreting issues?

To find answers to the first three questions, content analysis of three newspapers was conducted. The three newspapers chosen for the study were *Rossiyskaya Gazeta* (meaning Russian Newspaper), *Izvestia* (meaning news) and *Novaya Gazeta* (meaning new newspaper). These there newspapers were chosen because they were the only common three newspapers that appeared in four different lists of top six Russian newspapers (BBC, rusemb.org/, pecob.eu, medialogia.mlg.ru). Archives of all three newspapers were available for the study period, and all of their websites had embedded *'search'* facility on them.

Another purpose was to include newspapers with different viewpoints and different functions in the society. The chosen three newspapers are quite in different nature, making the data diverse and inclusive.

Period of study: The period of ten years (January 1, 2009 to December 31, 2018) was chosen for the study. Reasons for determining the period were two. One is that India has seen major political change in these ten years, and the other is that free internet archives of these papers were available earliest from that period.

Collection of Data

The embedded search option with *'Индия'(India in Russian)* as the key word yielded results in thousands, which would have to be sifted for useful data. Having noticed that the news stories carry tags in English as well, the English key word *'India'* was used to collect data. The difference in results with Russian key word and English key word is not clear to the researchers, and those could not be found out from experts. But the results received through the search were large enough for the nature of the study (which is a pilot or preliminary study with the aim to develop into a larger study).

Each individual item that turned up in the results was manually screened by a research assistant (who knows both English and Russian) to ascertain that the item was about India (operational definition given later). The items were classified into two major categories: news stories and articles (operational definitions given later).
All the news stories (that were read in original) were coded for quantitative content analysis. Textual analysis of news articles (read in original) was conducted to understand the importance attached to the events.

Coding categories for news stories were topic of news, source of news, number of words, section in which the news appears, presence of photo, relevance of photo, views and tags etc.

Textual analysis was conducted to understand the selection of topic, position vis-à-vis India (positive, negative and neutral frame), accuracy of factual information, understanding and analysis of issue etc.

Operational definitions

News stories: About a specific event, with a news source like news agency, an Indian media entity, up to 400 words, no by-line.

News articles: with a byline, more than 400 words, about an issue, written by a Russian person

About India: event takes place in India, event is about an Indian entity, international event/issue involving India prominently

Coding category 'Topic' was divided into following sub-categories:

 I.   Disasters: natural disasters, accidents
 II.   Defence: related to Indian defence forces, equipment etc.
 III.   International: bilateral or multilateral issues involving India
 IV.   Human interest
 V.   Politics: involving Indian political parties
 VI.   Entertainment: from film and television
 VII.   Terrorism
 VIII. Business
 IX.   Sports
 X.   Travel/tourism: air travel, visa, hotels etc.
 XI.   Crime
 XII.   Others

Source of news was considered as the source mentioned in the news story. By-lines of writers were also included as source. Some stories mentioned two sources. In such cases they were categorized at mixed sources.

Relevant photo: Photo of the actual event or closely related file photo was considered as relevant.

Views: at the time of downloading the content. Number of views were not available in case of Rossiyskaya Gazeta.

An effort was made to understand newspaper's policy about the selection and framing of news coverage, and mails were sent to news editors of the respective newspapers. However there was no response from them.

Analysis

Newspaper profile

The three newspapers selected for study were *Izvestia, Rossiyskaya Gazeta* and *Novaya Gazeta*. Their brief profile explains their characteristics.

Izvestia (now onwards Iz) was founded in 1917. During the Soviet period it served as the official newspaper of the Soviet government. After the disintegration of USSR, it became an independent newspaper of national level. It was then owned by Vladimir Putin, who had close ties with the then Russian government. For a brief period from 2005 it was owned by Gazprom Media which is a subsidiary of Russia's biggest oil company Gazprom. Then it was sold to National Media Group, a subsidiary of OAO Rossiya Bank. Over the 100 years the newspaper has reflected the country's political contours (Amos, 2017). *Izvestia* championed Gorbachev's policy of Glasnost and Perestroika. Over the last few years Izvestia has taken pro-Putin stand, and the print version has lost much of its readership. However the online base has been expanding rapidly (Amos, 2017).

Novaya Gazeta (now onwards NG) started on April 1, 1993. It is known for its liberalism and investigative stories. It is published thrice a week. It has always stood in defence of human rights. Anna Politkovskaya, who brought to light Russia's atrocities against Chechen rebels used to work for this paper before she was killed in 2006. Five other journalists working for Novaya Gazeta have been murdered so far. It is said that Mikhail Gorbachev helped set up the newspaper from his Nobel Prize amount (Radio Free Europe Radio Liberty, 2017). He currently owns 10% of the share. Young journalists and readers are continually drawn to the paper. Its new website is read regularly by 5 million people a month. Most of the people working at the newspaper are in their late twenties or early thirties (Azhgikhina, 2018).

Rossiyskaya Gazeta (now onwards RG) is a government daily newspaper published in Russia. It publishes the official decrees, statements, and documents of state bodies. This includes the promulgation of newly approved laws, presidential decrees, and government orders. It was founded by a decree of the Supreme Soviet of the RSFSR and its first issue appeared on 11 November 1990(Crunchbase). Unlike other newspapers, *Rosiskaya Gazeta* is a broadsheet newspaper and publishes analysis of current affairs (Zakem, Saunders, Hashimova, & Hammerberg, 2018).

Quantitative Analysis

The number of news stories (Chart 1) that were recorded for the period of ten years came to 146 (IZ), 22 (NG) and 234 (RG). Thus a total of 402 news stories were categorized. On an average NG published the least, i.e. two stories per year. IZ average 14-15 per year, and the maximum, 23 per year.

Year-wise distribution for each newspaper does not indicate any specific pattern of coverage (Charts 2-4) across the three newspapers. Even in Indian election year of 2014 which could be considered an important and significant event the coverage did not increase noticeably. However coverage has gone up considerably after 2016.

Topic of news stories

The subject or topic of the news is of primary importance in this study because selection of news and salience given to them set the agenda for the audience.

Twelve categories were defined for classification of news. Charts 5 to 16 represent the coverage of the different news areas.

Close to 25% news stories are about different kinds of disasters which include deaths due to accidents because of train derailment, rains, storms, extreme heat, fire, bridge collapses etc. It was noticed that averted accidents were also given prominent coverage. Several disasters like fire in temple, bridge collapse, Amritsar train accident, heat wave were carried by both IZ and RG. In some cases follow up stories were also carried by the two newspapers. A significant fact is that out of the total 22 stories carried by NG, 13 are about disasters.

Though disaster stories were not classified further, it was noticeable that many small accidents and incidents related to airplanes were reported quite often. Most stories mentioned Air India. Even small defects found in planes causing cancellation of or delay in flight were covered in detail.

After disaster stories defence-related stories were given prominence. Most of the stories reported purchase of fighters by India, India-Russia agreements, Defence Expo and so on. Many of these stories carry bylines of their reporters, especially in case of RG.

All the news stories that reported India's relations with other countries were included in this category. NG did not report at all about India's international affairs. Majority stories in this category included India's relations with Pakistan.

Some of the common human interest stories carried by the newspapers (IZ:7, RG: 11) included man dies while watching a horror film, man divorces after wife after seeing her beard, bus driver allows monkey to drive bus etc. These news items were viewed more frequently than other news stories.

The category of politics included stories about Indian political parties. They didn't find much place in the news coverage. Even around May 2014 the number of news stories related to the elections remained low. Both IZ and RG reported the election result in May 2014 as 'Manmohan Singh defeated', NG carried it as *'Hindu Nationalist Party Comes to Power'*. Another story by NG described the demand by congress to ban display of 'lotuses'. RG carried a news story with heading *'BJP becomes world's biggest political party'*.

Entertainment news also is not reported widely. Sridevi's death was reported by all three newspapers. IZ and RG also reported the controversy surrounding Sridevi's death. Other stories are about a Russian TV serial being shown in India, India-Russia to start a TV channel together.

Various terrorist attacks during the decade were reported in more detail by RG. In a report about attack by LET, the report mentioned that LET is banned in Russia, thereby making the news more relevant to Russian readers. The coverage of terrorism remains proportionate to the overall coverage of India by respective newspaper.

Business news stories did not include the bilateral defence deals and sale/purchase by either country. News about oil companies, especially Rosneft dominated this category. Diamond, real estate, car market were other aspects of the business world that were covered.

Sports news did not appear even at the rate of one per year. In this category RG coverage is totally skewed with 2 news stories out of 234. That can perhaps be explained by the fact that Russia is not a cricket-playing country.

The travel and tourism category was created because Goa and some other parts of the country have come up as major tourist attractions for Russians. However news in this category are sparse, with RG giving it considerably more space. News like Russians to get visa-on-arrival was carried by all three. Other travel related news were about drinking not allowed on Goa roads, problems faced by tourists, AI new flights etc.

Crime news also is relatively low. Common news was Sharapova being named in a real estate fraud in an Indian firm. A news story about a girl being burnt to death after rape was reported by IZ and RG, and it got the highest views (over 20000) among all news stories over ten years.

Miscellaneous news stories include technology, scientific research etc. Such stories are in small number.

Sources of News

Sources of news were also noted to understand from where news about India come to these three newspapers (Chart 16) . As per RG website they have correspondents in India. No information was available about IZ and NG. The news stories have mentioned the source clearly in most stories. The main sources of news are of four types. Russian sources include Russian news agencies like TASS (at some places mentioned as ITAR-TASS, RIA Novosti, Lenta, RBC, Russian reporters whose byline appear with the news.

Indian sources include Times of India (which was the most often quoted source in all newspapers), India Today, PTI, India Today, NDTV, and other Indian Newspapers. The newspapers refer to these media outlets as 'agencies' and not as newspaper and channel.

Other sources are non-Russian, non-Indian news sources like BBC, CNN, AP, AFP, Khaleej Times etc.

The news stories have mentioned the source clearly in most stories.

When more than one source has been mentioned in the news story it has been categorized as *'mixed source'*.

Where only one source is used the number of stories with Indian sources is more than Russian sources. However in case of RG it has used all types of sources in almost equal measure.

Topics of Articles

As explained before longer pieces/items that carried byline of the writer and that focused on an issue (unlike an event in a news story) were considered as articles. Chart 17 provides a comparison of number of articles to news stories in the three newspaper. The proportion of articles carried by NG and RG carried around 10% of news stories, in case of IZ carried the Per-centage is 20%.

All articles are by Russian writers/journalists, and majority of them deal with bilateral trade, specifically in the field of defence technology. Some articles discuss multilateral issues like BRICS, India-Russia-China ties etc. RG carried four articles on15th August to mark Indian Independence. It also carried an interview with Indian Ambassador in Russia.

Textual analysis of the articles was done to understand the broad frames (positive, negative, neutral) that they provide to the readers.

Textual Analysis

The following analysis is based on three factors taken into consideration while evaluating these articles. First and foremost the type of topics that the articles have covered, the second is the kind of language which is used in the article, and third is the tone of the article.

There isn't enough body of articles to analyze from the NG. There are only two articles and those too of fairly recent years. One mentions the outbreak of reaction with neurological symptoms to a vaccine imported from India. The actual place where reaction was observed is not Russia but Uzbekistan. The tone of the article is critical of Uzbek health authorities for handling the situation in an incompetent fashion. The second article talks about the Russian pitch in Davos, which claims to be a better investment destination than India and China. The article is extremely critical of this claim and states that though corrupt, India and China get things done. Whereas in Russia it is not possible to guarantee an outcome, even after paying bribes. It also mentions that India gets international sympathy because of its democracy.

As far as the selection of topics of articles in NG and IZ goes, both the publications have devoted a lot of space to reviews on defence equipment, joint manufactures of India and Russia, geo-political issues and economic relations between the two countries. This seems a bit natural considering the importance of defence contracts to the Russian economy and the long strategic partnership that India has with Russia.

Discussion and Conclusion

The study was undertaken to understand extent of coverage, types of coverage, sources of news, and opinion about India.

All articles are by Russian writers/ journalists, and majority of them deal with bilateral trade, specifically in the field of defence technology.

Online editions of these three newspapers were studied. So placement and layout which are two important markers of salience were not relevant here. Since the online platforms have less space restrictions as compared to print length of news items, though noted, does not become a measure of salience as well.

The quantitative analysis clearly shows that India may be a big market in economic terms, but it is not so in news terms. Even in case of RG, which is a government-owned newspaper and has its own reporters covering various issues, there are not more than 2-3 news stories about India every month.

In the absence of data to compare the proportion of news about India in total news stories in the respective newspaper or news stories about other countries, interpretation of the number is not possible. But it can be surmised that with India mentioned not very regularly it is not likely to set the agenda for readers to think and talk about India.

However categorization of the stories according to topics throws more light on which aspects of India do the newspapers want to inform their readers about. Heavy emphasis on disaster-related news is not likely to create a positive picture of India for readers. Looking at the kind of disaster stories that are covered all travel modes come across as risky, and the personnel incompetent. It will be necessary to ask the gatekeepers why these stories are highlighted. NG is known to be a newspaper with a difference but it is noteworthy that it also has a very high (much more than other newspapers) Per-centage of disaster news in its coverage.

Defence-related stories though about India, can also be considered as domestic news for the newspapers because they equally focus on Russia. Same is applicable to the category of travel and tourism. These stories are of interest to Russian readers and might have been treated as domestic news. Moreover RG is government-owned, and IZ is known to be pro-Putin so Russia's official cooperation treaties are more likely to be features in those newspapers. That is the reason why NG does not carry as many news of Russia's defence relations with India.

India in international context, terrorism and business are the three categories that carry more news stories than others. In international news India has been discussed along with other countries, so agenda-setting regarding those countries also could be a reason for news selection.

One of the objectives of this study was to find out if major political transition in India has affected the amount and nature of coverage in the three newspapers. Quantitative analysis shows no such shift in either of them. Why a spurt is seen after 2016 can be answered by the fact that several news stories about Def-Expo, Innoprom were carried in that period.

India in international context, terrorism and business are the three categories that carry more news stories than others.

Indian news stories tend to be taken from Indian media houses rather than Indian news agencies like PTI, UNI. The Times of India seems to be the most preferred news source. There are no exclusive/special news stories that have been reported by the newspapers' own reporters except for defence stories.

The articles in these newspapers tend to view India as a strategic partner. The language is circumspect and the tone of articles is quite matter of fact. In fact over the years as India's economic clout grew, a note of admiration has crept in in the articles. It can be concluded that the articles frame India in a positive or at least neutral manner. It charts the course of *'Hindi-Rusi Bhai Bhai'* of the Soviet era to present day when India has outgrown its tag of *'Little Brother'* in the partnership.

Barring the exception of disaster-related news, coverage of India in Russian newspapers though not prolific is more on the positive side, and that it relies on Indian news sources to a large extent.

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Charts
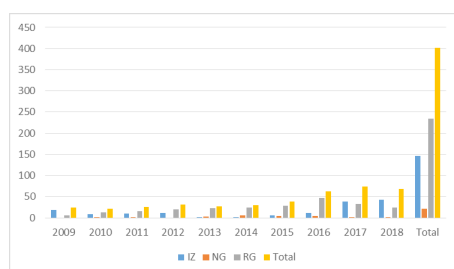
Chart 1: Total number of news stories
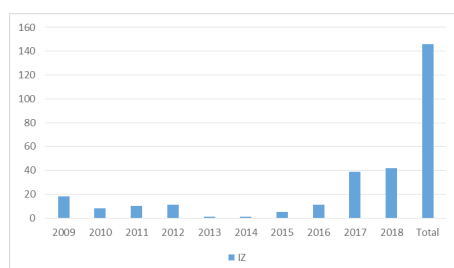
Chart 2: Total news stories in Izvestia
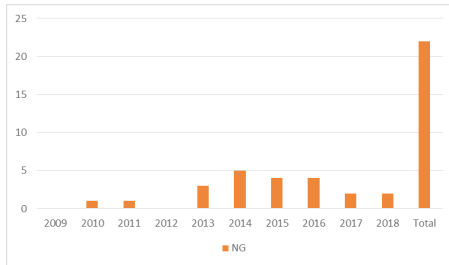
Chart 3: Total news stories in Novaya Gazeta
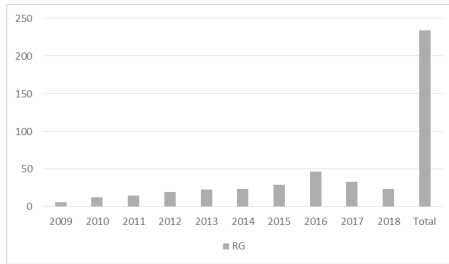
Chart 4: Total number of news stories in Rossiyiskaya Gazeta
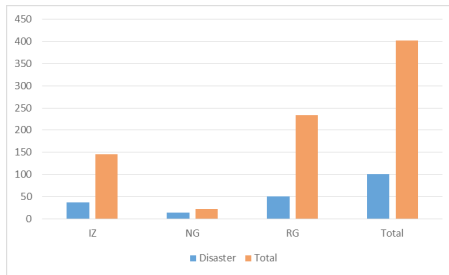
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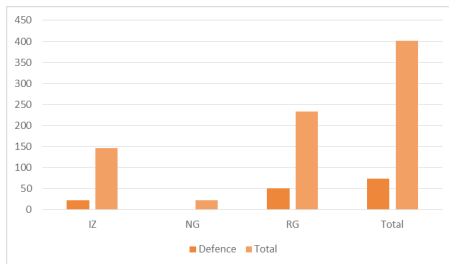
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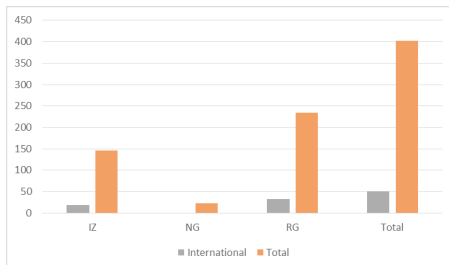
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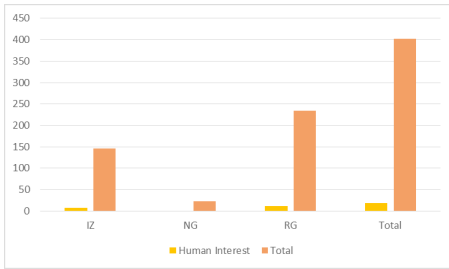
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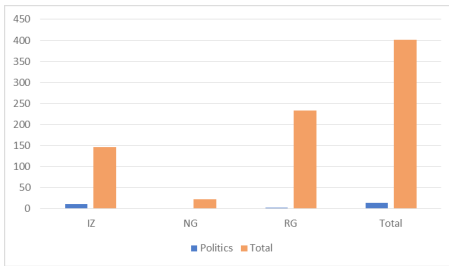
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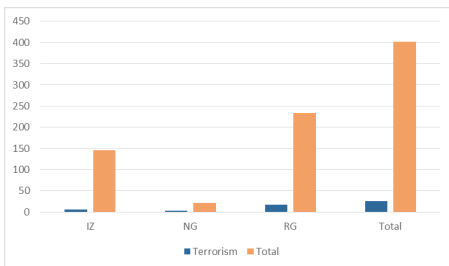
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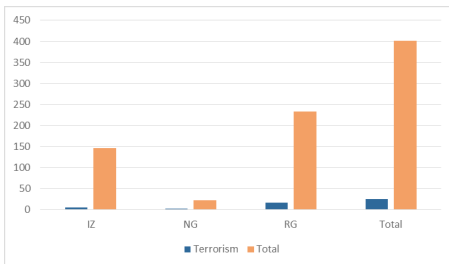
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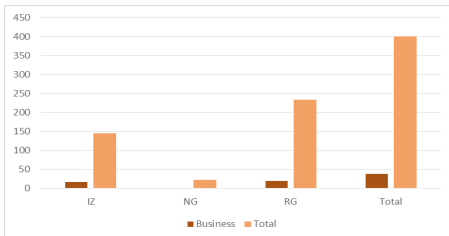
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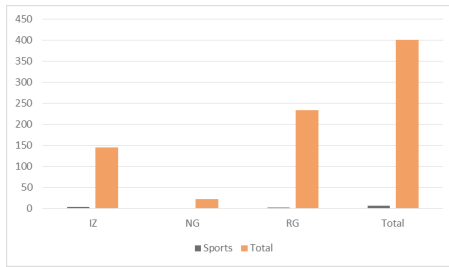
Chart 13: News stories about sports
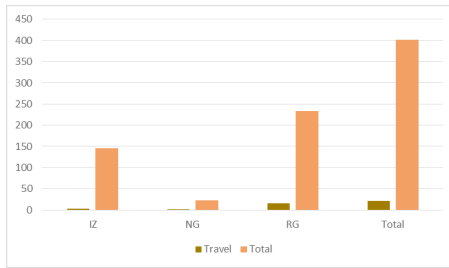
Chart 14: News stories about travel and tourism
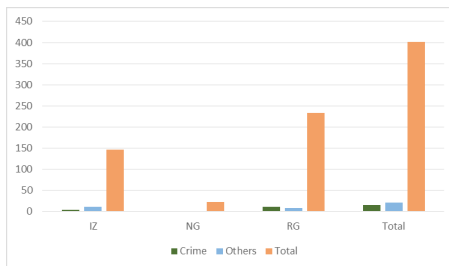
Chart 15: News stories about crime, and other news stories
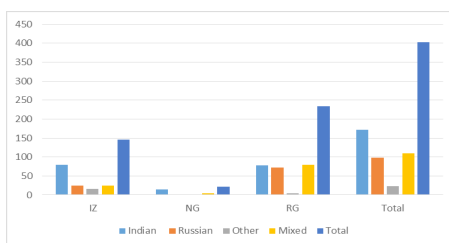
Sources of news

Chart 16: Sources of news
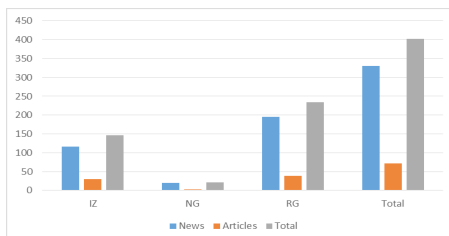
Chart 17: Types of coverage

Gender Representation In Children's Popular Visual Content - A Review

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Abstract

Children learn about social structures, especially gender at a tender age of three to five by understanding their immediate environments. In a nuclear family set up with both parents working, media has become a window to the world. If the window shows a skewed imagery, it creates a skewed perspective of the world for both genders. Stereotyping not only straitjackets individuals, it affects inter-sex communication and thus relationships as well. This study is aimed at checking the existence and acceptance of gender stereotypes in popular visual culture in children of three to five years of age. For the purpose of the study, visual content for kids was outlined ranging from cartoons to play figures and fancy dress costumes. Firstly, a thorough review of research papers (secondary data) on the subject, published during 2015-17, was done. Thirteen studies were gathered from online and offline sources after operating a set of filters. They were studied for their choice of research objectives, methodology, findings and theoretical framework. After data analysis, results firstly confirmed the existence of gender stereotypes in popular visual culture for children in the target age bracket of 3-5 years. Secondly the result also hinted at a confirmation of the stereotypes within the target group. To consolidate the findings, primary data was gathered in form of in-depth interviews with a renowned psychologist, a counselor and an academician. It conceded expert opinion, in agreement with the findings of the secondary data. The data also shed light on long term effects of stereotyped content on kid's understanding of self, gender and the gender politics. It also endorses the opinion that media is replacing the immediate environment for kids and thus changing how they learn behavior. The findings validate not only the Cultivation Analysis (Gerbner, 1986) but also the Social Learning Theory (Bandura, 1969). Summing up, the results hint at how stereotyped media content affects the social movement of feminism.

Keywords: gender stereotyping, children, popular visual cultures, feminism, social structures

Introduction

The formative years for a human being comprise the impressionable age in which one tries to discover, absorb and question things about oneself and one's surroundings. Children, at a very early age, start understanding and comprehending world,

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sometimes accepting the concepts as shown to them, sometimes formulating their own, with little help from their immediate world. They learn by observing their immediate environment and learned behavior becomes a part of the personality, due to four factors; drives, cues, responses, and rewards (Bandura, 1969; Miller & Dollard, 1941). But as the times change, the immediate environment also changes. In Indian Society, the large family structure got broken down into nuclear units due to many factors like rural to urban migration, thus giving rise to more nuclear set ups and both parents working full time. As the population increases, the outdoors shrink, and the time the kids would have spent playing out in the open, is now spent indoors, bright under the neon lights and in front of the plasma screens. Today a child is in greater proximity and accessibility to an electronic device than a park. So much so that media is now being used to learn about the world, as well as the self (Arnette, 1995).

Being an important part of every household, TV is now acting as a co-parent, helping kids finish off their meals and keep them busy when actual parents are busy. Studies have already discussed that TV is responsible for curbing the thinking capabilities of an individual (Christakis, 2008 and Anderson and Pempek, 2005). While these kids end up watching television through a greater part of their waking hours, the program providers have also found ways to keep them hooked as potential market. The characters are growing more and more relatable, animation life like and the packaging so neat, that the parents feel almost indebted to the creators (Hendershot, 2004).

Studies have also talked about how a person creates self-concept through their exposure to media. Kids today understand races, religions, gender, and other diversities as well as self-identity with the help of content on various media platforms (Gill, 2007; Damon and Hart, 1982; Woodward, 2003). Thus it would be safe to say that the exposure towards content on TV plays an extremely important role in shaping an individual. Gauging the effects of media in understanding self is even more important in today's times as the society is making a transition from small screen to a smaller one, the one in their palms, and thus increasing the exposure. The media is not going to be time bound or space bound soon, it is being carried in pockets and being run, as we like. The study proposes to review the researches done on children's popular TV content in recent times, to gauge the present understanding of the collective academia on the topic and validate the findings with expert opinion to check for the impact.

Social Significance

The issue of gender disparity is not new in most modern societies. It has been repeatedly established that media cultivates a major portion of social reality and creates a dependency in the individuals to shape their perceptions (Gerbner, 1986 & Bandura, 1969). This study attempts to investigate the stage when this conditioning begins and the assimilation of these messages by the target group. It is also important to know if modern day parenting shoves children towards certain gender roles and sets expectations to act according to the gender roles portrayed in media.

Kids today understand races, religions, gender, and other diversities as well as self-identity with the help of content on various media platforms.

Literature Review

American Academy of Pediatrics issued a set of recommendations in 2015, to control TV watching habits of kids. The academy believed that the exposure to media had negative effects on the psyche of children and suggested that parents should co-view the programs along with kids less than 5 years ("American Academy of Pediatrics Announces New Recommendations for Children's Media Use", 2017). The move came after years and years of research on effects on media on children, be it TV, books, radio, films and every thing else.

In a study, the researchers interacted with the kids in the age group of 2-5 years of age and postulated that while the kids were exposed to gender stereotyped content, they chose to break the rules while adapting them onto themselves. For eg. the girls chose to be a sword wielding princess, thus claiming best of both worlds (Lindstrand, 2016). Well (2015) claims that in Warner Brother Cartoons the depiction of the feminine gender is superficial as there are no female characters and the male characters don the garb with false eyelashes and hats and other paraphernalia to appear as women. This trivializes the issue of gender depiction, at least in Warner Brother cartoons.

Two different studies talked about how pre-school teachers also help cultivate the gender stereotypes in pre-school kids. One dealt with role-play and other dealt with choice of toys. Both discussed how the gender roles rooted in the educator's minds got transferred to kids (Johnson, 2015 and Lynch, 2016). Another study on picture books also concluded with the help of content analysis that the feminine was under represented and confirmed to stereotypes (Koss, 2015). July 2017, Advertising Standards Association, Britain announced that rules would be imposed to ads, which include Gender Stereotypes (Magra, 2017). Fearing for the fairer sex of the population, the policy maker's decision would pull off the majority of ads from the British Television.

In their report, *'Depictions, Perceptions and Harm: A Report on Gender Stereotypes in Advertising'*, the association says, *"Gender stereotypes have the potential to cause harm by inviting assumptions about adults and children that might negatively restrict how they see themselves and how others see them. These assumptions can lead to unequal gender outcomes in public and private aspects of people's lives; outcomes, which are increasingly acknowledged to be detrimental to individuals, the economy and society in general."* ('Depictions, Perceptions and Harm: A report on Gender Stereotypes in Advertising', 2017). Thus it can be assimilated that authorities are waking up to the presence of stereotypes pertaining to gender and their adverse effect on the audience.

Objectives

The broad aim of the study is to check if the popular visual content for children cultivates gender stereotypes and what are its implications on children.

"Gender stereotypes have the potential to cause harm by inviting assumptions about adults and children that might negatively restrict how they see themselves and how others see them.

The specific objectives of the study are:

- To study two year's studies on gender stereotypes in children's popular culture

- To study if the results have established existence of stereotypes among the target audience

- To study the validation of cultivation analysis in the period of study

- To compare if the manifestation of exposure to stereotypical content has any semblance with the results of the review of the period of study.

- To ascertain new avenues for research in the area

Theoretical Framework

The study aims to check the postulates of George Gerbner's Cultivation Theory (1986) and Bandura's Social Learning Theory (1969). The theory suggests that exposure to violence on TV creates certain *'frames of reference'* for the audience. The content 'mainstreams' an ideology and provides a 'central cultural arm' for the viewers. Lastly, with heavy exposure, the viewers start feeling in *'resonance'* with the content (Gerbner, 1986). It will also check whether the popular TV content is masquerading as a central cultural arm and is mainstreaming stereotyped gender roles. It also aims to verify if exposure has any co relation with resonance with the content and acceptance of a *'Skewed Gender Perspective'* of the world. On the other hand, the Social Learning theory states that learning begins with observation, which is happening with the exposure followed by modeling, which is happening at home environment and across media and other paraphernalia for kids. Imitation follows, slowly resulting into a behavioral change.

Methodology

A review of papers written on gender representation and stereotypes in children's popular visual content was done to ascertain the areas, effects, methods and theoretical frameworks associated with them.

Sampling Technique

Table 1: Process For Filtering Papers For Review

The American Pediatric Association issued a set of guidelines for Television watching in 2015. Their recommendation on limiting TV exposure for children between 2-5 years of age to only an hour and under parental supervision was taken as the benchmark and studies pertaining to the subject post recommendations were chosen for the study.

Google Scholar, IGNOU's E-resources, Indian Citation Index and ICSSR Abstract Index were accessed for conducting the search. Thus studies conducted across globe, between mid of 2015 to mid of 2017 were filtered. 21 studies were shortlisted using four keywords, i.e. Children, Popular Culture, Gender Stereotypes and Cartoons.

The content 'mainstreams' an ideology and provides a 'central cultural arm' for the viewers.

Out of these 21 studies, two were dissertations submitted for partial fulfillment of Master's Degrees and thus were filtered out. Out of remaining 19 papers, the scope of study and the methods were used for further filtering.

Two of the studies were based on role of Pre School Teacher's perception of Gender and the choice of toys available to kids, giving rise to a gendered playtime. These studies did not involve any media exposure and talked about opinion leaders, the teachers in this case. Thus these studies were kept out of the review. Out of remaining 17, two studies were eliminated as they were based on observation and interviews based on choice of dolls to play with amongst 3-5 year old girls. Of the remaining 15 papers, two did not have proper referencing in the analysis part of the study and no theoretical framework was applied on the findings. Thus these two studies were also filtered out, leaving 13 papers in total for reviewing. (Refer Table 1)

Tools: The papers were then reviewed critically on their methodology, findings and theoretical frameworks, checking whether their findings fit on the Gerbner's cultivation Theory's (Gerbner, 1986) and Social Learning Theory (Bandura, 1969) postulates during the period of study. The researcher then gathered primary data in the Indian context for cross-referencing in form of in-depth interviews. Three interviews were conducted with renowned professional dealing with different aspects in the field of child psychology. First one was with Ms. Yasmin Asghar, Counselor and Special Educator at Cambridge School, New Delhi. Second was with Dr. Amrapali Lahiri, Psychologist, New Delhi. Third interview was conducted with Dr. Suhas Shetgovekar, Associate Professor, Discipline of Psychology, School of Social Sciences, Indira Gandhi National Open University, Delhi.

Secondary Data Analysis

After a rigorous process of filtering out studies, 13 research papers were selected which talked about difference in gender portrayal in children's popular TV content and variation in creation of stereotypes. The findings are represented in the following Table 2.

After analyzing the papers collected post a rigorous filtering process, few similarities cropped up. The first paper was a basic study done on one of the Disney films *'Gender and Speech in a Disney Princess Movie (Frozen, 2013)'*, Azmi et al used quantitative content analysis of the dialogues given to major male and female characters in the film using Lakoff's (1975) model of female speech. The model states that women use more 'empty adjectives' in their speech while men are more *'firm and formal'*.

While the research proclaimed that the film has taken a strong stand while writing the female characters, as they portray more heroic and valiant characters, the speech characteristics depict otherwise. Men are given authoritative sentences while women have majority of questions in their share. The questions aim to affirm, to seek approval and to depict uncertainty (Azmi et al, 2016).

In a wider study by Noll, *'Pretty Princess and Hurdling Heroes: A Content Analysis of Walt Disney'* with quantitative content analysis of 11 Disney films, the findings

revealed that newer films had better gender representation than earlier films, but confirmation of feminine traits and masculine traits by each gender is prominent. Women characters were not only given passive traits, they were expected to be superlative passive when sharing screen space with their male counterparts.

S. No	Paper Title	Methodology	Theoretical Framework	Findings
1	Gender and Speech in a Disney Princess Movie - Azmi, N.J. et al(2016)	Analysis of dialogues of Frozen(2013)	Lakoff's (1975) model of female speech	Women were given more questions and men were given more imperative sentence structures.
2	Pretty Princess and Hurdling Heroes: A Content Analysis of Walt Disney Studio Movies: Jessica Noll (2015)	Content analysis of 11 Disney films	Gerbner(Cultivation Theory) Rosenblueth's definition of behavior	Women characters remained passive in comparison to active male characters.
3	Boys Act and Girls Appear: A Content Analysis of Gender Stereotypes in Characters in Children's Popular Culture - Sarah K. Murnen et al(2015)	Content analysis of Halloween costumes and props	Gerbner(-Cultivation Theory) and Bandura(Social Learning Theory)	While men's costumes enabled movement, women's costumes enabled them to look seductive.
4	Disney's Female Gender Roles: Change of Modern Culture - McKenzie Barber(2015)	Content analysis of 8 Disney films	(TV's impact on social behavior) McGhee and Frueh 1980	The female characters were racially diverse, but still adhered to stereotypes
5	From Shapeshifter to Lava Monster: Gender Stereotypes in Disney's *Moana:* Madeline Streiff and Lauren Dundes	Content Analysis	Social Learning (Bandura, 1969)	Characters diversified from the majority representation merely, but stereotypes still prevalent.
6	Gender and Emotion Stereotypes in Children's television – Rebecca Martin(2017)	Content analysis of cartoons	Bandura(Social Learning Theory)	To balance one female protagonist, rest of the cast was male. Female hero is a special case, not a norm.
7	Gender Roles and Superpowers: A Content Analysis of Action Cartoons - Christine Whitlock(2016)	Content Analysis	Bechdel test	Number of female superheroes increased over the years, but the manner they used their powers is different from males.

8	It's a Bird! It's a Plane! It's a Gender Stereotype: Longitudinal Associations Between Superhero Viewing and Gender Stereotyped Play - Sarah M. Coyne (2015)	Interview	Bandura(Social Learning Theory)	While male superheroes are the saviors, the female superheroes support them while they save the world.
9	Deconstructing gender in cartoon programming on Children's television channels in India – A textual analysis: Ruchi Jaggi(2015)	Content analysis	Stuart Hall's theories of 'representation'	Male characters followed eminently masculine traits while female characters follow what is deemed feminine.
10	Gender Representation in animation: A study on children's TV Programming in India: Ruchi Jaggi (2017)	Content analysis	Stuart Hall's theories of 'representation'	Male characters lead while female characters support.
11	*Someday my Prince Charming Will Come*: How are gender roles enabled and constrained in Disney Music, during Classic Disney, the Disney Renaissance, and Modern Disney? Lauren Marie Hughes(2016)	Content analysis of lyrics from ten different Disney musical feature films	Foucault, Butler, Beauvoir's gender discourse(Feminist theories)	Female characters end up victimizing themselves in the garb of accepting feminism.
12	Investigating the Possible Effects of Disney Princess Culture on Young Women: Approach, Ideals, and Gender Roles Within Intimate Relationships – Serena Zhang(2017)	Anonymous survey	Gerbner (Cultivation Theory) and Bandura(Social Learning Theory)	Higher the exposure to DPC(Disney Princess Culture), higher the risk of developing problems in the romantic relationships
13	"Boys Can Be Anything": Effect of Barbie Play on Girls' Career Cognitions - Aurora M. Sherman(2016)	Experiment. Followed up by interview.		Female characters have limited career options while male characters 'can be anything'.

Table 2: List of Papers (filtered study sample)

The paper used content analysis to establish a relationship between old and new films and representation of female characters indulging in female specific behavior.The paper used Rosenblueth's definition (1943) of behavior as active and passive behavior as the theoretical basis. Further deriving from Gerbner's Cultivation Theory (1986) the researcher concluded that the mainstreaming of the gender norms is happening in the cartoons (Noll, 2015).

On the other hand, the study *'Gender Stereotypes Associated with Characters in Children's Popular Culture Sex Roles'* by Mager and Helgeson (2011), was based on choice and design of Halloween costumes for kids (90 male and 90 female costumes) was conducted using adaptations of Goffman'scodes (1979) to codify the characteristics of dressing by both sexes. The results indicated that while female characters wore more revealing clothes, male characters were draped in more functional clothing to enable action. The research also looked at the guidelines by American Psychological Associations guidelines issued in 2010 to create a basis for anchoring the study. Social Learning Theories (Bandura, 1969) laid the basic framework for theoretical premise (Murnen et al, 2015). The researcher talked about the learning process of the kids, which took directly and indirectly from the environment and approval of choices.

Changing times call for change in specifics while looking at gender depictions. Keeping this in mind, the study, *'Disney's Female Gender Roles: The Change of Modern Culture'*,by M. Barber (2015), dealt with eight Disney films from various eras. With Qualitative content analysis, the research established that a variety has been incorporated in gender roles, loosening the reins of stereotypical behavior on gendered depictions. The study tested the postulates suggested in theories on children's perception of TV content and impact on social behavior by McGhee and Frueh, 1980 and Tonn, 2008 and delivers favorable outcomes (Barber, 2015).

The findings of the studies were built upon by another extensive study *'Gender and Emotion Stereotypes in Children's Television'* by Martin. The researchers used content analysis of 4 entertainment and 4 educational cartoon series. Their findings elucidated that while diversity is kept in mind while designing the characters, stereotypes present within the diversities are also taken in consideration. What happens when the lead is a woman, representing a race which has had very limited representation till now. This question was answered in the next study reviewed. Through study found out that even when the central character is female, like Dora the Explorer, an all male supporting cast is used to balance out the ratio. The males were given a wider emotional range, while females were more of spectators and receivers. The study worked on the postulates of the Social Learning Theories propositioned by Bandura and stated that media provides the surroundings and environment (Martin, 2017).

Another interesting study *'Gender Roles and Superpowers: A Content Analysis of Action Cartoons from 1982-2016'* by C. Whitlock, dealt with superheroes of both genders and used content analysis and the Bechdel Test to figure out if the stereotypes existed within the action figures and superheroes as well. Bechdel test checks for presence of female characters and their communication with each other. The researcher concluded that while there has been an increase the number of female superheroes in past few years, the audience base has also increased manifold. Thus each character bore the brunt of representing the entire gender and racial diversity (Whitlock, 2016).

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Another study *'It's a bird! It's a plane! It's a gender stereotype!: Longitudinal associations between superhero viewing and gender stereotyped play'* by Coyne et al, on superheroes elaborated on the super power usage of various superhero characters, both male and female. Through content analysis, the researchers proposed in their findings that while males generally save the day, females were supposed to support

and save casualties, thus confirming to the role of the mother and the caregiver. In addition to this, the female superheroes were fewer, highly sexualized and less powered confirming to the whore stereotype. The study talks about and later verifies the theories of Frueh and McGhee (1975) that the exposure to TV controls the social behavior of children (Coyne et al, 2016).

One researcher, Ruchi Jaggi, carried out two studies in the Indian context, namely *'Deconstructing Gender in Cartoon Programming on Children's Television Channels in India–A Textual Analysis' and 'Gender Representation in Animation: A Study on Children's Television Programming in India'*. The studies used content analysis, validating the findings of studies done across globe. Zeroing down onto the Indian counterparts, Chhota Bheem has a simple narrative with males doing what is deemed masculine and females indulging in what is deemed feminine. The researcher's further work elaborated that the female character Chhutki only saves the day by helping the protagonist Bheem. So the feminine helps while the masculine leads (Jaggi, 2015 and 2017). She uses Stuart Hall's theories of Encoding and Decoding to qualitatively analyze the content and exemplify her findings.

Another interesting study, *'Someday my Prince Will Come: How are gender roles enabled and constrained in Disney Music, during Classic Disney, the Disney Renaissance, and Modern Disney?'* by L. Hughes, used content analysis of songs form 10 Disney Films of recent times. Using Butler, Foucalt and Beauvoir's gender discourses, the researcher claims that being exposed to stereotypes from such a tender age results in several dysfunctions in the intrapersonal by producing a 'society of victims'.While the characters adhere to the popular feminist discourse, the outcome is not what could be labeled as an emancipated woman according to the discourse. It is merely propagating the culture of victimizing self rather than trying to break away from the chain. (Hughes, 2016) This comes across as an interesting angle in the feminist studies. Further research could be conducted to theorize the phenomenon.

Talking of phenomena, another important research *'Investigating the Possible Effects of Disney Princess Culture on Young Women: Approach, Ideals, and Gender Roles Within Intimate Relationships'* by Serena Zhang, elaborated on one phenomenon called DPC or Disney Princess Culture. This includes the universe and the paraphernalia created and marketed by Disney dealing with various fairy tale princesses. This phenomenon caters to the young girls. The study ventured to discover the long-term effects of exposure to DPC in women. Women in their early 30's and late 20's, who were exposed to DPC in their childhood, were picked up for anonymous online surveys to gather information regarding their personal lives and opinions on relationships. The findings concluded that satisfaction levels in romantic relationships of adult women were related to their exposure to Disney Princess Culture (DPC) in their childhood. The complaints (as reported by the participants) of their partners were also found to be uniform in nature. The research elucidates that children learn and absorb from what they are exposed to, DPC in this case, thus proving postulates from study of Social Learning (Bandura, 1969) (Zhang, 2017).

And to round it off towards the end, another research by Aurora Sherman named *"Boys Can Be Anything"*: *Effect of Barbie Play on Girls' Career Cognitions'* studied the effects on career choices made by women. It said that women feel

'Deconstructing Gender in Cartoon Programming on Children's Television Channels in India–A Textual Analysis' and 'Gender Representation in Animation: A Study on Children's Television Programming in India'.

less adequate to do certain jobs as compared to men, due to their exposure to Barbie dolls. This research focused on young girls and their choice of dolls and used interview to derive the findings. The study used theories of Bronstein, 2006; Bussey and Bandura, 2004; Lytton and Romney, 1991 of social interaction based on gender (Sherman, 2015).

While most of the studies used Social Learning Theories as a basic premise of their research, it cannot be a co incidence that all the researchers were women. This means that we have not had any insight by men on the issue, and the fact that all the perspectives represented in the analysis of the studies are also gendered. This impacts the fact that there was no debate happening as there were no oppositional views, rather than only one opinion, which was being checked across media, platforms and forms of content.

Thus the studies that were reviewed talked about media content, change in content over the years, representation of gender, media interaction and exposure over the genres, mediums and times. The review brought forth the point that gender discourse has had a multitude of applications and derivations over the years. And it will probably continue till there is a parity achieved. It also brought to light the fact that media, majorly TV plays an important role in imparting informal education to children, even before they start with formal school set up. While the exposure can barely be controlled, as the gendered opinions come not from one media, but from care/education providers, props and toys etc., it calls for further researches into the field for various manifestations and implications and a parallel running appeal to the authorities for implementing screening guidelines at least before airing or promoting certain content.

Primary Data Analysis

The interviews yielded rich qualitative data in form of professional and authoritative opinion. The interview schedules were semi-structured on topics varying from opinion on APA guidelines to specific cases with indicators of stereotyping of gender in 3-5 year olds.

First interview was with Ms. Yasmin Asghar, a counselor and special educator with Cambridge School, New Friends Colony. Ms. Asghar interacts with kids of age group 3-10 years, on a regular basis. She holds weekly special sessions with various classes and is open to meeting students if/when they are facing any troubles.

Thus the studies that were reviewed talked about media content, change in content over the years, representation of gender, media interaction and exposure over the genres, mediums and times.

According to her observation and experience, kids below 5 do not discriminate on basis of gender, because they are still learning about gender differences. Thus 3-5 years is the key time for them to begin their learning process. In her opinion, family is the first teacher for inculcating social behavior in the kids, especially in case of gender roles. While she held media (cartoons) responsible for inducing certain understanding of gender, other stuff marketed to kids are also responsible for enforcing similar stereotypes, like story books, stationary and other school paraphernalia. Thus making the *'central cultural arm'* strong and 'Mainstreaming' prominent (Gerbner, 1986).

Parents today have a greater responsibility of balancing their understanding against such a skewed representation. When asked about who is worse affected, because of such straight jacketing of individuals, Ms. Asghar was of the opinion that *'even boys are affected'*. She also concluded with the opinion that availability of content on demand is making kids impatient. This could lead to greater issues later in life, depression, withdrawal, ADHD, complexities in romantic relationships etc (Asghar, 2017).

Second interview was with Dr. Amrapali Lahiri, a child psychologist. Dr. Lahiri interacts with an age group as varied as 3 – 18 years. According to her, kids learn about gender by 5 years of age. Parents are conscious and involved and content is being made to cater to them. Yet stereotypes do exist, like every other media content. Immediate effect is difficult to measure as parents and teachers act as a monitoring agent. But deeper effects come out in play after attaining adulthood. Most affected is the inter-gender communication.The immediate environment has the responsibility of supporting or dissuading the stereotypes created.

Parents of a generation, which saw such content as children, have fared better because the exposure was less. Now repeat telecasts, variety of channels, lack of options to play outdoors etc. has increased the exposure manifold. Another important point that Dr. Lahiri raised resonated with Ms. Asghar's earlier point. Impatience is rising in kids today because of the readily available content. Parents find these screens easier to keep kids engaged than multiple tuition classes, parks, unstructured play etc. It is also being induced as parents are giving in too soon to their kids demands, and is going to result in long-term issues. These kids will become very demanding, non-compromising individuals later in life (Lahiri, 2017).

Third interview was with Dr. Suhas Shetgovekar, Associate Professor, Psychology, School of Social Sciences, IGNOU, Delhi. She also iterated the fact that gender association begins in early childhood. Parents and immediate surroundings play the most important role in understanding gender for kids. Because of nuclear families, both parents working, media has become an integral part of immediate surroundings. Earlier socialization was supposed to contribute a person's development. Now for the kids who cannot go out to play, media has become a window to the world, and thus part and parcel of the process of socialization.

When questioned about the parent's role, Dr. Shetgovekar was the least critical of all three interviewed. She said that every generation doubts the parenting styles of the next generation. But the effects are still to be seen. Being critical of any sort of stereotypes put on human behavior, she said that they are not bad only for the individuals, but for family structures and society. Technology has played an important role in the way an individual learns how to behave, in this case (Shetgovekar, 2017).

Discussion and Conclusion

With the help of review of papers and interviews, it can be concluded that stereotypes do exist in the children's popular culture, be it films, TV cartoons, props or even storybooks. Women characters were supposed to follow stereotypes of speech (Azmi, 2016), of action (Noll, 2015), of dressing (Murnen, 2015), exercising their superpowers in case of being a superhero (Whitlock, 2016 and Coyne, 2015), choosing their career

The immediate environment has the responsibility of supporting or dissuading the stereotypes created.

options (Sherman, 2016) and even if it was just being (Jaggi, 2015, 2016). While the speech and actions have to be demure, the dressing is provocative.

It can be safely summarized that even if racial diversity was being considered while writing the characters (Barber, 2015) the adherence to stereotypes was still important. Characters like Dora and Doc McStuffins played the protagonists, but still needed an array of male characters on the side to be supported (Streiff & Dundes, 2016 and Martin, 2017). While the children are being exposed to the stereotyped content, its manifestations are quite severe in the adults. Women who were exposed to DPC (Disney Princess Culture) in their childhood, faced trouble in their romantic relationships in adulthood (Zhang, 2017). Even the feminist movement finds itself accepted, albeit in a very twisted form when women do not want to accept it fully due to deep conditioning of stereotypes and end up victimizing themselves (Hughes, 2016).

The study proves the postulates of the Cultivation Theory (Gerbner, 1986) as the content's popularity and parent's dependency on the TV is providing a 'central cultural arm', now extended by the availability of mobile phones, tabs, YouTube and other similar apps. The content is also *'mainstreaming'* the stereotyped gender roles and providing almost no insight beyond these stereotypes. This content creates ready *'Frames of Reference'*, reinforced by other popular culture paraphernalia like storybooks, stationary, clothes, toys etc. When kids start emulating their favorite characters, or want to buy stuff related to them, they are beginning to create a 'resonance' with the characters. The resonance later seeps into the behavior and attitude as well.

With the help of all this, a *'Skewed Gender Perspective'* of the world is created for these kids, and they struggle with their scripted gender roles when they grow up. At times they do realize that they do not want to fit into it, leading to a turmoil at first within and then with the society, which is also made up of similarly conditioned individuals. The learning about gender roles also happens at the three stages. Kids observe how the characters act, then model their behavior on the same pattern, followed by imitation and thus behavioral change.

It is a serious concern when as adults, women are fighting for gender parity and breaking away the stereotypes, accepting new challenges and rights for the coming generations, but as children, they are still being provided content created on the basis of institutional gender roles.

It is a serious concern when as adults, women are fighting for gender parity and breaking away the stereotypes, accepting new challenges and rights for the coming generations, but as children, they are still being provided content created on the basis of institutional gender roles. A very skewed idea of feminism crops up with these opposing views of gender roles of childhood and adulthood. On one hand, it makes the fight very difficult for individuals, as they have to break away the conditioning first on a very personal level. And not all manage to do that. On the other hand it makes the process of gender emancipation very slow as the effort goes few notches down with increased exposure for every individual.

Scope and Suggestions

The study proves that gender stereotypes do exist in children's popular culture and

affect the kids adversely. But the study is limited to finding whether the media is stereotyping gender and how kid's interaction with media affects their perception of gender. Further studies can be carried out on adults and how exposure to such content has affected them in the longer run.The researcher also suggests a policy change for the authorities guiding and screening television content. A set of guidelines for TV Content producing agencies can be formulated keeping the study and its implications in mind. Also adhering to the APA guidelines, parents could adapt co-viewing and less viewing to limit the effects.

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Deceptive Communication In Organizations: Factors Thereof

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Abstract

Deception is not good for overall health of the employees and the organization. Hence, in the current study an attempt was made to examine the factors responsible for deception in organizations. The study determined that although all three factors i.e. organizational, social and personal lead to deception in organizations, where organizational factors are most prominent. Organizations as authority can improve on the organizational issues faster and easier as compared to other factors as decision to overcome these factors depend upon authorities themselves while organizations have little control over other factors. The study offers food for thought for improving organizational productivity.

Keywords: Deceptive Communication, Deception, Organizations, Personal, Social and organizational factors

Introduction

Literature across countries and cultures support that deception is a phenomenon that occurs in all communication contexts. It is part of everyday conversation (De Paulo et al 1996). Such behavior is extremely common, with numerous studies revealing that the average person uses some form of deception in one out of every five social interactions (Bryant and Sias, 2011). Buller and Burgoon (1996) stated that deception is a very common form of information management in human interaction. However, it is conceptually different from lying as lying is said to include only outright fabrications or falsification, deception can take many forms including concealment, omissions, exaggerations, half truths, misdirection and even playing such as tricking or bluffing. Lindsey (2008) further clarifies that telling literal truths that are designed to mislead should be considered deception, as well. Thus, deception refers to the acts by which a person misrepresents information to communicate a false sense of reality to others (Bryant and Sias, 2011). Prevalence of deception in different personal relationships is reported by Serota et al (2010), Robinson et al (1998), Hancock et al (2004), Levine et al (2002).

Now the question arises *'if deception is prevalent in all types of communication, is it also prevalent at workplace?'* Lindsey et al (2008) concluded that characteristics of workplace may serve as an impetus for deception to occur more frequently in this context than in others. Several researchers concluded that like other social interactions deception at workplace is the fact of life. (Hubbel et al (2005), Lindsey

The study determined that although all three factors i.e. organizational, social and personal lead to deception in organizations, where organizational factors are most prominent.

et al (2008), Barrick and Mount (1996) and Deluga (1991), McCornack and Levine (1990), Dunbar (2004), Aquino and Becker (2005) Mittal and Randhawa (2014) and Mittal, Randhawa and Javed (2014). Moreover, manipulation of crucial information or covert misrepresentation of information during interactions amongst coworkers is deception with the organizational as well, as it impacts the overall productivity of the organization. Deceptive communication leads to misunderstandings, negative relationships and tensed atmosphere, which vitiates the organizational atmosphere. Thus, deceptive communication, affects the work flow and overall productivity of the organization in a negative direction.

As deception is not good for overall health of the organization, it's important to work out the factors which lead to deception in organization so that efforts to minimize those factors could be made. Bok (1978) reported that honesty is generally preferred over deception; people typically deceive others for a reason. In other words, people usually don't deceive others just for the sake of it rather; deception is usually a means to some other desired end state. Deception is therefore, most often enacted in pursuit of some goal. Lindsey et al (2008) studied prevalence of deception and stated that it is possible that very few have reportedly used deception because they view it as highly unethical as evidenced by many participants unwillingness to use deception. It means that people use deception when they find no other way to come out of the situation. Scholl and O'Hair (2005) concluded that the decision to use deception might be a way to react to seemingly uncontrollable circumstances, particularly when the individual lacks the efficacy to deal with them in more honest ways. Levine et al (2016) examined accounts of recalled deception across cultures and find that when truth become problematic, deception was used tactfully to try and overcome the obstacle posed by the truth. Levine, Kim and Hamel (2010) proposed that it is interplay between motive and situation that prompts deception, rather than just a motive. Thus, several studies and researches sought to find out reasons for deception in various relationships like romantic, family, friends etc. But in Organizations, organizational factors could be determining factor in guiding human behavior as at workplace, working environment, competition, rewards and punishments etc. may play a crucial role to promote deceptive behavior. So, on the whole it was synthesized by previous researches that people use deception for some reason.

Previous Studies/ Work

Several studies have focused on reasons of deception at workplace. Steinel and De Dreu (2004) found that deception was more likely to occur when people were competitive versus cooperative with one another. Shulman (2008) concluded that securing upward mobility, competitive environment and lying about one's accomplishments spurred deception in organizations. Grover and Hui (1994) in New Zealand explored that reward and pressure are two determinants of deception. He suggested that unsavory behavior such as lying is a natural outgrowth of high pressure and high reward work situations. People are more likely to lie when rewarded for doing so and when there is performance pressure to work, it leads people to lie about their performance. Besides, envy is common in business and organizations and may be defined as an emotion occurring when a person begrudges another for having something that he or she does not have or seeing another individual gain advantage and viewing it with displeasure (Bedeian 1995). In organizational context it can also be called Professional Jealousy.

Deceptive communication, affects the work flow and overall productivity of the organization in a negative direction.

The way that limited resources are distributed creates an environment where envy is not only possible but almost inevitable. For example, people may have to compete for resources or individuals might have incompatible goals. Envious people are likely to react with hostility and violence towards the other (Cohen, 2001).

Studies further explain that at workplace, when people have to perform a number of tasks and time is limited (role conflict) then they have to opt for deception to complete work and manage stress. Grover (1997) reported that balancing the many roles one has in life and potentially playing various roles in the workplace results in deception. In the deception process, the employee typically completes the demand of the role that is perceived as more important and deceives about the unmet demands of the lesser one. Grover (1993), Grover and Hui (1994) concluded that in order to relieve the resulting strain and to appease coworkers, superiors and subordinates who have competing demands for each role, individuals may use deception. Kahn et al (1964) also inferred that conflicting role expectations may set the stage for or provide an opportunity for lying. A person confronted with two expectations that can in no way both be met, will be in some internal distress that be resolved by choice, avoidance or compromise.

As far as reasons of lying to superiors are concerned, Lindsey et.al. (2008) derived that subordinates' most common reasons for deceiving superiors were to get time off (19.80%), to protect others (11.10%) and protecting themselves (9.90%). Sometimes, negative attitude or feedback of superiors makes subordinates to use deception. Similarly, Chory and Hubbell (2008) found that employees were more likely to deceive their superiors when they believed that their superiors gave unfair performance feedback to them. They suggested that subordinates may have responded to the feedback with deceptive communication in order to restore relational balance which they felt got damaged via unfair feedback. The work done by different scholars show that in organizations, certain organizational factors also become determinants in deceptive communication, beside other factors which affect any other social interaction.

Hypothesis

Studies in various relationships reported numerous reasons for deception. A close analysis of the existing typologies of reasons extends that these can be grouped broadly under three factors i.e. personal, social and organizational factors. Some studies (De Paulo et al (1991), Grover (1997), Kim et al (1999), Levine et al (2002), Cohen (2001) reported reasons such as self benefit, personal gains, jealousy and hiding mistakes etc. as reasons for deception which can be clubbed together under personal factors. Other studies put forward that appeasing co-workers, making a positive impression, distrust, history of reciprocity and previous interaction are the reasons for deception (Grover, 1993; Grover and Hui, 1994, Seiter, 2002; Seiter et al, 2000; Wang and Noe,2010; Connelly et.al., 2012, Vriz,2000). Such reasons may be clubbed under social factors. And studies which focused on organizational deception (Sias et al (2004), Johnson and Indvik (2001), Steinel and De Dreu (2004), Shulman (2008) and Grover and Hui (1994) argues that role conflict, competition, environment, securing upward mobility, reward, pressure are the major reasons of deception in organizations. Hence the need was felt to undertake study to compare

The work done by different scholars show that in organizations, certain organizational factors also become determinants in deceptive communication, beside other factors which affect any other social interaction.

various factors for deception. And the following is expected in general.

H1: In Organizational Communication, Organizational, Personal and Social factors are responsible for deceptive communication.

H2: In Organizational Communication, Organizational factors are more accountable for deception as compared to Social and Personal factors.

Material And Methods

To examine the factors affecting deceptive communication in organizations, the data was collected through a specifically constructed Questionnaire which was e-mailed to the 100 faculty members from each of the four State Agricultural Universities of Northern India i.e. CCSHAU, Hisar, Haryana; HPKVV, Palampur, Himachal Pradesh; PAU, Ludhiana and SKUAST, Jammu. Reminders were send time to time and finally 245 filled Questionnaires were received back by e mail. The questionnaire comprised of items (probable reason for deception) which were broadly classified under three subheads i.e. *'personal factors'*, *'social factors'* and *'organizational factors'* (See Figure 1). The respondents were asked to rate the extent (varying from major factor, moderate factor, minor factor, not at all) to which they perceived the item as reason for deception in their organizations. The score pattern ranged from 4 to 1 for *'Major'* to *'Not at all'*. The mean score for each item was calculated and ranks were assigned accordingly.
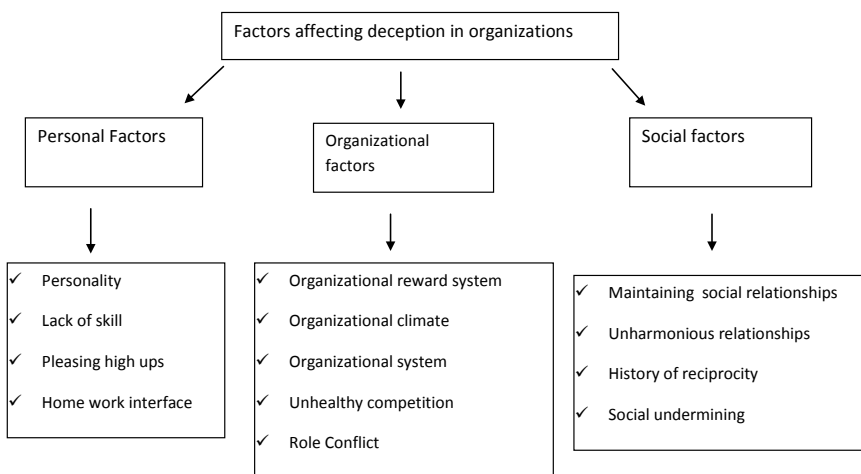
Figure 1: Factors for deception in organizations studied in the current study

Results And Discussion

Results and discussion below proceeds with the reasons reported by respondents related to personal, social and organizational factors for deception along different organizational hierarchies.

Personal Factors Affecting Deception

Personal factors were studied under four subheads/ categories namely; *'personality'*, *'lack of skill'*, *'pleasing high ups'* and *'homework interface'* as shown in the Figure 1. *'Personality'* included items such as *'self centeredness'*, *'hiding weaknesses'*, *'jealous nature'*, *'low self-esteem'* etc. *'Lack of skill'* comprised of items like *'hiding self incompetence'*, *'fear of failure and hiding mistakes'*. *'Pleasing high ups'* contained items like *'seeking upward mobility'*, *'tilting opinion of high ups in their own favour'* and *'to be in good books of authorities'* etc. Lastly, *'home work interface'* included items like *'fulfilling non professional / domestic commitments'* and *'taking time off for family'* etc.

Table 1.1 clearly indicates that *'pleasing the high ups'* ($\bar{\chi}$ =3.23) ranked first and emerged to be the foremost and moderate personal factor for deception amongst all four categories. Statistically, it was found to be significantly different ($\chi 2$ = 11.689) from other personal factors determining deception at p< .001. The results mesh with Barrick and Mount (1996) and Deluga (1991) who indicated that subordinates often use deception to manage their supervisor's impressions. Next personal factor came out as a reason for deception was *'lack of skill'* ($\bar{\chi}$=2.81). Its mean score ($\bar{\chi}$ =2.81) alludes that *'lack of skill'* is a moderate determinant for d e c e p t i v e behavior. The results are in line with Grover (1997) who reported hiding mistakes as one of the reasons for deception. Next personality ($\bar{\chi}$ =2.76) emerged as personal factor for deception. Personality included reasons such as self centeredness, jealousy which were also considered as reasons by many researchers. Bryant and Sias (2011) reported personal gains as the most prevalent form of deception. They also reported that deception was perceived to result from coworker's character or personality flaws. Similarly, self benefit has been identified to be the major reason for deception by De Paulo et al (1991), Kim et al (1999) and Levine et al (2002). Cohen (2001) also inferred that people may obstruct each other for the reasons of jealousy which is common in business and organizations. Among all personality factors, the least reported reason came out to be *'home work interface'* ($\bar{\chi}$=2.35) which made it evident that household problems and responsibilities was a minor reason for deception among faculty.

Table 1.1:   Personal factors as determinants of deception

n =245

Personal factors	$\bar{\chi}$	Rank	$\chi 2$
Personality	2.76	3	
Lack of skill	2.81	2	11.689**
Pleasing the high ups	3.23	1	
Home work interface	2.35	4	

** p< 0.01

Social Factors Affecting Deception

The social factors were studied under five subheads/ categories viz. maintaining social relationships, unharmonious relationships, history of reciprocity and social undermining as shown in Table 1.2. *'Maintaining social relationships'* included items such as to protect themselves from disapproval, maintaining good working environment. Various studies and observations show that coworkers use deception to save the coworkers with whom they have good relationship and they also use deception to deceive those with whom they don't have harmonious relationship. Therefore, contradictory to maintaining social relationship, 'unharmonious relationship' as a social reason for deception was also studied.

Unharmonious relationship included items such aslack of harmony in relationships, inconsiderate attitude of seniors/ juniors, Non-cooperation from colleagues etc. History of Reciprocity included items such as mistrust due to past experience, rebuffs in the past and injustice meted out in the past. Social Undermining included items such as belittling others, ruining other's image and making others feel guilty publicly.

The data in Table 1.2 bespeaks that the major category among various *'social factors'* responsible for deception emerged to be *'maintaining social relationship'* (= (2.96). Our results mesh with Vriz (2000) who argued that people lie in order to make a positive impression on others, to protect themselves from disapproval or embarrassment or to protect a social relationship. Grover (1993), Griver and Hui (1994) also concluded that in order to appease coworkers, superiors and subordinates individual may use deception. Next reason under social factors was found to be *'unharmonious relationship'* ($\bar{\chi}$ =2.59). The results are in line with, Connelly et al (2012) who clearly indicates that employees hide knowledge from those they distrust i.e. more the employees distrust a person the greater is their intention to withhold information/ knowledge from them. Further the overall mean value ($\bar{x}$= 2.57) shows that *'history of reciprocity'* is one of the moderate reasons for deception. This category refers to reciprocating deceptive behavior based on previous interactions/ past experiences with the coworkers. The results are similar to Wang and Noe (2010) who identified that individuals whose previous request for assistance is rebuffed, may retaliate by hiding their knowledge. Seiter (2002) also agreed that previous interaction determine the colleagues behavior. Lastly, social undermining had a mean score of 2.49 which depicts that it is a minor reason. Overall, *'Maintaining social relationship'* is the foremost and statistically significantly different reason for deception as compared to other social factors ($\chi 2$= 17.746).

As maintaining Social relationship was reported to be the foremost reason among other social reasons, this could be attributed to the fact that man is a social animal and does not prefer to remain in isolation. So, the majority seeks social affiliations for support and in such process, sometimes violates the information to favour colleagues with whom they are friendly and on the other hand if the relation is not harmonious then also coworkers use deception but to deceive coworkers with whom their relations are not good. This can be better understood by the words of Seiter et al (2000) who revealed that the nature of their relationship will affect the acceptability of any behavior. Although the colleagues in question may not have a history of reciprocating assistance, the quality of their relationship and their previous interactions may still bear on whether they engage in knowledge hiding behaviors.

'Maintaining social relationship' is the foremost and statistically significantly different reason for deception as compared to other social factors ($\chi 2$= 17.746).

Table 1.2:   Social factor as determinants of Organizational deception

n = 245

Social reasons	$\bar{\chi}$	Rank	$\chi 2$
Maintaining social relationship	2.96	1	
Unharmonious relationship	2.59	2	
History of reciprocity	2.57	3	
Social undermining	2.49	4	17.746**

**p $>$ 0.01

Organizational Factors Affecting Deception

The organizational factors were further subdivided under subheads viz. organizational reward system, organizational climate, organizational system, competition and role conflict as apparent from Table 1.3. *'Unhealthy competition'* as an organizational factor included items such as *'improving own bio data over others'*, preventing others to achieve success etc. It was reported to be moderately responsible for deception by faculty. Previous studies by Steinel and De Dreu (2004), Shulman (2008) and Bedeian (1995) concluded that competitive environment leads to deceptive communication. Hence, the saying that, *'Focus on competition has always been a formula for mediocrity'* is very true and institutes should find out ways to have a threshold level of competition so that people may not make unreasonable/undue efforts or use unfair means to excel over others.

Secondly, the table demonstrates *'Role conflict as an Organizational factor'* for deception. It included items such as *'Multiple/ multifarious responsibilities in a limited time'*, *'varied role demands'*. Overall role conflict ($\bar{x}$ =2.85) is the moderate reason for violation of messages. The results are in line with Grover (1993), Grover (1997), Grover and Hui (1994) and Kahn et al (1964) who concluded that when people have to perform a number of tasks and time is limited then they opt for deception. Hence, it is suggested that roles and responsibilities must be well defined and equally distributed amongst all to minimize role conflict.

'Focus on competition has always been a formula for mediocrity' is very true and institutes should find out ways to have a threshold level of competition so that people may not make unreasonable/ undue efforts or use unfair means to excel over others.

Organizational reward system included items such as *'lack of reward for quality work'*, *'highly competitive environment'*, *'performance pressure'*, *'unclear or unfair performance criteria'*. The mean for this category ($\bar{x}$ = 2.84) made it evident that faculty considers that organization reward system is moderately responsible for deception among faculty. The results mesh with previous researches. Lindsey et al (2008) reported that sometimes negative attitude or feedback of superiors make subordinates to use deception. Similarly, Chory and Hubbell (2008) also reported that unfair performance feedback motivate subordinate to deceive their superiors. Hence, it is suggested that due care should be taken to appreciate and reward quality work of faculty by authorities. Any bias towards mediocre, breed mediocrity as it sends wrong signals to others not to work hard rather seek undue favors by pleasing high ups. Richardson and Linnea (2001) claims that leaders who ignore or otherwise

allow, these, destructive behavior patterns to occur, are eroding the health of their organizations and opening the door for some of their best talent to escape from the upsetting and counter-productive environment. This is also supported by Grover and Hui (1994) who explored that inappropriate reward and performance pressure are two determinants of deception.

Least scored organizational factor was organizational climate. It included items like *'stressful work conditions' 'lack of supportive environment' 'working under tight schedules', 'lack of open communication climate'* etc. The mean value ($\bar{x}$=2.76) shows that organizational climate is also a moderate reason for deception among faculty. It was inferred that major culprits vitiating the organization climate are *'stressful working conditions', 'lack of supportive environment'* and tight schedules. Therefore, the authorities must pay attention to improve leadership styles, reduce stress and workload by recruiting more faculty and staff for filling up vacant positions.

Further the table represents the extent to which *'Organization system'* as a whole is responsible for deception among faculty. It included items like *'lengthy procedural formalities', 'lack of manpower', 'lack of funds', 'untimely supply of inputs'*. A perusal of mean value shows that organization as a system ($\bar{x}$=3.00) is moderately responsible for exchange of manipulated information. Hence, there is need to simplify procedures, fill up vacant positions, democrat administrative procedures for smooth functioning. This suggested that organizational people in authoritative positions must remedy the situation by making strategies to ease out formalities.

Over all among all organizational factors *'unhealthy competition'* ($\bar{x}$=2.95) is the foremost reason for deceptive behavior. This was followed by *'role conflict'* ($\bar{x}$=2.85), *'organizational reward system'* ($\bar{x}$=2.84), *'organizational culture'* ($\bar{x}$=2.76) and *'Organization as a system'* in that decreasing order. However, the chi square value ($\chi 2$= 4.069) was non significant. This depicted that statistically, there is no difference among the five categories of organizational factors as reasons for deception. Hence, all reasons are almost equally responsible for manipulation of information by faculty in organizational settings.

Table 1.3: Organizational factors as determinants of Organizational deception

Organizational factors	$\overline{X}$	Rank	χ^2
Organizational reward system	2.84	3	
Organizational climate	2.76	4	
Organization as a system	2.74	5	4.069[NS]
Unhealthy Competition	2.95	1	
Role conflict	2.85	2	

NS - Non significant

'Organization system' as a whole is responsible for deception among faculty.

Comprehensive view of reasons related to personal, social and organizational factors for deception by faculty.

Table 1.4 gives a comprehensive view of all the reasons studied under personal, social and organizational factors which lead to deception in organizational set ups. It is clear from the table that amongst all the reasons *'pleasing authorities'* is the predominant reason for deception with rank I, followed closely by *'maintaining social relationships'* ($\bar{x}$=2.96), 'competition' ($\bar{x}$=2.95), *'role conflict'* ($\bar{x}$=2.85) and organizational reward system ($\bar{x}$=2.84) in that order. It is interesting to note that among these first five reasons responsible for deception in the organization, except *'maintaining social relationship'*, all are directly or indirectly related to organization as a factor, where *'unhealthy competition'*, *'role conflict'* and *'reward system'* are directly related to organizational factors while *'pleasing high ups'* although a personality attribute is also indirectly exaggerated by organizational factors. The results do not mean that it happens in academic organization but the results offer food for thought for all organizations so that the organizations may function best as a unified system and flourish. Similar to present results, Bryant and Sias (2011) refers coworkers deception was a *'survival of the fittest'* behavior necessary to outperform coworkers or be promoted. Notably, participants often blamed their company for either creating or fostering this competitive environment which ultimately destroyed coworker trust and hindered productivity.

Table 1.4: Overall reasons related to different factors for deception among faculty

n =245

Factor	Reasons	Factor Mean	Factor wise Rank	χ2	Overall Mean
Personal factors	Personality				
	Lack of skill	2.76	2		
	Pleasing authorities				
	Home work interface				
Social Factors	Maintaining social relationship			7.7*	2.72
	Unharmonious relations	2.65	3		
	History of reciprocity				
	Social undermining				
Organizational factors	Organizational reward system				
	Organizational culture	2.79	1		
	Organization as a system				
	Role conflict				
	Unhealthy competition				

* p< 0.05

Based on the values of combined mean scores, it was concluded that all three factors i.e. personal, social and organizational are moderate factors for deception. Hence the hypothesis(H1) that *'In Organizational Communication, Organizational, Personal and Social factors are responsible for Deceptive Communication'* is accepted. Further Organization factors ($\bar{x}$ = 2.79) are the leading factors for deception in an organization as compared to Personal and Social factors. Chi square value was 7.7 which was found to be significant statistically. Hence the hypothesis (H2) that *'in Organizational Communication, Organizational factors are more accountable for deception as compared to Social and Personal factors'* is accepted. The results are in line with Kahn et al (1964), Siaset al (2004), Johnson and Indvik (2001), Steinel and De Dreu (2004), Shulman (2008), Grover and Hui (1994), Wang and Noe (2010) who fundamentally concluded that one or the other organizational factors such as competition, high pressure, role conflict and reward system are the common reasons for deception. It therefore, implies that in order to create congenial atmosphere in organizations, it is important that organizations leaders help prevent coworkers deception by facilitating a collaborative environment that rewards cooperative success over individual achievements (Bryant and Sias, 2011). Thus, if an organization really want to ensure a collaborative environment it needs to think about putting incentives that reward team outcomes instead of just individual performance.

Moreover, multifarious responsibilities cause dissipated attention and role conflicts. Therefore, roles must be clearly defined to enable sharp focus on goals. Authorities must never indulge in promoting people due to personal reasons which generate negative values such as jealousies, mistrust and noncooperation etc. Although, Personal factors ($\bar{x}$ = 2.76) were reported to be more responsible for deception than Social factors ($\bar{x}$ =2.65), the two were not found to be statistically different. Both, personal and social reasons for deception must be addressed by equipping people with counseling, soft skills and imbibing correct values for better human relations in organizations. Richardson and McCord (2001) suggest that employers should train all employees to ensure that everyone is aware of his or her responsibility to conduct themselves in a professional, civil and business-like manner.

Future Implications And Recommendations

Organizations function best when individuals work together as a unified system but negative behavior such as deception is unavoidable aspect of organization communication. As deception indirectly target organizational productivity by creating stress and destructive work environment, hence there is need to minimize deception. The present study concluded that although there are many reasons related to organizational, social and personal factors which lead to deception in organizations. But reasons associated with organizations are most prominent reasons for deception and easiest to control. Because organizations as authority can improve on the organizational issues faster and easier than changing the personality and social factors as decision to overcome these factors depends upon authorities themselves while other two depends upon the people working in the organization and organization has very little control over them. As stated earlier, organizations can prevent deception by facilitating a collaborative environment that rewards cooperative success over individual achievements. It will stop people from trying to fetch rewards and control unhealthy competition. Organizations should foster open communication climate

The present study concluded that although there are many reasons related to organizational, social and personal factors which lead to deception in organizations.

to create congenial climate where workers would feel free to admit their mistakes instead of using deception to cover their ass. Instead of strict time log flexibility will provide employees comfortable and accommodating environment as faculty shared that they are supposed to complete time bound and important assignments at weekends. So, flexibility should not only be expected from workers but also be extended to them. Besides, authorities should discourage sycophants. Leaders who ignore or otherwise allow such destructive behavior patterns to occur, are eroding the health of their organizations and opening the door for some of their best talent to escape from this upsetting and counterproductive environment.

Authorities need to adopt strategies to minimize workloads and reduce role conflicts. Unhealthy competition came out to be another moderately prevailing reason for deception in organizations. Undoubtedly, competition is must to improve organizational performance and productivity but unhealthy competition results in jealousies, hatred and tensions. Hence, administration and management should chalk out strategies for creating healthy competition in their organization so that people compete for right things in the right way for the general good of all.

However the current study was limited to Indian organizational context only. Further studies can be conducted across different cultures and countries to assess the extent of organizational factors in promoting deception.

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Media and Democratic Values:
A Theoretical Perspective

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Abstract

The Media plays a key role in democratic processes that mostly comprise actions and agendas relating to freedom of expression, openness of the system, transparent functioning, surveillance and mobilization of the public attitude in favour of development. Observed minutely, the media has been increasingly market driven these days and has converted itself from editor-driven propositions into manager-driven phenomena. The market forces play a great role in determining the media agendas. The use of media logic in the media versions of the reality has triggered certain unprecedented trends that go on to affect the values which were once considered the soul of the media in a society. This paper primarily deals with the democratic values in the contemporary media from a theoretical perspective by way of certain new qualitative approaches, techniques and methods.

Keywords: Media, Society, Democracy, Values, Effects

Introduction

With the changing social conditions the nature of the media has undergone some significant changes. Journalism today is largely based on the concepts of the market and is largely susceptible to the dominant market forces. In the era of the market-driven media the democratic and human values have become feebler to a great extent. Observed minutely, the media and society share a reciprocal relationship. The massive paradigm shift in the patterns of the audience-need psychology and media behaviourism seems to have caused the most drastic changes in their reciprocity. The constitution of reality is increasingly becoming a fundamental social phenomenon with media creating the selected frames of references as suitable to their agendas. According to Westley and MacLean(1957), the media provide their audience with a supply of information, images, stories and impressions, sometimes according to anticipated needs, sometimes guided by their own purposes of gaining revenue or influence, and sometimes following the motives of other social institutions(eg, advertising, making propaganda, projecting favourable images). Given this diversity of underlying motivation in the selection and flow of the images of reality, mediation can't be seen to be a purely neutral process. The reality will always be to some extent selected and constructed and there will be certain consistent biases which will reflect especially the differential opportunities available for gaining media access and also the *'media logic'* in constituting reality (McQuail, 2010). To quote Susan Faludi, a noted American journalist, *'the information the modern media provide leaves people feeling useless not because it is so bleak but because it is so trivial. It doesn't inform at all; it only bombards with random data bits, faux trends and surveys that reinforce*

This paper primarily deals with the democratic values in the contemporary media from a theoretical perspective by way of certain new qualitative approaches, techniques and methods.

preconceptions.' Herbert Altschull, in his book—*Agents of Power: The role of News Media in Human Affairs* –has dismissed the notion of social responsibility as *'absurd'* arguing that every media system pursues the interests of those who control it. The major symbol of twentieth-century investigative journalism, Bob Woodward and Carl Bernstein's coverage of the Watergate Scandal for the Washington Post helped topple the Nixon White House. In *All the President's Men*, the newsmen's book about their investigation, Woodward and Bernstein portrayed reporters as tenacious individuals locked in a bitter battle with corrupt and heartless institutions.

Development in the new age is all about informing responsibly. The practice of disinformation began when responsible information limited the growth prospects of the business and political entities. After World War I, some media researchers became interested in the ways in which propaganda had been used to advance the American War effort. Though propaganda was considered a positive force for mobilizing public opinion during the war, researchers after the war labeled propaganda as Partisan appeal based on half-truths ad devious manipulation of communication channels. Harold Lasswell's important 1927 study, Propaganda Techniques in the World War, focused on media representations, defining propaganda as *'the control of opinion by significant symbols,… by stories, rumours, reports, pictures and other forms of social communication'*. It is evident from many researches that mass media filter information to shape public attitude. In the face of growing media influence, Walter Lippman in his book *Public Opinion*, distrusted the public's ability to function as knowledgeable citizens as well as journalism's ability to help the public separate truth from lies.

According to media theorist Denis Mcquail, 'the mass media are presumed not only to have certain objective effects on society, but also to serve a social purpose. This emphasizes some of the effects that have been observed are both intended and positively valued. These include the effects of disseminating information, expressing different voices and views, helping public opinion to form on issues and facilitating debate. The positive media-society relationship essentially requires an environment where both media and society contribute to each other's positive growth. There are so many social complications the media has to survive in the course of its performance since the society is a complex composition in itself. With the ever-changing social perceptions of the people the social dynamism is sustained; and the media at every step has to function as part of this social dynamism. In a sense, the psychology of the society always affects the philosophy of the media; and in the process, the nature of their relationship is determined. *According to Theodore Peterson, one of the exponents of the social responsibility perspective and one of the authors of the Four Theories of Press, 'freedom carries concomitant obligations; and the press which enjoys a privileged position under our government, is obliged to be responsible to society for carrying out certain essential functions of mass communication in the contemporary society. To the extent that the press recognises its responsibilities and makes them the basis for operational policies, the libertarian system will satisfy the needs of society. To the extent that the press doesn't assume its responsibilities, some other agency must see that the essential functions of mass communication are carried out'*. Peterson has further said that 'the responsibilities include servicing the political system by providing information, discussion and debate on public affairs, enlightening the public so as to make it capable of self-government, safeguarding

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the rights of the individual by serving as a watchdog against government and so on'(Stevenson, 1994).

Empirical Understanding of the Problem

To understand the current nature, trend and impact of the media, a study was conducted with the media and its audience in Odisha. The broad objective was to explore the realities behind the functioning of the media and know more about the nature of its agenda. The entire study was designed in three distinct phases. Odisha as the area of study was quite significant owing more to its distinct political, economic, cultural and social facets. Odisha is having a dynamic media culture based on its dynamic social conditions. The people of the state have witnessed the rise and fall of the several media houses in their due courses. The current cultural climate of Odisha is more of a mixed nature. It comprises the impact of modernity and the traditional mind-set both. The media audiences of Odisha too reflect a rich diversity in terms of traditional literacy and neo-literacy going in tandem.

Methodology

In the first phase the researcher observed the content and trend of the select media for six months. This was an unobtrusive observation in connection with some specific issues along certain points relating to the nature of issues[whether public-driven or media-driven], scope for public participation in Media, Need gratification, Public service initiatives of the media, Media effects, Audience effects, Development communication, Media use, Media agenda, Media priority in relation to various issues, Specific treatment to specific issues by the media, Inter-media conflicts and/or differences over certain issues etc. The researcher selected some issues and in the second phase carried out a series of the in-depth interviews involving the editors and owners of the select media houses in Odisha. Twelve media houses were selected comprising the newspapers and the news channels [both regional and national] based on their circulation and rating as per the reports of several reputed Ad agencies in Odisha. In the third phase the audience perception was studied through interview schedules administered on 600 respondents personally by the researcher himself. This paper is primarily focused on the findings of the last two phases of the study. As mentioned already, in the second phase the researcher carried out the in-depth interviews of the media persons comprising the senior journalists of the select media houses in Odisha; and in the third phase the researcher went for a perception study of the 600 audiences from both the urban and rural backgrounds through the scheduled interviews. The names of the particular media persons are not disclosed in the paper as part of the research ethics.

List of the media houses included in the Study:

> Newspapers (Regional)
>   - The Sambad
>   - The Samaja
>   - The Dharitri
>
> Newspapers (National)
>   - The Times of India

Odisha is having a dynamic media culture based on its dynamic social conditions.

- The New Indian Express
- The Telegraph

News Channels (Regional)
- OTV
- Kanak News
- Naxatra

News Channels (National)
- DD
- ZEE News
- ND TV

Major Findings and Interpretation

1-There are some issues that are public driven. In some cases it is observed that such issues fail to rise due to the lack of adequate media support. What could be the reasons?

Responses of the Media Persons

The responses to this question were almost unanimous. According to a senior editor of a national daily, *'the media sets its own agenda based on the character, tradition and policy. The profile of the issue matters the most. And sometimes the media agenda doesn't match the public issue agenda. Though there are some other public factors like the lack of logical efforts, active projections etc are responsible for it, yet, the priority base set up by the media plays a key role in determining the adequate projection of the public driven issues.'* On this point some media persons freely expressed their views to suggest that the media should be more responsible than before and that it should be more investigative in its approach towards the public issues. According to an editor of a regional daily, *'everything depends upon the interest of the media. The media these days gives priority to the issues revolving round sensation and mileage.'* According to a senior editor of a regional news channel, *'the taste of the media is always important in this context and the media is always driven by the prevailing trend. And this trend may be glamour, fashion, politics, controversy or any other.'* According to the bureau chief of a national daily, *'the media has developed a biased inclination towards the issues these days. It is underplaying the interest of the common masses and, more often, it runs after the political interests.'* A senior media person from a national news channel said, *'there is always a limitation before the media in terms of organizational policies and priorities. So the media has to act within its limitations for survival.'* According to the editor of a regional daily, *'after all, the media means heavy advertisement and revenue.'*

Audience Perception

Most of the respondents said that *'the media has its own agenda and it takes up issues when it matches with its own interest'*. So here the views expressed by the media persons seemed to be matching with the views of the respondents.

There is always a limitation before the media in terms of organizational policies and priorities. So the media has to act within its limitations for survival.'

One thing that can be further from all this is that in today's scenario the media, more or less, means business. And as the mass society theory suggests, the media organizations are trying to influence a mass culture as favourable to their strategies. Here the agenda-setting theory gets reinforced too. As studied, the media wants to make people think on something designed by itself. Though there may be selective audience exposure, yet the media intends to build a hegemonic environment intended at its own growth and profit achievement.

2- There are some public service campaigns and CSR efforts being initiated by the media these days. What is the philosophy behind all this?

Responses Of The Media Persons

The responses to the second question were quite interesting. Some media persons said that the CSR efforts are made for promoting good social causes and focus. It is to help people. But some other media persons went strictly against this perception. They said that these all are survival strategies of brand building and expanding the media reach. Though it helps the people anyway, yet it is more out of a climate of competition and business. According to the chief of the bureau of a national daily, *'these things are usually done to attract the media audience and expand the media reach.'* According to the editor of a regional daily, *'these are purely the survival strategies of the media for a two-point programme- brand building and trust building'.* According to a senior person of a national news channel, 'the media never does it on its own. These are all sponsored programmes. And there is no follow-up action. It may be considered pure branding and image engineering. But according to another senior most person of a national channel, *'these things have greater social benefits'.* According to the chief of the editorial bureau of a national daily, *'the media houses are no more on the missionary mode. They are now business houses. Profit is their motive. They are just like the first moving consumer products being sold in the market. The target is often lured into the consumers to enhance the brand image. And the more is the brand image, the more is the acceptability in the market.'* According to a senior editor of a leading regional news channel, *'there is a credibility factor in all this. And it all goes out of a concern for the public and a will to attend to their grievances and develop a sense of intimacy.'* So what can be assumed is all these social-service activities are largely centred on business interests. But they in turn help the society somehow. And these are the only ways for the media to build its trust and a soft connection with its audiences.

Audience Perception

The majority of the respondents said that these were all business strategies for survival though it helped people anyway. Here the views of the media persons and the perceptions of the urban respondents seemed to be matching a great deal.

3- Does the media try to create the public opinion on any event? What mechanism is usually employed for these programmes?

The Responses of the Media Persons

There were positive responses from everybody to the third question. The media

was generating public opinion on various issues and events through various means like direct interaction, open forums, special participatory programmes, various surveys and polls based on SMS, E-mails, Social media, Phone-in and various social campaigns as well. According to some media persons, *'it all helps in raising media literacy and socio-political awareness among the people at large. Without audience participation there can never be any increase in the levels of media literacy. And for the public participation, the efforts of the media are a pre-requisite. In a way, it is a reciprocal process.'*

Audience Perception

Most of the respondents agreed that the media is trying to create the public opinion on various events and issues. In this case the respondents seemed to vindicate the views of the media persons. But participation was an important thing to be observed. The urban respondents participated in these programmes in more numbers as compared to the rural respondents. The reason behind not participating was quite interesting too. The lack of interest was the major reason behind the low participation of the rural respondents. But it is the responsibility of the media to work on the interest of the public so that their involvement can be increased leading to more participation and effect. The reciprocal effect is the most effective condition for a positive media-society relationship.

4- Do you think that there are some issues which the media tried to highlight but it all failed to get adequate public support?

Responses of the Media Persons

The fourth question met with the responses of a mixed nature. Some media persons were of the opinion that these situations occur when the public is not aware and that it lacks adequate media literacy, active involvement and interest in the issue being driven by media. But some experienced media persons took a negative view of the media in this context. According to them, the communication of the media in some cases is not that effective and it hardly appeals to the audience. They said that the media needs to communicate an issue effectively and without any bias, imposition and parochial self-interest. According to the bureau chief of a national daily, *'it occurs more often due to the lack of awareness on the part of the public.'* The editor of a regional daily said: *'it happens as we don't have a sensitive media environment where the public and media share reciprocal trust'*. According to the chief news coordinator of a regional TV and the input head of a national daily, the media needs to deal with an issue effectively by initiating proper follow-up actions. But this thing is seriously lacking in the current media trend. According to a senior person of a national channel, *'in this case, the sensitivity factor matters the most. People usually respond when they are affected. The media-driven issues need to touch the life of the people at the bottom.'* According to a member of a national channel, *'there should be strategic and persistent efforts in this regard. Otherwise things will come to nothing'*. According to the bureau chief of a national daily, *'the media coverage is basically an imposition on the public. The media more often goes on doing it without any serious concern. The public certainly don't buy the agenda of the media. Rather, they suspect it. The media houses keep on doing things as*

per their interests. The media is concerned with its mileage only.' According to a senior editor of a regional channel, *'here the credibility factor counts the most. However, low media literacy and high media sponsorship are also the reasons.'* The editor of a regional daily said: 'it owes more to the fact that the public are not that aware all the time. They are quite selfish in their approach. They always expect that the media should solve their personal problem immediately which is not possible for the media always.' According to the chief of the bureauof a national channel, 'the issues being played by the media are not appealing to the masses all the time. There should be an effective communication approach based on direct interaction and constant follow-ups.' Here one thing is very obvious. The media, as perceived, is trying to influence the audience in its own ways. But in certain cases the high levels of media literacy among the public confront it. The media needs to generate the much required trust factor to better affect the public mind. The theory of narcotizing dysfunction assumes that when the media tries to over-inform the people, they turn apathetic and passive. Here this theory becomes significant too. As suggested by the media persons, the media effort should be trust-arousing in its approach. In other words, the media should do things that are close to the heart of the people so that they can respond to it. So once the effort of the media is interesting, the public involvement is the outcome.

Audience Perception

Interestingly, most number of the respondents said that it happens because the public responds only when their interest is involved. One thing was obvious here: as long as the public don't participate, no effect can be possible. And for the public to participate there should be adequate awareness that can only come from their involvement with the media in some way or the other. But the approach of the media also stands vital. The effort of the media should interest the public by touching their lives. That interest can cause the much needed involvement. Here the audience perception, to an extent, seems to reflect the views expressed by some media persons who stressed the lack of awareness of the public and their selfish nature.

5- Do you agree to the point that the Odia newspapers and channels give the issues of Odisha a backseat in certain cases?

The Responses Of The Media Persons

Responding to the fifth question some media persons said that it happens in certain cases. The media is having its own agenda and the media has been quite selective in its choice of the issues. Some national media persons suggested that the regional media needs to be more constructive in its approach. And the regional media persons said that they have certain limitations in certain cases. However, they are trying for a better coverage of all the important issues relating to Odisha and their significance in the national scene. According to an editor of a regional daily, *'there are excessive political inclinations of the media these days. And the business interest often adds to it. However, nothing can remain hidden at the moment. Everything is coming to light in one way or the other.'* According to the senior editor of a regional channel, *'political bias and self-interest of the media is always there and that's why some important regional issues die out prematurely'.* According to the editor of a regional daily, *'it is there in certain cases and it is due to the lack of an adequate media infrastructure.'*

The theory of narcotizing dysfunction assumes that when the media tries to over-inform the people, they turn apathetic and passive.

According to the chief news coordinator of a regional channel, *'the regional media in Odisha has failed to take up the important issues of Odisha in connection with their national importance'*. According to the Output head of a regional channel, *'the regional media have not highlighted the mining issues with proper prominence. And it is all because of political inclinations and bias.'* According to the editor of a regional daily, *'the media has become selective in its choice of the issues.'* It can be inferred that the prevailing economic and political conditions have a major role to play in the media's selection of issues and that the media ignores some of the important issues of Odisha in certain contexts.

Audience Perception

Most of the rural respondents couldn't be able to answer due to their low media literacy. However, most of the urban respondents agreed that the Odia media gave the issues of Odisha a backseat in certain cases. According to some urban respondents, *'the priority of the media is decided inside the organization. The media acts as per its agenda. After all, it has to do some business'*. Most of the urban respondents agreed that *'some important issues die out prematurely because of the self-interest of the media houses'*. According to them, *'there are certain risks before the media such as political risks and financial risks. So the media always wants to be on the safer side. It can neither compromise with its political interest nor afford to give up its business pursuits while dealing with certain issues'*. Here the agenda-setting practice of the media becomes prominent. The media gives importance to its agenda which may be anything. So, in this context there is a great matching of the views between the media persons and the urban respondents.

6- What could be the reasons behind the mushrooming of the media houses in Odisha all of a sudden?

The Responses Of The Media Persons

Responding to the sixth question almost all the media persons highlighted one common point that the media was being increasingly used as a shield for all the black activities resulting from mining boom, business interests, political inclination and power management. Most of them were of the view that Odisha as a place of high commercial growth is constantly in attention of the business classes and their vested interests. There are hardly any positive reasons like missionary zeal or visionary pursuits behind the current media boom. Rather, it is all business, commerce, sense of insecurity and the conversion of all the black impressions into white. According to the chief of the bureau of a national daily, *'in the last five years the numbers of the media houses in Odisha have gone up like anything. And it is because Odisha is emerging as a conducive place for business. The black money coming from the mining and the real estate activities have fetched huge investment from certain people who have built up media houses ostensibly as a cover'*. According to the bureau head of a national channel, *'it is all about political image engineering, grinding of one's own ends and conversion of the black into white'*. According to a senior person of a national channel, *'it all results from the huge amount of black money, sense of insecurity and political inclinations'*.

Odisha is emerging as a conducive place for business. The black money coming from the mining and the real estate activities have fetched huge investment from certain people who have built up media houses ostensibly as a cover'.

Audience Perception

Most of the rural respondents couldn't be able to answer the question. But most of the urban respondents said that the recent media boom was all about political image engineering. So here too the audiences complimented the perspectives of the media persons.

7- There are some issues which don't get adequate media attention despite being media-worthy. What could be the reasons?

The Responses of the Media Persons

Answering the seventh question the media persons said that *'the media-worthiness of the issues is determined by the media itself'*. The public perception has no role in judging what media should project and what it should not. According to the bureau chief of a national daily, *'the agenda of the media dominates over everything. A regional media in Odisha may project Delhi gang rape more prominently than a regional rape case in Odisha. Saying frankly, the media has become more pro-urban.'* According to the chief news coordinator of a regional channel, 'the trend of covering development by the media has not yet fully started. According to the bureau chief of a national daily, *'it is more a matter of the character, tradition and way of the media. And it is also a matter of impact of competition and the media mind-set'*.

Audience Perception

The majority of the respondents agreed that *'the media is ignoring certain important issues in certain contexts'*. Here the audiences felt that the media is urban-centric. On the whole, the business pursuit of the media is no unknown phenomenon. Even the rural respondents could identify it though they have low levels of media literacy. It is all a matter of the contextual impressions. The agenda-setting of the media gets visible once again. And in this case the views of the media persons and those of the audiences went on to match each other quite well.

8- What is the success rate of the public concern initiatives driven by the media? Is there any mechanism used by the media to measure the success rate?

The Responses of the Media Persons

Responding to the eighth question some media persons said that the success rate was quite marginal as it was backed by branding and image engineering. And according to some, though there is no mechanism available to measure the success rate except coming across public views, there is definitely some success as it has a social focus above everything. On the whole they all referred to the branding strategies employed behind all these initiatives and the overall benefit the people get.

Audience Perception

While most of the rural respondents considered these initiatives *'pro-society and helpful'*, most of the urban respondents found those initiatives to be *'the image-engineering strategies for promoting self-interest'*. However, they also agreed to

'Pro-society and helpful', most of the urban respondents found those initiatives to be *'the image-engineering strategies for promoting self-interest'*.

the point that despite the image-engineering strategies involved in all this, these initiatives helped the people too. Here the respective levels of audience awareness mattered a lot. However, most of the respondents agreed that such initiatives helped people. According to some urban respondents, *'there may be some hidden agenda behind all this, but it certainly helps the people'*. So, here the perception of the urban audiences seemed to substantiate the views of the media persons though there was no explicit clue of the success.

9-What are the available scopes for public participation in the media? Are you satisfied with the present public participation? How can the public participation grow up?

The Responses Of The Media Persons

Answering the ninth question the media persons said that the Public participation is there through various formats in the media. Apart from the traditional ones like letters-to-the-editor, writing articles and responding to some media surveys, there are some newer scopes like issue based discussion programmes, participatory campaigns and various open forums based on specific events and occasions. Though the media persons were somehow satisfied with the available scopes for public participation, yet they suggested for the creation of a climate of mutual trust between the media and society for the participation to grow up.

Audience Perception

There was very poor participation of the audiences in the media. Although the Percentage of the urban audiences was somewhat higher as compared to their rural counterparts, yet it was not very encouraging. The media has to work for the creation of a climate of mutual trust as suggested by quite a few media persons to improve the situation.

10- Has the public participation ever affected the content, format or course of the media anyway? How do you feel about it?

The Responses of the Media Persons

As far as the tenth question is concerned, almost all the media persons agreed that the public participation often affects the media in one way or the other. According to some media persons, the public views are considered quite seriously by the media and the media is forced to act on certain sensitive issues. Some media persons said that in certain cases the public participation has sure effects and more often it acts invisibly. According to the bureau chief of a national daily, 'whenever the public has reacted, the media has been forced to act. Information error correction is a very small practical example. However, the public participation should be stronger enough to initiate the media into some action. Sometimes people express their anger over obscenity in newspapers. But the obscenity still continues as the reaction is not that strong. However, it is also true that the public participation must have been creating an impact invisibly at times.' According to a senior person of a national channel, 'when we are talking of public participation and its impact on the media we should also take into account the internal pressures on the media. While the anonymous

reader or viewer may not have wielded much influence on the manner in which a newspaper or channel presents news, it would be cynical to suggest that the views and opinions of the journalists do not have a bearing on the overall editorial policy. In fact, the journalists working for any newspaper/ channel represent the people at large and they do exert significant influence on how the media they work for. It is unfair to dismiss journalists as mere cogs in the wheel who do not have a mind of their own'.

Audience Perception

In this context the respondents seemed to go completely with the media persons. Most respondents strongly agreed that the public participation affects the media's content and/or policy. More surprisingly, not a single rural respondent had a negative opinion. According to some rural respondents, *'we may not have participated in the media. But we can never deny the impact of public participation. Media has always responded to the public participation depending on its nature and quality'.* Interestingly, all the respondents agreed that the public participation affected the content of the media.

11-Are there any limitations before the media in taking up all the public driven issues?

The Responses of the Media Persons

Over the eleventh question almost all the media persons agreed that there are limitations before the media in taking up all the public driven issues and the limitations are of a varied nature including but not limited to economic viability, market pressure, political pressure and networking failure.

Audience Perception

Most of the respondents seemed to be agreeing with the media persons on this. Most of the respondents said that 'the media has its own agenda and it takes up issues when it matches with its own interest'. Quite a few rural respondents said that *'the organizational policy is the major limitation of the media for which it fails to take up public issues'.* One thing is quite obvious here. The media always goes by its agenda which is prepared inside the organization based on the organizational policies and priorities. In the course of the interaction with the researcher some of the rural respondents said that there are certain kinds of risks before the media such as political risks and financial risks. So the media always wants to be on the safer side. It can neither compromise with its political interest nor afford to give up its business pursuits while dealing with certain issues. The audience perception here makes one believe that the rural respondents are not that unaware. More than their urban counterparts they pointed their fingers to the internal organizational pressure.

12- How the media act at times of different social crises? What approach is usually maintained? Is there any sense of mileage-seeking involved in it ?

Media has always responded to the public participation depending on its nature and quality'.

The Responses of the Media Persons

Almost everyone agreed that the media acts positively at times of crisis. But there is a mileage-factor involved all the time. Every media house wants to turn extraordinary in these situations. And there is no harm in it as long as it doesn't bring forth any unethical consequences. According to a senior person of a national channel,' there is no uniform way in which media responds to any given social crisis. Obviously different newspapers and channels have their own policies and perceptions and these get reflected in their approach and presentation. In a situation where cut-throat competition is the rule, every single newspaper or channel would always try to grab as much attention as possible especially when something catches the imagination or fancy of its consumers. You can describe this as seeking mileage but there is nothing wrong with that as long as the concerned newspaper or channel doesn't resort to the unethical means. Journalism is such a profession that its very existence is beneficial to the society even if the journalists don't do anything extra. Slight extra work helps them in the rise of the circulation. Low media literacy, less involvement of the audience give them a free hand to decide what is good and what is bad for the audience. They do some good work but do not forget the seeking of mileage.

Audience Perception

Here both the rural respondents and the urban respondents gave the media the clean chit. Nine out of the ten rural respondents and all but three urban respondents agreed that the media had acted responsibly at times of the different social crises despite the mileage-seeking involved in whatsoever way.

13-Out of all the media driven issues, is there any issue driven by the internal profit motives of the media?

The Responses of the Media Persons

Almost all the media persons said that *'now days every media house is a business house.'* So it is quite natural that a few media driven issues are backed by internal profit motives or self-interest. And it more or less results from several inclinations of the media houses. According to the input head of a national daily, 'there is heavy corporate investment in the media these days. So, internal profit motive is bound to be there.' The editor of a regional daily said, *'every media house today seeks after direct market advantage. So these things are quite common.'* According to a senior person of a national channel, 'Mainstream media is big business and is bound to be driven by profit motive. Every media house tries to beat its rivals as far as cornering maximum public attention is concerned. More attention would mean selling more copies or grabbing more eyeballs and that would ultimately result in raking in more profit.'

Audience Perception

Most number of the rural respondents didn't know anything about this whereas most urban respondents said that the media drives issues for its internal profit motives

Journalism is such a profession that its very existence is beneficial to the society even if the journalists don't do anything extra.

always and some of them said that the media does it sometimes. According to some urban respondents, 'the more you are aware of the media, the more you realise its realities'. Viewing broadly, the respondents believed that the media drives issues for its internal profit motives. That means audiences do suspect media. They don't trust media. Media's actions do help them but they don't subscribe to the view that the media is missionary. The media is doing its job and it helps others. It is an open secret that the media is pure business. So the perceptions of the respondents match with the perceptions of the media persons.

14- Does the media seek public opinion about its performance standards? How do they deal with the positive and negative opinions?

The Responses of the Media Persons

As far as this question is concerned, some media persons said that it is done through various surveys, direct communication and forum for feedback and suggestion etc. And some other media persons said that it is done through different public relations exercises by the particular media organisations. According to a senior person of a national channel, 'Media survives on ad revenues as well as public support, although not in equal proportions. Occasionally media tries to assess the public perceptions about itself. Mostly it is done through surveys by professional agencies or by asking for feedback and suggestions. Readership surveys and TRP ratings are also indicators (however controversial are the results) of how well a newspaper or channel is doing. Any decline in popularity is a cause for worry and the concerned media house invariably gets into the soul searching mode. The effort is always to detect the reasons behind the decline in public appeal and devise ways and means of addressing those.' A few media persons answered that these things never happen on a regular basis. According to the input head of a national daily, *'the media houses can't do it openly and they will hesitate to show the views if they are negative. So they better try getting rid of this practice'*.

Audience Perception

Most rural respondents never participated in any mechanism of opinion formation. It seemed that the lack of proper involvement and awareness led to the lower participation of the rural people. The participation level of the urban respondents was somehow higher as compared to the rural respondents. Most of the urban respondents participated through direct interaction. According to some urban respondents, participation in opinion formation gives a sense of social identity. But frequent participation is not possible due to the busy schedule of work. When investigated it was found that the media seldom gives place to any criticism on itself since it may harm the image.

15- Are the media always in search of public problems? Do they stand committed to mitigate it? What are the ways they are developing for easy access to public problems?

The Responses of the Media Persons

'Media survives on ad revenues as well as public support, although not in equal proportions.

According to a senior person of a national channel, 'anything that interests the masses or likely to interest the people at large attracts media attention. But it would be too much to look for altruistic goals in this standard practice. Media is generally known

for its flirtatious ways. The headlines change every hour and every day and news, as we all know, is a highly perishable commodity. We do come across media campaigns on issues of public interest or environmental protection et al but all these are for a limited period- either until the sponsorship money lasts or as long as it holds public interest . Sustained campaigns on any particular issue or theme backed by regular follow-ups are a rarity. But there is no denying that media reports on public problems and issues have a direct and immediate impact. For once media picks up any such issue with some degree of seriousness and importance, the concerned authorities invariably spring into action and work overtime to take corrective measures.' According to some media persons, though the media has been business-driven, it is there for the public for its survival. According to the chief of the editorial bureau a national daily, 'the public needs to be accessible as the media is giving a play to the civic issues most of the time. The access system is gradually getting better with the advent of the new communication technologies, but there should be greater commitment on the part of the media to mitigate the public problems through persistent efforts so that there can be a better trust building.' According to the bureau head of a national channel, 'the media may be projecting certain things in this connection. But the efforts are never consistent and persistent so far as the commitment is concerned.' All we can infer from this is that the media is more controlled by certain interests. And this interest is shaped by various situational needs.

Audience Perception

According to most respondents, 'the media doesn't try to take up the public grievances always. It is busy in its business pursuits. The media only takes up the sensitive social issues for mileage. The more you are aware of the media, the more you realise the realities.' Here the levels of the involvement and awareness of the respective audiences played a major role. However, the views of the media persons in this context have been emphasized by the urban respondents having some more awareness compared to their rural counterparts. Here another significant vista opens up. When the media takes up an issue, the authorities swing into action. So the media is neither consistent nor be a crusader. The other side is also interesting. Even though it is a pure business entity, it still depends on the public for its survival. Audience access is the oxygen for any media. Now there are technological facilitations for maintaining better media-audience connectivity. When there will be 100% media literacy, there will be a significant rise in the level of the audience commitment. And the media will take its desired shape. The survival of the media depends on the audience. To impress its audience it does some social service and in turn it earns some good name that leads to more public participation and circulation at the end of the day. That way for the media, the fear of publicity and the power of publicity are quite complimentary and supplementary to an extent.

16- Does the media give equal priority to all the public driven issues?

The Responses of the Media Persons

The answer to the last question was NO. Some media persons said that it all depends upon the priority-base of the media and the priorities always keep changing. According to a senior person of a national channel, 'it is a fact that the national media

Once media picks up any such issue with some degree of seriousness and importance, the concerned authorities invariably spring into action and work overtime to take corrective measures.'

(Print and TV media) appears biased in favour of the metros when it comes to public issues. It is not the importance of news per se but where it originates that matters the most. Local, provincial issues, however important, shocking or revolting, often get a raw deal at the editorial desk.' Everybody agreed to the point that out of the different pullers of the same issue, the media goes to that issue-puller who is having a higher status among others. It gave the impression that identity affects attention in a broader social context. This identity-attention theory is quite instrumental for understanding the prevailing media trend.

Audience Perception

Most respondents disagreed with it. According to some urban respondents, *'the media is controlled by the powerful factors. It is never free to act independently. So there is no scope for the media to give equal priority to all the public driven issues'*. So, in this context, the urban respondents seemed to vindicate the views of the media persons.

Concluding Discussion

Here it is pertinent to start with the personal views of a senior national media journalist who was interviewed during the second phase of the in-depth interviews in the study. According to him, democracy, simply put, stands for transparency, an atmosphere of openness where freedom is felt unhindered in every walk of life in expression and action as well. Democratic values of the media essentially are characterized by these traits through dissemination of information of public relevance objectively. He emphatically disagreed to the question of the democratic functioning of the media these days. He further went on to say that the media, both print and electronic, have in the last few years converted themselves more into propaganda machines for business entities than serving the mass readers and viewers. Some prominent newspapers in India have been pioneers in converting themselves from editor-driven to manager-driven organizations. Such newspapers introduced the schemes like private treaties, advertorial masquerading propaganda pieces as news for the unsuspecting common readers, etc. Knowing the agenda-making phenomenon of the media is really important. As inferred from the study, the agenda of the media results from several factors including but not limited to the editorial policy, market dynamics and the prevailing political realities. This can be theorized as mentioned below.

Agenda-Making Theory

Major Propositions

- *What matters for the media gets the priority.*
- *In Agenda-making, the media-worthiness is decided by the media only.*
- *Social usefulness may come from the agenda-making, but agenda-making is not all about the social usefulness.*
- *Sometimes the agenda-making and social usefulness may coincide.*

Democratic values of the media essentially are characterized by these traits through dissemination of information of public relevance objectively.

Success of any democracy solely hinges on press freedom. Media's regulatory role tightens the loose ends in the system of governance and sensitizes the public of their rights. A conscientious media is sine qua non to establishing sustainable development

of a society. That is possible only when media space is devoted to news stories written critically and objectively without succumbing to pressures for replacing facts with fiction. According to Lisa Muller, media have both vertical and horizontal functions. While the vertical function is concerned with the dissemination of information about politics and politicians to as many citizens as possible, the horizontal function holds that media need to provide a public forum which reflects the diversity of interests within the society. In case of the former the media has become prone to pressure. As for the latter, it is now stoic to the hopes and aspirations of the people (Muller, 2014).

Observed minutely, there are five vital facets of the media-society relationship: interest, involvement, awareness, participation and effect. More importantly, they all are inter-related. Interest leads to involvement; involvement leads to awareness; awareness leads to participation; and participation leads to effect. It can be inferred that the role of media lies in arousing the interest of the people in the positive things. That is to say, the media needs to give the people a positive social orientation- may it be media literacy, behavioural values, cultural knowledge or any other elements of the social development. It is up to the media to cause the public interest and involvement in something socially constructive. Media and society share a reciprocal relationship. They keep on affecting each other in specific contexts. The nature of the people- in terms of their media literacy, exposure, involvement, awareness and participation- may vary. The whole concept of media literacy rests on the various social conditions of the audience leading to their interest, involvement, awareness, participation and effect. That is to say, the levels of involvement, awareness and participation of the audience greatly facilitate their positive relationship with the media; and, at the same time, the media's interest in, involvement with, awareness of and participation in the affairs of the audience help form a positive relationship with the society. This is how the reciprocal relationship results in reciprocal effects and, in turn, the reciprocal development.The media is considered to be the fourth pillar of democracy. In this sense, the democracy draws sustenance from the media. Today the major problem is the lack of a positive democratic consciousness which consists in elements like participation, co-operation, education, tolerance, sensitivity and equality. This positive democratic consciousness can get created with the positive media behaviour. There are always two survival strategies before the media: survival through education and survival through exploitation. When the media tries to influence the social life positively and aims at increasing the level of the media literacy of its audience, it contributes to a positive media culture. And when it exploits the low media literacy of its audience as part of the agenda, it creates a negative media culture. The positive media can activate the positive energy of the people in favour of the social progressiveness. The media is said to be the mirror image of the society. And that way it reflects the society. But the theory of reflection assumes that the quality of the reflection is largely dependent on the quality of the lens/reflector. And in the process of reflection there is some distortion of the real image. That is to say, reflection is just one image of the reality or one impression of the truth which may be misleading due to some natural distortions involved in the process. The media, therefore, needn't reflect the society since there are a lot of limitations in reflection; rather, it may strive to explore the social realities, expand the social knowledge and enrich the social conditions. Thus it can contribute in the making of a positive democratic society by being an instrument of positive social change.

The positive media can activate the positive energy of the people in favour of the social progressiveness.

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Contemporary Newspaper Reporting on Obsessive Compulsive Disorder: An Ethical Guide

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Abstract

The role of the news media in promoting negative stereotypes about persons who identify with Obsessive Compulsive Disorder (OCD) should not be downplayed. The stigmatising of mental ill health can encourage deleterious social outcomes across diverse areas including those of employment and housing. Reflecting the aim of this study, it is therefore appropriate to investigate and critically discuss the recent media reporting of OCD across newspapers originating from the United States, Canada and the United Kingdom. Supporting this exploration, this study has applied thematic and cross-tabulation analysis to 89 articles as retrieved from the ProQuest Newsstream International Databases source. While revealing progressive examples of OCD reporting, this investigation also highlights the prevalence of negative depictions of this form of neurodiversity. Crucially, this paper offers journalism students, journalists and editors a preliminary set of measures that endeavour to promote the balanced, progressive and ethical coverage of OCD.

Keywords: neurodiversity, stigma, newspaper, mass media, obsessive compulsive disorder

Introduction

People continue to embrace rather unhelpful viewpoints and attitudes involving persons who are experiencing mental ill health (Berger, 2018). The part played by the mass media to reinforce this undesirable status quo should not be dismissed. On a positive note, research conducted by Anderson, Robinson, Krooupa and Henderson (2018) indicate a rise in the share of articles that portray mental ill health in a way that challenges stigma. Nonetheless, other studies highlight that the media stigmatisation of mental diversity is alive and well. As cited by Wang (2016), Thornicroft et al. (2013) note that while there has been an upswing in media messages opposing mental stigma, these messages continue to be overshadowed by adverse ones. Ottewell (2017) recognises the prevalence of articles that report upon the dangers of mental ill health. McGinty, Kennedy-Hendricks, Choksy and Barry (2016) also report of the media persisting to highlight violence in a manner that is inconsistent with the real violence levels involving US citizens who have lived experience. Neatly summing up the current state of play, Ma (2017) suggests that the media continues to add to mental ill health stigma. Such negative media coverage of neurodiversity is far from harmless. Indeed, how the media constructs mental ill health can involve practical costs for persons with lived experience (Parrott, Billings, Buzzelli, & Towery, 2019). Crucially, the stigmatising of mental illness can adversely impact upon some of the most fundamental human needs. Ma (2017) cautions that mental stigma adds to the stripping of opportunities from

This paper offers journalism students, journalists and editors a preliminary set of measures that endeavour to promote the balanced, progressive and ethical coverage of OCD.

mentally ill persons in areas of employment and housing. With these social and economic implications in mind, it is a timely research exercise to explore the ways in which a particular kind of mental diversity is being covered by newspapers at an international level. Specifically, the type of neurodiversity that is to be the focus of this media reporting study is that of obsessive-compulsive disorder (OCD). The following medical definition is provided for OCD – according to DSM-III-R and DSM-IV (in contrast to DSM-III), the obsessions and/or compulsions should cause severe suffering and they should either exist for *'at least one hour per day' or 'markedly disturb thenormal routine, the social or occupational functioning'* (APA, 1994)" (de Brujin, Beun, De Graaf, Ten Have, & Denys 2010, p.989). With this medical definition painting a rather bleak picture of persons who are diagnosed with OCD, it is appropriate to investigate contemporary newspaper reporting on this distinct type of neurodiversity. Hence, this exploratory study aims to critically discuss the media reporting of OCD across newspapers originating from the United States, Canada and the United Kingdom and between the years 2015 to 2019.

Method

Newspaper articles from the United States, Canada and the United Kingdom were firstly identified from the ProQuest Newsstream International Databases source. The following search strategy was applied: search term = *"obsessive compulsive disorder"* AND Search in = anywhere in text AND Years = 2015 to 2019 AND Source type = newspapers AND Document type = article AND Language = English AND Databases = All and Limit to = full text AND text accessible = yes AND author not anonymous = yes AND duplicates = No.This strategy was purposefully designed so as to reflect the exploratory nature of this study and yet to be still capable of creating a sample large enough to deliver meaningful results. After running the query, all article reference details were exported into EndNote. Each article was then classified as principally either positive or negative in relation to its reporting of OCD on the basis of a prominent quote that was identified from within. Following on, for each article, fields of message and supporting quote were updated against the relevant analytical table (i.e. progressive or negative reporting of OCD). Next, an SPSS data file containing fields of case no, author gender, origin, years andreporting tone (positive or negative) was created.The following three crosstabulations were then conducted in SPSS: 1) author gender by reporting tone; 2) publication origin by reporting tone and 3) publication years by reporting tone. Crosstabulation outputs were saved in SPSS.

Results

The ProQuest News stream search produced a total of 157 newspaper articles. A revised sample of 115 articles was attained after removing 42 unauthored texts. A further 26 duplicate articles were removed giving a revised sample total of 89 articles. Tables 1, 2 and 3 reflect SPSS derived OCD reporting tone crosstabulations for author gender, publication origin and years published respectively. Crosstabulation results are summarised as follows: a) the positive reporting of OCD was highlighted in a slightly higher Per-centage of female authored articles than males (30% vs 27%); b) the positive reporting of OCD was highlighted in over one-third (37%) of the Canadian articles analysed and under

one-third (23% and 26%) respectively for articles published in the United States and the United Kingdom; and c) between 2015 and 2019 negative reporting of OCD was consistently highlighted in over 70% of the articles analysed with the exception of 2016 where positive reporting was highlighted in almost half (42%) of the articles. Tables 4 and 5 contain messages and supporting quotes representing negative and progressive newspaper reporting of OCD correspondingly. Negative messages include those of suffering, dysfunction, alarm, similarity, language and advantage. Progressive messages encompass themes of natural, motivation, ability and deconstruct.

Table 1. Author gender by OCD reporting tone crosstabulation

			Negative Tone		Total
			No	Yes	
Gender	female	Count	12	28	40
		% within Gender	30.0%	70.0%	100.0%
	male	Count	13	36	49
		% within Gender	26.5%	73.5%	100.0%
Total % within Gender		Count	25	64	89
			28.1%	71.9%	100.0%

Table 2. Publication origin by OCD reporting tone crosstabulation

			Negative Tone		Total
			No	Yes	
Origin	US	Count	8	27	35
		% within Origin	22.9%	77.1%	100.0%
	Canadian	Count	10	17	27
		% within Origin	37.0%	63.0%	100.0%
	United Kingdom	Count	7	20	27
		% within Origin	25.9%	74.1%	100.0%
Total % within Origin		Count	25	64	89
			28.1%	71.9%	100.0%

Table 3. Years published by OCD reporting tone crosstabulation

			Negative Tone		Total
			No	Yes	
Year Published	2015	Count	8	26	34
		% within Year Published	23.5%	76.5%	100.0%
	2016	Count	8	11	19
		% within Year Published	42.1%	57.9%	100.0%
	2017	Count	8	22	30
		% within Year Published	26.7%	73.3%	100.0%
	2018	Count	1	5	6
		% within Year Published	16.7%	83.3%	100.0%
Total % within Year Published		Count	25	64	89
			28.1%	71.9%	100.0%

Table 4. OCD negative reporting

Negative message	Supporting quotes
Suffering (medical model)	"Jenna also suffers from obsessive compulsive disorder and depression, diagnosed when she was younger" (Adami, 15 Jan 2015, A.2). "You may not realize it, but there is a distinct possibility you are suffering from obsessive compulsive disorder (OCD)" (Campbell, 04 Oct 2017, A.3). "He spent another year revising it with the help of his long time editor, Julie Strauss-Gabel, who called the novel an "unbelievable act of translation 'that gives readers a glimpse of what it's like to suffer from mental illness'" (Alter, 11 Oct, 2017, C1). "Looking gregarious in his cowboy hat and boots, no one would know that Clint Malarchuk suffered from obsessive compulsive disorder..." (Duff, 03 Jan, 2015, A1). "She explains the condition in plain language: sufferers are obsessed with ideas they find repugnant and then repeatedly try to rid themselves of those thoughts" (Felsenburg, 26 Aug 2015, 36).

	"As someone who suffers from this debilitating condition, I beg you to watch it on iPlayer" (Gordon, 29 Aug 2015, 27). "Lamb hasn't suffered from mental illness himself. 'I've been fortunate in that regard'" (Gordon, 19 May 2016, 23). "Those teens with IA are more likely to have poor eating habits, depression, obsessive compulsive disorder, anxiety, stress, negative self-identity and suicidal thoughts" (Grande, 29 Jun 2017). "In its severest form a sufferer's life can become almost unbearable as they struggle to fight the uncontrollable thoughts in their head" (Kershaw, 21 Nov 2015, n.p.). "Her mother, Berta, was a domestic banshee who suffered from obsessive compulsive disorder and hysteria" (Llewellyn-Smith, 03 Oct 2017, 17). "Unfortunately, many women suffer and worry far more than I do" (Lipscombe, 21 Jan 2017, D.3). "the patient also suffers from another mental health diagnosis..." (McFadden, 08 June 2017, D.5.) "I wrote about what I knew, including obsessive-compulsive disorder (from which I have suffered my entire life)" (Popiel, 20 May 2018, T.2). "'I lay in my bed, suffering,' he said" (Willes, 19 Feb 2017, A.75). "Green talked about his struggles with obsessive compulsive disorder during a NerdCon: Stories convention speech last October in Minneapolis" (Lindquist, 02 Jul 2017, E.2).
Dysfunction	"Often dismissed and flippantly referred to in conversations, OCD is a living, breathing condition controlling, disrupting and, in many cases, damaging the daily life of thousands of people in Richmond and beyond" (Campbell, 04 Oct 2017, A.3). "At times, he couldn't focus enough to read a menu or follow the plot of a television show, much less write a book" (Alter, 11 Oct, 2017, C1). "I unloaded on Shurr about my personal life and my goals for the future as well as my tendency to self-sabotage when stressed" (Bailey, 31 Jan 2016, E4).

"Research shows when you're dealing with a mental health problem you're not likely to be as productive,' Morin said. 'Your head is not in the game when you're struggling'" (Dastagir, 28 Jul 2017, B5).

"a teenage protagonist who suffers debilitating 'thought spirals' as part of an obsessive-compulsive disorder" (Lindquist, 13 May 2018, E.3.)

"He is consumed with ever-intensifying OCD rituals of counting, tapping and difficulties with thresholds as anxiety mounts in his everyday life" (Engel, 27 Mar, 2016, C3).

"had an obsessive-compulsive disorder that led him to brush his teeth many times a day" (Young, 21 May 2015, A.8).

"'I can go into a cycle of logic that's never-ending, or I'll pace around and need to calm down, and I don't realize that I'm being annoying unless someone tells me,' he says" (Flanigan, 28 May 2017, C6).

"My food obsession, poor self-image and lack of coping skills for anxiety and depression evolved into a full-blown eating disorder when I was 18" (Hertel, 2018, 25 Feb 2018).

"like the Boxer James once treated who would shake his head vigorously from side to side - from a behavioural issue, like an obsessive-compulsive disorder" (Kirkey, 07 Oct 2017, N.1).

"If your veterinarian ruled out health issues, then licking is likely the result of boredom or stress, and manifested into an obsessive-compulsive disorder" (Rosenthal, 19 Feb 2018, D.2).

"There are several medical reasons to have music in your head" (Roach, 18 Mar 2015, D.7).

"Experts say more extreme cases of chronic lateness may be symptoms of more serious health conditions such as ADHD, depression, obsessive-compulsive disorder..." (Reddy 03 Feb 2015, D.1).

"They may worry excessively, become moody, or seem depressed" (Sanchez & Lorena, 05 May 2017, M.23).

"It teaches the knowledge and skills that family members need to cope more effectively with this loving and often difficult task" (Sanchez & Lorena, 05 May 2017a, M.30).

"Left untreated, however, OCD can be very debilitating" (Smith, 08 Jan 2015, A.7).

	"'I feel like there is no room for mistakes in today's society - and I make a lot,' says Martha, who developed severe obsessive compulsive disorder and depression while completing a masters at Bristol in 2015" (Steafel, 02 Apr 2017, 25). "struggling to ignore a diagnosis of obsessive-compulsive disorder..." (Zuger, 30 Jun 2015, D.3).
Alarm	"Aggressive and angry as a toddler and with delayed speech, she was different from her five siblings, and by the time she was 11 she was suffering from Tourette's syndrome and obsessive compulsive disorder (OCD), both of which are linked to her autism" (Gask, 14 Jul 2015, 23). "I was terrified I would pour bleach into my daughter's milk, or my husband's glass of wine" (Gordon, 12 Dec 2015, 31). "Teenager Sophie was convinced she'd murdered people, so constantly checked for corpses wherever she went" (Hogan, 27 Aug 2015, 40). "By now he had fought off his mental illness, which he later considered to be obsessive compulsive disorder" (Hill, 02 July 2016, 29). "'Men whose RHR was above 82 beats per minute had a 69 per cent increased risk for OCD compared with men whose RHR was below 62 beats per minute'" (Keenan, 03 Nov 2016, C.2). "Freida's condition mixed with anxiety is a dangerous combination" (Kurland, 16 Jul 2016, 5). "Elsewhere, Nanda opted for Deep Brain Stimulation, a treatment not available in the UK that re-routed 'out-of control' brain circuits thought to cause OCD (Newall, 27 Aug 2015, 47). "'It felt like all the time there was a real monster, an actual monster, that lived inside of me,' he said" (Lindquist, 22 Oct 2017, E.6). "As Adam explains, OCD is really about having intrusive thoughts - "What if I hit that person with a hammer?" (Robshaw, 15 Mar 2015, 20). "Anxiety can rob us of potential happiness by preventing us from connecting with others, saying what we need to say, and pursuing our greatest dreams" (Wong, 02 Jun 2017, A.19).

| Simi-larity | "Survivors of postpartum depression, anxiety, obsessive compulsive disorder and psychosis will walk together to raise awareness of maternal." mental health disorders at Climb Out of the Darkness, on Saturday" (Arrais, 12 Jun 2016, D.9).

"Riley said children predisposed to restrictive eating may have anxiety or depression, obsessive-compulsive disorder or a family history of an eating disorder" (Deese, 13 Mar 2016, H2).

"Eating disorders are often manifestations of trauma, abuse, depression, anxiety or obsessive-compulsive disorder" (Yara, 08 Jan 2015, A.12).

"The 41-year-old author offers a window into the mind of someone struggling with anxiety disorder, impulse-control disorder, avoidant-personality disorder, obsessive-compulsive disorder and depression, among other ailments" (Karp, 11 Dec 2015, D.4).

"Proven to work for chronic pain, depression, anxiety, obsessive compulsive disorder and psychosis" (Magee, 07 Dec 2015, 23).

"Fortunately, sertraline is fairly safe: Even the higher doses needed for OCD generally have few side-effects" (Roach, 07 Feb 2017, D.4). |
|---|---|
| Lan-guage | "'We're both O.C.D., Gimelstob said, referring to obsessive-compulsive disorder. "I'm more O.C.D. about his footwork on his backhand and his volleying technique. And he's more obsessed with his coffee cups and his Countertops'" (Crouse, 22 Jan 2016, B.10).

"Here, superstition for Cicero resembles a sort of magic that enslaves the magician to a lifetime of rites carefully performed to avoid disaster. They would be almost like the rituals of someone afflicted by an obsessive compulsive disorder" (Howse, 01 Oct 2016, 33).

"Suffering from a mild obsessive-compulsive disorder, I established criteria that we would use to evaluate the churches we visited" (Huisman, 02 Nov 2016, B.2).

"Nothing fazes him apart from his obsessive compulsive disorder - which means he is more upset by spilt sugar or dirty bathrooms than he is by bombs or gunfire" (Macnab, 16 Jan 2015, 44).

"Sorry as I feel for you, I'm afraid my heart does also go out to your poor wife, who must find it incredibly stressful living with someone who is phobic about dirt" (Ironside, 30 Nov 2015, 36). |

"the Tony Shalhoub-starring series is hilarious and has plenty of cleaning inspiration, even if he is a little over-the-top" (Lawler, 01 Apr 2018, C.2).

"'He kept his locker perfect, she said. And sometimes the guys would like to tease him and mess it up ... probably (Warren) Cromartie because he was an instigator. I'll put that on him. Gary would come back and go: Oh, gosh! because he really was so neat and tidy'" (Cowan, 4 Jun 2017, A.5).

"'The whole process is a collaboration between me and the rider,' says Sowter, who describes his clients as people with an obsessive compulsive disorder about bikes...'" (Kelly, 28 Aug 2015, 23).

"Meanwhile, in Holland patients are treated by having electrodes inserted deep into the brain; one such operation proves to be grimly fascinating viewing" (Felsenburg, 26 Aug 2015, 36).

"I was just 12 years old when I first realised I was perhaps a bit mad" (Gordon, 11 May 2015, 25).

"There's a stigma attached to it. It's shameful" (Willes, 20 Feb 2017, A.49).

"There is a meditative quality about this installation, but also a disturbing quality displaying an obsessive compulsive disorder" (Wright, 04 Aug 2015, 38).

Advantage	"Surely we've all been in similar situations in which the food takes too long and the service leaves much to be desired. Most of us would simply lodge a complaint and take our business elsewhere. But since P.G. suffers from OCD, he was able to claim that the restaurant discriminated against him. And was awarded $12,000. For one bad meal" (Kline, 04 May 2016, A.9).

Table 5. OCD progressive reporting

Positive message	Supporting quotes
Natural	"But as I tell the love of my life, these aren't symptoms just loveable skriuq" (Belford, 16 Mar 2017, A.6). "Their company, L-E-V, will show an hour-long work for six dancers, OCD Love, which is booked this year at major dance festivals throughout Europe" (Swoboda, 30 Jul 2016, F.5.).

	"I'm very open about the fact that I have obsessive-compulsive disorder and that I carry gloves because I don't want to touch things" (Berger, 24 Dec 2017, n.p.).

"It is curious to me, the way we ask questions of people with a chronic mental illness, that we simply would not ask of someone who had a chronic physical illness" (Gordon, 21 Jan 2017, 23).

"explore affairs of the heart through the prism of obsessive compulsive disorder" (Monhan, 17 Sep 2016, 19).

"'Mental illness doesn't define a person. It's just something that's a part of them'"(Rochford, 14 Dec 2017, D.4).

"Ultimately, they encourage us to confront the alarming yet liberating truth that the 'perfect mind' does not really exist" (Morgan, 21 Jan, 2016, 31).

"A therapist asked her to picture a soothing location" (Schulman, 22 Mar 2015, ST.8).

"The practice of mindfulness has been shown to harness the neuroplasticity of the human brain" (Wong, 12 Aug 2016, A.12).

"I learned to meditate and practised cognitive behavioural therapy to challenge my negative self-talk, and I used self-hypnosis to visualize my goals" (Wong, 07 Jun 2017, A.21). |
| Motivation | "In those last two words there is the determination that builds business dynasties and wins Michelin stars" (Borrows, 25 Jun 2017, 2).

"And studies have found that despite endless exhortations to think positively, the upside to imagining the worst-case scenario – 'defensive pessimism' - is that it can motivate you to prepare better and try harder" (Boyes, 13 Jul 2015, 17).

"it tells of an early childhood where he escaped a troubled home life by obsessively training; his NHL career playing for the Quebec Nordiques..." (Volmers, 07 Mar 2016, C.1). |
| Ability | "Johnston shares her personal story of coping with OCD, and also includes accounts from others all around the world" (Brown, 15 May 2015, A.2).

"She demonstrates characteristics in keeping with Asperger's and obsessive compulsive disorder - making her one hell of a detective..." (Burns, 23 Nov 2015, 43).

"He turned the baking into a business and is searching for ways to use his cakes to help ease the stigma of mental illness" (Campbell, 30 Mar 2016, D2). |

	"I believe he has an obsessive-compulsive disorder with the guitar, and it definitely works to his advantage'" (Centonze, 11 Dec 2015, B.1).

"Her obsession with order had been really good for business, she said, and made her super-organised" (Gordon, 17 Oct 2015, 29).

"Richard has worked in a variety of capacities at Golisano Children's Hospital as part of a new program" (Handel, 16 Oct 2017, D6).

"Jennifer told us her 'incredibly intelligent' and curious son has an encyclopedic knowledge on topics from Second World War history to hockey stats" (Marc & Craig Kielburger, 11 Oct 2015, C.2).

"Ultimately, Green turned to his own struggles with obsessive-compulsive disorder and anxiety for the framework of 'Turtles All the Way Down.'" (Lindquist, 12 Nov 2017, E.8).

"He just graduated from high school and did very well" (Roach, 15 Sep 2015, C.2). |
| Decon-struct | "Psychologist Uta Frith sets out to dispel misconceptions about obsessive compulsive disorder, which some regard as simply being overly fussy about tidiness' (Gilbert, 26 Aug 2015, 42).

"We always have this stigma between physical versus mental illness and the stigma of shame that goes around any kind of emotional illness,' Meyer said" (Hays, 06 Nov 2016, E7).

"Much in the same way people who don't have Obsessive Compulsive Disorder will say they have OCD about something in their lives" (Hendry, 11 Dec 2015, A4).

"Mandel also keeps busy with advocacy work, fighting for mental health awareness and funding" (Keller, 04 May 2018, J.8).

"I will never be called OCD, but those who are should cherish it" (Lafrance, 28 Dec 2016, A.7).

"You're not crazy, but it sounds as if you have obsessive-compulsive disorder" (Lane, 19 Jan 2017, B.7).

"Girls are often misdiagnosed with attention deficit hyperactive disorder or obsessive compulsive disorder" (Marc & Craig Kielburger, 30 Jul 2017, C.3).

"Indeed, the whole backto-school anxiety thing has spawned somewhat of an industry for shrinks" (Zytaruk, 10 Sep 2015, A.10). |

Discussion

Negative Newspaper Reporting Of OCD

This exploratory study reveals details of the negative depictions of OCD in international newspaper reporting. In this regard, a theme of OCD-related suffering was prominent (Adami, 15 Jan 2015; Campbell, 04 Oct 2017; Duff, 03 Jan, 2015; Llewellyn-Smith, 03 Oct 2017). The proliferation of this particular message in media articles should not be surprising given the emphasis on suffering as evidenced within the medical definition of OCD. Nonetheless, a question that authors need to keep in mind is, to what possible extent is distress caused by OCD itself compared to the anguish that might be experienced as a consequence of media mental stigmatisation? In addition to positioning obsessive individuals as unpleasant (i.e. suffering), the media also portrays these persons as dysfunctional. Functional deficiencies are promoted across areas of productivity, social awareness; concentration and punctuality (Dastagir, 28 Jul 2017; Flanigan, 28 May 2017; Lindquist, 13 May 2018; Reddy 03 Feb 2015). The reporting of OCD-related dysfunction extended to troubling behaviour displayed by canines (Rosenthal, 19 Feb 2018; Kirkey, 07 Oct 2017). This reporting again aligns with the medical model depiction of OCD that focuses upon functional challenges. However, research exists to question this dysfunction stereotype. For example, Mellifont (2018, p, 261) states, *"worried well' might mean analysing options as far as information and time constraints allow, displaying diligence and a strong work ethic, and encouraging productive stakeholder relationships via convivial professional interactions."* The possibility therefore exists that some persons who identify with the OCD neurodiversity type might be driven by their anxiety to be analytically productive, socially aware, focused and punctual. This prospect presents a very different image to the damaging OCD labels as perpetuated within the news media. Unfortunately, there was also no shortage of alarmist media depictions of neurodiversity detected by this investigative study. Neurodiverse persons were described as, *'aggressive and angry'*, having to fight off their mental ill health, being *'at risk'* of developing OCD, containing an inner-monster, holding perceptions of being a physical risk to others, and having brain wiring depicted as *'out of control'* (Gask, 14 Jul 2015, 23; Hill, 02 July 2016; Keenan, 03 Nov 2016; Lindquist, 22 Oct 2017; Robshaw, 15 Mar 2015; Newall, 27 Aug 2015, 47). Moreover, Wong (02 Jun 2017) inferred anxiety to be a thief of budding happiness by thwarting social connections and the pursuit of ambitions. Journalists are thus challenged to offer balanced reporting on OCD. That is to say, while reporting sensitively covers evidence-based challenges associated with neurodiversity, this coverage does not extend to covertly or overtly perpetuating sanist myths. These myths include anxious people necessarily being dysfunctional, a danger to themselves or to others, or doomed to life failures.

Reporters should also take care in their reporting of disability so as not to lump different types of neurodiversity together and without careful clarifications. Examples were provided of OCD being simplistically discussed alongside postpartum depression, psychosis and eating disorders (Arrais, 12 Jun 2016; Magee, 07 Dec 2015; Deese, 13 Mar 2016). Karp (11 Dec 2015, D4) also describes OCD in the same tone as other 'ailments' including avoidant personality disorder and impulse control disorder. Moreover, great attention is needed around the reporting of OCD so-called treatments. Newspaper articles espouse the *'proven'* performance of Acceptance and Commitment Therapy for OCD, depression, and psychosis, while the medication

Reporters should also take care in their reporting of disability so as not to lump different types of neurodiversity together and without careful clarifications.

sertraline was described to *"generally have few side-effects"* (Maggee, 07 Dec 2015, 23; Roach, 07 Feb 2017, D4). Crucially, it should not be presumed that cognitive therapies and medications will always be effective and safe for persons who identify with OCD (or that these persons will necessarily need or want to be *'cured'* of their neurodiversity). Discourse is another means through which negative depictions of neurodiversity is promoted. Examples were availed of OCD being portrayed in mocking tones. Light-hearted references were made to cleaning obsessions (Macnab, 16 Jan 2015; Ironside, 30 Nov 2015; Lawler, 01 Apr 2018; Cowan, 4 Jun 2017). OCD was also framed as something that is fascinating, shameful and disturbing (Felsenburg, 26 Aug 2015; Willes, 20 Feb 2017; Wright, 04 Aug 2015). Following requirements for ethical reporting, OCD should not be used by journalists in clumsy efforts to shock or cheaply entertain their reading audiences. Nor should authors write in ways that might encourage social divisions. An example was identified whereby it was implied that OCD was used to gain unfair advantage in the $12,000 awarded for discrimination in a restaurant (Kline, 04 May 2016). Under ethical reporting, commentary on these kinds of legal outcomes should not be made until full knowledge of the particular situation as well as the impacts experienced by the individual are attained. Journalists should not disrespect persons with OCD by making sweeping statements inferring that they are selfishly using their neurodiversity in order to gain some kind of advantage over others in society.

Positive Newspaper Reporting Of OCD

Undermining the medical model of disability, neurodiversity was described in newspaper reporting as both natural and loveable (Rochford, 14 Dec 2017; Belford, 16 Mar 2017; Swoboda, 30 Jul 2016). Further challenging this model, Berger (24 Dec 2017) depicts OCD as something that one should not be ashamed of. Opposing clinical depictions of the mentally diverse, texts presented natural anxiety-related treatments. Such measures included those of cognitive imaging, mindfulness and meditation (Schulman, 22 Mar 2015; Wong, 12 Aug 2016; Wong, 7 Jun 2017). Relating to the topic of performance, OCD was reported to be a great motivator. The concept of defensive pessimism was used to explain how envisaging a worst-case outcome can help people *"prepare better and try harder"* (Boyes, 13 Jul 2015, 17). OCD-related determination was espoused as building business empires and helping an individual to reach the heights of the sporting elite (Borrows, 25 Jun 2017; Volmers, 07 Mar 2016). And while care needs to be taken not to replace one negative model of disability with another (i.e. the medical model with the 'supercrip' model), these texts offer strong ideological opposition to the OCD dysfunction stereotype. Newspapers have capacity to widely communicate messages about the abilities of neurodiverse persons. These abilities were signified across diverse areas including detective work, cooking, music and business (Burns, 23 Nov 2015; Campbell, 30 Mar 2016; Centonze, 11 Dec 2015; Gordon, 17 Oct 2015). Articles also highlighted the intelligence and academic performance of persons who identify or potentially identify with OCD (Marc & Craig Kielburger, 11 Oct 2015; Roach, 15 Sep 2015). Future research is needed to examine the possible level to which such progressive media reporting of OCD abilities is reflected in the greater employment of neurodiverse persons. Moreover, this investigative study reveals the capacity of journalists to deconstruct stigmatising messages about neurodiversity that are popularly reported. To this end, articles challenged the misconception that OCD is simply about excessive fussiness and tidiness, together with the flippant use of the

The concept of defensive pessimism was used to explain how envisaging a worst-case outcome can help people "prepare better and try harder"

OCD term by neurotypicals (Gilbert, 26 Aug 2015, 42; Hendry, 11 Dec 2015). Media texts deconstructed sanist terms like *'crazy'* and raised prospects of the misdiagnosis of OCD and the creation of a psychiatric industry (Lane, 19 Jan 2017; Marc & Craig Kielburger, 30 Jul 2017; Zytaruk, 10 Sep 2015). While balanced reporting needs to acknowledge the benefits of medical treatments, it is crucial that the individualised nature of these benefits be emphasised. In this way, responsible and ethical reporting should not assume that medications are necessarily wanted, needed or effective for all persons who identify with OCD.

Progressive OCD Reporting Guide

The findings of this exploratory study have been used in the development of an OCD media reporting guide (see Box 1). Guide content should be referred to by journalism students, journalists and editors with the goal of reducing negative OCD stereotypes.

Box 1. *Measures to promote the balanced, progressive and ethical media reporting of OCD.*

1. Do not reinforce medical model stereotypes of OCD that centre around messages of suffering, dysfunction and danger.

2. Avoid simplistic discussions of OCD alongside other types of neurodiversity.

3. Recognise the benefits of clinical treatments on an individualised basis (i.e. do not assume that all persons will desire or be able to be cured of their OCD).

4. Do not write in ways that mock persons with OCD for any reason.

5. Resist promoting the stigmatising message that persons use their OCD in order to gain unfair advantage in society.

6. Report on neurodiversity as something that is natural.

7. Challenge the dysfunction stereotype by recognising the possible performance attributes of OCD (e.g. determination, preparation, business success).

8. Recognise the abilities of persons who identify with the OCD across a range of vocational areas.

9. Promote intellect and academic achievement as potential OCD attributes.

10. Deconstruct sanist terms and offer inclusive alternatives.

Crosstabulation Results and Future Research Direction

Despite the aforementioned examples of progressive reporting, cross-tabulation findings as revealed by this exploratory study highlight ongoing challenges in the news reporting of OCD. With negative messages about OCD tending to dominate newspaper

Responsible and ethical reporting should not assume that medications are necessarily wanted, needed or effective for all persons who identify with OCD.

article content across the United States, Canada and the United Kingdom, there is much policy work needed to help redress this status quo. Importantly, results point to areas of future research that might help to inform such policy by identifying reasons as to why in terms of the SPSS calculated Per-centages: a) males were higher (albeit slightly) in reporting on OCD in negative ways; b) Canada managed to outperform the United States and the United Kingdom in the progressive reporting of OCD; and c) the negative reporting of OCD was lower for the year 2016. Funding for this proposed research should be seen by progressive policymakers as a sound investment.

Limitations

This exploratory study is restricted to the search strategy applied. It is therefore possible that the use of different newspaper databases or revised search terms might identify OCD reporting positives and challenges that are not represented in this paper. Hence, the measures proposed to promote the balanced, progressive and ethical media reporting of OCD should be considered as a sound preliminary base upon which future studies are nevertheless required to build upon.

Conclusion

To the author's knowledge, this is the first study to critically investigate the contemporary newspaper reporting of OCD across the United States, Canada and the United Kingdom. Making an important research contribution, this exploratory study reveals the prevalence of negative medical model depictions of OCD in the media coverage of this form of neurodiversity. Such writing is far from harmless as it might serve to perpetuate social disadvantage. Nonetheless, capacity is also shown for journalists to write about OCD in ways that challenge stereotypes and potentially encourage the greater social and economic inclusion of neurodiverse citizens. Crucially, this investigation offers a preliminary set of measures that, if consistently applied, might assist in advancing these desirable outcomes. It is this ethical reporting that needs to be promoted not only to media students, but also to journalists and editors alike.

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Promoting Environmental Laws and Literacy through Media: An Exploratory Study of Punjab, India

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Abstract

Environmental degradation is a major challenge for most of the developed, under-developed and developing countries. During, the industrialization period, most of the biggest economies of the world shifted their focus on industrializations without keeping in mind the preservation of environmental resources. After this phase world has witnessed the unfortunate rise of environmental pollution. Immediately, environmentalists began criticizing the over-exploitation of natural resources. They started several environment conservation movements in the US and Europe. They emphasized the promotion of environmental values, environmental education, environmental awareness, and environmental ethics to generate a collective consensus to create a social ecology in the world. The sole aim of such campaigns was to promote environmental literacy and awakening in society. The researcher has also inquired about the role of media in promoting environmental literacy, awareness and knowledge of various constitutional provisions of environment laws among residents of Punjab. The sample size of 600 respondents was decided by adopting the confidence level of 95% and a confidence interval of 4 out of 2.8 crore population of Punjab as per the census data of 2011. In this study, margin error is represented by (+4) & (-4). The actual Per-centage of the total population lies between the confidence interval. Hence, the confidence interval is four. In a major finding, the researcher found poor knowledge level of residents about environmental laws, rights and duties. The researcher also observed that media do not play any significant role in promoting the environmental literacy, awareness and knowledge of various constitutional provisions of environment laws among residents of Punjab. Hence, media must increase the coverage of environmental issues and concerns.

Keywords: Environmental Literacy, Media, Exploratory Study

Introduction

The idea of *'Social Ecology'* has become important for conservation experts. They believe that the goal of environmental conservation or environmental protection can be achieved only by deeply understanding the concept of *'Social Ecology'* (Glanz & Bishop, 2010). Social ecology triggers the ideas of protection of the environment by fostering the awareness in society through family members (Glanz & Bishop, 2010; Williams & Swierad, 2019). They knew that man`s greed is responsible for environment degradation (Berkes, 2010). The awful condition of environment has been continuously affecting the living conditions of humans, thus resulting in low quality of human life (Liu & Lin, 2013; Newing, 2010). The excessive use of

fertilizers, chemical waste of industry, use of pesticides, growth of motor vehicles, burden of over population has disturbed the ecological balance (Smith & Vorontsova, 2006). Land degradation is taking place to the maximum extent through natural and synthetic processes; it has resulted in loss of valuable nutrients and it has directly affected our food grain production (Callister & Callister, 2013; T. M. Lee, Sodhi and Prawiradilaga, 2009). Many plants and animals species are on the verge of extinction because of loss of biodiversity (Plessis, 2011; Street & Campus, 2005). Air quality in cities has been declining due to rapid vehicular growth and it has resulted in poor living conditions for humans. The issue of availability of water, which is going to be one of the critical problems in the coming decades, needs to be addressed on priority basis (Anne, Schwarz, Anne, and Schwarz, 2013; Howard, 2010; J. Y. Lee, 2011). Large quantity of hazardous waste from industries, along with the hospital waste has been affecting public health and environment (Ee and Yeo, 2014; Glanz and Bishop, 2010). Climate change and energy security are major concerns, which needs to be addressed strategically (Schlichting and Schlichting, 2013; Ungar, 2014).

The history of civilization of human beings is associated with the environmental prosperity. There is an inter-relation between the ecology and human society (Liu & Lin, 2013; Newing, 2010). Most of the human beings are familiar with the degradation of the natural resources especially ground waters (Brooks & Tshering, 2010; Section, 2010). The purpose of the studying ecology is to maintain the balance between the living and the non-living entities. The system of development, sustainable development and technology is interlinked. The rapid growth in industrialization, urbanization and problem of over-population has affected natural equilibrium (G. D. Lee, Hong, & Liu, 2011; Schlichting & Schlichting, 2013; Uggla, Olausson, Uggla, & Olausson, 2013).

Life on the earth is dependent on the ecological wellness. For this purpose, we have to start new initiatives (Howell, 2014). This new initiative could be in the form of tree plantation, water harvesting, environmental education at school level, promoting environmental literacy, using media to spread environmental awareness (Sachsman, Ungar, & Mckenzie, n.d.; Wibeck, 2013). For this purpose, we have to increase the environment consciousness by generating collective efforts at community level. Environmental degradation is not a new phenomenon for the society, the problem is very old; it has roots in the history of growth and development of human beings and society. Actually, man has not progressed; rather the industrialization growth, urbanization and over population have reduced the environmental quality (G. D. Lee et al., 2011; Newing, 2010; Uggla et al., 2013). Development has also disturbed other aspects of life and imbalanced the natural circle. In most of the part of the world now, the lifestyle habits have ~~are~~ almost changed. The models of development we follow today, are not taking us towards the real development (Glanz & Bishop, 2010; Schultz, 2010). It is an empty model, which is just increasing the monetary benefits to the capitalist but not contributing to the real growth of society.

Thematic Review of Environment and Media

The main spotlight of this study is to understand the role of media in increasing awareness among masses about environmental laws, rights and duties. Mass media, components are equally important to generate awareness about laws, rights and duties

The purpose of the studying ecology is to maintain the balance between the living and the non-living entities.

with an objective of creating a well-informed society (Road, Park, & Road, 2011; Sachsman et al., n.d.). Environment is the essence of human life. Environment and communication are essentials for better life of humans. It is important to preserve, restore and maintain the environmental balance through the discourse and public dialogue (Berkes, 2010). The environment communication is relatively a new field than the other emerging fields of environment conservation, environmental philosophy and environmental management (Nkhata & Breen, 2010; Smith & Vorontsova, 2006). Thus, the new approaches of environmental awareness are community based awareness programmes, using media for generating awareness about environmental laws, rights and duties of citizens (Road et al., 2011; Sachsman et al., n.d.). These new dimensions of environmental awareness are internationally well recognized. The researchers of this field are constantly monitoring the overall activity of environmental campaigns to achieve the millennium goal of environment protection by increasing environmental awareness among citizens (Kruijsen, White, Newsham, & Jin, 2012; Williams & Swierad, 2019). As far as the literature of such subjects is concerned, it highlights the effective use of media, communication experts and environment manager(s) on one platform to work with more efficiency on topic concerned. Media is the plural form of medium, which means a communication channel (Ee & Yeo, 2014; Mehta, 2000; Olausson & Berglez, 2014; Road et al., 2011). This includes print media, electronic media, new media etc. The print media includes printed forms of communication like newspapers, magazines, pamphlets etc. The electronic media includes, radio and television as a medium of communication (Olausson & Berglez, 2014). New media includes digital content production using worldwide web, social media platforms etc.

The word *'environment'* includes all the part of nature necessary for the health and happiness of human beings (Smith & Vorontsova, 2006; Stringer & Paavola, 2013). Nature constitutes the environment and the ecology of man. Not only the earth's beauty but also the existence of life depends on natural environment. (Callister & Callister, 2013). Environment means our whole surroundings-the land, water and the air. It includes all the organisms, which consist of air, water, food etc. These elements are very much essential for living beings. All necessities of life for the living and non-living beings are derived from the natural environment.

Environment Communication is a new weapon to promote reverse degradation of environment in the society (Berkes, 2010; Callister & Callister, 2013). Every year due to environmental degradation and risks, millions of people die because of deadly diseases. In simple words, media must play its role in generating messages to increase a dialogue between the societies and increase our interaction on the environmental issues and concerns (*Psychological restoration in nature as a source of motivation for ecological*, 2007). Media must increase the coverage on environmental laws, duties and rights in order to enhance their knowledge and public awareness.

Environment Communication is a new weapon to promote reverse degradation of environment in the society

Cox (2007) states environmental communication as an ethical duty of all human beings and media entities; make people aware about environmental issues into their routine affairs. He compares environmental communication with the other fields like conservation biology; its main objective is to secure the lives of rare species and environment. As oncology research, it aims to destroy cancer from human body. In some ways, environmental communication is a new field, which aims to

encourage masses for the rehabilitation of polluted natural resources (Nkhata & Breen, 2010; Stringer & Paavola, 2013). The main objective of this newly formed field is to disseminate the information on environmental problems among masses for a massive participation to initiate reverse degradation. It is for the betterment of human society and biotic component of environment. The rapid messaging or information dissemination about the degrading environment among the masses has definitely deeply influenced the psychology of people (Uggla et al., 2013).

Environment Protection: Ethics and Education

The term environment protection means protection of the natural environment by putting efforts at individual, groups, organizations, private and government level (Brooks & Tshering, 2010; Section, 2013). The sole objective of this term is to create ecological balance at all levels for the sustainable life of future generations (Ee & Yeo, 2014; Schultz, 2010). This has received wide spread acknowledgement by NGO's, Governmental organizations. Thus, these organizations have started discussing the environment protection in different forms. During 1960s, the environment protection movements begun successfully (T. M. Lee et al., 2009). Now a days, most of the academic institutions are offering courses on environmental laws, environmental studies, environmental management and environmental sciences. Hence, environmental protection comprises of following three : legalization, ethics and education.

For environmental protection, it is mandatory to generate environmental consensus among all the stakeholders. Thus, integration of legalization, ethics and education will generate collective consensus about environmental awareness in society (Road et al., 2011).

Media must play an important role in generating a sufficient amount of awareness and knowledge about environmental rights, laws and duties. In media and communication research, media is information multiplier (Mehta, 2000; Sachsman et al., n.d.). Mass media has the power to spread the message at large scale in no time. The media professionals who work for the environmental conservation also pay attention towards environment-related issues in general, but less emphasis to the environmental laws, rights and duties related topics (Berkes, 2010; Sachsman et al., n.d.). Media includes all the diverse forms of interpersonal, group, public, organizational, and mass communication that make up the social discussion/debate about environmental issues and problems.

The awareness level of the masses seems very low in case of environmental awareness, particularly about rights, laws and duties. Environmental educators and media experts very often discuss the role of media, coverage of environmental issues in general and about the rights in particular. Media researchers and educators believe, that media has the potential to influence of opinion of masses. In this regards media managers and news producers need to understand their responsibility towards the society. The main aim of the media is to serve the society. Media has the potential to hit the psychology of people. Media always has an impact on two terms: one is psychological impact and another one is the sociological impact. In society, we may be aware of environmental problems but most of the areas their environmental literacy and understanding are almost zero.

The scholastic establishment, to study the role and potential of the media and communication strategies for environmental conservation. Environmental Law is indeed an apparatus to secure, improve and protect the environment using legal mechanism. In the environmental regulatory system, a strong mechanism should adapt to govern all the relationships and conflict of environment and people. The Hon'ble Supreme Court in KM Chinnappa vs. Union of India defined Environmental Law as an instrument to protect and improve the environment, control or prevent any act, which pollutes the environment. In the Constitution of India, it is clearly stated that it is the duty of the state to *"Protect and improve the environment and to safeguard the forests and wildlife of the country"*. It further imposes the fundamental duty of the state to protect the environment, forests, lakes, rivers etc.

Research Questions

RQ1. To check the awareness level of the citizen of Punjab about environmental laws, rights and duties with special respect to the rural and urban area.

RQ2. To evaluate their awareness level about the special provisions and powers vested in our constitution regarding life to liberty.

RQ3. To evaluate the role of media in generating awareness about the environmental laws, duties and rights among society. If, media has played an important role to make people aware of environmental laws among masses and are people aware of their environmental rights, duties and special provisions about the environment protection in Punjab.

Objective of The Study

A researcher pre-define some of the objectives of the study to meet with a constructive output. Hence it is the most important aspect in term of real output or contribution. A study remains incomplete if it does not meet the specific objectives. A researcher always looks for some specific deliverable and outcomes of his study. Formulating the research objective is the most prominent factor; a researcher underlines some of the specific objectives to meet with an appropriate conclusion. In a good research study, a researcher always answers all the objectives based on some empirical evidence. This empirical evidence comes from data and its analysis.

In this process, this study is a fair attempt to know, public awareness about environmental laws and duties. As our constitution has given some of the exclusive rights as well as specific provision to conserve flora and fauna. However, it is unfortunate people are not aware of these specific provisions. Hence, in this study, the researcher has tried to investigate the awareness level of the people about the environmental laws, duties and special provision given to the Indian citizen. In this study, the researcher has also tried to check the role of media in generating awareness about the environmental laws with special reference to rural and urban areas of Punjab. The most important objective of this study is to check the awareness level of the citizen of Punjab about environmental laws in particular, about issues and concerns in general with special respect to the rural and urban area. Another objective of the study is to check the public awareness and knowledge about the environmental

This study is a fair attempt to know, public awareness about environmental laws and duties.

rights and duties with special reference to rural and urban areas of Punjab. The researcher will also try to evaluate their awareness level about the special provisions and powers vested in our constitution regarding life to liberty. The researcher will also try to evaluate the role of media in generating awareness about the environmental laws, duties and rights among society.

Research Method and Techniques

A research methodology is a way to solve the research problem. The research includes various methods and techniques to conduct research. The research employs several methods to achieve the desired objective of the research and to find out the solution of the research problem, a definite systematic approach was followed for the exact investigation of the phenomena. In this research the role of media in generating environmental awareness laws, duties and rights. The extensive literature review has highlighted the need to use the survey method for better investigation of this campaign; the researcher relied only upon the survey method. This study comprises only quantitative data to yield appropriate results.

Survey - A Survey has added to investigate the public awareness level of the masses about the environmental laws, duties and rights. Definitely, to know the role of media in generating awareness about the environmental rights, duties and laws given to the Indian citizens by the Constitution of India. A survey on 600 respondents is conducted. People are selected through stratified random sampling. In this research, simple Per-centile method is used for statistical analysis and data is performed accordingly.

Sample Size - In this research study, the sample size of 600 respondent is decided by adopting the confidence level 95% and confidence interval of 4 out of 2.8 crore population of Punjab as per the census data of 2011. In this study, margin error is represented by (+4) and (-4). The actual Per-centage of the total population is lies between the confidence interval. Hence, the confidence interval is four. In social sciences research, most of the researcher relies upon the 95 % confidence level to authenticate and validate the data. In this study, for the sample size, 300 male and 300 female were selected on a random basis. Out of these, 150 male respondents were from the rural area, 150 male respondents were from the urban area. Out of 300 females, 150 female respondents are from rural areas and 150 female respondents are from the urban area. A well-structured questionnaire is prepared for this purpose to know the respondents awareness about the role of media in generating environmental rights, laws and duties.

The Study Area - The researcher has thoroughly studied the level of public awareness and knowledge about environmental laws, duties and rights in general and the role of media is generating environmental awareness in particular. The research is limited to the geographical area of Northwestern part of India. Northwestern part of India is well known as Punjab is a state in the northwest region of India and it is one of the most prosperous states. Chandigarh is the capital of Punjab. Punjab comprises three regions: Majha, Malwa and Doaba.

A Survey has added to investigate the public awareness level of the masses about the environmental laws, duties and rights.

- **Malwa:** Malwa is a region of Punjab situated south to the river Satluj. Ludhiana, Patiala, Sangrur, Rajpura, Bhatinda and Mohali are coming under the Malwa Region of Punjab.

- **Majha:** Majha is a historical region of the Punjab. It comprises the historical districts like Amritsar, Pathankot, Gurdaspur and Tarantaran. It lies between rivers Ravi, Beas and the Sutlej. This region is called the heart of Punjab.

- **Doaba:** Doaba is a region of Punjab between the river Beas and Sutlej. The literal meaning of *'Doaba'* is land between the two Rivers ('Do' means two and *'Ab'* means River). It is the most fertile regions of the world. It was the centre of the green revolution of India. It consists of following cities like Jalandhar, Hoshiarpur, Nawanshahr and Kapurthala.

Results and Discussions

RQ1.0. Awareness Level of The Rural and Urban Resident of Punjab About Environment Laws, Rights and Duties Every Citizen of India to Protect and Improve The National Environment.

	Yes	No	To some extent
Urban	49	227	24
Rural	10	284	6
Total	59	511	30
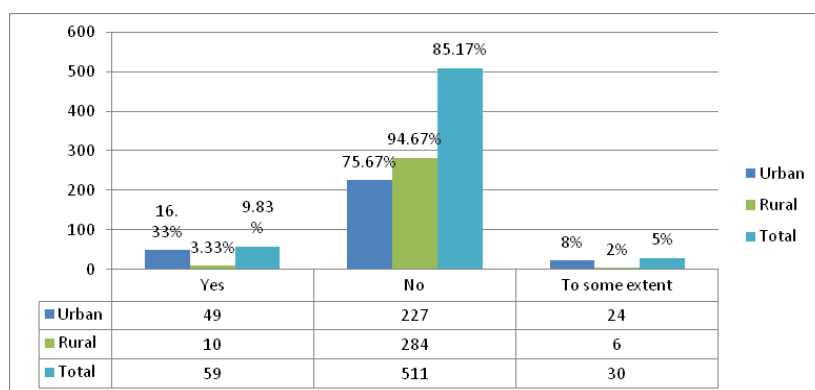
Observations and Interpretations - The above table and graph shows the urban and rural respondent's level of awareness about citizen's duty to protect and improve the national environment mentioned in the constitution of India. As per the urban respondents, 16.33% urban respondents said they were aware of their duty to protect and improve the national environment, 75.67 % urban respondents said they were not aware, 8% respondents said to some extent they were aware of citizen's duty and responsibility to protect the national environment. In this regard, 3.33 % of rural respondents said that they were aware of their duty to protect the environment, 94.67% of females were not aware of their duty to protect the national environment, 2% of respondents said to some extent they were aware. In total, 9.83% of respondents were aware of their duty to protect and improve the national environment, 85.17% respondents said they were not aware of their duty to protect and improve the national environment and only 5 % of respondents were aware of it to some extent. The above data shows that rural and urban respondents were not much aware of the citizen's duty to protect and improve the national environment. The data also reflects that urban respondents were more aware then rural respondents.

The data shows that rural and urban respondents were not much aware of the citizen's duty to protect and improve the national environment.

RQ1.1 Awareness of Various Special Laws That Help Public in Protecting The Environment

	Yes	No	To some extent
Urban	36	246	18
Rural	6	289	5
Total	42	535	23
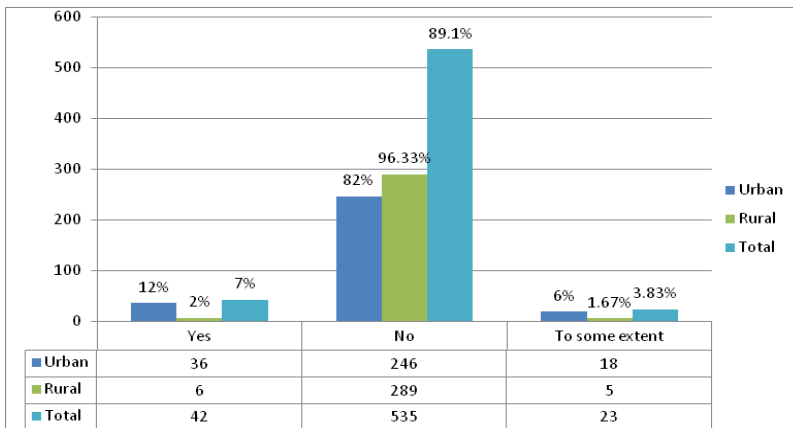
Observations and Interpretations - The above table and graph show the urban and rural respondents knowledge about various special laws that help the public in protecting the environment. As per the responses of urban respondents, 12% were aware of various special laws that help the public in protecting the environment, 82% of urban respondents were not aware about various special laws that help the public in protecting the environment, 6% urban respondents were aware but to some extent. In this regard, rural people said that only 2% were aware of various special laws that help the public in protecting them environment, 96.33% of rural respondents were not aware of various special laws that help the public in protecting the environment, 1.67% of respondents were aware but to some extent about such provisions. The data shows that 7% were aware about various special laws that help the public in protecting the environment, 89.17% of respondents were not aware of various special laws that help public in protecting the environment, 3.83% of respondents were aware to some extent about such provisions. The urbanite people were a bit aware of such rights and duties but even their knowledge level is not satisfactory but in rural areas, the knowledge level about their basic right is very low.

RQ 1.2 Awareness About The Environment (Protection) Act 1986
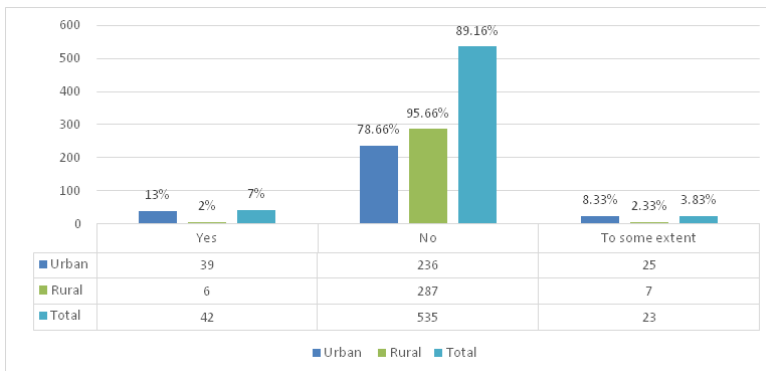
	Yes	No	To some extent
Urban	39	236	25
Rural	6	287	7
Total	42	535	23

The urbanite people were a bit aware of such rights and duties but even their knowledge level is not satisfactory but in rural areas, the knowledge level about their basic right is very low.

Observations and Interpretations - The above table and graph reflect the awareness level of urban and rural respondents about the Environment Protection Act. In this context, 13% of urban respondents said they were aware of the Environment Protection Act, 78.67% urban respondents said they were not aware of the Environment Protection Act, only 8.33% of urban respondents said they were aware to some extent. In this regard, only 2% rural respondent said that they were aware of the Environment Protection Act, 95.67% rural respondents said they were not aware of the Environment Protection Act, only 2.33% of rural respondents said they were aware to some extent. In total male and female respondents, 7 % of respondents said they were aware of the Environment Protection Act, 89.17% respondents said they were not aware of the Environment Protection Act, only 3.83% of respondents said they were aware to some extend about the environment protection act. The data reflects the poor level of awareness among urban and rural respondents about environmental laws.

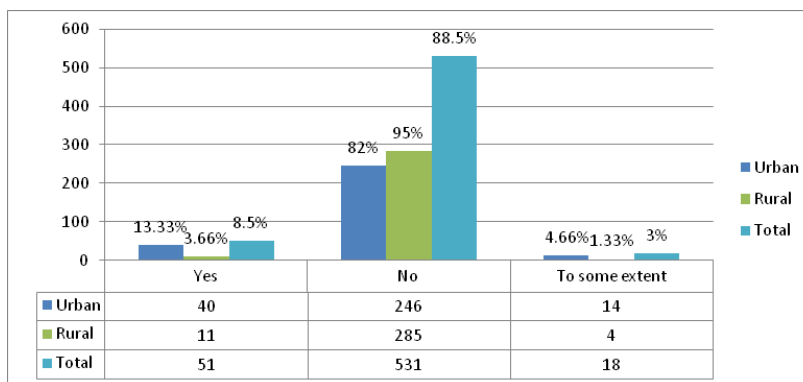**RQ 2.0** Assessment of awareness level about the special provisions and powers vested in our constitution. Article 21 guarantees the right to life, a life of dignity, to be lived in a proper environment, free of danger of disease and infection

	Yes	No	To some extent
Urban	40	246	14
Rural	11	285	4
Total	51	531	18

Observations and Interpretations - The above table and graph show the awareness level of urban and rural people that Article 21 which guarantees the Right to life, a life of dignity, to be lived in a proper environment, free of the danger of disease and infection. In this regard, 13.33% urban respondents were aware that the article 21 guarantees the Right to Life, a life of dignity, to be lived in a proper environment, free of the danger of disease and infection, 82% respondents were not aware that Article 21 Right to Life, only 4.67% respondents said to some extent they were aware. As per the rural respondents, 3.67% of respondents were aware that Article 21 Right to Life, 95% of rural respondents were not aware that Article 21 Right to Life, only 1.33% respondents said they were aware but to some extent. In total, only 8.5% urban and rural respondents were aware that Article 21 Right to Life, 88.50% urban and rural respondents were not aware of this article, only 3% were aware but to some extent. The above data shows that the knowledge level of the urban, as well as rural people is very low. Most of the people were not aware that the Article 21 which guarantees the Right to Life, a life of dignity, to be lived in a proper environment, free of the danger of disease and infection for them. Media must promote some awareness on these issues. Environmental awareness needs to be promoted at the school level.

The data shows that the knowledge level of the urban, as well as rural people is very low.

RQ2.1 Awareness about Indian Penal Code contains various acts related to environment
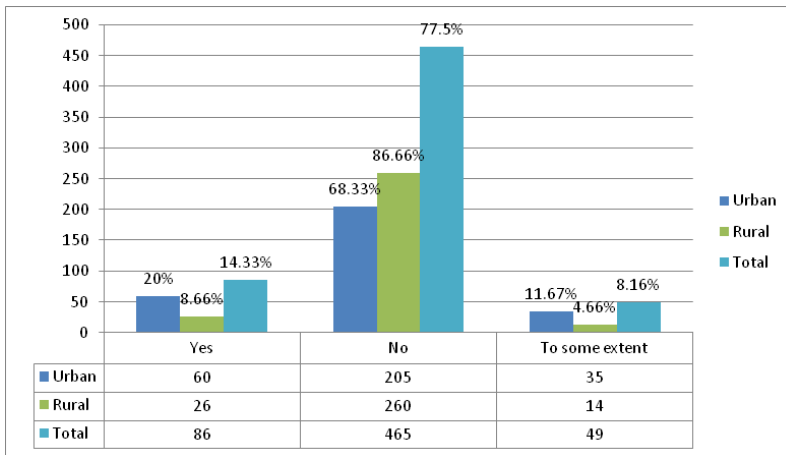
	Yes	No	To some extent
Urban	60	205	35
Rural	26	260	14
Total	86	465	49

Observations and Interpretations - The above table and graph show the awareness level of urban and rural people that Indian penal code contains various acts related to the environment. As per the urban respondents, 20% of urban respondents responded they were aware, 68.33% urban respondents said they were not aware that the Indian Penal Code contains various acts related to environment, 11.67% respondents said that they were aware to some extent. As per the rural respondents, 8.67% rural respondents were aware that Indian Penal Code contains various acts related to the environment, 86.67% rural respondents were not aware that Indian Penal Codes contain various acts related to the environment and only 4.67% said that they were aware but to some extent. In total,14.33% urban and rural respondents were aware of the Indian penal code contains various acts related to the environment, 77.50% were not aware, and 8.17% were aware to some extent. The above data shows that urban and rural respondents were not aware that the Indian Penal Code contains the laws related to environment protection. As per the comparison of the urban and rural respondent, the urban respondents were much aware that the rural respondents.

RQ2.2 Awareness of Code Of Criminal Procedure (1973) District Magistrates and SDM's have power to control and remove all pollution

	Yes	No	To some extent
Urban	24	263	13
Rural	6	292	2
Total	30	555	15
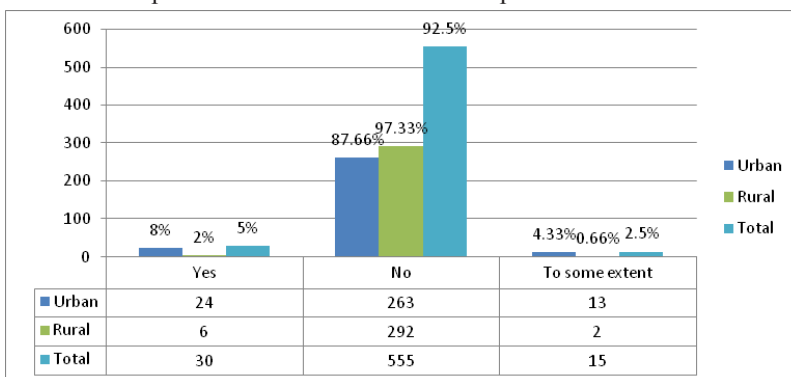
The data shows that urban and rural respondents were not aware that the Indian Penal Code contains the laws related to environment protection.

Observations and Interpretations - The above table and graph shows the level of knowledge of the urban and rural respondents about the Code of Criminal Procedure (1973) District Magistrates and SDM's have the power to control and remove all pollution. Only 8% urban respondents knew about the Code of Criminal Procedure (1973) District Magistrates and SDM's have the power to control and remove all Pollution, 87.67% urban people were not aware of the District Magistrate and SDM's power to control pollution and only 4.33% of urban respondents said they were aware but to some extend about this power. In this regard, only 2% of rural respondents knew about the Code of Criminal Procedure (1973) District Magistrates and SDM's have power to control and remove all pollution, 97.33% rural respondents were not aware about the District Magistrate and SDM's power to control pollution and only 2.50% of rural respondents said they were aware but to some extent. Only 5% were aware of the Code of Criminal Procedure (1973) District Magistrates and SDM's have the power to control and remove all pollution, 92.50% are not aware of the district magistrate and SDM's power to control pollution and only 2.50% of respondents said they were aware but to some extent about the authorities power to make it. The above data shows that the majority of the urban and rural respondents were highly unaware of the basic knowledge of their rights duties and power of the local administration to protect them from environment pollution.

RQ3.0. Role of media in generating the awareness about environment laws, duties and rights among society. If media has played an important role to make residents of Punjab aware about their environmental rights, duties and special provisions about the environment protection in Punjab.

	Yes	No	Sometimes
Urban	51	231	18
Rural	26	267	7
Total	77	498	25
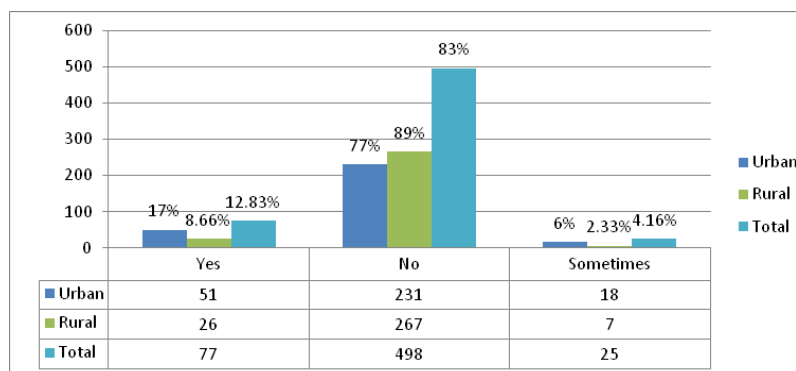
Observations and Interpretations - The above table and graph data shows the awareness level of urban and rural people's regarding environmental law related information from any media. In this query, the researcher has attempted to know and check the awareness level of the respondents. As per the urban respondents, 17% said they receive environmental law related information from any media, 77% of urban respondents have not received environmental law related information from any media, 6% male respondents said they sometimes receive environmental law related information from any media. In this regard rural respondents, 8.67% rural respondents said they receive environmental law related information from any media, 89% rural respondents said they do not receive environmental law related information from any media, 2.33% rural respondents said they sometimes receive environmentally law related information from any media. From the responses of

urban and rural respondents, 12.83% of respondents said they receive environmental law related information from any media, 83% of respondents said they do not receive environmental law related information from any media, 4.17% of respondents said they sometimes receive environmental law related information from any media.

RQ3.1 Media must include information about environmental rights and legal issues.

	Yes	No	To some extent
Urban	225	42	33
Rural	184	34	82
Total	409	76	115
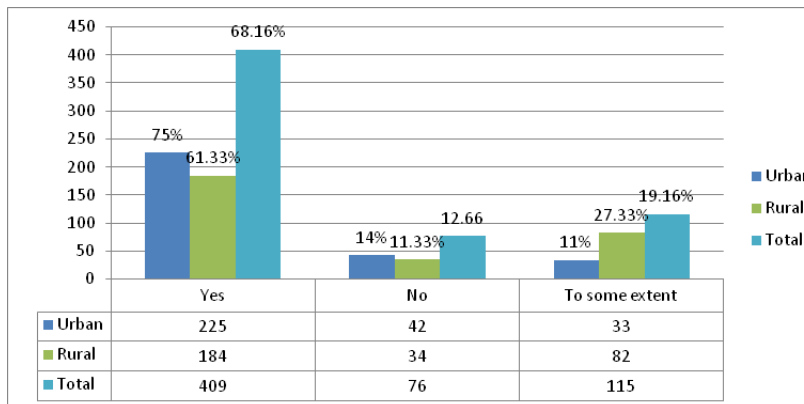
Observations and Interpretations - The above data show the responses of urban and rural respondents, they think, that media must include information about the environmental rights and legal issues. In this regard, 75% of male respondents said media must include information about environmental rights and laws, only 14% of respondents said No, 11% respondents said to some extent media include information about the environmental rights and issues. In this regard, 61.33% of female respondents said that media should include information about environmental rights and laws, only 11.33% respondents said No, 27.33% respondents said to some extent media include information about the environmental rights and issues. In total, 68.17% respondents response that media should include information about the environmental rights and laws, only 12.67% respondents said No, 19.17% respondents said to some extent media include information about the environmental rights and issues. The above data shows that people demand that media must include information about the environmental rights and legal issues.

Conclusion

In this study, major research finding concludes that residents of Punjab are not highly aware about the environmental laws, environmental duties and rights along with the various other provisions vested in Indian constitution. If the people are not aware of these basics rights, duties and special provisions, then it is difficult to survive for any environmental conservation campaign and to give a long lasting impact in society. As per the survey data, research finds that most of the respondents whether they belonged to rural or urban areas are not much aware about the duty to protect and improve the national environment. The data also reflects that urban respondents were more aware then rural respondent in terms of knowing their rights and duties. The data also tells people whether they are residents of rural or urban areas, but they have poor knowledge about environmental laws. Another major finding of the study is that people who belong to the urban areas are more aware of their rights, duties

The data shows that people demand that media must include information about the environmental rights and legal issues.

and special provisions related to the environment than the resident of rural areas. This study also finds that people are even not aware of the basic rights given to them in Article 21, which guarantees the Right to Life, a life of dignity, to be lived in a proper environment, free of the danger of disease and infection for them. The survey data also clearly indicates that the residents of Punjab are not aware that Indian Penal Code contains the laws related to environment protection. As per the comparison of the urban and rural respondent, the urban respondents were more aware about the India Penal Code contains laws related to environmental protection than the rural respondents. The study also finds that people are not aware of the fact that, this is the duty of the local administration including Sub-Divisional Magistrate and District Commissioner to provide the basic amenities. They have the power to control the pollution and its sources, but it is unfortunate that the majority of the urban and rural respondents were highly unaware of the power of the local administration to protect them from environmental pollution. As per the survey, researcher also finds that the people receive very less information about environment laws, rights duties and various other provisions given to the residents in the constitution of India. The above data shows that people pointed out that the media must include information about environmental rights and legal issues.

Suggestions and Recommendations

- Media institutions must increase the coverage of environment-related issues and concerns in their respective publications.

- Newspapers and Electronic Media Channels must give coverage to the environmental related national and international events.

- Media must give adequate coverage to the NGOs who are working for the conservation of environmental resources etc.

- Media organizations must initiate some campaigns as a part of their Corporate Social Responsibility Programme promoting environment laws and literacy.

- Media must start discussions and information-based programmes on environmental laws, special provisions given in the constitutions of India, fundamental laws, rights and duties to generate massive awareness among people.

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The data shows that people pointed out that the media must include information about environmental rights and legal issues.

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Principles of Communication in Natayashashtra

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Abstract

The Indian paradigm of Communication is apparent in Sanskrit texts written in ancient times and unfolds the ample dimensions to theorize Communication with novel viewpoints. These ancient texts provide a holistic approach to the philosophy of communication which gives scholars an opportunity to look at the discipline with new approaches. These texts confer communication an integrated process of intellect, mind and soul that needs to be re-defined. Theorizing communication with new perspective becomes inevitable when the popular old approaches of Communication seem less effective and incomplete in the era of convergence and technology. The holistic approach of Indian communication principles is Profound enough and embedded in old transcripts seems to be extremely significant to fill the gap of existing theories, as well to postulate new theories of Communication. In Indian literature many texts available which discusses about the concept, the dynamics and principles of communication such as Panini, Natyashashtra, Ashtaadhai, Narad Bhakti Sutra And Bhagwad Geeta. Classical Indian Sanskrit text Natyashashtra, written by Bharat Muni is supposed to be fifth Veda according to Indian Philosophy, and believed one of the best ancient texts written on communication and performing art. Natyashashtra proposes the principles of Communication in the context of performing art, theatre, dance and body language. The present paper attempts to study the fundamental principles of Communication given in Natyashshtra. In addition to this, research paper explores the conception of Communication, categorized in four dimensions: Angik, Vachik, Ahariya and Satawik explicated in Natyashashtra. The Objectives of the present research study are to identify the Angik (body language), Vachik (spoken), Ahariya (Costume and dress) and Satwik (Feelings) principles of Communication given in Natayshshtra. Content analysis Methodology is found appropriate to achieve the objectives. Hindi translation of 36 chapters and 6000 verses of the Natyashashtra have been content analyzed in context of Communication principles. The study is significant as Natyashashtra mostly studied with the perspectives of dance, drama and performing art, not in the context of communication. Furthermore, the present study attempts to establish Rasa Theory of Natyashashtra in relation to communication principles.

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Introduction

Inquisitive nature of human intellect is the foundation of innovative ideas and knowledge creation, similarly sharing the knowledge is the basic need of Social beings. Communication as a basic characteristic of the human race is described differently by different communication philosophers. Megginson defines, *"communication is the process of transmitting meanings, ideas and understanding of a person or a group to another person or group". Another definition explains, "Communication is the transfer of information from one person to another".* It is a way of reaching others by transmitting ideas, feelings, thoughts, facts and values according to Newstrom and Keith Davis. Communication is, *"The process of understanding and sharing meaning, " said Pearson & Nelson. According to Clevenger, "Communication is a term used to refer to any dynamic, information-sharing process".* Simultaneously principle and nature of communication is also proposed logically in many ways. Communication is multi dimensional, hence, scholars proposed these principles according to the objectives and uses of the communication.

Following a rigorous attempt of observing available models and principles, some common and universal principles are found such as; Communication must be according to audience need, social-cultural background, use of seven Cs, knowledge of communicator, use of language and understanding the perception of the audience or receiver etc. In fact for every element of communication some guidelines are suggested to make it comprehensive, better, clear and interesting. Basically, principles of communication suggest the way how designing messages, what are the things taken care while communicating, and how to make communication simpler, comprehensible, and effective. Moreover, it is necessary to recommend communication principles for effective, successful and understandable message designing. However, it seems difficult to enlist or categorized principles on the basis of their significance, yet researchers strived hard to provide different principles for different situations and occasions.

Bhartiya ancient scriptures and classics present doctrine of communication with different perspective and contexts. Though, majority of theories and models exist in modern world, especially the pre and post documentation of Second World War, are postulated by western scholars and academicians, along with as a discipline it is hypothesized that communication has its philosophical roots in the west only. Asian philosophy of communication, despite being rich and profound is less popular among global scholars and not educated in communication and media institutes. Indeed, Asian philosophy of communication is comprehensive and provides an extensive approach of communication, yet not accepted, and given as much of importance in world's intellectual academic discussions as needed. *Bhartiya* concept of communication is very old and discussed in various ancient classical scriptures like; the *Vedas, Narad Bhakti sutra, Bhagwat Geeta and Natya Shashtra*. Numerous researches have been conducted to investigate the concept of communication rooted in Asian philosophy, because the concept and principles of communication are described extensively in ancient scriptures.

Natayshashtra is *Bhartiya* is a very ancient classical epic, originally written in S*anskrit* language, by *Bharat Muni.* This is also considered fifth *veda* in *Bhartiya* mythology.

Communication is a term used to refer to any dynamic, information-sharing process.

The Present study is conducted to understand the communication principles specified in *Natayshashtra*. The classic consists thirty six chapters, 6000 verses, written in prose and poetry both, and discusses various dimensions of communication. It provides a holistic and integrated approach of communication. Outstanding wideness of the subject makes this epic famous in the world. However there is not a single view about the date of *Natyashashtra* and different philosophers tried to find out the origin of this scripture. According to Ghosh, very first impotant study is done by Paul Regnad who critically examined the writing style of poetry and prose, and concluded that this written before 100 BC. The scripture explains wide range of other subjects also which are indirectly related to communication, but present research is confined to communication aspect only, especially principles of communication. Moreover, a Hindi translation of *Natayshashtra* by *Mukund Lal Shashtri* is selected to content analysis for present paper.

Fundamentally principles of communication are classified differently by different scholars. Numerous models and theories are postulated to define principles of communication. Communication is 'sharing of experiences. Communication can be elaborated communicator or participant shares experiences like; thoughts, opinions, ideas, emotions, imaginations and expressions to other communicator with the standardized verbal, non-verbal and visual symbols of communication with the help of medium. Communication, shared at interpersonal and small group level is informal and random, people share freely all type of information and views with each other without any structure or planning. Although when communication is shared among formal environment like; public speech, multiple audience and masses by means of mass communication, desires careful editing, and presentation before dissemination of content. To identify principles, it becomes imperative to understand process of communication. Principles of communication need to be described to achieve the purpose of communication. How to speak? What to speak? Why to speak? When to speak? Whom to speak? These are important to understand. Moreover complexity of communication needs to be described extensively.

Bhartiya Concept Of Communication

Human Communication is the result of intellect and emotion both, which make it more multifaceted so it is difficult to achieve uniformity in communication principles. Furthermore humans beings reflect their personal attitudes, opinions, feelings, liking-disliking, desires in communication. Communication is multi dimensional in nature and due to the complexity and multiplicity, communication has been explained differently by media scholars. *Bhartiya* concept of communication does not restrict it to the mechanical process only such as *'sender-message-channel-receiver'*, but provides further dimensions of communications such as '*man, budhi (intellect), chit, bhav, ahankar* and *atma* or self. It discusses *eight rasas* as important principles of communication, given in *Natyashshrta, and ninth rasa, shant* added later on. Communication is not merely an activity of sharing messages among people rather it is the process of development, change and knowledge creation. Communication is the only way to generate '*gyan' or* knowledge and enable humans to establish discourse and dialogue (*sanvad*). *Shashtrath, manan chintan* are given importance for conceptualization of new knowledge in *Bhartiya* principles of communication. Doctrine regarding *sachar* is also mentioned in *manu smrity (4.138) shaloka, 'satyam*

Bhartiya concept of communication provides further dimensions of communications such as 'man, budhi (intellect), chit, bhav, ahankar and atma or self.

bruyat priyam bruyat, na bruyat satyam apriyam, priyam cha nananartam bruyat esha dharmah sanatanahh ' -only speak the truth that is pleasant to others, do not speak the truth that might be unpleasant to others, never speak untruth that is pleasant to others, this is the path of the eternal morality called *sanatna dharma*. Furthermore importance of truth is also mentioned in *Rigveda shaloka* 'ekam sadvipra bahudha vadanti' means truth is one but expressed in many ways. *Nardmuni* is considered the pioneer journalist and communicator, Devdatt Patnayak in his article 2008, wrote about his communication skills. In Bhartiya mythology, *Narada* is considered as the first journalist, the primary source of information among different gods and goddesses. J. Nandkumar advises journalists to practice their profession in accordance with the principles of *Narada*. J Nandkumar, the assistant publicity head of the RSS, while citing the fifth chapter of Mahabharata Sabhaparwa, says in his publication, *"Narada was considered to be the first reporter or journalist of the whole universe. He knew the crux of journalism. His mastery over journalism and expertise in communication was shown when he gave tips to Yudhishtira on governance."* Referring to the importance stressed by *Narada* on transparent and fair news broadcasting.

The present study explores the principles postulated by Bharat Muni in *Natayashshtra* and presents communication as integrated phenomenon of human race. In this context the study become relevant as it concludes certain new aspects of communication. The paper will attempt to fill the gap between principles of *Natyashashtra* and existing principles and will offer the holistic approach of communication. To facilitate the new approach of communication, this paper is mainly drawing up on the *Angik* and *Vachik* principles of communication as both Angik and Vachik are complementary to each other. Thirumalai (1987) identifies the ways in which the relationship between verbal and nonverbal communication can be understood. *The relationship between verbal and nonverbal communication is one of the latter playing a supplementary role to the former. *The relationship between verbal and nonverbal communication is also one in which the former plays a supplementary role to the latter. *The relationship between verbal and nonverbal communication is one of equal correspondence between the two. *That is, an expression in one level can be translated into an expression at the other level. *Yet another relationship between a verbal act and a nonverbal act is one of dependence. Verbal and nonverbal can function independent also. In a single communicative act, part of the message may be in verbal form and the rest in nonverbal form, in an alternating way. Each part is independent of the other.

Literature Review

One of the pioneer works on communication aspect in *Natyashastra* is carried out by Nirmal Mani Adhikari and proposed as model of communication based on *Natyashastra.* Nirmal Mani Adhikari (2014) has studied on *'The Principles on Communication in Natyashastra'.* This study centralized on Bhart Muni Natyashastra. To keep in view of *Sadharinikarn* model this study has been done. The conclusion of this study is that communication is based on principle of saharnikaran. It it is significant to note that Prof. Chitor Naryan and Neelmasi has conducted a study on gesture exhibition of *Bhart Natyashastra*.The objective of this study was to evaluate the gesture exhibition where depict about the communication and concluded that in Natya Shastra non verbal communication accepted in place of verbal communication. Another study by Pavitra Shri Nivashan on *'communication diversity and worship'* to

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examine the dance *mudras* and communication is noteworthy to know the diversity of communication by using different *mudras* during worship. Another similar study to understand the relationship of acting and *Rasa* in *Natyashastra* carried out by Dr C. S. Sriniwas is also very significant and explain about expressions and *Rasa*.

A noteworthy work of Judiath Liane Hanahas on, how non-verbal communication occurs in dance education. The researcher investigated the important examples of nonverbal communication in dance education and concludes dance as best medium of non-verbal communication which directly connects the audience. Harman Tiken has done a study on uses of *Rasa* in *Sanskrit Natya Shastra*. The objective of this study is that in absence of *Rasa* is there any existence of *Natyashastra* or not. The conclusion of this study is that without *Rasa* it is impossible to imagine Natyashastra. Kapil Kumar Bhathacharya (2013), has done a study on 'Communication science in India'. Researcher explained further that the flow of communication in India is very simple that leads affect to stay for long times. Amit Kalita (2014) has studied on *'Importance of Communication in Battle of Mahabharata'*. The objective of this study is to explore the way of communications during Mahabharata. In every scene of Mahabharata War communication exists, and during the war both type of communications, verbal and non verbal sets good example of communications.

Anita Godara (2013) has conducted study, 'principle of *rasa in Bharat Muni Natya Sastra'*. The objective of this study to display elements of *rasa* used in *natya shastra*. In this study eleven elements of *Natyashastra* included. The conclusion of this study is found that these elements of natya sastra become the medium of communication flow. Devjani roy *'(2014) on traditional and Lok rangmunch'* has studied different aspect of *Natyashastra*. The objective of this study is to understand the different dimensions of communication process. The conclusion of this study is found that *natyashatra* communicate social, political and religious communication. Pritibala Sharma (2013) has done a study on *Bharatnatyam* a nonverbal communication. This study is based upon the research that which are the points of communication in *Natyashastra*. Conclusion of this study is that in *Natyashatra'*s Gesture and *rasa* are very important in the success of communication.

Priyanka Sharma (2013) has done a study on 'In *Natyashastra woman's communication and sex exhibition'*. According to this study which type of communication occurs in woman verbal or non verbal. The conclusion of this study is that how woman can show their openness in communication and sex related issue discussed openly. Which give a sign of effective communication? A further prominent work on *Natyashastra* has done on *'Philoshiphical Communication'* by Rudrashish Dutta (2013). The objective of this study is to know about the type of communication in B*hartmunni's Natyashastra*. In this study content analysis of characters is done and concluded that communication of character depends upon the time of that situation. Sambhavnath Girishray Trividi (2012) has done study on *'Communication and Emotion in Natyashastra'*. Objective of this study is to determine the evolution of communication in play and emotions depicted by characters. It is revealed that in *Natyashastra* characters express their emotions through non-verbal communication more than verbal. Shrinath Nayar (2011) has done the study on *'Principals of Rasa in Sakeshspear Natyashastra'*. The study based on it is the east and Juliet in the sun of Sakeshpere Natyashastra. It is based upon analysis of *rasa* and concluded that

The conclusion of this study is found that these elements of natya sastra become the medium of communication flow.

position of rasa in *Natyashstra* is like a sweet liquid which makes the N*atyashastra* full of rasa.

One of the noteworthy researches has been conducted at the University of Chicago on Judgment Lecture Hana (1987), on non-informative communication dance in theatre arts. This study was kept centered on dancing and the kind of communication that comes out in dance is analyzed. What type of character does the communication process during the study dancing? In this study logical explanation has been attempted to find out the significance of non-verbal communication in theatre. V. S. Sethuraman Madas (1992) studied the topic of the Juice Theory in theatrics. In this study, all the chapters of juice have been analyzed in Bharatmuni's theatrical book. Through this study, *Karuna Rasa* is used mostly in most of the plays. M. S. Thyrumlai and b. Mallikarjun (2001) has studied the subject performing expressions in dramatics. How do the characters present themselves during the bhoj-demonstration? The study concluded that any eligible price can make effective communication through *Bhangima or* expressions. This study concludes that in the dramatics, expression of expression exhibits nonverbal communication. A significant research has been carried out by Princeton Sunil (2005) on similar topic, *'communication in Sanskrit plays'*. This research has been done on the plays performed by Kalidas and Bharatmuni's theatrics. Another significant reference to communication is concluded by Balakrishnan and Muni Appan (2007), at the University of Quetin on *'Ramayana Management and Communication Power'*. The purpose of this study was to bring out those aspects of communication and management in the Ramayana, which are still unveiled.

Objective of the Study

The major objective of the present research is to explore the principles of communication and to discuss the relevance of these principles in the present scenario of mass communication. Specific objectives are:

• To Understand the principles of *Vachik* Communication (Oral-Verbal)

• To Understand the principles of *Angik* Communication (Body language)

• To Establish the relevance of determining principles of communication with contemporary scenario

Methodology

Content analysis is one of the very old methods of research using since the eighteenth and nineteenth century. According to Berelson, *'researchers used content analysis as either a qualitative or quantitative method in their studies'*. Later, content analysis was used primarily as a quantitative research method, with text data coded into explicit categories and then described using statistics. Qualitative content analysis focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text (Budd, Thorp, & Donohew, 1967; Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990). Qualitative Content Analysis goes beyond merely counting words to examining language intensely for the purpose of classifying

large amounts of text into an efficient number of categories that represent similar meanings, either explicit communication or inferred communication. The goal of content analysis is *"to provide knowledge and understanding of the phenomenon under study"* (Downe-Wamboldt, 1992, p. 314).

The differentiation of content analysis method is usually limited to classifying it as primarily qualitative verses quantitative method. A more thorough analysis of the ways in which qualitative analysis can be used potentially illuminate the key issues for researcher to consider in the design of studies purporting to use content analysis and the analytic procedures employed in such studies, thus avoiding a muddling of methods (Morse, 1991). Qualitative Content Analysis research is popular method use to analyze any type of text data like; print, spoken, audio-visual content etc. Present study being qualitative in nature content analysis method of research found the most suitable and appropriate to achieve the objectives of research. *'Researchers regard content analysis as a flexible method for analyzing text data'.* (Cavanagh, 1997). To explore the communication principles from the prose and poetry of *Natyashashtra*, Descriptive Content analysis approach has been used to depict the verbal and non verbal form of communication. Present study carried out the detail description of communication principles given in *Natyashashtra*. Descriptive content analysis method is mostly used in communication literature and history research. Content analysis is a systematic, objective, scientific and empirical, method of research to study the content.

Natyashashtra is a master piece of literature on communication consists thirty six chapters, written in *sanskrit* language. For present study hindi translation *Natyashashtra* is content analyzed due to researches language barrier. *Natyashashtra* provides complete dimensions of the subject like; *rasa* theory, *angik, vachik, satwik, aharik, abhinaya*, dance etc. *Natyashashtra* integrates all forms of expressions, with new perspective. However, *Natyashashtra* discusses many branches of communication; the present study is confined to *angik* and *vachik* type of communication. However communication is classifed in four categories in *Natyashashtra* , but the present paper is confined to *angik* and *vachik* communication only, and all the thirty six chapters analyzed thoroughly to find out the principles realted to *angik and vachik* only . Previous principles are found out from the secondary data existing in communication literature. Being qualitative in nature all the principles are defined and explained, and at the same time researcher tried to enlist the new principles and existing principles.

Discussion

Data Interpretation

Broad range of subjects is covered in *Natyashashtra* with detail depiction and diverse dimensions like; type of *abhinaya* (acting) , rasa theory, lighting techniques for theatre, principles of acting, hand *mudras* or shapes etc. In rasa theory *Bharatmuni* introduced eight rasa and each rasa is associated with emotions or *bhav. Rasas* are considered tree and bhavs or emotions called fruit of tree. The eight *rasas* are; *Hasya* (humorous), *Sringar* (beautifully dressed), *Karuna* (pathos), *Raudra* (furious), *Vira* (heroic), *Adhbhuta* (marvelous), *Bibhasta* (odious), *Bhyankra* (terrible). *Rsasa* also connected with specific colors, 42 -43 verses. In addition *rasas* are further divided into *bhava, anubhava and vibhava.*

Rasa and Color

Shringaar	Green
Hasya (humorous),	White
Karuna (pathos),	Dove
Raudra (furious),	Red
Vira (heroic),	Whitish Brown
Adhbhuta (marvelous)	Yellow
Bibhasta (odious),	Blue
Bhankra(terrible)	Black

Table-1

Furthermore, four type of communication are explicated in *Natyashashtra; Angik, vachik, ahariya* and *satwik*. But the present paper is confined to *Vachik* (Verbal Communication) and *Angik* (Non-Verbal communication) only. Angik or Non-Verbal communication is discussed widely and extensively in *Natyashashtra. Angik* or body language is explained as the communication which is expressed or shared with body parts rather using words. Bill Lervin said that body language is more powerful than words. *Angik* is further defined as three types; *anga parts, upang and pratyang* . However there is no specific translation of these words, and can defined as part of body *ang*, part of part *upang*, and all parts *pratyang*. *Angik* or body language communication divided in three parts like, body, face and efforts or *chestakrit*. Six Parts or anga and six *pratyang* or parts of body parts are enlisted such as. Parts-Head and forehead (*Mastak*), Hands (*hasta*), chest (*vakshsthal*), waist (*kati*) , underarm (*kokh*) and legs (*pad*). Upang or part of part: eyes (*netra*), eyebrows (*bhohen*) , nose (*nasika*) , lips (*adhar*), cheeks (*kapol*).

Additionally *Bharatmuni* explains about the types of different body language communication and meanings of each action. Thirteen head mudras or actions are enlisted named as; *akampit, kampit, dhut, vidhut, parivahit, aadhut, avadhut, anchit, nihanchit, paravrat, utkshipt, adhogat* and *lalit*. Rasa theory given by *Bharatmuni* is used to express by these head movements. Each rasa expresses different emotions or feelings. Each head and face movement (Table-1) shares same message using different rasa and emotion. Different head movements are associated with specific meanings. The table gives the detail description of head movement, also the message conveyed through each movement. It seems significant to understand the body language and messages related to each movement.

Symbols of head-Face movement

1	*Aakampit*	Upward and down-ward movement of head(slow)	Advise	Order	Talk	Sign/signal
2	*Kampit*	Upward and down-ward movement of head(fast and many times)	Anger	Debate	Oath	

Rasa theory given by Bharatmuni is used to express by these head movements. Each rasa expresses different emotions or feelings.

3	*Dhut*	Slow movement of Head	Dislike	Surprise	Trust	
4	*Vidhut*	Fast movement of head	Drug	Afraid	Pain	Illness
5	*Parivahit*	Moving head toward underarms repeatedly	Happiness	Remember	Anger	Think
6	*Aadhut*	Slant one time head movement	Pride	Self-respect		
7	*Avadhut*	One time nodding head	Giving message/ gesture	Calling someone near	Indication	
8	*Anchit*	Neck down at one side	Dizziness	Tension	Sad	
9	*Nihanchit*	Shoulders raised and eyebrows contracted	Pride	Respect	Grace	Luxury
10	*Paravrat*	Rotating face round	Looking backside	Ignoring		
11	*Utakshipt*	Head stillness at upward	Looking high			
12	*Adhogat*	Looking downward	Shyness	Show sadness	Greetings	
13	*Lolit*	Head rotation continuous	Unconscious	Sleepy	Excitement or arrogance	Disease

Table-2

Other than head movements, eye communication is described as part of *Angik Sanchar* or verbal communication. Communication through eyes is associated with different *Rasa of Antakaran* or emotions prevailing in heart. Further he defined *Rasa Drishti* or eye behavior with *bhav* like; *kanta, bhayanka, hasya, karuna , adbhuta , raudri, veer and vibhatsa*. These *rasa*s or emotions expressed through eyes can be translates as; beauty or love, humor, braveness, dangerous, satire, amazing, fierce and fearful, loathsome, outrage and horror.

These rasas or emotions expressed through eyes can be translates as; beauty or love, humor, braveness, dangerous, satire, amazing, fierce and fearful, loathsome, outrage and horror.

Eye expressions and functions

Drishti / Look	Use of eyes and eyebrows	Message
Kanta	Sarcastic look using eyebrows with ample love and affection	Happiness, amusement and recreation
Bhayanka	Eyelash , eyeball and pupil moves and rotates upward	Express fear

Hasya	Eyes little open and eyelash and eyelid shrink and smaller	Laughing
Karuna	Both eyelashes bowing, eyeballs still, sight at nose, tears in eyes	sorrow, weeping, hurt
Adhbuta	Eyebrows little raised, eyelids raised upward, eyes wide open	Tremendous, fantastic, strange and surprise
Rudra	Eyes red and eyeball moving and dry, eyelashes still ,eyebrows twisting	Dangerous and fearful
Veerta	Eyes bright, wide, serious, eyeballs in center	courageous and brave, fearless
Vibhatsa	Eye corners covered with lashes, eye ball dull and pressed	Horror, loathsome, dreadfulness

Table-3

Eyebrows-All the *angik* or body language functions are defined so simply, with examples and detail descriptions that enables to understand the human behavior effortlessly. Functions of eyebrows are seven types discussed in detail, such as; *utakshep, patan, bhrukuti, chatur, kunchit, rachit, sahaj*. Raising both eyebrows together is called *utakshep* which is used while expressing surprise, happiness, and disagreement. To down the eyebrows together is *patan* used to convey humor, to smell. To raising eyebrows corners upward is called Bhrukuti to express anger. Little movement of eyebrows communicates sweetness, elegance, pleasant and politeness called *Madhurta*, also used to express love affection. Wideness of eyebrows is *chatur* used to convey again pleasantness. Raising eyebrows upward with elegance is *rechit* that communicate pleasure and delightfulness and natural position of the eyebrows are said *Sahaj*, mostly used in normal emotions.

Cheeks or *Kapol* are of six types given in *Natayashashtra*. Depressed cheeks are *Aksham* communicates sad feelings. Fully blossomed cheeks communicate pleasure and named fulla. Simultaneously high raised cheeks also used to express enthusiasm and pride, called *Purna*. Trembling of cheeks shares feelings of happiness and sadness both called *Kampit*. Shrinked cheeks are called *Kunchit* and expressed during touch and fear. In natural state these are called *Sama*.

Chin expression in facial expressions chin play importance role to communicate emotions and chin expressions are divided in seven types; *Kuttan, Khandan, Chhina, Chunkit, Lehit, Sama and Dashta.*. The six foremost significant functions of chin are; sad expression , thinking, tension, normal, pleasant and anger. Facial expressions-are of six types given in natyashashtra ; Face or *Mukhaj* depicts natural, happiness, reddish, and dark *Mukha Bhav* or face emotions.

Vachik Sanchar-Verbal Communication in Natyashashtra

Bhartmuni explains the dynamic nature of communication, that never ends and this process goes on continuously. From the perspective of communication Natyashashtra is a great work and gives a complete picture of verbal communication. In *Natyashashtra*

oral-verbal communication is said *Vachik Sanchar* that is based on sounds created by using different speech organs. In present paper verbal communication Bharatmuni scientifically depicted the places of vowels and consonant pronunciation. Hindi language consonants sounds *ka, kha, ga, gha, adha* are pronounced from *throat and cha, chha,* ja,jha, from palate, *tta,ttha, dda, ddha, ena* from rolled tongue and palate, *ta , tha, dhha, dha, na ,* la from teeth , *pa, pha ,ba, bha, ma* from lips, *aa, ah, ao*, throat. These are explained as verbal communication is based on right pronunciation. Wrong pronunciation can either the word meaning or communication meaningless.

Bharatmuni has given specific principles to make communication more effective. It is significant to use fewer words and express more and it is defined as *Aksharghat.* When the message is given in less word, it becomes meaningful. Another important principle is to use novel and amusing words while expressing new and unknown subject. Communication must be heart touching or heart stimulating. Therefore, employ vocabulary which directly connects to one's inner soul to make communication more effective and successful. Moreover it is considered a significant characteristic of communication in *Natyashashtra*.

It is significant to understand that due to excess of thoughts and ideas in mind sentence or speech ends without giving complete knowledge, creates doubt in mind. That's why, meaningless and useless stuffs are suggested to avoid during conversation and talk. Due to the excess of thoughts and meaningless stuff in vocabulary, communication becomes haphazard and incomprehensible. Communicator must use words which portray the idea clearly and interestingly. *Bharatmuni* focuses to use parable language or *Drishtant Vachnavali* to communicate clearly or interestingly. Further he explains that use of diverse examples, descriptions and metaphors to portray the things and subject matter, expression becomes interesting. Repetition or redundancy makes communication boring and breaks the continuity. To avoid repetition brevity is suggested in communication.

Originality is considered the fundamental principle of communication in *Natayashashtra*. Communication should be natural and original. There should be no artificiality and show off in message. Message should be presented with its original meaning rather adding other things in it, which will distort the actual meaning otherwise. When some issue direct and indirect is described similar according to time, thing and place, it is called *Disht* in *Natayashashtra*. Similar or identical description of communication requires confidence in communicator. Presenting things and ideas as it is makes communication effective and clear. Furthermore, he stresses upon the confidence of communicator to present the events in the original context, without mixing or exaggerating. Communication clarity is another principle *Bharatmuni* discussed. To achieve clarity one should use body language supportive for oral-verbal communication. Due to anxiety and speediness increase the possibilities to articulate wrong and irrelevant instead of meaningful and relevant message.

When *Shashtrarth* or debate between two ideologically different group's ends with successful communication is called as *anunaya,* and compatible efforts, common and sweet words lead common emotions among people while conversation is named as *Dakshinya*. In this regard communication is successful when received with the same meaning as shared in message or desire to share.

Originality is considered the fundamental principle of communication in Natayashashtra. Communication should be natural and original.

Using meaningful, but tender, melodious, sweet language or words are advised as principle of communication. Sweet words or *samwad* leaves an impression on listeners and directly affects *chit or antakaran* heart and directly make the message more clear also. *Bharatmuni* suggests the best vocabulary *Uttam Shabdawali* in communication to make it meaningful and suitable. Good vocabulary not only enrich message ,but make it more meaningful and concise. So while communicating one must careful about selection of language, choose respectful language or words which do not hurt people or distort the meaning of the message.

Bharatmuni further stressed upon the selection of respectful language while addressing or *Sambothan*. It is the principle of communication to use respectful words while speaking to elder and younger. He suggested different words to address different people according to position. Use of easy words, systematic and complete presentation is very important to make communication comprehensive. Use language according to the need of the audience so that they can easily understand the message. Communication should be purposeful and based on objective.

Relevance of communication principles in Present context

Surprisingly a thorough study of *Natayashashtra* elucidated a different context of new non-verbal and verbal communication principles, which are usually not common in modern theories of communication. Some of existing commonly used principles are to make communication more comprehensive, interesting and purposeful. In addition, to make it successful communicator must use different examples, metaphors and similes. Voice modulation is recommended as an essential for interesting and effective communication. Seven Cs are also used frequently as principles of communication. Despite existing principles researcher also found certain new principles in *Natayashashtra,* appears necessary to incorporate in communication theories. Moreover these principles also suggested using in mass communication and journalism especially to enhance the quality of content or message.

Present paper discusses the relevance of new principles in present context, which are not commonly used in mass communication. In *Natayashashtra, Bharatmuni* very cleverly rationalizes the principles of communication with the perspective of the audience or receiver. In addition, he recommended that communication must be according to social values and norms. These principles are needed to incorporate while designing communication.

One of the principles, concluded is *'Pure And Virtuous Communication'* **(***Sanchar Shudhta***).** In present days lot of debate is ongoing on the credibility and truthfulness of communication. *Sanchar Shudhi* or virtuous communication is very important in today's context, especially in journalistic reporting.

In present paper principles of communication studied to and establish new principles of communication. SMCR model defines characteristics of four elements of communication in the linear process like; Knowledge, Language, Attitude, Cultural-Social background. Osgood model explains the process and Lasswell model also talks about elements of communication. Principles of *Natayashastra*, compared with existing principles, following inferences drawn in the present study.

In Natayashashtra, Bharatmuni very cleverly rationalizes the principles of communication with the perspective of the audience or receiver.

Along with other qualities Communicator or *sanchark satwik-bhav* or ontological and purity of conscience is imperative for communication. *Bodhi- satwa* or purity and righteousness of intellect, mind and inner self or *antakaran* is the fundamental principle of communication to achieve commonness and positivity in communication. In addition, this ethic of communication is suggested to use in journalism and mass communication to sustain the harmony in the society. *Satwikbhav* or righteous attitude should be accepted as ethic of mass communication. *Satwik bhav* increases the holistic approach and balance, harmony and goodness. In the presence of stress and struggle against violence and disharmony, use of *satwik bhav* in communication seems imperative to maintain peace and non -violence. Communication without *satwik bhav* leads aggression and violence

A Second principle drawn in the study is *sahridayta* or common consciousness. *Shridayta* can be defined, *"purpose of communication is to create common conscience among communicators or participants of communication, and touches the heart or inner self, which enhance sdharnikaran or commonness"*. Communication supposed to be *hridayagrahi* or affectionate or heart touching. Here *Hridayagrahi* means the message should directly reach the heart of receiver and boosts the connection among participants of communication. Furthermore, suggested that the purity of conscience and inner-self is the basis of communication.

Natyashashtra encompasses the wide dimensions of verbal and nonverbal communication. Indeed communication is required to craft interestingly by using examples, metaphors and similes. In addition, voice modulation is recommended as an essential to make communication interesting by using *rasas*. *Rasas* are always remains static in one's head, as spiritual master Sri Sri Ravi Shankar says, *Rasas* are significantly found in all Indian fine arts: Dance, drama, music and poetry . *Satwik* and *angik sanchar* or communication explains the importance of voice modulation. Surprisingly a thorough study of *Natayashashtra* explains many types of non-verbal communication in detail, which are usually not common in modern theories of communication. *Bharatmuni* suggests applying *rasa* theory in voice modulation, and says that communication becomes unsuccessful if ideas, thoughts and emotions do not comprise proper *rasa* according to environment. *Bharatmuni* considered rasa very important principle of communication and called rasa, *"atma or soul communication and soul of human beings"*.

Satwik sanchar or communication rarely found in existing theories of Communication that is deeply unveiled in *Natayashashtra*. *Satwik* communication is expression from *antakaran* in the form *of rasa*. *Rasa* is explained differently from emotions or *bhav, and* is considered major ingredient of all the four types of communication mentioned in *Natayashashtra*. Each *Bhav* includes many emotions. Use of these *rasas* creates *hriydyagrahi* or heart touching Sanchar or communication, which directly connects the inner self of a person. *Satwil bhav* or being virtuous is considered a noteworthy principle of communication in *Natayashashtra,* is derived from *sattav, rajas and tamas* theory of nature. *Sattva guna* is a significant attribute to enhance virtuous, harmonious, holistic, righteous and creative qualities. Krishna in *Bhagwat Geeta* logically explicated the *trigunatmak* or threefold nature of universe, as well human beings.

Satwik sanchar or communication rarely found in existing theories of Communication that is deeply unveiled in Natayashashtra.

In addition to these, *vinemrta* or politeness of communicator is described essential for social communication. In communication, he stressed upon *Vinemrta* or politeness to maintain harmony in the society. Even in general conversation and behavior politeness is necessary to reflect as it reveals the inner quality of a person. Moreover the principle of *ahinsa* is associated with politeness. In Bhartiya philosophy *hinsa* or violence must be avoided in; *mansa, vacha, karmana*. It means violence in mind, speech and action is not acceptable at all. So communication should not use harsh, abusing and mind-violence. *Sadachar* is another important principle of communication as well communicator need to adopt in modern theories. *Sadachar* or good conduct can achieved by non-violence and politeness again and all seems complementary to each other.

Characteristics of communicator recommended in *Natayashashtr*

1. *Chatur*/ Clever
2. *Samvedenshil*/Sensitive
3. Language proficiency
4. *Tyagi* or Sacrifice
5. *Shant privarti*/ Cool nature
6. Effective
7. Sweet nature
8. *Shudhta /* purity in behave, mind and thoughts.
9. *Sahridaya*/ warm hearted
10. Dharya/ Patience
11. *Loke vavyahar me daksh /*Trained in social behavior
12. *Indriya nigrah*/ Control over senses
13 Hard working
14. S*karatmak soch*/ positive thinking

Conclusions

The Significance of the effectiveness of communication is discussed mostly by media scholars and theorists and suggested to lay stress upon efficiency. Since the conception of the discipline numerous principles have determined to make communication more effective and clear. Indeed the present study also determined and concluded some fundamental principles of communication specified in *Natayashashtra*, are given in table-4.

1	Seven c's are also discussed in *Natayashashtra*.	12	Language according to audience and receiver
2	Communication must be meaningful	13	Simple,concise and clear communication
3	Conversation requires to follow continuity in Vocabulary	14	Confidence of communicator

Sadachar is another important principle of communication as well communicator need to adopt in modern theories.

4	Meaningful communication	15	Use of proper words
5	Heart touching or *hridyagrahi* vocabulary	16	Communication systematic and structured
6	Parable or *drishtant* language Complete vocabulary	17	Communication should be purposeful
7	Sweetness or *madhurta*	18	Understandable through senses
8	Self-awareness	19	Pure and virtuous communication (*sanchar shudhta*)
9	Proper, credible and right message	20	Sensory organs purity (*indriya shudhta*)
10	Novel and new	21	Ethical and virtuous communication (*Sadhachar*)
11	Polite and respectful speech or communication	22	'Say maximum in less words to reduce vagueness and ambiguity in communication.
23	Avoid useless things	24.	Feedback from listeners and audience in communication debate

Table-4

Scope of Research

The present paper is confined to *angik* and *vachik* communication. Indeed, no research is complete in itself and guide scope and direction for further study. *Natayashashtra* is a great work of prose and poetry, consisting thirty six chapters with a wide range of subjects. In this connection different aspects of communication still need to be examined. The present study suggests some relevant works need to understand a variety of dimensions of communication and to profound new theories.

- It is suggested to explore the *angik* or non- verbal communication extensively, as the subject is profoundly raised and many dimensions of it described in this ancient epic.

- *Rasa* theory itself is a wide subject to research in association with communication. However *rasa* theory is studied a lot, but mostly in reference to dance and acting. In context of communication and media it is still uncovered.

- Fundamentals of *satwik, ahaiya, vachik and angik abhinaya* seems important to examine.

- *Satwik* communication needs to examine with respect to media and journalism.

- Careful examination of the review of literature exposes that most of the researches conducted are literary and explanatory in nature, so the empirical research is proposed to carry out on different aspects of communication depicted in *Natayashashtra*.

Limitations of Study

Necessarily knowledge formation is a constant process, so every research proposes scope for further research in specific areas. Simultaneously, due to many constraints like; time, insufficient knowledge, language, interest, manpower, money etc. each research some limitations also. Indeed, the present study is also possesses some limitations as follows:

A Hindi translation of *Natayashashtra,* is content analysed for present research paper. The researcher observed only *angik and vachik* type of communication in reference to communication principles.

However a vast range of subjects is given in the epic, but researcher restricted to explore the principles of communication only.

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Student's Use Of Newspaper, Television and The Internet: Measuring Media Displacement Effect

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Abstract

The study conducted among college-going students in rural and urban areas of Mangalore has analysed through quantitative method to see if there is any credence to the often discussed subject of media displacement. With the arrival of the Internet, there seems to be a definite change in the way students make use of the other two media – newspaper and television. The study reveals that there does not seem to be a media displacement effect as yet, though it can reasonably be concluded that students seem to substitute certain uses of the other two media with the Internet.

Keywords: Media displacement, Media substitution, Internet gratification, audience research

INTRODUCTION

It is but natural that with their passion for anything new, the young, especially the students, are the biggest consumers of mass media. While their consumption of traditional mass media such as newspaper and radio may have declined, they out-beat other age groups in the use of digital media, particularly the social media. Studies have shown that the greatest users of the Internet, for example, are those between the age of 20 and 30 (Vromen, 2007; Sokol & Sisler, 2010). Today, the smartphone is being used basically as a mass media tool by students, and it further helps them in the use of the Internet-based media such as email, social media and apps. With 560 million internet users in India presently (second behind China), it is expected that the Internet usage will reach an impressive 37.4 per cent by 2021 ("Internet Usage", n.d.).

Worldwide, the usage of traditional media seems to have declined significantly. In fact, the circulation of newspapers has fallen drastically in the West. It has been found that the arrival of the Internet has resulted in the steady decline of audience from traditional media, especially newspapers (Siapera, 2012). In the UK over 200 local and national newspapers have closed down since 2001 whereas in the US, the circulation of newspapers has fallen from 60 million copies in 1994 to 35 million copies in 2018 (McLennan & Miles, 2018). Even television viewership has declined sharply worldwide with a fall of nearly 13 per cent in 2015 ("TV Viewership", 2015). TV advertising fell by 2.2 per cent in the USA, and is expected to fall by 2 per cent each year (Maheshwari & Koblin, 2018).

In the Indian scenario, though, newspapers are fairing well, compared to the West. Kohli-Khandekar in her seminal work *The India Media Business* (2013), holds that India is one of those countries where the readership of newspapers is on the rise.

The study reveals that there does not seem to be a media displacement effect as yet, though it can reasonably be concluded that students seem to substitute certain uses of the other two media with the Internet.

This has been possible mainly due to the rise in literacy, among other reasons. She affirms that newspapers in the Indian context mostly serve the use of surveillance and entertainment. Meahwhile, recent statistics show that the circulation of newspapers in India has grown from 39.1 million copies in 2006 to 62.8 million in 2016 (Zehra, 2017).

With regard to television, till 1990s, television in India was solely in the hands of the government and did not see any phenomenal growth. Post-1990s, however, there has been a spurt in the addition of television channels in India. Television viewers were 569 million in 2012, up from 386 million in 2005. However, time spent on television on weekdays was 100 minutes in 2012, down from 106 in 2005. On weekends there were 564 million viewers in 2012, up from 390 million in 2005; and the time spent was 117 minutes in 2012, down from 122 in 2005 (Kohli-Khandekar, 2013). TV viewership as a whole, of course, has been rising in India what with an increase of 16 per cent viewers in 2016 (Tandon, 2018). But, the time spent watching TV has declined, owing to many factors, one of which can surely be attributed to the rise of the Internet and new media.

Media Displacement And Media Substitution Theories

Does the rise of the Internet displace other media? Media displacement Theory argues that the rise of a new medium can affect the functioning of the old media to the extent that the audience of the old media can decline (McCombs, 1972; McCombs & Nolan, 1992; Son & McCombs, 1993). In other words, it is possible that the old media may be displaced by the new medium. However, there has not been much support to this argument. What seems a likely possibility is what Lasswell and others had said in the 40s that with the arrival of a new medium, certain functions of the old media may be displaced (Lasswell, 1948; Lazarfeld, 1940). This is an indication that the old medium needs to re-invent itself to survive as medium such as radio has done.

The scenario, however, seems to be changing with the rise of the Internet. The arrival of the Internet has affected the older media such as newspapers and magazines which have suffered considerably. As is well known, newspapers and magazines depend largely on advertisement revenue more than their circulation revenue for survival. What the Internet-based media such as web-browsers and social media have done is that they have made possible target based audience reach and hence advertisers are able to reach specific audience. This is diverting advertising to the Internet-based media on a large scale (Vidyanathan, 2018; Rasbridger, 2018).

A study by Newell J. et. al. (2008) argued that there does not seem to be a correlation between the rise of new media (Internet-based media) and the decline of older media such as newspaper, radio and magazines. This is because, *'the rate of rise was greater than the rate of decline, leading to an overall increase in media consumption.'* (p. 135).

The rate of rise was greater than the rate of decline, leading to an overall increase in media consumption.

Media Substitution Theory, on the other hand, holds that whenever a new medium emerges, it can alter the audience use patterns of the older media. For example, a study by Kaye and Johnson (2003) indicated that the exodus of people from traditional media has been faster among those Internet users whose media patterns

have changed. In other words, for such audiences, there is no increase in the use of traditional media any longer. However, several other empirical studies have come out with a varied opinion on this. Althaus and Tewksbury's study (2000) showed that the use of www. for surveillance supplemented rather than substituted the use of traditional news media in a networked community. But they also said that while it may be complimentary to traditional media for surveillance, as far as entertainment factor is concerned it is a serious competitor to traditional media. This is because most respondents used it primarily for entertainment and secondarily for news.

Studies have, by and large, shown that more than displacing older media, newer media supplement them (Lin, 2001). Lee and Leung in their study (2008) found out that the more one spends time on the Internet, the less time is devoted to television, newspapers, and magazines. The study also showed that the more poeple use the Internet for news and information, their time spent on newspapers proportioanately declines. Here, the Internet substitues rather than supplements a function of newspaper. However, with regard to television, the Internet seemed to supplement rather than substitute. The study also concluded that a new medium displaces older media which gratify similar needs for news, information and entertainment.

Adoni and Nossek (2001) are of the view that that the new media does not lead to the decline of older media. In fact, their study concluded that those using computers and the Internet continued to read books, magazines and newspapers. The study forecasted that technological developments could in the long run bring about a convergence of older media. The study also stressed that technological determinism does not hold good for new media, as there is a dynamic relationship in the modern media environment.

Internet And Students

While studies show that the elders gratify mostly their information and surveillance need through the Internet, there are other studies that reveal that the young, especially the students, who are the most common users of the net, seek entertainment and fun as the primary motivation to log on to the Internet.

Studies have shown that emerging adults spend 12 hours each day engaged with media (Alloy Media & Marketing, 2009), while adolescents spend 11 hours a day (Kaiser Family Foundation, 2010). Another study showed that emerging adults spend 3.5 hours on the Internet, with most time spent on e-mail and social networking, entertainment, and school and work (Padilla-Walker et al., 2010). Jung et al. (2005) in their study found that a teenager in the US is online for over seven hours per week. Studies have also shown that the Internet is largely used for entertainment gratification primarily rather than anything else (Althaus and Tewksbury, 2000; Ayyad, 2011).

Some studies aver that information, convenience, entertainment and social interation are the four important motivations for the use of the Internet (Papacharissi & Rubin, 2000; Ko, Cho & Roberts, 2005). Korgaonkar and Wolin (1999) found education and income to have a positive correlation in the use of the Interent. Another similar study (Tsao & Steffes-Hansen, 2008) conducted in the US among 437 teenagers found that *'girls are more likely than boys to go online because they feel lonely and want*

The study also stressed that technological determinism does not hold good for new media, as there is a dynamic relationship in the modern media environment.

to be distracted. Gossiping and communicating with friends also motivated girls to use the Internet more often than boys' (pp. 178-179). Boys were more interested in technology on the net than girls. A study by Lee (2015) also confirmed that females spent comparatively more time on their smartphones than men.

A study in Spain (Jimenez, et al., 2012), on the other hand, found that in general older adolescents use the Internet more for audiovisual entertainment, while younger adolescents were using it for games. The study further noted that the girls tended to use the Internet for information and to communicate with friends. However, those who spend more time online on most of the days are more likely to surf the net for information and to communicate, the study said.

Kohli-Khandekar (2013) states that in 2012 Indians spent 79 minutes per day on the Internet, up from 60 minutes in 2005. According to another estimate, Indian smartphone users spend nearly three hours on their devices per day. They spend most of this time on gaming and entertainment (Mehta, 2015).

A significant study (Prasad, 2012) conducted in 2010-11 among 717 college going students in Kerala sought to find out the Internet and other media usage patterns. A little over 56 per cent of the students surveyed were using the Internet and spending on an average half an hour to one hour whenever they logged on to the Internet.

The arrival of the Internet seem to affect the usage of other media. The study by Ayyad (2011) in Sharjah, for example, concluded that 'the exposure of students at the University of Sharjah to the Internet affected their level of television channel watching and their reading of newspapers. Effects of accessing the Internet on watching television come first with a mean of 3.6 with a high statistical significance. The Internet's effect on reading newspapers comes in second place with a mean of 3.3 and also with a high statistical significance' (p. 54).

In summary, what this review of literature suggests is that with the phenomenal rise of the Internet worldwide there is a steady decline of the usage of other media such as newspaper and television. The prominent reason for this is that young people are more inclined to use the Internet for their mass media needs than reading newspaper or watching television. However, in the Indian context it appeared that other media have not been affected that much with the rise of the Internet. This is largely because, as the literacy levels keep rising it is obvious that the consumption of mass media would also rise. But studies do show that students were likely to spend more time on the Internet than on newspaper and television.

In such a context, the scope of the present study is in its search to see how students' use of two traditional media – newspapers and television – compares with their use of the Internet in an Indian context.

Objectives And Method

This study is broadly premised on displacement and substitution theories of mass media and tries to explore if the usage of the Internet has any influence on students' media usage patterns of newspapers and television. Accordingly, the primary

This study is broadly premised on displacement and substitution theories of mass media and tries to explore if the usage of the Internet has any influence on students' media usage patterns of newspapers and television.

objective of this study is to explore the socio-demographic patterns of media usage by students pursuing undergraduate and post-graduate courses.

With phenomenal rise of the Internet use among students in the recent past, it is expected that its use has indeed affected the use of other traditional media such as newspaper and television. Accordingly, the study seeks to find answers to the following research questions:

RQ1: How does the use of newspaper and television compare with the use of the Internet among students?

RQ2: How do gender, place and subject of study variables compare with one another in the media usage patterns among students?

The study was conducted in Dakshina Kannada, district of Karnataka in 2016-17. Important socio-demographic variables that were considered for the study were rural-urban divide, gender and the subject of study. In terms of the subject of study variable, the study was conducted only among those who pursued arts, commerce and science courses in the undergraduate and the post-graduate. The randomly distributed structured questionnaire was distributed among 1000 students both in rural and urban areas in the district. Here, the word 'urban' would entail students studying in colleges in the Mangalore City Corporation limits, while 'rural' would mean students studying in the four other talukas of the district, namely, Sullia, Puttur, Bantwal and Belthangady.

As a first step, the researcher shortlisted the total number of colleges that offer courses in science, arts and commerce. Only colleges listed under 12 (b) and 2 (f) sections of UGC Act were selected. Out of the 49 colleges coming under this category in Dakshina Kannada as on February 28, 2016, a total of 10 colleges each from urban and rural areas were randomly selected.

As a second step, a class each was randomly selected in each of these colleges. Only those classes which had a minimum of 50 or more students were selected for the study. As a third step, the researcher went to the particular class to administer the structured questionnaire. When the selected class was not available during the time of the visit, another class was randomly selected. Such eventuality arose in two colleges in the city. Care was taken to see subjects of study and gender were equally represented. After discarding 61 questionnaires which were incomplete or which did not follow instructions, the final number of questionnaires that were returned stood at 939. Given below is the analysis of the results.

Analysis And Findings

The study sought to assess the regularity of usage of newspapers, television and the Internet among students and observe how the use of newspaper and television compares with the use of the Internet. The regularity of use in a week was assessed through eight response choices starting from 7 days a week to less than once a week. These eight choices beginning from 7 days a week to less than once a week were scored from 8 to 1.

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Table 1: Regularity of media use

Regularity of use in a week	Newspaper	Television	Internet
Per-centage	42.9	58.5	63.2
Mean	5.95	6.28	6.60
Standard deviation	2.305	2.487	2.221

Of the three media, it was the Internet which was being attended to daily in a week by an overwhelming majority of students (63.2%). followed by television (58.5%), and newspapers (42.9%). As shown in Table 1, the Internet had a high mean of 6.60 of regularity in a week, followed by television (6.25) and newspaper (6.28).

Table 2: Pearson correlation of regularity of media use

Regularity of using	Newspaper	Television	Internet
Newspaper	-		
Television	.095*	-	
Internet	.032	.044	-

* Correlation is significant at the 0.05 level (2-tailed); N=939

Does students' regularity of using one medium correlates with other media? Pearson correlation results reported in Table 2 show a very weak positive correlation between regularity of newspaper and TV usage in a week (r (939) = .095, p = .05).

The correlation between newspaper and the Internet, as well as the Internet and TV, was not statistically significant. What this suggests is that those who watch television are likely to read newspapers as well, and vice versa.

However, the same cannot be said about the correlation between television and the Internet or the Internet and newspaper. Those who watch television are not likely to browse the Internet and those who browse the Internet are not likely to read newspapers. The negative effect of the Internet here cannot be ruled out. The time spent on newspapers and television seems to have been gradually consumed by the Internet.

Socio-Demographic Variables And Regularity Of Reading Newspapers

The study also sought to find out the gender, the place and the subject variables in students' media usage. Accordingly, students' regularity of the usage of each of the three media was examined in terms of these three demographic variables.

The variables of gender and place of study had two groups each, and therefore the data was subjected to t-test. The data relating to the subject of study which had three groups was subjected analysis of variance (ANOVA). In both the tests, the significance level was set at 0.05. Assuming that the large sample size (939) effectively takes care of power to be in excess of 0.8, working at 0.05 level significance (Wimmer & Dominick, 2011), the study has employed effect size to determine the effectiveness of the significant difference between or among variables, especially to determine media usage patterns.

Those who watch television are not likely to browse the Internet and those who browse the Internet are not likely to read newspapers.

Socio-demographic variables	Group statistics				T-test for equality of Means (2 tailed)				
Gender	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Male	437	6.15	2.181	.104	**2.430**	937	**.015***	.366	.150
Female	502	5.78	2.398	.107					
Total	939	**5.95**	**2.305**						
Place of study	Group statistics				T-test for equality of Means (2 tailed)				
	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Urban	446	5.56	2.427	.195	**-4.970**	937	**.000***	-.739	.149
Rural	493	6.30	2.132	.096					
Total	939	5.95	2.276						
Subject of Study	Group Statistics			ANOVA					
	N	Mean	SD	Source	Sum of Squares	df	Mean Square	F	Sig
Arts/Social Science	327	6.12	2.073	Between groups	16.212	2	8.106	1.527	.218
Science	285	5.91	2.421	Within groups	4969.537	936	5.309		
Commerce	327	5.81	2.416	Total	4985.747	938			
Total	939	5.95	2.305						

*Sig. at .05 level

As shown in Table 3, in respect of student's regularity in terms of subject of study, those studying arts/social science subjects were more regular in reading newspapers (M= 6.12, SD= 2.073) than those pursuing science (M= 5.91, SD=2.421) and commerce (M=5.81, SD=2.416) subjects. However, the ANOVA test showed that the difference was not statistically significant (F (2, 936) = 1.527, p= .218.).

Thus, this study showed that the gender and place of study of students mattered in the regularity of reading newspapers. In that, the male and rural students were more regular in reading newspapers in a week than female and urban students.

The third independent variable of student's subject of study had no significant bearing on regularity of reading newspapers.

While the study assumes that the high sample size used for the study would determine high power, effect size was measured through the difference in mean divided by SD

to further ascertain the effect size. In terms of effect size, it was found that Cohen's D was 0.160, 0.325 and 0.134 respectively for gender, place of study and subject of study. Effect size of only place study (0.325) can be termed as medium, while the other two as small. Though t-test for gender showed a significant difference, the difference by effect size was found to be small while the significant difference of place of study in terms of effect size was medium, and that of subject of study had no significant difference as denoted in Table 3.

Regularity Of Watching Television By Socio-Demographic Variables

With regard to the regularity of watching television, all the three variables showed a very high statistical significance. As shown in Table 4, female students (M=6.30) were more regular in watching television in a week than male students (M=6.24) (t= 2.35, sig 0.015). Urban students (M=6.38) were more regular in watching television than their rural (6.18) counterparts (t= 4.970, sig .000). As regards subject of study, it was found that science students (M=6.62) were more regular than arts and commerce students in watching television (F= 6.961; sig .001).

Table 4: Regularity of watching television by gender, place of study and subject of study

Socio-demographic variables	Group statistics				T-test for equality of Means (2 tailed)				
Gender	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Male	437	6.24	2.453	.117	**2.430**	937	**.015***	.366	.150
Female	502	6.30	2.518	.112					
Total	939	**6.28**	**2.487**						
Place of study	Group statistics				T-test for equality of Means (2 tailed)				
	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Urban	446	6.38	2.433	.115	**4.970**	937	**.000***	-.739	.149
Rural	493	6.30	2.132	.096					
Total	939	6.28	2.487						
Subject of Study	Group Statistics			ANOVA					
	N	Mean	SD	Source	Sum of Squares	df	Mean Square	F	Sig
Arts/Social Science	327	5.89	2.620	Between groups	85.032	2	42.516	**6.961**	**.001***
Science	285	6.62	2.345	Within groups	5716.529	936	6.107		
Commerce	327	6.36	2.425	Total	5801.561	938			
Total	939	6.28	2.487						

*Sig. at .05 level

The value Cohen's D stood at 0.02, 0.08 and 0.29 respectively for gender, place of study and subject of study. This suggests that the difference is seen to be small for gender and place of study and medium for subject of study.

Regularity Of Using The Internet By Socio-Demographic Variables

With regard to the Internet, it was seen that male students had a higher regularity usage mean (M=7.12) than female students (M=6.15). As reported in Table 5, the t-test revealed that differences between the means of the two groups were statistically significant (t=6.802, Sig. 000). This amply demonstrates that male students used the Internet more regularly than female students.

Table 5: Regularity of using the Internet by gender, place of study and subject of study

Socio-demographic variables	Group statistics				T-test for equality of Means (2 tailed)				
Gender	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Male	437	7.12	1.709	.082	**6.802**	937	**.000***	.966	.142
Female	502	6.15	2.502	.112					
Total	939	**6.60**	2.221						
Place of study	**Group statistics**				**T-test for equality of Means (2 tailed)**				
	N	Mean	SD	Std. Error Mean	t	df	Sig	Mean difference	Std. error difference
Urban	446	6.29	2.416	.114	**-4.089**	937	**.000***	-.589	.144
Rural	493	6.88	1.990	.090					
Total	939	6.60	2.221						
Subject of Study	**Group Statistics**			**ANOVA**					
	N	Mean	SD	Source	Sum of Squares	df	Mean Square	F	Sig
Arts/Social Science	327	6.37	2.363	Between groups	28.313	2	14.156	**2.880**	**.057**
Science	285	6.67	2.278	Within groups	4600.520	936	4.915		
Commerce	327	6.78	2.002	Total	4628.833	938			
Total	939	6.60	2.221						

*Sig. at .05 level

In terms of the effect size for the gender variable, it was found that the effect size was 0.436 which is considered to be medium. For place of study the effect size was found to be 0.265 which is termed as small.

As regards place of study, interestingly rural students (M=6.88) were more regular in

using the Internet than their urban counterparts (M=6.29). Similarly, male students were more regular (M=7.12) than female students (M=6.15). However, subject of study was not statistically significant as the ANOVA test showed that means were significant at .057 and not at .05 level.

In sum, the regularity of the Internet use was greater among male and rural students. The subject of their study had no bearing on the regularity of the Internet usage.

Discussion And Conclusion

As revealed in Tables 3 and 5, students in rural area are more regular reading newspapers as well as browsing the Internet, which is a revelation, than the urban students. However, one can assume this from the fact that today most students browse the Internet on their smart phones which are widespread even in rural areas. The high statistical significance (at 0.000 level) of two significant variables - gender and place of study – and the medium effect size for gender as regards the use of the Internet seem to suggest, among other aspects, the dominance of the Internet over other media. Male rural students seem to be more regular than their urban counterparts in using the Internet. However, it has to be noted that the use of the other two media has not declined drastically. It appears that students are devoting more time to the Internet which could be due to their possession of personal smart phones and relatively cheaper internet packages. In the bargain, of course, time spent on newspapers and television is gradually reducing. The use of the Internet seem to gradually substitute their newspaper and television needs, especially because one can access newspapers on one's smartphone itself, as earlier studies have shown (Chiye & Tnenboim, 2017). Besides, over-the-top platforms like Netflix, and YouTube channels seem to be slowly eating into traditional TV viewing behaviour (Ramnath, 2018).

As shown in Table 2, the Pearson correlation revealed that those who read newspapers are likely to also watch television and vice versa. The same cannot be said about television and the Internet, or newspaper and the Internet. There seems to be no correlation between them. Here one cannot rule out the effect of the Internet affecting the usage of the other two media here.

Thus to answer RQ1, it is clear from the study that the Internet seems to be a dominant medium among students in comparison with the other two media and there seems to be a gradual decline of the use these two media due to the high use of the Internet.

The use of the Internet seem to gradually substitute their newspaper and television needs, especially because one can access newspapers on one's smartphone itself, as earlier studies have shown

RQ2 of this study was to see how gender, place and subject of study variables compare with one another in the media usage patterns among students. The data tested through t-test and ANOVA revealed that rural male students were more regular reading the newspaper and urban females were more regular watching television and rural men, surprisingly, were more regular browsing the Internet. While the first two findings seem quite a common phenomenon, the third one, namely that students from rural area being more regular than their urban counterparts in browsing the Internet seems quite revealing. In fact, similar studies had earlier said that urban students were more regular than rural students (Pinto, 2016). So why is this discrepancy now?

Though it is not within the scope of this study to make conclusions beyond a point,

the demographic make-up of rural Dakshina Kannada can help one to understand such a development. The rural talukas of Sullia, Belthangady, Bantwal and Puttur are well connected to the Internet and it can be reasonably argued that students, most of whom possess a smartphone today, seem digitally active.

Thus to answer RQ2, there does not seem to be a big difference in terms of gender, place of study and subject of study in their media usage patterns. Of course, some variables did show statistical significance: such as rural males for newspaper, urban females for television and rural males for the Internet seemed to be more regular in using the respective medium. However, the effect size was seen to be small to medium in most cases.

The present study throws light on the media usage patterns of students. The study has also confirmed that the popularity of traditional media such as newspaper and television among students is on the decline. One of the most important reasons for such a development seems to be the rise of the Internet, as shown in this study. However, there does not seem to be a media displacement taking place, something which previous studies had also shown (Kaye & Johnson, 2003; Althaus & Tewksbury, 2000; Lin, 2001; Lee & Leung, 2008). Students seem to use the Internet as a medium that either supplements or substitutes for their media-related needs from other traditional media. It has been estimated recently that an average Indian spends close to 3 hours on the smartphone (Seetharaman, 2018). With most studetns possessing a smartphone today, it seems obvious that students devote most of their media-usage time to just the smartphone. The second revelation of the study is that the rural areas are also catching up digitally. The study suggests that rural students seem to be as good, if not better, in the use of the Internet.

The rise of smartphones appears to have brought about quite a revolution in the media use patterns of students. In such a context, it seems important that the media, in general, and newspapers in particular, reinvent themselves to be relevant and competitive in the digital era and digital platforms.

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BOOK REVIEWS

The Making of Star India
(The Amazing Story of Rupert Murdoch's India Adventure)

Author: Vanita Kohli-Khandekar
Publisher: Penguin
Year of Publication: 2019
Reviewer: Prof. (Dr.) Ujjwala Barve

The new book by Vanita Kohli-Khandekar, author of '*Indian Media Business*' that has been widely referred to by media teachers and students alike for many years, offers a close look into the life of a TV channel. Star is the second biggest media group in India today with a turnover to the tune of INR. 14,000 cr. The book explains how a channel that started as transnational satellite transmission in the early 1990s, established itself as an Indian channel, offering Indian-style entertainment to the vast Indian market in a span of 30 years.

Kohli-Khandekar narrates the story of the ups and downs in the making of Star India as it changed hands from Richard Li of Hongkong, Rupert Murdoch of Australia, and now Disney of US. Author as a part of her journalistic assignments, been covering the satellite TV in India from its inception. She has had the privilege of meeting and talking to the key personalities in satellite business. She reports these meetings in the course of the narration, and also supports the claims made by interviewees with research data and other authentic sources. This has enhanced the academic value of the book. She has also given footnotes and background explanations placing the happenings in the right context.

Star India has been a pioneer in many ways. It brought in the '*K*' series of soap operas, made a quiz-game show the most watched programme at prime time, and pushed the competitors to the wall; it also made a foray into sports they no other media house had done before. Star India had to face stiff opposition from the administration in the early years as it was seen as a foreign company, owned by Rupert Murdoch. But it was Rupert Murdoch's business acumen, and acknowledgement of India as a market with a great potential, where western models cannot be replicated, and his readiness to up the stakes gave the face that Star India has today. His son James Murdoch also played a major role in the journey.

Kohli-Khandekar critically evaluates the tenures of different CEOs like Ratikant Basu, Peter Mukerjea and Uday Shankar; and key associates in different channels or prorammes like Prannoy Roy, Ekta Kapoor and Amir Khan. She further traces the journey of Star India to sports channels, Pro-Kabaddi, IPL and the latest platform Hotstar. She ends by posing questions about further trajectory of Star India under Disney that has now acquired the Star network.

Kohli-Khandekar's lucid writing and the logical arrangement of the chapters make for easy reading not only for media scholars, but also for the general public. Anecdotes like how a programme initially conceived as '*Kaun Banega Lakhpati*' got converted into '*Kaun Banega Crorepati*' and went on to create history in Indian television are a point in case.

Harvesting Hope in the Suicide Zone
(Women Who Challenged Drought, Death and Destiny)

Author: Dr. Radheshyam Jadhav
Publisher: Bloomsbury
Year of Publication: 2018
Reviewer: Prof. (Dr.) Kiran Thakur

Dr. Radheshyam Jadhav has covered mainly agriculture and rural economy for *The Times of India, The Indian Express, The Hindu BusinessLine* and other newspapers for over two decades. He taught in media schools as a visiting faculty and now as an adjunct. He was a British Chevening Gurukul Fellow at the London School of Economics and Political Science, two-time winner of Ramanath Goeka Award, and has to his credit several fellowships and awards. Among those awarded was the Svran-Apeejay Journalism Foundation grant. This grant made it possible for him to travel extensively in Maharashtra's Marathwada and Vidarbha regions that form the suicide zone for farmers.

Like several journalists in Maharashtra, he must have read and covered stories of suicides during the recent times—23,000 since 2009, 2568 in 2014, 2015 in 2015, and 3661 in 2016. Marathi and English newspapers in the state initially covered the suicides extensively. The state legislatures took up the suicide issues regularly, but the legislators, gradually media appeared to have lost interest. Only Radheshyam thought of covering the fate of the widows and their families after the men ended their lives. He met about 100 feisty women in 30 villages and documented the struggle against drought, death and the destiny.

This 174-page documentation has led to the creation of this unusual book that will inspire men and women in the Indian subcontinent and beyond. This book brings in the stories not of *heartbreaking epidemic of male farmers suicides*, but of brave widows who battled the tremendous odds of poverty, misogyny, and inequity.

Each story has a brave warrior woman as the lead actor. Most have been uneducated poor women until their husbands committed suicides. Destiny forced them to rise and fight their own battles and showed other men and women the harvest hope they should emulate.

These are inspiring stories are written in a simple, clear, concise and fluent language that does not need a dictionary for lay readers. The stories motivate ordinary men and women to take up their own cause without waiting for the charity from NGOs and ex-gratia from the government agencies.

This book should be translated in all Indian languages for teachers of Development Communication, Social Work, and Indian Rural Economy. It offers text for courses in Women's Empowerment not only for self-help groups but also for officials of government and NGOs. This journalist-author interviewed so many women who evolved their own destiny for their families. He tells us that the women protagonists in these stories have evolved their own methodology and science to tackle agrarian crisis. They now guide university students and agriculture experts.

New genre: Empowerment Journalism

Prof. Radheshyam does not call this narrative as Development Communication, a course which he taught for a long period in media schools of Maharashtra's Kolhapur and Pune. His is the new genre of journalism, Empowerment Journalism. He has evolved a course in Empowerment Journalism not known to most media teachers in India and has put all the stories in this book in a framework of 'Empowerment Journalism.' and he has defined it as:

Participatory storytelling of a constructive struggle by the people against oppressive structures to achieve social, spiritual, and material development at the individual, relational and collective level through which they gain consciousness, confidence and control over the situation.

This concept of empowerment is at the core of every story in this book. Empowerment Journalism is essentially a participatory communication where the journalist, the characters, and the audience participate in storytelling and jointly communicate a constructive struggle. A journalist is only representing his audience and raising all the questions they might want to ask of the character in the story.

Prof. Radheshyam insists that this is not '*objective*' or '*investigative reporting*' but is a free-flowing dialogue. Digital technology has now made it possible for audiences to get directly involved in a story. The role of the journalist remains that of a facilitator and director of the dialogue. He has to ensure that the framework is maintained and the basic intent behind the story is not diluted. The characters in the story and the audience communicate within the framework set by him. The journalist does not change the story, only shapes it for better communication.

Dr. Radheshyam's book may remind some of us the work P. Sainath who authored journalistic reports that culminated into his book *Everybody Loves a Good Drought* (1996). Yet Dr. Radheshyam's book is different in that he chronicles the onset of a silent resolution through the constructive struggle that should be emulated by women – and men – elsewhere in this subcontinent. P Sainath has reported in 2018 that Indian farmers were now moving from suicide to active protests. The same year, 2018, Radheshyam tells us how women were harvesting hope in the suicide zone.

The Game of Votes:
Visual Media Politics and Elections in the Digital Era

Author: Prof. Farhat Basir Khan
Publisher: Sage
Year of Publication: 2019
Reviewer: Rahul Kumar

If you are one of those who feel that '*the times are a changing*' just like Bob Dylan pointed out through his unique 1964 song about the world having moved on with many not noticing the change, and are struggling to make sense of the inexplicable changes happening around, then it istime to stretch up and reach out for this book. In *The Game of Votes*, Prof. Farhat Basir Khan has yolked together journalisticwriting with incisive media research to explain many Indian and global political transformationshappening around us. Answers to the rise of fake news, electoral surprises and shocks, the role ofsocial media giants in manipulating election campaigns, a vastly new marketing strategy for grand old parties andthe furious churn happening in society are all brought together here.

As the book strums through the changes in the Indian political theatre since Independence, it takes a sharp look at the media landscape, global upheavals and the chaotic chorus of people's voices over the last few decades. By far one of the most critical books to have been written on elections, it traces Indian elections from the almost single-party Nehruvian era to the almost single-party BJP rule of 2019. This book narrates a compelling story of how India become the world's largest and most vibrant democracy riding on its largely free and fair concept of universal adult suffrage - kick starting its democratic beginnings with the tepid elections of the fifties to the feverish social media-driven elections of the 21st century.

Coming out quickly on the heels of the keenly contested 2019 elections in India, and the equally sharply-fought 2016 US elections, the book analyses the electoral campaigns and tools of the two influential democracies. It would be no exaggeration to say that the recently-held Indian elections mirrored the last three American presidential elections in many uncanny ways. The book draws parallels between the US Presidential campaigns and the careful crafting of a national champion in India. It unravels the role of advertising agencies, management gurus, tech-firms and a trained army of party workers who never stepped back from sharing fake news, bigger-than-thou profiles of their candidates in a no-holds barred political battle in the two global democracies.

The book places a reader on the explosive intersection of the evolution of Indian democracy and the fusion of media and technology. From this perch, the reader looks at how the national and the regional political parties have evolved over decades, how ideologies have shifted and how agendas have morphed. The reader gets to know first hand how advertising companies and social media platforms have invaded the electoral space and helped parties sway the masses. Prof. Khan traces this to the 1984 General Elections when the Congress roped in a top advertising agency to whip up nationalistic sentiment in a viciously turbulent year. Since those landmark

elections, political parties in India have not hesitated in seeking professional help for their election campaigns. As Prof. Khan says in the chapter, 'The bustling world of political marketing in India': "*The role of the professional advertising agencies has now been enhanced to manage the entire election campaign and to develop an effective strategy, tools and tactics within the political framework and agenda of the party.*"

Irfan Habib, renowned historian, says: "*the book takes up a theme not only immensely interesting in itself but also of critical importance to the people of India...Professor Khan makes a very convincing case of how the expanding range of media and PR coups persuade the electorate by obfuscation and false issues...*"

In the foreword to the book, Former Presidentand Bharat Ratna Awardee, Pranab Mukherjee, says: "The book looks at the role of technology platforms, micro-profiling voters, clash of personalities and the rise of the '*national champion*'—all ofwhich have been dealt with in detail. It is both empowering and liberating when a communication expert, who is also a renowned teacher, uses original research to unravel the various threads of whatmakes for a modern-day Indian election."

A seminal book for the Indian masses, it thrusts a rear view mirror before the reader who is perplexed by '*the changing times*' so that he can view for himself the upheavals that have been shaking up India and the world for over a decade. In the process, the reader understands the '*hows*', '*whys*' and '*whodunits*' behind the fast-paced changes in society where people are confronted with newterms and nomenclatures every day. With the AJK Mass Communication Research Centre of the Jamia Millia Islamia at the forefront of media studies, Prof. Khan as a communication strategist and media practitioner has a ringside view of the transformation moulding the media and the political worlds - all of which are finely blended together in this highly original work.

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty

Authors: Abhijit Bannerjee and Easther Duflo
Publisher: Public Affairs
Year of Publication: 2011
Reviewer: Gopal Misra

During the freedom struggle and in the post-independence era, the issue of development always occupied the key-fundamental policy of the successive governments in India irrespective of their political ideologies. In this context, Abhijit Vinayak Banerjee and Esther Duflo's jointly authored book, "*Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty*", offers a new narrative to tackle the worldwide poverty, including its impact in India. Abhijit and Esther have now been honored with a Nobel for taking up the complex issue of poverty; indeed a formidable challenge before the mankind.

The book is a living text for those who want to write on the issues related to poverty and its implications. It mentions that of the 90-lakh children who die in South Asia and sub-Sahara Africa, and roughly one in five dies of diarrhea. The authors try to examine why the contemporary technologies could not be implemented to rescue the poor from this un-ending poverty trap.

The 250 plus page book secribes and scrutinises the choices made by people living on less than $ 2 per day. It gives insights about nearly every topic on finance, food, health, education and family planning.

It is true that in seventies, the initial years of promotion of the developmental journalism, it had few takers. The newspapers were mostly filled with political news and crime stories. The journalists, who tried to write about the developmental issues, were not taken seriously. In this background, the then director of the Press Institute of India, Chanchal Sarcar, campaigned for a media space on the issues related to development. On his recommendation, this author was given The World Bank assignment to evaluate the impact of funding the funds extended to the three states in India, Andhra Pradesh, Gujarat and Uttar Pradesh. Except in Gujarat, a large portion of the international funds was siphoned off by the corrupt bureaucrats and local politicians. Similarly, during the editorship of B.G. Verghese in *The Hindustan Times*, the various facets related to development issues of a suburban village of Delhi, Chhatera received attention. Among the Hindi dailies, *Swatantra Bharat* of Lucknow under the editorship of Ashok started giving space to these issues.

However, these efforts were mostly symbolic or fragmented, because the developmental policies were conceived at the Planning Commission, where the economists and bureaucrats converged to script India's development. There has been criticism that the development schemes conceived at the apex could not percolate down to the poor. It goes to the credit of the young noble laureates who refused to examine India's economic development under the lens of different ideologies. It is true that the poor became the central point of examination during the 70s. The authors have changed the focus of the survival issue to the adverse impact on harnessing the

genius of the human race.

It is interesting that it took more than eight years for the Indian academia, journalists and politicians to study the new narrative. They noticed it only when the authors received Nobel. In the Indian context, their book offers a neutral assessment of the efforts of the governments, international bodies engaged in tackling the worldwide phenomenon of poverty. It also exposes that the present financial aid mechanism from various international institutions have a very limited role in tackling this issue.

Both Abhijit and Esther, they religiously believe in complementing economic efforts among countries and regions. The key to the cooperation among various countries and regions is that each region has its products and specific experienced human resources. Instead of repeating the efforts of one country in another, their advice is to connect their material and human resources.

Un-bounding Genius of the Poor

They have a belief that the issue of poverty cannot be tackled only on the issue of human survival, but the world loses talent of millions of children. It is also a huge loss to the productivity of each individual.

The study has further given an insight that the poor are also being exposed to "a nutrition-based poverty trap". A woman who gets proper nutrients during pregnancy delivers a healthier child. If adequate nutrient food could be provided for such children during the early childhood, they will earn more money every year of his or her life. It also tries to analyze the relationship between additional productivity with higher earnings. The inability of employers to co-relate well-nourished workers with higher productivity reveal the exploitative traditional approach of the corporate. The HR companies may be delighted on the observation that if employers pay the same wages to everyone, there is no incentive to workers to become more productive. However, if they are quoted on selective basis, the purpose of this great text will be lost. It is a document to improve quality of life of masses and also to unleash their genius.

They have gone beyond the role of media to expose only the inadequacies, but they have given solutions for the uplift of the victims of poverty. He suggest stimulus, which includes tackling of rampant corruption, to improve the life of the hopefuls of the new generation.The book is a bold attempt to talk about the challenge, but it took almost a decade to be noticed, especially in India, till the couple received noble prize 2019. The book was published in 2011.

Psychology and Mindset of the Poor

Abhijit and Esther should be appreciated for adopting a multidiscipline broad spectrum perception in their document. They discuss poverty with macro approach, while adopting micro analysis. They talk about the anemic Indonesian workers, and their reluctance to obtain iron-fortified fish sauce. The book refers to the protest of common people in 1966-67, when the price of rice went up sharply. The then Chief Minister suggested that the people should eat more vegetables. The vegetables are good for health and easier on the budget. He was criticized for making such

suggestion, because he did not realize that poor choose their foods not mainly for their cheap prices but for how good they taste.

They also point out the lack of awareness and inability of the governments to take preventive health care schemes. The cost of health care destroys basic economy of a poor household. They refer to the efforts made in the drought-prone Rajasthan and some parts of Uttar Pradesh, where only a small number of the poor could access tap water for drinking. They extensively quote from UNICEF and WHO data that only 13 per cent of the world population has access to tap water. The document reveals that 56 per cent of the health centers in Udaipur (Rajasthan) remain closed. In case of health care, India is worse than Bangladesh, Ecuador, Indonesia, Peru and even Uganda, where average absentee rate is 35 per cent, while in India 43 per cent of doctors and nurses are away from their respective hospitals or dispensaries.

The authors' have kept their minds free from the shackles of a peculiar ideology, their approach is neutral. It is much more objective than the solutions offered by the economists or scholars and adopted worldwide.The nobel laureates have offered a revised approach towards tackling poverty. The book is a must for anyone who wants to highlight developmental issues.

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