Pragyaan :

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Institute of Management Studies Dehradun

Research Papers/Articles

Pragyaan : Journal of Mass Communication

Panel of Referees

From the Chief Editor

We draw immense pleasure in presenting *June 2011* issue of our research journal - *Pragyaan: Journal of Mass Communication.*It continues to gain appreciation and accolades as it provides a platform that stimulates and guides the intellectual quest of Mass Communication scholars. Our Journal has attained *three* major land marks *viz.*,

? *Award of ISSN No. 0974-5521 for our publication from NISCAIR, New Delhi.*
? *Listing with prestigious Ulrich's International Periodicals Directory, USA.*
? *Empanelment of external referees comprising eminent scholars*

We would like to extend a very warm welcome to the readership of Pragyaan: Journal of Mass Communication. It is committed to rapid dissemination of high quality research in Mass Communication that should help to address the challenges of the 21st century. The Journal strives to seek ways to harness the power of Communication to meet the real world challenges, and to provide substance for making informed judgments on important matters. The articles published in this issue of Pragyaan: Journal of Mass Communication focus on Media and Political Communication, Role of short Films and Advertisement, New Media, Internet, Role of Preliminary Research and Television.

We would like to express our gratitude to our valued contributors for their scholarly contributions to the Journal. Appreciation is due to the Editorial Advisory Board, the Panel of Referees and the Management of the Institute for their constant guidance and support. Thanks are also due to Mr. Dhiraj Shukla who diligently prepared the manuscript for the press and Miss Nitasha Sodhi who provided the necessary editorial support that resulted in enhanced reader friendliness of various articles. We are extremely thankful to all of them. We are also thankful to those who facilitated quality printing of this Journal.

We continue our endeavour to harness intellectual capital of our scholars and practitioners of Mass Communication who bring to our readers their value additions. We do our best to oversee a review and decision-making process in which we invite appropriate individuals to review each paper and encourage them to provide timely, thoughtful, constructive, and diplomatic critiques. We work towards integrating reviewers' feedback along with our own insights into the final decision and craft fair and balanced action that acknowledges the strengths of the manuscript, address areas for improvement, and clearly convey the editorial decision and its rationale.

We wish to encourage more contributions from the scientific community and industry practitioners to ensure a continued success of the journal. We have tried our best to put together all the articles, coherently. Suggestions from our valued readers for adding further value to our Journal are however, solicited.

Dr. Pawan K Aggarwal
Director
IMS, Dehradun

Pragyaan : Journal of Mass Communication

CONTENTS

Research Papers/Articles

Tackling Tuberculosis with Self-help Group and Short Film: An Evaluation

Deepa Makesh*

ABSTRACT

Health communication is the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It links the domains of communication and health, and is increasingly recognised as a necessary element of efforts to improve personal and public health. The role of communication in health cannot be overemphasised. Health for all, which is a laudable vision of the World Health Organisation, cannot become a reality without effective communication.

The various mediums of communication have to be put to maximum use for communicating messages. The medium could be textual (print medium, hoardings, posters, flash cards), audio (radio), audio visual (television, films), interactive (online, web), etc. Each medium has its own advantages and limitations. For a successful health message campaign a judicious blend of all mediums is necessary.

This study investigates the changes in awareness levels of tuberculosis in a group of self-help group women who are using short films and recommends strategic lessons for public health agencies to design effective messages. The study also highlights an integrated approach, which involves training of volunteers to disseminate information, and counsel families and patients on health issues. The participant's views and acceptability of the methods are also highlighted. Tuberculosis continues to be a major public health challenge in India with nearly one person dying of this dreaded disease every minute. Women are the prime caregivers and advocacy programmes targeted at them are important for the welfare of family and society at large. They are the opinion leaders particularly in the arena of health and they spread health messages.

Introduction

One of the main challenges in the design of effective health communication programmes is to identify the optimal contexts, channels, content and reasons that will motivate people to pay attention to and use health information. Mass media campaigns or other single-component communication activities have been shown to be insufficient to achieve programme goals.

Communicable diseases are a major threat to the promotion of public health in developing countries. Tuberculosis (TB) is a major public health problem and has been declared as a "global emergency" by the WHO in recent years. TB is an infectious disease caused by bacterium *mycobacterium tuberculosis*. A person suffering from Pulmonary TB spreads it through the air. A single patient can infect 10 or more people in a year. India accounts for one-third of the global TB burden. It has more TB cases than any other country in the world and twice as many patients in treatment as China, which has the next highest number. Everyday, more than 20,000 people become infected with TB bacillus and about 5,000 develop this disease.

Theoretical framework

The Personal Influence Theory of Communication is the outcome of a classic study of the 1940 presidential elections in the United States. Paul F. Lazarsfeld and others conducted this study in 1948. They were interested in the general impact of the mass media on voting behaviour and especially in the people who changed their voting behaviour during the course of the campaign. Their findings were that broad coverage of the campaign by the mass media simply reinforced the initial preferences. It was only the personal influence or interpersonal relationship that

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changed the voting pattern and behaviour.

Researchers suggest that within a group to which we belong certain people have strong influence. These people are called opinion leaders individuals who through day-to-day personal contacts influence others in matters of decision and opinion formation. These people can come from any social, economic or occupational level. Within different levels of society there are different opinion leaders. Opinion leaders tend to be better-informed and heavy users of the mass media tend to be influenced by them. The influence is passed on to others in face-to-face communication. This discovery generated the Two-Step Flow of Communication Theory.
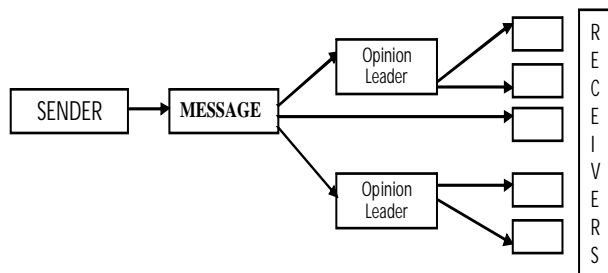
Health communication can contribute to all aspects of disease prevention and health promotion and is relevant in a number of contexts, including (1) health professional-patient relations, (2) individuals' exposure to, search for, and use of health information, (3) individuals' adherence to clinical recommendations and regimen, (4) the construction of public health messages and campaigns, (5) the dissemination of individual and population health risk information, that is, risk communication, (6) images of health in the mass media and culture at large, (7) education of consumers about how to gain access to the public health and healthcare systems, and (8) development of health applications.

The practice of health communication has contributed to health promotion and disease prevention in several areas. One is the improvement of interpersonal and group interactions in clinical situations (for example, provider-patient, provider-provider, and among members of a healthcare team) through the training of health professionals and patients in effective communication skills.

Collaborative relationships are enhanced when all parties are capable of good communication.

Increasingly, health improvement activities are taking advantage of digital technologies, such as CD-ROM and World Wide Web (Web), that can target audiences, tailor messages, and engage people in interactive, ongoing exchanges about health issues. An emerging area is health communication to support community-centred prevention. Community-centred prevention shifts attention from the individual to group-level change and emphasises the empowerment of individuals and communities to effect change on multiple levels. Effective counselling and patient education for behaviour change require healthcare providers and patients to have good communication skills.

Need for the study

Television and radio serving specific racial and ethnic populations can be effective means of delivering health messages when care is taken to account for the language, culture and socio-economic situations of intended audiences. An audience-centred perspective also reflects the realities of people's everyday lives and their current practices, attitudes and beliefs, and lifestyles. Some specific audience characteristics that are relevant include gender, age, education and income levels, ethnicity, sexual orientation, cultural beliefs and values, primary language(s), and physical and mental functioning. More considerations include their experience with the healthcare system, attitudes toward different types of health problems and willingness to use certain types of health services. Attention should be paid to the needs of underserved audience members. Targeting specific segments of a population and tailoring messages for individual use are two methods to make health promotion activities relevant to audiences.

Compared to traditional mass media, interactive media may have several advantages for health communication. These advantages include (1) improved access to personalised health information, (2) access to health information, support and services on demand, (3) enhanced ability to distribute materials widely and update content or functions

rapidly, (4) just-in-time expert decision support, and (5) more choices for consumers.

Often, people with the greatest health burdens have the least access to information, communication technologies, healthcare and supporting social services. Even the most carefully designed health communication programmes will have limited impact if underserved communities lack access to crucial health professionals, services and communication channels that are part of a health improvement project.

Health literacy is increasingly vital to help people to manage their own health better. Differences in the ability to read and understand materials related to personal health appear to contribute to health disparities. People with low health literacy are more likely to report poor health, have an incomplete understanding of their health problems and treatment, and be at greater risk of hospitalisation. In this context, an audio-visual medium of short films can play a vital role in creating awareness. There is also a need to evaluate their effectiveness.

TB as a public health threat

TB is a leading killer of adults. It kills more adults than any other infectious disease. Despite being completely curable, TB claims the lives of more than 400,000 people in India every year. It affects the most productive age (15-54 years). It causes enormous social and economic disruption and hampers the development of the country. According to the World Health Organisation, TB account for 9% of deaths among women between the 15-44 age group. While war accounts for 4% of deaths of women in that age group, HIV 3% and heart disease 3%.

Women of reproductive age are more susceptible to develop active TB disease once infected with TB than are men of the same age. In India deaths from TB are 27-41% higher among young women and children of 5-24 years compared to males of the same age.

But TB case detection is much lower in women than men nearly in the ratio 1:2.5 due to various reasons. Recent studies on tuberculosis lay emphasise on gender related issues. It has been found that women especially in developing countries have less access to healthcare due to various constraints. The following could be some of the major reasons: Women delay seeking care so as not to use precious family resources, could be missed by health promotion programmes and therefore have a lower awareness of TB symptoms. Women tend to stay at home rather than come to health workshops. Women are often scared to tell family they might have TB due to possible rejection. Women in some families cannot leave the home without explaining where they are going, but are too afraid to say they want to go to a TB clinic because of social stigma.

TB has been on the rise since the 1980s, with its spread concentrated in Southeast Asia and sub-Saharan Africa. Much of TB's resurgence is directly connected to the HIV/AIDS pandemic especially in Africa, where two-thirds of those living with HIV also carry TB. Worldwide, an estimated one-third of the 40 million people living with HIV/AIDS are co-infected with TB, and up to 35 million people worldwide could die of TB over the next two decades unless greater action is taken to treat and prevent the disease.

TB is the most common opportunistic infection in people living with HIV. As the Immuno-deficiency virus breaks the immune system, HIV infected people are at greatly increased risk of TB. HIV is also the most powerful risk factor for progression of the disease from TB infection to TB disease. TB is one of the diseases, which often go not properly treated; but the government and non-government organisations (NGOs) are giving much emphasis on its treatment. Directly Observed Treatment, Short-course (DOTS) is a comprehensive and cost effective strategy for TB control (See Appendix 1). This strategy has proven effective in controlling TB on a mass basis. It is the strategy adopted by the Revised National Tuberculosis Control Programme (RNTCP) in India. NGOs play an active role in health promotion in the community and many patients seek treatment through them. With the widespread network of NGOs in India it becomes essential to involve them in RNTCP.

The heart of the DOTS programme is "directly observed treatment" in which a health worker or any other trained person who is not a family member

directly administers the drugs for curing the disease. Sometimes it could be cured patient too. The Information, Education and Communication (IEC) strategy for RNTCP aims at awareness generation about symptoms, curability and free availability of high quality diagnostic and treatment services for TB in a patient-friendly environment. Their major target groups are patients, including family and the community, health providers and opinion makers. They reach out to such targets by standardised messages through appropriate media options. They aim to achieve better patient satisfaction, ensuring greater involvement of the private sector and continue advocacy efforts to keep TB control at the top of opinion leaders' agenda. They aim at the use of local media (rath yatra, puppet shows, rangoli, bhavai, nautanki and the like). The sensitisation of the health providers is important and a media campaign can bring about a change in knowledge, attitudes and practices regarding TB. Such local people become opinion leaders as the local community regards them as more credible and authentic.

Self-help group as a solution

Self-help groups (SHGs) are being seen as mainstay for poverty alleviation in emerging markets. They are broad-based micro institutions that can prove highly rewarding. Institutions that monitor SHGs seek this powerful solution that can track performance covering both financial and non-financial (social, educational, health, etc) parameters. This information can then be evolved to generate reports on local, regional and district levels.

While doctors can provide the medical care, the patient needs emotional support as well, which very few doctors provide. While friends and family members usually provide such support, often this is not forthcoming in the case of certain sensitive problems such as communicable diseases, AIDS, infertility or cancer, which makes the lives of patients miserable. This is where support groups come in. Such groups bring together people troubled by the same problem to share emotional and moral support, plus practical information. Support groups traditionally meet face to face, but now many meet over the Internet as well. Support groups act as a complement to medical care. The very act of sharing the emotional side of an illness and exchanging helpful advice can encourage recovery or simply make it easier to cope with problems.

In many places, access to healthcare is difficult and there are not enough health workers, so we need to look at other approaches, outside the clinic and hospital setting, to make TB care more widely available. There is a growing interest in the role of communities in TB control. The need is particularly acute in sub-Saharan Africa, where the combination of severe resource constraints and the rise in TB cases fuelled by HIV is straining government health services.

Role of women in health education

The community will contribute towards ensuring a high level of health protection by encouraging cooperation between the member-states and, if necessary, lending support to their action. Community action shall be directed towards the prevention of diseases and in particular promoting research into their causes and their transmission as well as health information and education. Health protection demands shall form a constituent part of the other policies of the community. Women are a social force and hence can consciously and collectively change their social place. Women are also targets or recipients of health information because of their socio-economic position in society. Women have been targets of these issues in relation to their own health and the health of others.

In relation to the restoration of health e.g. secondary prevention following an illness, women are seen as carers for others. If a man has suffered a heart attack his wife will be invited to the rehabilitation classes to ensure food is correct for her husband. Women are targeted in health promotion interventions as the main health carers for others not just because of biological factors but also because of social expectations. This has implications for the women's health and that of her family as well.

Public health messages

Communication interventions intended to affect health behaviour are an increasingly important strategy for improving the health of the people. But effective communication is highly dependent on the social and cultural milieu that shapes the individuals, families and communities that are the intended recipients. Because we live in an increasingly diverse nation, it is important to understand more fully how these different messages should be constructed and delivered.

A key challenge facing health professionals is to mobilise the power of mass communication to empower individuals to adopt healthy behaviours, to direct policy makers' attention to important health issues, and to frame those issues for public debate and resolution. To address this challenge, the Centre for Health Communication has helped pioneer the field of mass communication and public health by researching and analysing the contributions of mass communication to the behaviour change and policy, by preparing future health leaders to use communication strategies, and by strengthening communication between journalists and health professionals.

The tools used to reach out health messages could be myriad and vast. The five sensory perceptions of humans help in understanding the essence of communication. The audio-visual medium could prove more effective as a single-prong approach. A combination of sound, light and action can be used effectively to convey a message. The effective combination leaves a mesmerising effect on the audience. The mass people pick up the message effectively and prove it to be a natural medium for societal transformation. A systematic assessment of the different awareness techniques is sparse and there is a need to study this.

This qualitative study on communication for creating TB awareness undertook an experimental research using focus group discussions to find out the relative effectiveness of short films in creating awareness of tuberculosis among urban women. The participants' views and acceptability of these methods have been looked into and so was the importance of selecting the appropriate communication methods that are acceptable to the target audience to disseminate key messages on health issues.

Review of literature

Development Communication is the use of communication for further development. Government policy makers have used the mass media to decrease the number of deaths in their countries, to produce more food so as to decrease hunger, to overcome certain limitations of illiteracy. These developmental goals are of unquestionable benefit for the society; no one has opposed them. Developing countries like India have become increasingly interested in the possible use of new communication technologies such as computers, telecommunications and the Internet to enhance connectivity, boost business, streamline governance and improve the quality of life of their citizens.

Successful health promotion efforts increasingly rely on multidimensional interventions to reach diverse audiences about complex health concerns, and communication is integrated from the beginning with other components, such as community-based programmes, policy changes and improvements in services, and the health delivery system. Health communication best supports health promotion when multiple communication channels are used to reach specific audience segments with information that is appropriate and relevant to them and the promotion and communication activities reflect audiences' preferred formats, channels and contexts. These considerations are particularly relevant for racial and ethnic populations, who may have different languages and sources of information. Credible channels of communication need to be identified for each major group.

David Domke et. al. (2002) in their study suggest that visual images influence people's information processing in ways that can be understood only by taking into account individual's predispositions and values and at the same time appear to have a particular ability to trigger considerations that spread through one's mental framework to other evaluations.

T. Subramanian et. al. (1999) in their study highlight the effectiveness of direct and indirect methods of communicating to the public on tuberculosis awareness. The study was undertaken in a south Indian rural community to assess the initial level of TB awareness and again after providing health education on TB to evaluate the effectiveness of health education after two years. Twenty-four villages in Sriperumbudur taluk in the Tamil Nadu state were randomly selected and the community was educated on important aspects of TB by means of pamphlets, exhibitions, film shows' role plays and group discussions. After two years, the respondents were revisited and interviewed using the same interview schedule and there was an overall increase of knowledge on various aspects of the disease ranging from 18% to 58%.

Nirupa Rani Charles (1991) in her study "Influence of Initial and Repeated Motivation on Case Holding in North Arcot district" emphasises on the personal influence of social workers in motivating the patients for complete treatment. The patients were counselled individually and flash cards were used to give a visual impact. There was an increase in treatment completion among patients especially among those who had been motivated individually.

Rajeswari Ramachandran et. al. (1998) in their study on "Sensitising an Urban Community to Tuberculosis TRC Experience in Madurai" assesses the feasibility of training and using National Service Scheme volunteers for case finding and sensitising the community on tuberculosis. The effectiveness of various methods of communication in mobilising chest symptomatic to attend screening camps was also proved.

Media's Role in Health Promotion by Waheeda Sultana (2002) analyses the vital role played by various mediums of communication in disseminating information on health. Coverage of health issues is part of the media's fulfilment of the surveillance function.

Films are the best media for imparting health education. The Films Division annually produces a number of documentaries in areas of health family welfare, nutrition and environmental sanitation.

Special films are distributed in connection with World Health Day, World Aids Day and No Tobacco Day besides films on immunisation and leprosy control such films are shown to the public from time to time. The Film Division has been motivating the broadest spectrum of the Indian public to enlist their active participation in nation building activities. The aims and objectives of the Division are to educate and motivate the people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration. The distribution outlets are Doordarshan, DAVP and Field Publicity units of central and state governments, educational institutions, and industrial houses, social and cultural organisations.

Creating Awareness among Women Folk by S. Kalaivani (2003) emphasises the need to create and improve awareness among women by educating them (to avoid illiteracy) and encouraging them through the mass media. The success or failure of development plans in education, family planning community development, health and nutrition depends on the involvement and participation of women.

Practising Participatory Communication for Development (Tripathi and Nair 1998) looks into people's participation as an essential requirement for development and suggests how to practice participatory communication approaches while keeping in mind ground realities and complexities for rural areas in developing countries.

Methodology

This study is aimed to assess the effectiveness of short films as a tool for disseminating health related messages. Hence it follows the experimental research design. This type of research design helps discovery of ideas and insights into constructing effective messages and providing support for patients. The approach is qualitative and the research technique used is Focus Group Discussion.

The study was conducted on 54 members

belonging to self-help groups coordinated by ROSE Trust, an NGO functioning in MGR Nagar, an urban habitat in Chennai. The organisation has been recognised by the Women's Development Corporation of the Tamil Nadu government. The women studied belonged to the age group of 25-30. The literacy level varied from primary school to secondary level. Seventy percent of the women were married.

The 54 members were divided into three groups. One group was the control group. This group was not exposed to any special technique of creating TB awareness. Their knowledge on causes, symptoms and treatment of TB were assessed through two Focus Group Discussions of nine members each.

The other two groups were treatment groups; Treatment Group 1 was exposed to health education on TB using flip charts. The flip charts were 15 in number, which visually represented the causes of the disease, the symptoms and the medial treatment details. The moderator interpreted each visual to the members of the group. Their awareness levels after education were assessed through two Focus Group Discussion of nine members each.

Treatment Group 2 was exposed to a short film.

The short film was a 20-minute documentary on the life of a female TB patient. The film focussed on the causes of TB, its effects on health and the treatment. The story line is interwoven with a family drama. The protagonist is a newly married bride who is afflicted with the disease. The husband dreads her and shuns from her once the diagnosis is made. The mother-in-law empathises with her and takes good care of her, gives her psychological support and the healthcare providers give the necessary medical support. She recovers in the stipulated time. The husband eventually realises his folly and accepts her and supports her fight against the disease. There are comic interludes amid explanations about the disease and the responsibility of the family towards the patient.

Focus group discussions were held in Tamil the vernacular language with a moderator and an observer. *On-site Summaries* and field notes were taken. The question guide and the probes (Appendix 2) were followed to get the required information.

Results and discussion

The main findings that emerged out of the Focus Group Discussions in relation to the probes conducted among the three groups are summarised in Table - 1.

Table 1: Results of focus group discussions

Probe	Control Group	Treatment Group1 (Flip Chart)	Treatment Group 2 (Short film)
Aware of TB	✓	✓	✓
Will affect both men and women	✓	✓	✓
Main Symptom	Cough, Weight Loss	Cough, Weight Loss, Fever.	Cough, Weight Loss, Fever, Breathlessness and Tiredness
Diagnosis	Not Aware	Sputum Test	Sputum Test
Treatment 1. Duration 2. Free Treatment 3. Place	3 months – 1 year. Not Sure Any doctor	6months-1 year Were aware Private and Government doctors	6 months Were aware Private and Government hospitals Healthcare providers – DOTS

Is the disease communicable?	Yes	Not sure	Only through sputum
Do you think family care is essential?	No	Yes	Absolutely yes
Have you heard of healthcare providers?	No	No	Yes
Do opinion leaders have a say in influencing community decisions?	Not Sure	May be	Yes
Does mass media affect community decisions?	May be	May be	Yes
Is the audio-visual medium more effective in disseminating information?	Probably	Yes	Yes
Do you think women should be exposed to various health messages?	May be	Yes	Yes

From the above description in Table 1, it is evident that all are aware of the disease and are aware that both men and women are at equal risk. Although all the three groups are aware of most the symptoms of the disease Treatment Group 2 is aware of all the symptoms. The Control Group still treated the disease as a dreaded one while Treatment Groups 1 and 2 treated the disease curable and Treatment Group 3 appreciated the family support and psychological support to be given to the patients. The comic interludes amid explanations about the disease in the short film reach out to the population and highlight the responsibility of the family towards the patient. The respondents appreciated the message given out through the popular medium and the celebrities who they regarded as demy-gods. The benefits of self-help groups and the need for providing basic health education to the local communities were well accepted and appreciated.

Hence, it is evident that it is important to involve the local community and their opinion leaders to disseminate the health messages to reach out completely to the community and the NGOs and Self Help groups can play a major role in providing wholesome health education. Hence the various health organisations should design messages that should reach out to all sections of society and should aim at integrating the healthcare professionals and local volunteers to reach out to the community.

Conclusion

Health literacy is increasingly vital to help people to manage their own health in a more better way. Differences in the ability to read and understand materials related to personal health appear to contribute to health disparities. People with low health literacy are more likely to report poor health, have an incomplete understanding of their health problems and treatment, and be at greater risk of hospitalisation. There is also a need to study the effectiveness of various mediums including short films. The study found that an audio-visual medium of short films could play a vital role particularly in the context of creating tuberculosis awareness.

It is clear from the study that women play a vital role in disseminating information on health and well being of the family and hence the society. They become strong opinion leaders who can magnify the impact of the message.

It is clear from the study that visual aids are effective in conveying health related messages among women. The short film as a method of communication was well received by the participants and they comprehended the key messages and were appreciative of the need for family support to the affected persons. The better the quality of the short film (with a dialogue style) the more negative affectivity was stimulated and the more cognitive processing was induced. And a more favourable attitude towards preventive behaviour was stimulated.

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New Media as an e-Learning Resource: A Study of the Engineering College Teachers of Haryana, India

*Dr. Pooja Rana**

ABSTRACT

The research was carried out to study the pattern of New Media use among engineering college teachers of Haryana, India, and to explore the factors responsible for the use/non-use of New Media among them. For the purpose of this study, the survey method of quantitative research design was chosen as it was appropriate for mapping the New Media usage pattern of the engineering college teachers. The state of Haryana was chosen as the locale of the study as the state has a number of government and private engineering colleges. A random sample of 200 college teachers was selected for this study. The study shows that most engineering college teachers in Haryana prefer to use the internet on week days when they are in their workplaces. Most of them have been using the new media for emailing followed by accessing the web sites for more than five years. Engineering college teachers of Haryana very rarely use features such as chat and discussion groups for networking. Of the web sites accessed, the majority is that of academic sites. Of the various sites accessed, the one most frequently used is that of google followed by that of yahoo. The information sought on the Internet pertains basically to their areas of specialization and the related fields. Most of the teachers use the information collected from the academic web sites for learning about new developments in their areas of specialization and for upgrading the quality of the content of their lectures. Faculty members also use the new media for learning about seminars and conferences as well as for networking with researchers in India and abroad. An overwhelming number of teachers feel that the new media has made information hunting and storing easier than the traditional physically located library. The inference is obvious. New Media is emerging as an alternative paradigm of the conventional model of formal education requiring the aspirant to enroll in a formal educational institution and to attend classes physically for gaining or updating knowledge. It is also emerging as a strong alternative to the physical library which houses printed works and requires the user to physically walk down to the library to be able to use the library resources. As we know, creation of physical resources of education is a great handicap in the dissemination of knowledge in fund-strapped developing countries. By liberating education from the debilitating effect of infrastructural inadequacy in education sector in developing countries, the new media holds up a new model of educational communication.

Keywords: *new media usage, paradigm shift, education, e-learning, college teachers, academic sites, networking, educational communication*

Communication experts recognize education as one of the three primary functions of communication. All the communication technologies before the advent of new media discharged this primary function to varying degrees. While print and television suffered from some handicaps in fulfilling this primary function, the radio reached out among the masses. Despite the best efforts of these three media, certain inadequacies remained congenital to them. This concerned their basic character of talking down from a fixed producer of messages to a fixed consumer of messages. Besides, each of these three media target one or two senses at the most. The new media is a revolutionary communication technology in so far as it not only synthesizes all the previous communication technologies but also transforms the very character of communication technologies. While synthesis of the communication technologies is gradually leading to convergence of all the media, the transformation of the basic character is giving birth to an interactive media. As a convergent and interactive media, the new media holds out the potential of stimulating educational activities beyond the paradigms of present day educational institutions requiring physical infrastructure to facilitate learning. This paper attempts to analyse how this paradigm shift in

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education is beginning with the tendency of educationists taking to the new media as a virtual university to update themselves.

Most educators now see the New Media as one gigantic library resource wherein students and teachers can search and research through endless volumes of information. It is the ease with which it is possible for the individuals and professional groups to dip into new ideas and current developments in different disciplines and the convenience to engage in dialogue and collaboration across boundaries that gives New Media great potential for transforming traditional ways of shaping knowledge. New Media can provide invaluable resources, which can not be delivered using other technologies, books or magazines etc. This fact is the compelling reason that has motivated the educational community to invest time and money in getting attuned with the New Media. Keeping in view the comprehensive academic uses to which New Media can be put, an attempt has been made towards exploring the general and specific patterns of usage of the new media among the engineering college teachers of the state of Haryana, India. The study was carried out to achieve the following objectives:

Objectives

? To study the pattern of New Media use among engineering college teachers of Haryana.

? To explore the factors responsible for the use/non-use of New Media among engineering college teachers of Haryana.

To this end, the study has been divided into four sections. Section I throws light on review of literature, Section II talks about research methodology adopted for the study, Section III discusses the results derived from the study while Section IV concludes the study.

Section I: Review of Literature

Eisenberg (1992) opined that network communication made it easy for groups of people to work cooperatively and share information. Educators and students could join online discussion groups on specific topics. He enlisted the extensive uses of the New Media among academicians, giving examples on how the new projects were taking place between different universities via e-mail. He also talked about how teachers could work on the Net, share experiences and engage in a wide range of learning activities, thereby availing the benefits of networking.

Stalberg (1994) observed that international communication capability of the Net was facilitating academic collaborative ventures. The desire of academicians and scientists was driving educational institutions to connect to the Net to facilitate collaboration and help to foster research initiatives.

Berge and Collins (1995) emphasized the collaborative and communicative nature of the New Media. As an agent for socialization and collaboration, the networked computer had a greater potential in education than the stand-alone, knowledge-server type of computer.

Hunter (1996) conducted a survey to find out how Boston College faculty, staff and students were using the New Media. The respondents primarily used New Media for academic and research purposes (72%). Sixty five per cent agreed that they had found useful research information on the Web.

McMohan (1996) opined that India was leapfrogging outdated technologies and taking advantage of the latest technological developments. The oldest and the most important form of education was the constant exchange of ideas and opinions between students, teachers and researchers. This process of dialogue could be easily transferred into electronic form over the New Media where communication could be carried on at all hours and across distances. It allowed study groups to work on-line and create an appropriate environment to carry on educational processes.

Nigohosian (1996) in his paper 'Scholarly New Media Research: Is It Real?' sought to address several issues relative to New Media research and its ethical formation through the new era of information explosion. Observing that the New Media had exploded into a place where many of the traditional rules of research and scholarship had changed significantly, he asserted that the memories of the old fashioned research using the Reader's Guide to Periodical Literature in text form were slipping fast.

Henry and Zerwekh (1996) maintained that New Media was originally developed to facilitate communication and disseminate information among government and academic institutions in the US. It was primarily used for e-mail, academic papers and research findings and electronic transmission of binary files of various kinds.

A report on 'The Emerging Contribution of On-line Resources and Tools to Classroom Learning and Teaching Submitted to SchoolNet/Rescol' (1998) maintained that learning situations had become more realistic and authentic as classrooms were getting online. Educators used online technology as a driving element of an educational reform.

Roldan (2001) in her research paper dwelt on the opportunities enabled by the new media for education and society building partnerships that had great impact on the quality of students and the citizenry that came in to contact with educators and others. Bringing attention to the confluence of the new technology, the hand held PCs, the latest ones capable of connecting with other devices and the New Media; she explored their uses in actively bridging the communication gaps at different institutional levels.

Section II: Research Design & Methodology

The state of Haryana was chosen as the locale of the study as the state has a significantly large number of engineering colleges affiliated to different universities. The engineering college teachers of Haryana formed the population of the study. A random sample of 200 users were selected for this study.

Keeping in mind the objectives of the undertaken study, a structured questionnaire was prepared to collect data. The first part of the questionnaire dealt with the profile of the respondents, the second part with general New Media usage and the third part with usage of the New Media, specifically for academic purposes. Data was collected from the teachers of government and private engineering colleges of Haryana. The data was then analyzed using percentage method.

Section III: Results and Discussion

In this section, an attempt has been made towards unfolding the rationale underlying the usage trends of the New Media among the engineering college teachers of Haryana. To this end, it has been divided into three sections. The first section presents the demographic profile of the user and the non-user respondents, the second analyses the New Media usage pattern of the teachers and the third evaluates the reasons for the use of the New Media.

Section III.A. The Demographic Profile of Respondents

Age, gender, educational qualifications, average monthly family income and designation were the independent variables concerning the demographic and disciplinary affiliations of the respondents. Data was collected from 200 respondents. Among the respondents 184 were users and 16 non-users.

Age The maximum number of respondents, 98 out of 200, fell in the first age group of 23-33 years followed by the second group of 34-43 years which had 48 respondents. While 44 respondents were between the ages 44-53, 10 were of 54 years of age and above. The respondents in the first and the second groups (73%) outnumbered those in the third and the fourth group (27%).

Gender There was not much difference between the male and female respondents. While 106 respondents were male, 94 respondents were female. In other words, we can say that the sample was almost evenly distributed gender wise.

Educational Qualifications Twelve respondents were graduates holding only bachelors degree in their respective subjects, 173 were post-graduates with masters degree in various fields and 15 were doctorate in subjects ranging from management to sciences and humanities.

Designation Fifty nine per cent respondents were Lecturers, 16 per cent Readers and the rest 25 per cent Professor. Clearly, the maximum number of respondents were lecturers followed by Professors and Readers respectively.

Section III.b. New Media Usage Pattern of the Teachers

This section attempts to delineate the New Media usage pattern of teachers in terms of general and

specific parameters related to the time spent online, place of use of the new media, purpose of use, features accessed, their preferences for various web sites etc. The New Media usage pattern could be sub-categorized as general and specific. While seven per cent respondents were using the New Media for general information, 93 per cent were using it specifically for academic purposes.

Distribution of respondents according to the frequency of use of the new media As evident from Table 1, the maximum number of respondents (42.39%) used the New Media for 2-4 days per week followed by 25.54 % who used the Net for 5-7 days per week. While 19.02 % respondents accessed the Net for one day per week and only 1304% 24 respondents accessed it once a fortnight. However, 16 respondents out of the total of 200 respondents said that they did not use the New Media at all.

Table I Frequency of usage of the Internet among the respondents

Number of days	Number of respondents	Percentage
5-7 days per week	47	25.54
2-4 days per week	78	42.39
1 day per week	35	19.02
1 day per fortnight	24	13.04
Total	**184**	**100**

Distribution of respondents according to the time spent per week on the new media The time spent per week on the New Media was in proportion with the frequency of days of usage of the new media indicated by the respondents (Table II). Out of 184 respondents, the maximum number of respondents (60) accessed the New Media for 3-5 hours per week followed by the time period of 1-3 hours indicated by 53 respondents, 23 respondents accessed the Net for quite sufficient

Table II Time spent per week on the Internet

Number of hours per week	Number of respondents	Percentage
Less than 1 hour	45	24.46
1-3 hours	53	28.80
3-5 hours	60	32.61
5-15 hours	23	12.50
More than 15 hours	3	1.63
Total	**184**	**100.00**

time ranging from 5-15 hours per week thereby averaging to half to two hours daily. However, three respondents used the New Media for more than 15 hours per week. The distribution of respondents according to the time spent on the New Media reveals that most of the respondents were mediocre users of the Net spending not more than half to one hour at a stretch. The expenditure on the Net could be gauged from the number of days/hours spent on the Net.

Time line showing the usage of the New Media for academic purposes As indicated in Table III, only 12 out of 184 respondents had been using the New Media for 1-3 years. While 39 respondents had been using the new media for 3-5 years, 117 respondents were utilizing it for more than 5 years. As many as 8.7 per cent respondents, however, had just started using the online media with the time span not exceeding one year. This signified that since the advent of new media in India from mid 90s onwards, New Media usage had been picking up momentum among the academicians.

Table III Time line indicating use of the Internet for academic purposes

Time Period	Number of respondents	Percentage
Less than 1 year	16	8.70
1-3 years	12	6.52
3-5 years	39	21.20
More than 5 years	117	63.59
Total	**184**	**100.00**

Distribution of respondents according to the preference for the place of use of the New Media Table IV shows that the maximum number of respondents (99) used the Net at their workplace followed by the respondents (49) who used the New Media at their home. The number of respondents who accessed the New Media in cyber cafes was only 14. This shows that most of the teacher respondents were being given New Media facility at their workplaces. While 16 respondents used the New Media both at their homes and in their offices, only two respondents used it both at home and cafe. Besides, an equal number of respondents who had New Media facility in their offices also went to a café for netsurfing.

Table IV Place of the use of Internet by the respondents

Place	Number of respondents	Percentage
Home	49	26.63
Office	99	53.80
Cyber Café	14	7.61
Home and Office	16	8.70
Office and café	2	1.09
Home and café	2	1.09
Home, café and office	2	1.09
Total	**184**	**100**

Features of new media preferred by users As indicated in Table V, electronic mail was the most preferred feature of the Net. Websites were preferred the next followed by chat and discussion groups. So, sending e-mails and browsing websites were the interactive modes of communication preferred by the respondents.

Table V Features of the Net as ranked by the respondents

Features	Preference values	Rank 1	Rank 2	Rank 3	Rank 4
E-Mail	352	65	28	4	0
Discussion Groups	53	2	4	15	3
Web Sites	283	31	48	7	1
Chat	74	0	9	20	7

User preferences for various types of sites The information highway provides access to numerous sites. Everything from academics, sports, medicine, religion, culture, horoscope to banking, emigration, employment, shopping and entertainment is available online. As is clear from Table VI, the maximum preference value (753) was for educational sites followed by the preferences for mail portals, e-card, news and magazine sites. Educational/scholarly purpose, undoubtedly, formed the key fundamental governing the usage pattern of the new media by the teachers. In addition, mail portals standing next only to the educational sites corroborated the extensive uses of the new media in interactive communication. The news sites and sports sites had sufficient preference values of 337 and 140 respectively. Film sites and adult sites were least preferred. Also, religious sites had a low preference value of 88. Apart from the sites listed, a few respondents mentioned their preferences for some other sites namely university sites, emigration sites, job sites, banking, e-commerce, stock sites, research sites, astrology sites. This clearly portrayed the scholastic attitude of the academia.

User preferences for specific sites Yahoo, Google and Rediff were significantly preferred sites with 25.54, 20.11 and 16.85 per cent visitors respectively. These were followed by the online newspaper site preferred by 8.7 per cent and e-card sites like Hallmark, Archies etc preferred by 5.43 per cent of user respondents. As inferred from the Table VII, more than five per cent of the respondents visited Altavista and Hotmail and another 10 per cent respondents logged on to university sites and sites of various organizations. Besides, a few of the respondents preferred using entertainment sites. Understandably enough, the preference for Yahoo, Google and Rediff was an outcome of their preference for educational and mail portals. All these three sites not only provide facilities for academic search but also for correspondence.

Table VI Preference values of various sites by the respondents

Sites	Preference values	Ranks								
		1	2	3	4	5	6	7	8	9
Magazine sites	208	3	8	8	1	8	3	1	0	0
Adult sites	28	0	1	1	0	1	0	1	1	3
E-card sites	348	14	9	12	8	1	2	1	1	0
Sports sites	140	1	3	6	7	3	1	1	0	1
Religious sites	88	0	1	4	4	3	1	0	4	1
News sites	337	2	17	18	8	1	1	0	0	0
Educational sites	753	51	23	14	2	0	0	0	0	0
Film sites	66	0	1	0	4	4	0	3	2	1
Mail portals	480	25	21	5	2	0	4	1	0	0

Table VII Specific sites most preferred by the teachers

Sites	Responses	Percentage
Google	37	20.11
Yahoo	47	25.54
Rediff	31	16.85
Greetings	10	5.43
Alta vista	4	2.17
Hotmail	7	3.80
Indiatimes.com	16	8.70
Du.ac.in	5	2.72
Espn	3	1.63
Sify	5	2.72
msn	7	3.80
Mdu.ac.in	5	2.72
Moneycontrol.com	3	1.63
E-gurukul	2	1.09
encyclopedia	2	1.09
Total	**184**	**100**

Preference for educational sites Most of the respondents using the New Media for academic purposes mentioned the sites they visited for seeking scholarly information (Table VIII). A few respondents mentioned that they could not specifically name the sites. They searched their subject-based information from the superhighway via search engines. Evidently, Google was the most preferred site for educational purpose, followed by the sites of various universities and other educational organizations that the respondents visited for accessing information pertaining to various streams. The media libraries were also accessed via Net. Besides, the respondents preferred logging on to specific sites that contained data, facts and fresh information on their subjects of interest.

Table VIII Specific educational sites preferred by teachers

Site	Responses	Percentage
Google	64	34.78
Yahoo	15	8.15
wikipedia	32	17.39
Ocw.mit.edu	12	6.52
Harvard business school	9	4.89
AIMA	10	5.43
Sage pub	13	7.07
Accessmylibrary.com	8	4.35
Thefreedictionary.com	9	4.89
Icmrindia.org/case studies	12	6.52
Total	**184**	**100**

Search engines preferred by respondents Google was the first choice of the respondents for its clear and extensive display of millions of web pages in a fraction of seconds. It was followed closely by other effective search engines like Yahoo, Rediff and MSN. In addition, a few of the respondents also preferred search engines like Hotmail, Excite, Lycos, Sify and Khoj (Table IX).

Table IX Preference for search engines used by respondents

Search engines	Preference Values	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Google	365	59	13	6	0	0
Yahoo	311	25	33	16	3	0
Rediff	114	5	13	11	2	0
msn	153	0	18	22	7	1
Others	23	1	2	2	1	2

Nature of information sought More than 50 per cent of the respondents looked for online academic information concerning a wide variety of subjects. The respondents were interested in gaining information about developments and advances in their specialized field as well as in other related disciplines/areas in order to enhance their knowledge and widen their perspective (Table X).

Table X Distribution of respondents according to the type of academic information sought from the Net

Academic Information	Number of Respondents	Percentage
Regarding specialized field	79	42.93
Related to other areas / discipline	2	1.09
Concerning both the specialized field and related areas	103	55.98
Total	**184**	**100**

Searching information from the superhighway Searching information from the stack of pages on the Net at times becomes difficult and even perplexing. It is hence important to have technical know-how, accuracy in key words so as to get specific and the most suitable information in a short while. Herein an estimate has been made about how the respondents find searching information from the Net. As many as 81.52 per cent respondents found searching on the Net

to be easy compared to the traditional library. While 12.5 per cent respondents observed that it was neither much easy nor much difficult, only 5.98 per cent found it difficult to hunt information from the Net (Table XI).

Table XI Searching on the Net

Searching on the Net	Number of Respondents	Percentage
Easy compared to traditional library	150	81.52
Difficult	11	5.98
Neither much easy nor much difficult	23	12.50
Total	**184**	**100**

Invitations for presenting papers abroad As observed from Table XII, 56 respondents had got proposals for presenting their papers in international conferences through the Net. This was helping the teachers gain more and more confidence in their research areas. Still a significant number of respondents (128) had not got any academic proposals via Net. Some of them hoped to get such opportunities in near future.

Table XII Proposals got through the Net for presenting paper outside

Got proposals for presenting paper outside the country	Number of Respondents	Percentage
Yes	56	30.43
No	128	69.57
Total	**184**	**100.00**

Section III.C. Exploring reasons for use of the New Media

The New Media as evident from section two had made inroads into the academic sphere. The academicians preferred communicating via Net and using its various features for searching information and enhancing their knowledge. The following section attempts to explore the reasons for usage and non-usage of the new media.

Reasons for using New Media Educational purpose earned the maximum preference value of 495 followed closely by the use of New Media as a means of communication with friends and relatives. Besides,

accessing general information and browsing news via Net were also common. Making new friends had the least preference value among the 184 respondents (Table XIII).

Table XIII Preference for the purpose of use of the Internet

Purpose	Preference Values	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Passing time	77	0	4	6	5	6	6
Educational purpose	495	54	21	14	2	2	0
News	170	4	9	11	19	0	0
Making new friends	40	0	0	1	5	7	7
Accessing general information	353	7	34	29	7	2	0
To keep in touch with friends and relatives	405	35	18	20	7	1	2

General use of E-mail Quite interactive a feature, the e-mail was most preferred to keep in touch with friends and relatives followed by its preference for educational purpose. Besides, the respondents also interacted with media organizations via e-mail. However, preference values for using email for emigration purposes and lobbying on public issues were less (Table XIV).

Table XIV Use of E-mail by the respondents

Purpose	Preference Values	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
To keep in touch with friends/relatives	424	56	33	2	3	0
Educational purpose	415	53	35	2	2	0
Interacting with media organizations	78	2	6	13	2	1
Lobbying on public issues	26	0	1	4	4	2
Emigration purposes	43	0	1	11	1	4

Academic purposes underlying the use of the New Media As clear from Table XV, collecting literature for research problem had the highest preference value of 327 followed by the preference of respondents for learning about latest developments in their areas. Also, the preference values for the use of the Net for upgrading content of classroom lectures and learning about seminars and conferences in different areas were significant. Networking with researchers was rare having a low preference value of 103.

Table XV Use of the Internet for academic purposes

Purposes	Pref values	Rank 1	2	3	4	5
Upgrading content of lectures	233	17	23	16	1	6
Collecting literature	327	45	18	8	3	0
Academic networking	103	4	12	8	2	7
Info abt seminars	169	4	18	12	19	3
Info about latest developments	253	19	13	26	11	6
Total	**1085**	**89**	**84**	**70**	**36**	**22**

Not absolutely but to a significant extent, the netizens were using the online medium for updating their knowledge and keeping themselves abreast with day to day developments. Teachers were quite familiar with ways and means for putting the new media to a moderate use. However, networking with academicians from other places was not yet widespread among the respondents.

Collaborations via Net Only 63 respondents had collaborations through the online media, more so to get afresh ideas and learn about new research techniques to work with enthusiasm, gain knowledge and give practical shape to the raw ideas ushering in their scholarly minds (Table XVI).

Table XVI Collaborations with academicians elsewhere via Net

Responses	Number of Respondents	Reasons	Number of Respondents
Yes	63	a) Get new ideas	24
		b) Learn about new research methods	26
		c) To work jointly on a book/paper	13
		d) Any other	--
			63
No	121	-----	
Total	**184**	**-----**	

Research speeded up with the Net Table XVII depicts that a whopping percentage of respondents (82.07%) credited the New Media for having speeded up their research work. They could imbibe better ideas and avail literature on their topics of investigation via the Net. The Net therefore had given a boost to new inventions and discoveries.

Table XVII Influence of the Internet on time span of research of the respondents

Internet speeded research work	Number of respondents	Percentage
Yes	151	82.07
No	33	17.93
Total	**184**	**100**

Career aspirations Table XVIII depicts that most of the respondents (77.72%) believed that the New Media had given impetus to their career aspirations. They could assess their standing in developmental terms by keeping themselves abreast with the advancements taking place in other countries through the Net. This further was motivating them to compete with their counterparts from the world over, be more and more research-oriented, do globally competitive research and progress academically.

Table XVIII Career aspirations with the Net

Career aspirations revived	Number of respondents	Percentage
Yes	143	77.72
No	41	22.28
Total	**184**	**100**

They maintained that because of the lucid inflow of all kinds of information, more avenues were known. The New Media had helped in upgrading the knowledge base and was an economical way of sharing, presenting view. Besides interacting with persons working on same subjects, one could also clear tests available online and thereby add to his/her resume. Those using the Net felt that when one gets to know the basics about other fields just at the click of the mouse, one definitely goes in for greater depth in that subject. It had made them career conscious and was the best means for fulfilling their academic hopes. Through the Net, one could improve upon both his/her capabilities and knowledge. One could explore latest publications and research, clarify doubts and study his/her coursework in a better way. Rarely, new material was available from the Net.

The New Media meant having the entire world in your room giving you a lot many opportunities. The

immediate retrieval of information on the Net had broadened vision regarding a particular subject. It was like opening doors for getting jobs and good avenues without any racial discrimination or physical barriers. A few respondents mentioned that they had applied for academic posts in foreign countries and had got good responses. Besides, some of the university teachers had also got opportunities to seek training in foreign and they had also initiated many new projects. Even college teachers were getting motivated for writing a paper and hosting it on the web. It was improving their skills intellectually and professionally. Linkages with international institutes had provided financial backing and helped in procuring resources and developing innovative resource conservation technologies that could be recommended to farmers. The teachers were using educational sites to collect competition questions, know career options and enhance their academic knowledge in different aspects. They could collaborate with scientists from developed countries, get information regarding seminars, symposia, workshops and conferences and participate in them. Those who were doing Ph.D. in their field lauded the New Media for having provided them the latest date and the literature. It had also helped them to discuss research problems with experts in their respective fields. The new media had enriched their thinking to a great extent.

Section IV Conclusion

The study shows that most engineering college teachers in Haryana prefer to use the internet on week days when they are at their workplaces. Most of them have been using the new media for emailing followed by accessing the web sites for the past more than five years. College teachers of Gurgaon very rarely use features such as chat and discussion groups for networking. Of the web sites accessed the majority is that of academic sites. Of the various sites accessed, the one most frequently used is that of yahoo followed by that of google. The information sought on the Internet pertains basically to their areas of specialization and related fields. Most of the teachers used the information collected from the academic web sites for learning about new developments in their areas of specialization and for upgrading the quality of the

content of their lectures. Faculty members also used the new media for learning about seminars and conferences as well as for networking with researchers in India and abroad. An overwhelming number of teachers feel that the new media has made information hunting and storing easier than the traditional physically located library. In fact, around 82 per cent of the respondents felt that the new media had helped to speed up their research work.

The inference is obvious. New Media is emerging as an alternative paradigm of the conventional model of formal education requiring the aspirant to enroll in a formal educational institution and to attend classes physically for gaining or updating knowledge. It is also emerging as a strong alternative to the physical library which houses printed works and requires the user to physically walk down to the library to be able to use the library resources. As we know, creation of physical resources of education is a great handicap in the dissemination of knowledge in fund-strapped developing countries. By liberating education from the debilitating effect of infrastructural inadequacy in education sector in developing countries, the new media holds up a new model of educational communication.

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Mediated Hegemony and Political Communication in India: A Critical Assessment

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Preamble

A democratic polity emphasizes an active participation of its citizenry in decision-making through political mechanics. The euphemistic description role of media in political communication as the Fourth Estate is more overt than covert. That is why media power in public as well as political sphere is under constant scrutiny. Media and public opinion have a reciprocal connect that cannot be undermined. Public opinion is both constructed and manipulated (Walter Lippmann, 1922). With technology driven mediaplosion, the question of mediated hegemony in political sphere needs an immersive investigation. 'The public sphere, as can be seen comprising in essence the communicative institutions of a society, with facts and opinions circulated, and by means of which a common stock of knowledge is built up as the basis of collective political action' (Brian Mac Nair, 1999).

Core Conundrum:

Institutionalised democracy needs institutionalised mass media, a vital cog in the political wheel. India, which has opted for the White Hall model of democracy has politically vibrant media, a pre- Independence legacy. However, the transition of India from a feudal to a mature democratic society is rather painful and slow. Mass media, supposed to politically educate masses have themselves become a controversial platform for doubtful actions and reactions. Scholars have pointed out the deficient educational role of mass media even in mature democracies of the West.

The 63-year old Indian democracy's biggest political challenge is pan nationalism on one count and fissiparous sub-nationalistic tendencies, on the other. The external threats have the well-defined effect on the political communication of the mass media while the internal conflicts, both armed and otherwise continue to confront the media to no wits end. When pan nationalism is sweeping the entire globe, the Indian media deserve encomiums for their steadfast idealism. Though the major media organizations are controlled by monopoly houses, we can still find non-partisan and objective reportage in the Indian media. For long, the Indian media has been inspired by secularism and socialism, the watchwords of the Indian constitution.

The economic liberalism of 1990s provided ample space for the political right to assert itself. Consequently, the long nurtured socialistic ideology had to encounter a competitive and combative ideology of the marketplace. The media corporatisation surfaced within no time. Pseudo-events and synthetic novelties (Daniel Boorstin, 1962) became the order of the day. The advent of private satellite television channels in India, as a result of the Supreme Court decision, had its own impact on the media scene. While inter-media competition became acute, cross-media ownership became a reality. Manufacturing of political opinion and distribution through multiple outlets started gaining ground. Today it has become all pervasive. Undoubtedly the staple diet of mass media in India is politics. Everyday, stories of conflicts emanate from political parties, leaders to grassroot level workers. Political dramas are often enacted for media glare. With skyvasion of television, the political soap operas have become more strident than ever before. While television supplies the news, the print interprets it. Ethically, in a liberal environ, the democratic citizenry is expected to be rational. A good number of critics allege that such an assumption is not realistic, because the present day education system has not produced participant and rational voters. The ethnic and communal loyalties of voters, termed 'vote banks' are a blot on Indian democracy, from the Western parameters of democracy. In fact, more and more educated people are joining the bandwagon of hating politics and politicians, most probably because of their overexposure through mass media.

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The voter apathy, of course, is considered a mode of silent resistance (Jean Baudrillard, 1999). Absence of suitable choice is also identified as a reason for voter apathy. Perhaps the inherent contradictions in the Indian democratic setup make it less democratic. In India, when more than 30 percent of the population is still illiterate, selection in election might become a non-considerate ritual, based on equations other than ideology or the credibility and qualification of the would be public representative. With social group identities taking over the choice, the economic or developmental factors get over shadowed by such social group's new found eagerness to capture political power for social dominance, not societal welfare. Equally interesting or disturbing development is the interest of corporate honchos to enter legislatures to control political institutions and power, for furtherance of corporate profits. The recent events in several parts of the country and the entry of leading industrialists and businessmen into legislatures prove their political interests. This will certainly breed the corporate hegemony in politics.

The mass media, adjuncts of corporate houses, are used for the corporate control of feudalistic democracy and thereby leading to the further marginalisation of the already marginalised. As already stated, events and consent are manufactured to facilitate and cement a mutually convenient relationship between politicians and media houses. Invariably, the media will become a key element in the political hegemony of politicians over the governed.

Mediated hegemony

In other words, mediated hegemony is a reality all over the world and India is no exception. One modern tool is political advertising, a sophisticated method of mind management. A huge sum of money is spent to brand a politician or his/her political party. Public relations firms are also employed for image building. As capturing political power needs a huge capital, only those who can afford or get corporate support can enter the castle of political power. Obviously, media get the benefit of this kind of investment. During the last general elections to the Lok Sabha, a huge amount was spent on media

publicity and advertising. Elections are a great business opportunity in any democratic system in the world. Added to this is the 'paid news' syndrome which has become more and more pronounced these days. Critics like Nicholas Graham have observed that policy opinions of politicians are presented in the same way that firms offer rival products to consumers (Greenaway, et al, 1992). When every bit of information is manufactured and commercialised, the sanctity of missionary objective of media either gets lost or becomes questionable. The disappearance of the thin line of distinction between public and private interests has also made political ideologies of different hues irrelevant. Politics has become an empty spectacle with latent motives and prevarications.

The mediated hegemony has also spiraled silence among the majority and turned them into passive consumers of images. The media create political hype too fast and puncture it with the same speed, not allowing the target audience to think but remain dumbfound. The counter argument says that political power, the ultimate aim of social inclusiveness, demands mediated political process for further democratization of a society which is otherwise fragmented. Some important questions do pop up in a dialectical discourse of a sort on political communication. Are mass media an independent source of information and knowledge? Can they protect the gullible citizenry from political maneuovers? If mass media fail to perform their traditional role, how do we frame opinions?

The conventional role of the media has already been endlessly debated and in the Western world political partisanship is an accepted norm. On their part, media in India are often accused of setting the political agenda of the nation. When it comes to political ideologies they have taken sides brazenly. Objectivity, impartiality, neutrality and fairness have gone into a limbo.

A vibrant area of investigative journalism is political corruption. Even here one can observe political players dictating the expose instead of public interest gaining utmost importance. In the rat race for political coverage, the Indian media have trivialised other public issues and ignored the coverage of social

realities. While mobilising consent, media tend to be hegemonic (Antinio Gramsci, 1920). For critics, 'journalists and their news organisations are key players in hegemonic processes. They do not simply report events, but participate in them and act as protagonists' (Ericson et al, 1991). The media are often accused of providing a social structure for the expression of dominant ideologies and shared values. The media, on their own, ordained by the established political class, can devise barriers to decide between the legitimate or illegitimate political ideology. Obviously what is considered illegitimate will automatically be excluded from the public sphere. By supporting the establishment, media can sideline dissent and choke alternative avenues and suggestions. With this kind of alignment, media will become a part of the hegemonic apparatus.

In India, the unabashed extension of support can be seen in the classic examples of the industrial projects of Vedanta and Posco. A mainstream English magazine took the task of backing industrialization for development. Another, with leftist leanings, went against it whole hog. Both of them did not reflect a balanced view nor an objective evaluation. It is also true that media more often than necessary adopt a status quoits policy, as highlighted by media scholars and critics alike. The oppositional stance of the media to the established order is normally described as tokenism, bordering on superficialities. Even in the political order, individuals are taken to task, but the system remains intact. The power structure, dominated by the oligopoly, takes pleasure in political musical chair so that mediated interventions do not affect them.

Dominant narrative

The dominant narrative framework is fictionalised through the political prism of mass media. Narcisstic in outlook and pluralistically ignorant in content selection, media persons can easily be trapped by clever politicians, and their public relations managers. They can also make media persons become jingoistic in their agenda framing and evaluation of the cross-currents. Mediated hegemony can have roots in social and cultural institutions, reflected either accidentally or by design in the political messages diffused. The Western prescription of liberty and equality may still look out of place in developing societies. Social relations in their context may lead to or reflect political hegemony. Political communication can end up becoming dysfunctional with commandeered opinions. In a way, political advocacy has turned out to be a reverential practicality.

Politics in democratic India is also dynastic. So also the media ownership. As a natural corollary, not much opposition to such a hegemonic trend can be expressed by either to the other. No wonder that political communication in India is based on personality cult, not on issues. Feminist critics also see gender bias in the mediated political communication, another strand of hegemonic practice. Rightly Theodore Adorno pointed out that modern day dilemmas would simply make us accept well-known personalities. This is especially true of politics. Then political opinions shaped by either technological or third person rationality are not a healthy sign for any developing democracy.

When it comes to opinion polls in any political context, a very common practice of mass media now, several critics have condemned them for their omnipresent hegemonic dimension. Jean Baudrillard argues that: "There is an obsenity in the functioning of and the omnipresence of opinion polls as in that of publicity. Not because they might betray the secret of an opinion, the intimacy of a will, or because they might violate some unwritten law of the private being. It must at all times know what it wants, knows what it thanks, be told about its least needs, its least quivers, see itself continually on the video screen of statistics, constantly watch its own temperature chart, in a sort of hypochondriachal madness. The social becomes obsessed with itself; through this auto information, this permanent auto-intoxication, it becomes its own vice, its own perversion. This is the real obscenity." Baudrillard further clarifies: "The silence of the masses is also obscene. For the masses are also made of this useless hyper information which claims to enlighten them, when all it does is clutter up the space of the respectable and annul itself in a silent equivalence".

True, the statement is made in the context of the social, but it is equally applicable to the political also. Media, by nature, are hegemonic both internally and

externally. The command structure of information flow and gate keeping suggests the hegemony process. Masses in India are obsessed with politics because they love political hegemony, a sure sign of an immature nation. The political feudalism has its own implication on the larger issue of national governance. The public relationisation of politics and media as well confirm the ulterior dimensions of mind management. Media centric politics has dangerous portents for the future of an egalitarian system of democratic governance.

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Indigenous Brand Advertising : The Future Branding Strategy

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ABSTRACT

Rational Consumer doesn't buy the best product, buys the best brand. Brands those are closest to the heart, positioned in the mind and identified with the culture, history, geography, religion etc., i.e. indigenous are most preferred by the consumer. Leading brands of the world are housed in USA, Western Europe & Japan. Indigenous character that's brand name, brand image and brand personality are most preferred. Indian brands at large have English inclination. With the passing out of the time, in the last one decade Indianised brands are proving market strongholds. India's future branding strategy is moving towards "Indigenous Branding" that's Indianisation. With empirical study, qualitative research and case analysis methods of brands role in the Indian market provides vivid trends of indigenous branding as the future branding strategy of India.

Keywords: *Indigenous brand, Cultural branding, Indianisation, Historical branding, Geographical branding, Religious branding.*

Introduction:

India, the developing country, has enormous potentiality to be one of the leading industrial players & brand in the world. Indian economy since 1991 has a record progress, soon after its adoption of policy of free market economy. Indian industry has started its MNC (Multi National Corporation) trend in the last one decade by expanding in to the international business operations. Indian brands in the process have entered the global market to reach the consumers door steps. Indian brands impact on the consumers outside India has somewhat followed a symbol of the European pattern, especially of English brands.(Clark. 2000) Soon after the fifty years of British colonial rule the process of Indianisation conspicuously comes out with its many mega changes in its geographical branding of cities to states. Mega city Bombay has been replaced with the indigenous name Mumbai, in the similar manner Calcutta to Kolkata, Madras to Chennai, Bangalore to Bengaluru, Trivandrum to Thiruananthapuram, Orissa to Odisha, Pondichery to Pudducherry and this process as a movement continues in the country. This is not a socio-cultural change that is taking place but is producing a change in the business of advertising industry. Industry has experienced the change of captions, punch lines and slogans to the indigenous copy and themes. Consumer preferences are getting highly nationalized, "Be Indian, Buy Indian" is out of the theme change movement to indigenous brand preferences. Market place is experiencing the difficulty of customer acceptance of foreign brands. Some of the MNC brands have molded the brand positioning to the Indian consumers preferences and likings with every possible changes in the advertisings and promotions except the brand name. Umbrella brands with years long efforts have been able to make it through. *(Moorthy, Brand Management,2007)* Indian consumers preferences were in the post colonial era for about a fifty years had the inclination of English brand names and captions. Economy openness and free market trends changed the consumers mind set towards the global standards of brands identification with the country of origin and the culture. Bright examples are the Japanese and European brands whose strong presence in the market places of India. *(Brand Equity, The Economic Times, Aug. 2009)* Unlike the brand champion countries whose brands are the trusted house names in the world like USA, Japan and Western European countries which spells the intangible quality to the customers in

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their perception, does influence the Indian consumers preferences to get identified in the similar strategic choices and preferences too. (Collinger, 2003) Indian companies are looking for local brand names representing indigenous features or Indian names to penetrate in to the market at a lower promotional cost. A product whose local quality is nostalgic, affiliated with love deserves an indigenous brand name as believed by many branding professionals and experts. India in its market place has to honour customer's sentiments and likings by providing a right brand name that's their own. This is not possible in all the products. Reasons are obvious; failures of many Indian products in the quality features delivery have pushed the brand name preference aside. Examples of automotive industry can be referred Mahindra in the MUV (Multi Utility Vehicle) is the market leader. Suzuki motors in the range of car products slowly removing Maruti logo & name from the product to uplift Japanese brand name. Tata's Indian Car brand (Indica) has proved its brand supremacy in the commercial car segment. As this branding strategy game plan is risky in the business front, many Indian companies are avoiding indigenous branding and brand names. How long Indian corporate houses will manage branding risks? Will Indian consumer act with the heart share and mind share in the brand purchase decisions? Leading advertising agencies believe that strategies of repositioning and rebranding to be made before hand for their clients and brand accounts. The largest young population in the Indian demography is adopting fast changes. Their choices are patriotic. Consumer behaviour is getting dominated with cultural, historical and Indian feelings. National politics is also projecting Desi (Indianised) ideology. In the social process, Indianisation is receiving higher priority. (Brand Equity, the Economic Times, Feb. 2010)

Indian hospitality industry has indigenous brands who are very big players in the hotels, to name Taj, Welcome, Oberoi, Leela etc. in the airlines kingfisher, Air India, Indigo, etc. Core sector industries have large preferences of indigenous brand names in steel, cement, fertilizers, yarns, agro-commodities, etc. In FMCG (Fast Moving Consumer Goods) agro based are dominated by indigenous brand

names. Many multinational companies have dominated the Indian market in product ranges but their punch lines, slogans, captions and prime copy in advertisements and promotions are indigenous or Indianised. For example the advertisements of Coca Cola and Pepsi in the last one and half decade are bright examples. (Business Standard, Mar. 2010)

Objectives

The objective of the study is to gain an understanding on the status of branding in the Indian context in the last three decades (1980-2010).

The objectives of the research study are as follows:

I.   To understand what companies can achieve by using branding strategies.

II.   To find out the brand trends in association with the consumer behaviour and the buying decisions.

III.   To evaluate some leading brands in the context of brand names, brand personalities and brand image.

IV.   To find out the brand experts experience of the changing brand strategy and trends in Indian market in the three decades (1980 2010).

V.   To find out the professionals views and recommendations of the India's future branding strategy.

This study shall logic out regarding the stature of the tools of future branding strategy of the Indian business.

Research Design And Approaches Used

Research was carried on through depth interviews of brand professionals of the leading advertising agencies of India. Professionals like client servicing heads, creative heads, media buyers, copy writing experts, visualisers, promotion experts, advertising researchers, advertising and promotion senior managers, marketing and sales head, brand researchers of leading advertising agencies, corporate houses and feature writers of the media were interviewed by the author. All the required qualitative research parameters were maintained in the process.

Internal and departmental meetings of brand strategies were attended by the author as an observer and in some cases as participant. Many brand cases were collected from professionals who handled the concerned brands. Research ethics do not allow the author to source many in-house brand case analyses. One hundred and twelve respondents were covered in this qualitative brand research in Mumbai, Delhi, Chennai, Bangalore, Ahmadabad, Kolkata, Hyderabad, and Bhubaneswar.

Celebrities As The Brand Personalities

According to American Marketing Association (AMA), "A Brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those in competition *(Aaker, David, Managing Brand Equity)*. It's the power of the brand which brings imagination and impression. Big "B", Sachin, Dhoni & Sania (Super stars of Films, Cricket & Tennis) are the big brands in the media market of India. Products associated with them have the better edge in the market warfare. Indian marketers cash the celebrities by associating them with the product advocacy. Advertisers go by the logic of popularity to select the brand ambassadors. Many such brand ambassadors are commodity for sale at exorbitant prices that the upper income group and literate target audience knows it well. Star guarantee of the brand works little or no wonder in augmenting sales figures. In spite of many such stars promoting different brands sales have not picked up for many products and services. (Jain. 2001) India is experiencing such trends for the last two decades in the market warfare. Successful multinational brands have adopted Indian brand ambassadors to promote their brands. In some cases, foreign brand ambassadors have failed in augmenting the brand in the Indian market. Lifestyle and luxury products introduced their brands in the Indian market with foreign nationals as brand ambassadors in 1990s but sooner or later they were forced to change the brand ambassadors to Indian celebrities as argued by the leading advertising agencies of India. Non Indian brand ambassadors brought debacle to the brand sale, brand acceptance and consumer preference. Many such primary researches of the advertising agencies recommended for the change

in brand ambassadors to the client companies. Indian brand ambassadors are no less expensive in comparison to international stardom. Due to mismatching of the brand personalities many brands are unable to do better business in the Indian market. Celebrities endorsement is also fading away in providing brand power in the market place. (Calder, 2001) Many brands are migrating to common man as the brand ambassador in the current decade. Many leading agencies are preparing to change their brand ambassadors from celebrities to common man. Experts argue with research findings that future brand ambassadors will be from common masses.

Brand Ambassadors And Brand Future

Sachin Tendulker (Top world Cricketer) failed in "Fiat" cars promotion Rahul Dravid (Cricketer) was knocked out in "Thomson" brand T.V., Hritik Roshan (Film Star) had bitter experience with "Tamarind" denims, and many other flop magic shows of super stars made the life of the advertising agency, a hell. Brand speaks to consumers about the product quality. Non star brands have achieved success in the Indian market. Examples of such brands are Lifebuoy, Wills cigarettes, Gold Flake, India kings, Hero cycle, Bajaj Scooters, Bajaj Bikes, Maruti Alto, Maruti 800, Wagon R, Mahindra Multi Utility Vehicles etc. *(TNN, Economic Times, Feb.2010).* Brand needs to earn the trust of the consumers to remain in the market for long and win in the dynamic market warfare. Those brands which have earned trust needs heroes to promote. To name one from the very recent scenario, Shah Rukh Khan (Film Super Star) arguing "Nokia" benefits is a waste as argued by some experts. Nokia can afford to hire any high tag brand promoter. Some brand experts believe that the brand ambassador role has positioned Nokia as the top Indian brand for the last two years in the media survey. Some also question the brand survey validity on its research parameters. The negative aspects of such ambassadors are that when celebritie's reputation and performance fades, it will also affect the brands acceptability in the market. Still many agencies promote stars as ambassadors to give their agency a high rating as well as agency positioning. Marketers need to understand the brand value better than the

accounts managers of the agency. Accountability of the agency of a brand account may make a brand great. Coca Cola is fine example of brand superiority worldwide. Marlboro too is nothing less than that. Indian brand professionals see the brand ambassadors' role as challenging and complicated in comparison to the developed world. The branding strategy is dynamic and risky in the Indian market context. Fast moving preferences of Indian consumers making the advertising agencies role highly complicated. Large media options, criticality of media reach is making the agency role more complicated.

Crazy Branding Failures

Way back, agencies in 1970's did justice to many brands in USA & Europe. Garment fashion was highlighted with bell bottom trousers and "Zebra" T-Shirts. This T- Shirt brand ruled for more than one and half decade in the garment fashion industry. In those days there were a lot of craze for sex and narcotics in the youth segment. Advertising agency enchased this craze in its caption of the advertising of the brand "Zebra" T-Shirt as "Twenty five times larger than a bra - ZEBRA". At the same time in a similar way "Fcuk" fashion garment gripped the European Market. Brands those were highly demanding couldn't manage the show for long as well as brand extensions. "Fcuk" in the brand extension added up only few products like after shave, body deodorants, male perfumes, under garments etc. Cashing craze is proved as short-lived in defined product categories. Another different positioning strategy of Ogilvy & Mather for "Arrow" shirt with an eye patch model proved successful in the long run. (Sawhney & Kotler, 2001) Recently the "Axe" brand deodorant and perfumes is also well managing the sex effect and craze. Indian brand "Phoenix" foot wear attempted sex appeal craze to augment sales, which proved fatal in the market in the mid 90's. Creating controversies at times is successful. "Onida" T.V. brand having caption of "Neighbour's envy, owners pride" has been proved successful. Devil the brand ambassador in the ad-recall surveys are remembered with love *(IMRB Report, 2006).* Claiming the best is easy in the advertising campaigns is fool's syndrome. "BPL" T.V. brand failed to prove and retain the status in the market share for long. Indian condom brand "Kamasutra" (Condom brand) used the sex show for couple of years by driving customers crazy, but retention of the market share failed. Creating sensation with crazy appealing in the brand name and advertising message do assure a high market share if the brand strategy clicks in the right direction. Keeping the market share intact is difficult in the long run. Genuine appeal is the right strategy of a brand positioning in the market warfare as per the Indian market experience. Crazy branding in some product advertisements brings success at the introduction stage. Alternative branding strategies with backup positioning and repositioning is required at the growth stage of the brand life cycle. Brand professionals have experienced higher cost factors as the result of crazy branding strategy. (Tybout, Sternthal, 2001) Brand account retaining turns very difficult for the agency in India as experienced by the leading advertising agencies.

Branding Advantages of India

India is a bigger buyer of brands in comparison to European Union countries in the FMCG products. Middle class economy of 220 million people is the most attractive market for foreign brands. Many such brands have established their market share in a big way. After liberalization of the Indian economy, Pepsi, Coca-Cola, Nokia, Reebok, Nike, Samsung, LG, Suzuki, Honda, Arrow, Louis Philip etc. entered the market and made their position sound in the market. Other powerful brands like Marlboro, Benson Hedges, BP, Exon-Mobil, Shell, Grundig, GE appliances, Toyota, Mc Donald's, Mercedes, Disney failed to grab a large market share. Even product and brand masters internationally like HSBC, GM, FORD, Police, Sony, Casio, Mitsubishi, Fiat, Motorola mobiles, etc. though entered successfully but failed to grab a large market share. Brands in India experience ups and downs due to brand name, brand appeal and brand acceptability. The non acceptability of the foreign brands lies in the non Indianised appeal and positioning. *(Bureau, Business Standard, Feb. 2010)*

In the brand management, a thumb rule principle has succeeded "Think local, Be local, Go global" examples are Nokia, LG, Samsung, Toyota etc.

In the Indian context many such familiar brands are yet to be created, avenues are ample. To quote such successful brands are AMUL, Dhara, Godrej, Tata etc. In a similar line many brands can be created from History, Geography, Culture, Religion, Civil and Common Practice as many agencies argue.

Historical Branding

"Napoleon Bonaparte" is a well acclaimed brand of the most Premium Scotch whisky. Battle field "Waterloo' which is well used in the chain of hotels, deodorants, "Carlsberg" the most popular beer brand in U.K., London with jeans, watches etc. Scotland with the brand and product ranges of Scotch whisky, Paris with series of fashion garments, Oxford with the long list of books publishing titles are some of the world famous historical brands. In a similar way every country has utilised the events and figures of the history for some brands. In the Indian context epoch making events like "Kalinga" due to Kalinga war is used in some eastern Indian brands, which has a national as well as international fame to be a successful brand. Such names need to be used in further in giving brand advantages.

Vedas of India and its logical application "Vedanta" is recently utilized for brand advantages in aluminum and also in a Proposed Vendanta University. Great figures of history, Asoka the great, Akbar the great, Chanakya, Kaniska, are least used; only ITDC hotels used such names for local branding of the hotels. Events like Haldighat, Mysore, Plassey, Panipat etc. These famous wars are still not utilized much for branding. "Mysore Sandal Soap" has used one of such a historical place as brand name. The history famous horse "Chetak" was well used and utilized by the two wheeler manufacturer "Bajaj" for its two strokes "Bajaj-Chetak" scooter. Historic monuments like "Charminar" for the branding of low priced cigarettes, roof asbestos are used for the brand advantages on a smaller scale. Biggest historic brand of India "Taj" to some extent has been successfully used in a tea branding, Taj group of hotels etc. Historic sites, forts, palaces, famous rulers, epoch making events of history are very large in number in India. Advertisers and marketers needs to exploit the branding advantages locally as well as internationally. Some of the recent trends of branding in the last couple of years are more prominent in branding hotels and mineral waters. *(Business Today, Jan. 2009)*

Geographical Branding

Rocky mountain chains in U.S.A., Alps mountain in Europe, Rivers like Amazon, Mississippi Missouri, places like Rome, London, Paris, Scotland, are well used and utilised for branding advantages. In the Indian scenario, Himalaya Mountain ranges is used by an Ayurvedic pharma company. "Himalaya" only. Mt.Everest, K2, Kanchanjunga, Nangadevi like world's top mountain peaks are invisibly used in branding in India. Such brand names will be well accepted world over. Indian River systems like Ganga, Yamuna, Brahmaputra, Godavari have very low branding presence in the market place. Great lake of Asia "Chilka" has no branding. Vindhya, Nilgiri, Aravali like mountain ranges are hardly visible in branding. Our desert system "Thar" is missing out in Indian branding. Only "Jaisalmer" is successfully used in cigarette branding in India. Goa is of course successfully used for one of the largest selling pan masala (Gutkha) brand. Our plateau like "Gondwana" is missing as a brand in the market place. Sea and Ocean like Bay of Bengal, Indian Ocean doesn't have significant branding presence. Indian Geography has a very high branding advantage, yet to be incorporated by the brand Gurus. "Dandi" brand salt is a successful story in the Indian market in domestic edible salt. Local retail brands have not used the geographical branding successfully. Branding choices are not driven with significant market research and consumer research. Brand Gurus' successfully argue the lowest participation of the academics and industry cooperation in management discipline. Sharing of information between Indian management institutions and the industry are not evident at large. Strategic brand case studies with realistic utilities are few. Exchange of platform between industry and academic world can enhance brand building issues.

Cultural Branding

Indian culture is a treasure of heritage, tradition, and customs. The biggest tradition is blessing i.e., "Aashirvaad". ITC has successfully branded this

custom for Atta to compete with American brand "Pillsbury". Same brand name has been extended to its' another product 'edible table salt'. Looking at the grabbing of the market share of this brand, branding significance can be measured towards the performance of a brand. There are thousands of significant cultural words in the culture of India with easy understanding of the Indian consumers needs to be explored for the purpose of branding. To cite few words like "Satya", "Pitamaha", "Namaskar", "Tathasthu", "Santusht", "Daya", "Jivan", "Gyan", "Guru", "Shastra", "Aabhrivab", "Avatar", "Vigyan", "Surya", "Chandrama", "Sagar", etc. "Sagar" as a brand is used for a skimmed milk powder successfully. Creative team of advertising agencies as well as marketing team of the companies shouldn't look at the contemporary competing brands to name a new product. A well versed word of the consumers does help the brands manager for the greater brand recall if used as a brand for the product. From the world of brands Asia Pacific countries have championed this cause; largest brandings are inherited from the cultural words. Japan has well established indigenous branding strategy firmly. Credits of cultural branding goes to France in branding wide range of wines, same trend was followed by Scotland for whisky products. Japan championed this strategy by branding wide range of products from automotives, hospitality, consumer durables, FMCG products etc. Similar trend is well observed in the South Korean branding strategy. In the Indian market only Tata, Godrej and Birla like umbrella brands made some success stories. But in reality only Indian hotel and restaurant industry have widely used cultural branding to be successful in the specialized and cuisines.

Religious Branding

Everyone knows that their religion is inherited from their parents; rarely people adopt their religion by self choice. In India pride of the religion is uttered with a low voice. Reasons are obvious, Hindu religion has originated from the worship of nature. There were no preachers and teachers of this religion. Use of the names of the Gods, deity names and religious events is very rarely used in the Indian branding dictionary. Some exclusive products have the use of such

brandings like Aggarbati, Camphor, Sindoor, etc. Biggest Brand "Hindu" has been used for a college name in the University of Delhi. No University has been named as Hindu University except Benaras Hindu University (BHU). More than three Universities claim the pride of Islamic branding. Similarly, more than hundred schools, colleges are carrying Christianity religion branding names in India alone. Brand in the up market premium segment "Christian Dior" is a well established one. Islamic world is using the Religion branding of the products frequently, to scan, the product names of the Middle East Asia, North Africa are vivid examples, and top Indian religious brands are used for the national airlines of two Islamic majority countries i.e., "Biman" the national air carrier of Bangladesh, "Garud" the national air carrier of Indonesia. With the loss of these two significant words hardly any religious name is left for branding any Indian airlines carrier. It is not surprising that, Indianisation movement has changed the name of the cities like Bombay, Madras and Bangalore and many others. We Indians are carrying a wrongly spelt word as the name of our country i.e., "India". "Bharat" one of the biggest brand names is the least successful one in the Indian branding history. It very well defines the Indian branding mantra which has a borrowing trend from English and European brands. Indianisation and religious branding is a missing strand in the market of brand warfare in the market place. The national management conferences have started figuring perceptual mapping of the Indian consumers' inclination and affiliation towards the indigenous branding. So far, in a span of first fifty years after independence, inclination of Indian brand managers were more towards American and European branding rhymes, rhythms and lyrics. The last one decade of the liberalized free market has taken a turn to redefine the indigenous brand name choices of the Indian consumers. Creativity in the form of copy of the Indian advertising agencies was deeply with American symbols and style till 2000 AD, rather searching a great brand name from the indigenous sources. By examining sector wise in the Indian industry products, you will find that more than 80% cigarette brands are western names, majority of Indian alcohol brands and symbols are from the European history. Airlines

Industry in India too has all foreign brand names. Electrical and electronic appliances brand names are of more English and less Indian. With the same trend, garments, cosmetics, toiletries etc. also have European brand names. (Taylor, 2006) Advertising world knows it very clearly that unknown or foreign brand name needs more media expenses to achieve the brand acceptability and brand recall in comparison to any other indigenous brand names. In this decade the marketing trend and the consumer choices have compelled the marketers and the advertisers to go Indian in branding. In this light, Indian indigenous cigarettes "BIDI" and chewing tobacco has the indigenous brand names; Pataka, Meghna, Seru, Royal Bengal, Hatti, Goa, Rajnigandha, Pan Parag, Baba, Tulsi, Ratna, Gopal etc. which involves lesser media expenses in comparison to the Cigarette brands of ITC, GPI, GTC etc. Logically, Indian commercial media monitoring professionals argue with micro surveys that Indian customer fascination is more towards western brand names which has been proved more illogical in many product segments. World over western world has more inclination towards national brand names than anything foreign to them. A British loves to buy a Vauxhall car, to drink Carlsberg beer and to smoke Lambert & Butler, even other European or Americans brands are second in brand loyalty. (Pringle & Thompson, 1999) Americans do respond in the similar way to other brands in the brand loyalty tag. In the FMCG (Fast Moving Consumer Goods) large players in the market have championed the indigenous Indian brand names as their most successful branding strategy in some products only.

Social Marketing Threats To Brands

In the history of marketing, brands have always adjusted the style, shape, packaging and slogans as per the need and wants of the customers. Always, consumer choice has compelled the brand to change and those who have failed to act quickly on to the consumer choice have suffered a lot or have vanished from the market place. Consumers' choice is a spontaneous process. No one has the power to compel the consumer to change their choice. Only market trends at times have influenced the consumers' choice and preferences. From 1980's till 2000 A.D. social marketing played a role of developing consumer awareness to refrain from health injury products. In the current decade, the government has passed enactments through the legislations to restrict some segments of products and brand promotions. A strong professional forum of marketers is working with sound reasons to diminish any brand and product usage which are harmful to the mankind. Social marketing is bringing out the promotions, messages and campaigns with the support of the intellectual masses and legislations to tamper and hamper certain brand augmentations. In this realistic world of the Indian market cigarette brands are not allowed to sponsor sports events. Cigarette advertisings are banned in the audio- Visual & Print media. Health hazard messages are getting more and more appealing. Banning of smoking as well as sale of cigarettes in public premises and transports has reduced consumption. More and more budget allocation by the government for the social marketing activities as well as sizeable discount on social marketing advertisements by the media houses on mediums is tarnishing the brand images. Public awareness is growing at the fastest pace against smoking & chewing tobacco consumptions, against alcohol consumptions, due to health hazards. On the account of environmental pollutions, global warming, and green planet issues many brands as well as products are suffering in the market warfare. Everywhere social marketers are ready with the war strategy not to spare a single brand to lead against their issues. (Hawkins, Best, et al, 2009) The power of social marketing can only be felt when it addresses any marketing issues. Social marketing doesn't kill brands alone, it kills the corporations. World over the brands of smoking and chewing tobacco, alcohol, use of non bio-degradable polythene etc. are experiencing down falls in sales as well as brand shares. Most of the refrigerator companies (brands) were compelled to adhere to the technical norms of the environment issues through technology change. No brand, no product is spared against the social marketing interest. List of the targets by social marketers are increasing day by day. The day is not far off, when every advertising and promotion copy will be examined before being released in the media vehicles. Claiming fabulous benefits like what the cosmetic brands claim towards fairness of the skin will

be scrutinized or banned. Each brand needs to priorities genuine features to sustain in the market. Brand managers needs to be very careful, because someone is watching you closely.

Branding Blasphemy

Indian market is growing with competitiveness to match to the world standards. At the same time some super marketing specialists knows the soft parts of the heart of the consumers, who are learing no room for "Fool Branding". In this decade, in the name of reviving Indian medical system, marketing organizations have brought out "Yoga", "Pranayam" etc. as alternatives and ultimate cure to chronic physical disorders like cardiac disorder, diabetics, cancer, asthma, arthritis etc. Even Ayurvedic Pharma companies have magical products to cure diabetics like chronic disorder. Another group of companies provide gem stones, Rudraksha and many such products under umbrella branding to consumers. Vastu Shastra experts have also gained importance in this decade to promote "Vastu" concept to civil architecture for the customer needs by claiming that all evils and bad luck will be avoided. These crazy concepts are driving a certain segments of customers to accept at a fast rate. In fact, this is nothing but "Fool Branding". Scholars of marketing knows at a thumb rule that you can sale a brand to five percent of the target population who are fools and that's why some bank on this branding advantage. Obviously, these are short-lived strategies and unethical. Not surprising, almost all the Indian "Ghee" brands claim "Pure Ghee" on their branding, same also as "Pure Milk". Such brandings scare the international buyers and overseas market customers that India is prone to adulterated food manufacturing. The marketing fact is that the consumers' perception which demands such captions as assurance as a matter of social practice. In fact, such branding of some products does affect the reliability of other Indian brands internationally. Case history of "Dalda" few years ago had put a big question mark on the Indian product purity and reliability of the companies. India is experiencing such cock and bull stories in the brand reliability. Brand wins the trust and reliability of the customer. Indian brand "Amul" is the live example of such a mega success story i.e., "The Taste of India".

Brand is a friend for the customer, if that's achieved; success of a brand is enormous in the market war. Brand not only need to achieve the market share, but also required to achieve the mind and heart share of the consumers. Power of the brand is in its reliability and genuine character to the customer. Brand loyalty is a cooperative effort of many attributes. Market warfare allows only genuine brands to survive, continue and win. Finally customer is the "God". Brand is the slave of the customer. Indian consumers do religiously take the international parameters of indigenous branding as their new choice and preferences in this decade. Signs of decay in the brand shares have been visible with the non indigenous brands in the market place. This decade has witnessed the complete overhauling of the advertising industry in India. Other factors every year are adding evidences of Indianised choice selection of the consumers with clear cut message of indigenous branding as the future strategy of the country India.

Conclusion

The study dealt on the subject of the brand strategies, brand preferences and brand success in the last three decades in the Indian market warfare. Open economy of the last two decades and closed economy of the last one decade were taken into consideration for a qualitative research. Brand study and brand research being so dynamic that it's difficult to track the trends and corporate houses unwillingness to share the brand success and brand failures. Brand experts were engaged through depth interviews in this research. With comparative examination of the brands success in Indian market places have reflected the key points of consumer preferences and shift in consumer liking. Indian consumer is experiencing large introduction of multinational brand every year. Consumer reactions to foreign brand names, English brand Slogans, punch lines, master copy and mast copy are well evident in the in-house brand research of the consumer choices. Such research findings have compelled many brands to add Indian flavor and language in the mast copy and punch lines. Some Indian companies with extensive consumer research introduced indigenous brand and their success continues. Indigenous branding is a significant weapon in marketer's armoury. For practitioners, the key issues could be through

appropriate branding and adequate marketing strategy. In analyzing indigenous branding on the marketers key strategies issues have been elucidated speculating future markets. Theoretical principles of successful marketing emphasize on the mind share and heart share of the customer/consumer and truly indigenous branding can create an emotional niche in the heart of the buyer. Eminent advertising and marketing experts see a sea change in Indian market condition similar to Japan or advanced in some manner by the year 2030s & 2040s. The consumer researches in Japan on the issues of brand loyalty have been dominated by the patriotic brand preferences. Indian consumer researches in 2009 have shown the trends of Indianised brand preference trends. In the findings it has been proved that world's top brands are banking heavily on Indianised Slogans in their marketing and advertising strategies. Indian companies in some product ranges have enjoyed the success of indigenous branding.

Brand account managers emphasizing and advocating for Indianised brand names for new product introduction in the market reduce promotional costs and to gain faster consumer acceptance. Some brand experts are predicting the indigenous branding can be largely followed strategy of marketing with the organized sector dominance in the retail market. Intrusion of organized retailing has just started in the last five years in this country. In another one more decade time organized retailing will dominate the market by 30% of the share as assumed by experts. With economic changes brand preferences are likely to dominate with patriotic brand preference that's indigenous branding. Marketers have to follow the consumer preferences. Many English brands are receiving consumer rejections. English brand deaths have significantly increased in this decade in the market places and trend will continue in future. Indianisation of brands or indigenous branding is going to be the future brand strategy of Indian companies.

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Analytical Study of Alcohol and Tobacco Products' Advertisements: Outlook & Frontline Magazines (2006-10)

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Advertising has become an integral part of marketing. It plays an important role in our social economic system. Advertising has evolved up as a vital system for both consumers and producers.

The word advertising is derived from the Latin word meaning, 'to turn attention of people to a specific thing'. Advertising motivates people to buy goods or services, or to accept a point of view. The chief aim of advertising exercise is done with professional finesse. The firm can increase the number of users may it be light user, medium user, or heavy user of the product or services.

Advertising helps the consumers in marketing informed-Buying-Decisions. In addition, it also tries to persuade people by creating unique, but relevant connection between the advertised product and the consumer.

"Good Advertising does not just circulate information. It penetrates the public mind with desires and belief." : Leo Burnett

We all have at one time or another gone through an advertisement and admired the creative idea. Advertising creator's job is to turn all of the information regarding products features, benefits, marketing plans, consumers' research and communication objectives into a creative concept that would bring the advertising message to consumers.

"The best writers are conceptual, they understand the ad as a whole, not as a patch of copy and a piece of photography. In the best work the visual and the verbal are so complementary that neither would be as strong on its own." : Helayne Spivak

The role of a creative ad is to draw attention because all advertisers want their product ad to be unique, interesting, different, meaningful, new and attractive so that it gives bigger profit. To meet these objectives, creators of advertising use wide range of spices in advertisements like Strategies, Approach, Layouts, Humor, Slice of life, Beautiful places, Catching slogans, Interesting copies, Different styles

and Emotional and Rational Appeals. There main objective is to affect the emotions and thinking of a consumer. Famous celebrities give more strength in an ad. Now-a-days famous foreign models can also be seen in advertising.

All these creative practices are being used by even those companies whose products are harmful and their promotion is banned. But they have found alternatives to advertise their product through which they can keep on reminding the people of their Liquor and Tobacco brands. They have introduced various other products with the same name. Launching new products with common brand name is known as *Brand Extension*.

Today, many companies are doing brand extension because strong trademark enhances product image. It mainly attributes to products reliability and quality. Branding of a new product category has to consider the appropriateness of the fit between the product and the trademark. Here government is free to put companies under a scanner to determine if their "UMBRELLA BRANDING STRATEGY" is transparent and genuine. It should be permitted and expectable when the purpose clearly is to encourage consumption of a product whose promos are prohibited by law (Rima Bhardwaj). This Umbrella branding strategy has emerged as a new trend that is called "Surrogate *Advertising*".

Surrogate advertising has been found as an alternative and safe path of advertising of Tobacco and Alcohol products, through which they keep on reminding consumers of the liquor and tobacco brands. More and more companies are joining the fray to promote their illegal brand with the launch of different products under the same brand. For the first time Advertising Standard Council of India (ASCI) has given a legal definition as follows:

"surrogate advertisement" has been attempted through Section 2(d), which states:

'an advertisement which shows a substitute product in the guise of the real one which otherwise cannot be legally advertised through the print or electronic media.'

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Section 3 prohibits the publication by print media and telecasting of surrogate advertisements and provides that violators of the said provisions shall be punished accordingly.

On February 25, 2008 Information and Broadcasting Minister Priyaranjan Das Munshi amended the Cable Television Networks Rules, 1994 to the effect that no advertisement shall be permitted which promotes directly or indirectly, sale or consumption of cigarettes, tobacco products, wine, alcohol or liquor. The Press Council of India, a statutory autonomous body, has laid down the norms for journalistic conduct under Article 13 (2)(b) of the Press Council Act 1987, stating that "no advertisement shall be published, which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products and other intoxicants.

Surrogate advertisements involve making the tobacco labels and its clearly visible to people through other products by the same name. Public is always reminded of the tobacco brand names through the advertisements.

Advertising of Tobacco and Alcoholic beverages has become a very controversial issue. People are vociferously against the direct and indirect promotion of Liquor and Tobacco products. They want total ban on the advertising of beer, wine and liquor as the advertising of these products encourages the youth to start smoking and drinking. It increases the level of smoking of those who are already smokers.

Government is well aware about surrogate advertisements .The Health Ministry has been pitching for a blanket ban on surrogate advertisements of liquor and tobacco products .The I&B Ministry has amended the act making it mandatory for such advertisements (Pratual Sharma March 22,2009).

I&B *M*inistry sent a notice to various TV channels was clearly a blanket ban on surrogate ads. They pointed out that a liquor or a tobacco brand name cannot be used for advertising any product. In effect, the notice meant that no liquor or tobacco brand name must be used to advertise CDs, cassettes, soda, water, a fashion store or any other product. I& B Ministry also said that the ban will not apply to genuine products but we want to push for implementation of the programming and advertising code," an I&B official said. While brand names like

Kingfisher and Wills are likely to be allowed to advertise products other than liquor and tobacco, many others would have to stop their surrogate ads, he added. For instance, 'Seagram 100 Pipers' brand name cannot be used in any ad, even if it is for CDs or cassettes, water and soda.

After the ban, practices of surrogate advertisements was still going on. According to Penn State economist, who has studied the effects of advertising since 1985 *"Bans on alcohol and tobacco marketing are among the least effective tactics for combating underage drinking and smoking"(August 16, 2010).* Brand promotions of liquor and tobacco products have not stopped. These products companies have a lot of ways to promote their products in this way they keep managing a position in the market and this makes this study so important and significant.

Review of literature:- The projection of alcohol and tobacco products have been studied by scholars from a few perspectives.

A study has been done by Pankhuri Kapoor (July 21,2010) on "Tobacco products' marketing encourages teenage smoking study". She proposed that watching tobacco advertisements could make teens resort to smoking and become addicted to it.

According to the study findings, the youth who watched any sort of advertisements or promotional matter of tobacco at the gas stations, grocery stores and others were two times more prone to take up the bad habit.

Dr Lisa Henriksen, the lead-author of the present study said, "The tobacco industry argues the purpose of advertising is to encourage smokers to switch brands, but this shows that advertising encourages teenagers to pick up a deadly habit."

She further said that the teenage is the ideal age for beginner smokers, and if the habit is not picked up at that age, the probability of picking it up later reduces significantly.

R Donovan, J Jancey, and S Jones has studied (september2002) on "Point of sale advertising increases positive brand user imagery". In this study they have proved that restrictions being placed on advertising at point of sale, since such ads have the potential to increase positive brand user imagery directly in the situation where a product purchase can take place, and hence the potential to increase the

likelihood of impulse purchasing. Rima Bhardwaj (2005) expressed her concern on "Surrogate Advertisements: A New Judicial Concern". According to her strong trademarks mean a combination of positive product attributes mainly reliability and quality. Branding decisions for new product category have to consider the appropriateness of the fit between the product and the trademark, in terms of association, attribute and connotation. And here, the government is free to put companies under a scanner to determine if their umbrella branding strategy is transparent and genuine. But brand extension across products should be permitted, except when the purpose clearly is to encourage consumption of a product whose promos are prohibited by law.

In 2001 A study has done by M. Siegel on the topic "Counteracting tobacco motor sports sponsorship as a promotional tool is the tobacco settlement enough" They concluded that despite a federal ban an tobacco advertising on television, tobacco companies achieve the equivalent of more than $150 million in television advertising per year through their sponsorship of motor sports events. The master settlement agreement likely will do little to address this problem.

Prakash C. Gupta, Shekhar Saxena has studied on the topic "Alcohol consumption among middle aged and elderly men: A community study from Western Indian" concluded that abstinence and also heavy and frequent use of alcohol is common in this population and the latter is likely to have significant public health implications. Currently there are around 1881alcoholic beverages which are locally distilled products of fruits and grains. Seventy five percent of the consumers of country liquor would consume over 539 of ethanol can a day when they drank, with 46.6 of these doing so on at least 6 days per week.

Gerard Hastings, Susan Anderson, Emma Cooke and Ross Gordon conducted a study on *Journal of Public Health Policy* (2005) "Alcohol Marketing and Young People's Drinking: A Review of the Research" This paper presents a review showing that, while many econometric studies suggest little effect, more focused consumer studies, especially recent ones with sophisticated designs, do show clear links between advertising and behaviour. Furthermore, these effects have to be viewed in combination with the possible impact of other marketing activities such as price promotions, distribution, point of sale activity and new product development. Here, the evidence base is less well developed, but there are indications of effects. It must be acknowledged that categorical statements of cause and effect are always difficult in the social sciences. Marketing is a complex phenomenon involving the active participation of consumers as well as marketers and more research is needed on its cumulative impact. Nonetheless, the literature presents an increasingly compelling picture that alcohol marketing is having an effect on young people drinking.

D.G.Altman, C.Schooler and M.D.Basil (November 2000, Pages 1117-1137) in the report published in the Journal of Health Economics Volume 19, Issue 6, titled " Alcohol and cigarette advertising on billboards"have analyzed 901 billboards in San Francisco and California. Using neighborhood census data, he assessed how billboard advertising of tobacco and alcohol products differed in Asian, black, Hispanic and white neighborhoods. The data illustrate that: (1) across all billboard advertising of products and services, tobacco (19%) and alcohol (17%) were most heavily advertised; (2) black neighborhoods had the highest rate of billboards per 1000 population; (3) black and Hispanic neighborhoods had proportionately more tobacco and alcohol billboards than white or Asian neighborhoods; (4) black neighborhoods were proportionately more likely than other neighborhoods to have billboard advertising of menthol cigarettes and malt liquor while advertising of beer/wine was proportionately higher in Hispanic neighborhoods.

Henry Saffer (5 March 2002) "Alcohol advertising bans and alcohol abuse: An international perspective". This paper examines the effect of banning broadcast advertising of alcoholic beverages. The data used in this study are a pooled time series from 17 countries for the period 1970 to 1983. The empirical results show that countries with bans on spirits advertising have about 16% lower alcohol consumption than countries with no bans and that countries with bans on beer and wine advertising have about 11% lower alcohol consumption than countries with bans only on spirits advertising.

Objectives

? To find out the changing trends in advertising of Alcohol and Tobacco products.

? To study the different strategic advertising approaches used for advertising of Alcohol and Tobacco products.

? To explore the different type of Layout patterns used in advertising of Alcohol and Tobacco products.

? To examine the creative style of Alcohol and Tobacco products advertisements.

? To evaluate the page size, page placement of Alcohol and Tobacco products advertisements.

? To examine the models used in different ads of Alcohol and Tobacco products.

? To study the different elements & components of an advertisement.

? To examine the copy elements used in the ads of Alcohol and Tobacco products.

? To evaluate the way of publishing of an advertisement.

Hypothesis:- H1. Despite of being banned by the Government, the advertisements of Alcohol and Tobacco have not been terminated. They are being published regularly by various magazines. H2. Attractive layouts and creative styles are being used by these product-advertisements to get a positive brand-image.H3.To make these products ads more appealing, famous model, sports persons and celebrities are used.H4.Brand-extension, Sponsorship and Awards etc. are being used for these prohibited products ads.H5. The advertisements of these products are prepared with more visual and less copy. Attractive slogans and logos are made use of, to make them catchy.

Research Design And Methods

To meet the objectives, a content analysis study is proposed. Content analysis is fundamentally exploratory in nature, concerned with real phenomena. This method helps in making replicable and valid inference from data within special content.

It is proposed that the study will be confined to advertisements of Alcohol and Tobacco products published in the two leading magazines (Outlook and Frontline) of India from the period of 2006 to 2010.

Results And Findings

? During the research, a total of 229 ads of Tobacco and Alcohol products have been found in outlook and frontline magazines (2006-2010). Surprisingly not even a single ad of these products could be found in frontline magazine, whereas 229 ads of the same products were published by outlook in 5years.

? Out of those 229 ads, 173 were of whisky, 9 of wine, 14 of Beer, 16 of Rum, 9 of Vodka, 3 of cocktail and just 5 ads of cigarette.

? The percentage of publishing of whisky ads in 2006 is 25.43, in 2007 is 26.59, in 2008 is 20.81, in 2009 is 16.18, and 10.98 in 2010. In case of wine, out of the 9 ads, 5 ads (55.56%) are published in 2006, 3 (33.33%) in 2007 and only one ad is published in 2008.Out of 14 ads of beer the maximum,10 (71.43%) are published in 2006, whereas only 2(14.29%) are published in 2007. A single ad (7.14%) of beer is published in 2008 and the same in 2010. 6(37.51%) ads of Rum were published in 2008 and 10(62.5%) in 2009. Of vodka 1ad in 2006, 2 in 2007 and then 6 in 2008 are published. The ads of cocktail have been published as 1 in 2006 and 2 in 2007. All the 5 ads of cigarette were published in 2007.

? In these products ads, rather than Emotional appeals more Rational appeals have been used. In ads of whisky products 52.02% rational appeals have been found, 27.17% emotional appeals and 20.81% both appeals have been used together. In all (100%) ads of wines products and in (57.14%) ads of beer products rational appeal was used. On the other hand, in (75%) ads of rum products and in (60%) cigarette products ads used Emotional appeals.

? In every Alcohol and Tobacco products ads, brand image strategy is used to create a positive brand image in the consumers' mind. Unique Selling Propositions strategy is found in ads of these products. In ads of whisky products (68.79%),in ads of (56.25%) rum products and in ads of (28.57%) beer products the U.S.P strategy was found.

? Almost (82.08%) ads of whisky products were published in one page, 9 ads in double pages, 4 wine products ads in double pages, 3 ads of wine products were published in three pages. Whereas (78.57%) ads of beer, (100%) ads of Rum products , (77.78%) ads of vodka products

and (60%) ads of cigarette products are published in a single page.

? Alcohol and Tobacco products ads have been printed in different pages of magazines. (33.33%) of whisky products ads, (33.33%) ads of wine products and (37.5%) ads of rum are also printed in starting pages,(35.72%) of beer products ads were printed on the back page of the magazine.

? Direct or indirect promotion of these ads products is legally banned but (58.96%) of whisky products, (71.43%) ads of beer products and (75%) ads of Rum products promotion has been done in the name of brand extension. (18.50%) ads of whisky products are sponsored ads and (16.76%) ads of whisky products are promoted in the name of awards.

? There is a new emerging trend coming in the advertising world that is called Advertorial. Out of 229 ads, 35 Advertorials are found. Every product of liquor, whisky 9, wine 9, beer 3, vodka9, cocktail 3 and in two products of cigarettes this concept is used.

? Sports persons are very popular in advertising field. 18 sportsperson are used in ads of whisky products, (14.45%) female models and (21.39%) male models are used in these products ads.

? 86.71% advertisements of whisky are bleed and all vodka and rum products ads are also bleed. Only 13 whisky products ads have carried nameplates.

? In almost (97.69%) whisky products, ads are published with catchy, stylish, colored and big fonts size headlines,(78.03%) of ads used sub heads, (28.90%) of ads used body copy and almost ads carried (82.08%) logos and (89.02%) slogans in tobacco and alcohol products ads.

? In ads of liquor products, mostly picture window layouts are followed. In ads of whisky products (60.69%), (100%) in ads of rum products, (64.29%) beer products have followed picture window layouts.

? Colourful ads look attractive. All alcohol and cigarette products ads background is published in colour. (22.54%) of background is in Blue colour,(13.29%) of background is in green colour,(1.73%) of background is in red colour, (1.73%) of background is in yellow colour,(2.3%) of backgrounds are in orange colour and (38.75%) of background is in black colour. In beer (35.71%) and in (62.5%) of rum products ads background is published in blue colour.

? To attract attention of towards Liquor products advertising (26.01%) ads of whisky used sex appeal, in (14.45%) ads beautiful place are used. Inspite of these (13.87%) ads are humorous.

Conclusion

Government has made many laws to control the alcohol and tobacco products promotion. Despite of promotion of these products is still going on. We can see these products ads in various media. In 60 months publication of outlook magazine, 229 ads have been found. On the other hand, in front line magazine, not even a single ad of Tobacco and Alcohol products is published. This is a big news for all media houses. Frontline magazine has published only service and social ads like, Kerala Small Industries Development Corporation, Incredible India, National Media Fellowship Programme, BSNL, ONGC, Banks, IAS coaching classes etc.

Surrogate ads are also prohibited by law but Govt. has failed to control the promotion of surrogate ads of these products. Alcohol and tobacco products companies like Royal Stage, 100 Pipers, McDowell, Teacher's, Johnnie Walker's, Royal challenge, Special Appointment, Directorate Special, Signature, Chivas Regal, Bacardi Rum, Smirnoff , White Mischief, Kingfisher etc. advertise their products in the name of Soda, Mineral water, CD& Cassette, Golf Accessories, Awards Fashion show and Sponsorships.

Indian Government has been successful in controlling the tobacco products promotion. In the year of 2010 Will's Life Style has changed into Life Style.

Now-a-days, surrogate advertising is very famous but Advertorial advertising is a new concept in Alcohol and Tobacco product ads. In this, advertiser can give more information with copy and visual. They can advertise their product directly.

Sports personalities are in demand in surrogate ads. Recently a cricket star 'Sachin Tendulkar' refused to participate in ads of Alcohol products.

Ads of Tobacco products are very less viewed in media, if government. remains strict regarding the promotion of alcohol products the day is not far when alcohol products ads would be a history.

Table-1 Ads of Tobacco & Alcohol products

	2006	2007	2008	2009	2010	Total
Whisky	44(25.43%)	46(26.59%)	36(20.81%)	28(16.18%)	19(10.98%)	173(75.55%)
Wine	5(55.56%)	3(33.33%)	1(11.11%)	0	0	9(3.93%)
Beer	10(71.43%)	2(14.29%)	1(7.14%)	0	1(7.14%)	14(6.11%)
Rum	0	0	6(37.5%0	10(62.5%)	0	16(6.69%)
Vodka	1(11.11%)	2(22.22)	6(66.67%)	0	0	9(3.93%)
Cocktail	1(33.33%)	2(66.67%)	0	0	0	3(1.31%)
Cigarette	0	5(100%)	0	0	0	5(2.19%)

Total ads :- Outlook= 229   Front line= 0   Total =229

Table-2 Appeals used in Ads

	Rational Appeal	Emotional Appeal	Both Rational & Emotional Appeals
Whisky	90(52.02%)	47(27.17%)	36(20.81%)
Wine	9(100%)	0	0
Beer	8(57.14%)	5(35.71%)	1(7.15%)
Rum	4(25%)	12(75%)	0
Vodka	4(44.44%)	0	5(55.56%)
Cocktail	3(100%)	0	0
Cigarette	2(40%)	3(60%)	0

Table-3 Strategic advertising Approaches

	Generic	Pre-Emptive	U.S.P	Positioning	Brand Image	Resonance	Affective
Whisky	25(14.45%)	0	119(68.79%)	12(6.94%)	173(100%)	0	57(32.95%)
Wine	0	0	0	0	9(100%)	0	0
Beer	0	0	4(28.57%)	0	14(100%)	0	0
Rum	0	0	9(56.25%)	0	16(100%)	0	0
Vodka	0	5(55.55%)	6(66.67%)	0	9(100%)	0	0
Cocktail	0	0	0	0	3(100%)	0	0
Cigarette	0	0	0	0	5(100%)	0	0

Table-4 Page Size

	Half Page	One Page	Double	Triple	One Forth	Strip	logo
Whisky	5(2.89%)	142(82.08%)	9(5.20%)	0	10(5.78%)	4(2.31%)	3(1.73%)
Wine	0	1(11.11%)	4(44.44%)	2(22.22%)	0	2(22.22%)	0
Beer	1(7.14%)	11(78.57%)	1(7.14%)	0	1(7.14%)	0	0
Rum	0	16(100%)	0	0	0	0	0
Vodka	0	7(77.78%)	0	0	1(11.11%)	0	1(11.11%)
Cocktail	0	1(33.33%)	1(33.33%)	1(33.33%)	0	0	0
Cigarette	1(20%)	3(60%)	1(20%)	0	0	0	0

Table-5 Page Placement

	Front Pages	Inside Front	Middle Pages	Last Pages	Inside Back	Back	Other Pages
Whisky	0	4(2.31%)	45(26.01%)	38(21.97%)	18(10.40%)	12(6.94%)	56(32.37%)
Wine	0	0	3(33.33%)	1(11.11%)	2(22.22%)	0	3(33.33%)
Beer	1(7.14%)	1(7.14%)	1(7.14%)	3(21.43%)	0	5(35.72%)	4(28.57%)
Rum	0	3(18.75%)	0	0	4(25%)	3(18.75%)	6(37.5%)
Vodka	1(11.11%)	0	4(44.45%)	2(22.22%)	0	0	0
Cocktail	0	0	1(33.33%)	0	0	0	2(66.67%)
Cigarette	0	0	1(20%)	1(20%)	1(20%)	1(20%)	1(20%)

Table-6 Ways of Promotion

	Direct	Sponsorship	Brand extension	Awards
Whisky	10(5.78%)	32(18.50%)	102(58.96%)	29(16.76%)
Wine	9(100%)	0	0	0
Beer	4(28.57%)	0	10(71.43%)	0
Rum	4(25%)	0	12(75%)	0
Vodka	9(100%)	0	0	0
Cocktail	3(100%)	0	0	0
Cigarette	2(40%)	0	3(60%)	0

Table -7 Models

	Product			Product Names						
	Only Product	Advertorial	Only Name	Male	Female	Both	Sports Person	Actor	Actress	Advertorial
Whisky	2 (1.16%)	9 (5.20%)	18 (10.40%)	37 (21.39%)	25 (14.45%)	33 (19.08%)	18 (10.40%)	23 (13.29%)	3 (1.73%)	5 (2.89%)
Wine	0	9 (100%)	0	0	0	0	0	0	0	0
Beer	1 (7.14%)	3 (21.43%)	1 (7.14%)	1 (7.14%)	3 (21.43%)	5 (35.71%)	0	0	0	0
Rum	0	0	0	4 (25%)	0	12 (75%)	0	0	0	0
Vodka	0	9(100%)	0	0	0	0	0	0	0	0
Cocktail	0	3(100%)	0	0	0	0	0	0	0	0
Cigarette	0	2(40%)	0	0	0	3(60%)	0	0	0	0

Table -8 Elements and Components parts of ads

	Background	Border	Bleed	Decoration	Illustration	Mascot	Name Plate
Whisky	134 (77.46%)	23 (13.29%)	150 (86.71%)	0	3 (1.73%)	13 (7.51%)	13 (7.51%)
Wine	0	0	9 (100%)	0	0	0	0
Beer	11 (78.57%)	1 (6.25%)	13 (92.86%)	0	0	0	0
Rum	16 (100%)	0	16 (100%)	0	0	0	0
Vodka	6 (66.67%)	2 (22.22%)	7 (77.78%)	0	0	0	0
Cocktail	0	0	3(100%)	0	0	0	0
Cigarette	0	2(40%)	3(60%)	0	0	0	0

Table -9 Copy Elements

	Headline	Sub-head	Body Copy	Caption	Boxes &Panels	Slogans	logo
Whisky	169 (97.69%)	135 (78.03%)	50 (28.90%)	20 (11.56%)	36 (20.81%)	142 (82.08%)	154 (89.0.2%)
Wine	9 (100%)	9 (100%)	9 (100%)	0	0	0	0
Beer	13 (92.85%)	7 (50.00%)	10 (71.43%)	0	3 (21.43%)	2 (14.29%)	13 (92.85%)
Rum	16 (100%)	11 (68.75%)	0	0	2 (12.5%)	3 (18.75%)	16 (100%)
Vodka	7 (77.78%)	7 (77.78%)	7 (77.78%)	0	0	3 (33.33%)	3 (33.33%)
Cocktail	3(100%)	3(100%)	3(100%)	0	0	0	0
Cigarette	5(100%)	2(40%)	2(40%)	0	0	3(60%)	3(60%)

Table -10 Creative style

	Humor	Brand Personality	Drama	Celebrities	Emotional Hard sell	Action	Sex Appeal	Beautiful Places
Whisky	24 (13.87%)	161 (93.06%)	17 (9.83%)	54 (31.21%)	40 (23.12%)	18 (10.40%)	45 (26.01%)	25 (14.45%)
Wine	0	9 (100%)	0	0	0	0	1 (11.11%)	0
Beer	4 (28.57%)	14 (100%)	0	0	0	0	6 (42.86%)	0
Rum	12(75%)	16(100%)	0	0	0	0	12(75%)	12(75%)
Vodka	0	9(100%)	0	0	0	0	0	0
Cocktail	0	3(100%)	0	0	0	0	0	0
Cigarette	0	5(100%)	0	0	0	0	3(60%)	0

Table -11 Layouts

	Picture Window	Grid	Copy Heavy	Frame	logo	Half Copy Half visual	Circus	Type Specimen
Whisky	105 (60.69%)	13 (7.51%)	19 (10.98%)	18 (10.40%)	3 (1.73%)	5 (2.89%)	8 (4.62%)	2 (1.16%)
Wine	0	0	9 (100%)	0	0	0	0	0
Beer	9 (64.29%)	0	5 (35.71%)	0	0	0	0	0
Rum	16 (100%)	0	0	0	0	0	0	0
Vodka	0	0	8 (88.89%)	0	1 (11.11%)	0	0	0
Cocktail	0	0	3 (100%)	0	0	0	0	0
Cigarette	3 (60%)	0	2 (40%)	0	0	0	0	0

Table -12 Background Colours

	Red	white	blue	Yellow	Brown	Green	Orange	Black
Whisky	3 (1.73%)	11 (6.36%)	39 (22.54%)	3 (1.73%)	20 (11.56%)	23 (13.29%)	4 (2.31%)	66 (38.15%)
Wine	0	9 (100%)	0	0	0	0	0	0
Beer	0	6 (42.86%)	5 (35.71%)	0	0	0	0	3 (21.43%)
Rum	2 (12.5%)	0	10 (62.5%)	0	0	0	0	4 (25%)
Vodka	0	2 (22.22%)	1 (11.11%)	5 (55.56%)	1 (11.11%)	0	0	0
Cocktail	0	0	3 (100%)	0	0	0	0	0
Cigarette	3 (60%)	0	0	0	2 (40%)	0	0	0

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"New Media: Surfing Habits of Internet Users"

Dr. Durgesh Tripathi*
Swati Kaushik**

Introduction

'New Media' is a catchphrase, shorthand for dynamic and volatile cultural and technology industry that includes multimedia, entertainment and e-commerce. The unifying term 'New Media' refers to a wide range of changes in media production, distribution and use. These are changes that are technological, textual, conventional and cultural.

As we enter the new decade of 21st century, the homes, workplaces, educational institutes, schools and colleges are getting transformed into the site of a multimedia culture, integrating audiovisual, information and telecommunication services. People can no longer imagine living their daily lives without the computer and internet.

Since mid 1980's, good amount of concepts have come to light which offer to define and explain the characteristics of new media as a whole. Here are some of the terms that are often referred and discussed while talking about new media. These are: *digital, interactive, hyper textual, virtual, networked, multimedia, stimulated and convergence.*

Before the 1980s (in context to the Western World) and before mid 1990's (in Indian context), people used to rely on traditional media like newspapers, television, cinema and radio for consumption of news, information and entertainment. Now, with the advent of technology, we have digital radio, television and cinema, while even the printing press has been transformed by new digital technologies such as image manipulation and correction softwares like Adobe Photoshop, Corel Draw suites, Adobe Illustrator and desktop publishing tools.

The new media technologies have had widespread influence over the way in which we are exposed to the information. They have brought huge changes in which we access information as well as consume that knowledge and the increased interactivity between the suppliers and consumers of this information.

In common referral there are some technologies that we associate with New Media. These technologies are: the internet and World Wide Web, digital television, digital cinema, personal computers (PCs), DVDs (Digital Versatile Disc or Digital Video Disc), Pen drives, CDs (Compact Discs), portable Media Players (such as the MP3 player), mobile phones, Video (or computer) games, Virtual Reality (VR), Artificial Intelligence (AI) etc. New Media might not be an ideal term for such a range of technologies, but it is one that is increasingly recognized internationally, professionally and academically.

The Internet is usually identified with New Media, computers per se are not. The model of Web 2.0 is distinct from Web 1.0 in that its websites allow users to do more than just retrieve information; it includes a social element where users generate and distribute content, with freedom to share and reuse. Examples of this would include social-networking websites (such as You tube, Myspace Facebook, Linkedin and Orkut), wikis (like WikiWikiWeb and Wikipedia) that allow users to create, edit and link web pages easily.

The internet is different in terms of content, distribution, and usability than it was made open to public. We now have a new relationship that has increased participation, creativity and interactivity on the web.

Creating and updating new information instantly online ourselves, we have more at our fingertips than ever before. We are better informed about the world, giving us more information to make better decisions.

Today, India has an active internet population of 52 million. With a penetration level of 5.2%, it is expected to reach 10% by 2015. The country's Internet population has grown 2600% since 2000.

After the dotcom kaput in 2000, Internet Industry in India has steadily emerged as a powerful sector and is generating considerable worth for several shareholders. Over a decade, the sector has witnessed the materialization of forceful and influential business

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models and international brands such as eBay, Google, Amazon and Yahoo. The international search engine, Google, is unquestionably the major achievement story not only in India but across the globe.

One of the biggest challenges faced by Indian Internet industry was the lack of vernacular content that saturated the user access to only English speaking Indians. At present matrimonial dotcoms like Jeevansaathi, popular search engine like Google and Yahoo!, etc. have launched a vernacular version of the websites. Also almost all Hindi mainline dailies, weeklies and Hindi news channels have their websites in Hindi and other Indian languages. There are thousands of bloggers who write in vernacular languages.

But the biggest challenge that still exists in Indian Internet Industry is that of reach. Internet is still a rich man's medium in India. Only those who have knowledge of computer, are versed in English and have that extra money to shell out after fulfilling basic wants of life, can access internet and work on it. This makes internet much limited to metropolitan, tier I and tier II cities.

Another limitation is that our dependability on Western concepts and content. The biggest examples are social networking sites like facebook, twitter, YouTube etc. We still follow their trails in terms of using the power of internet. This has to be overcome and won over.

The union of availability of internet and freedom to access it on mobiles has taken the internet industry to another level. It is getting popular in urban areas but the trend is still to elevate with accessibility to many other services and facilities. Interesting would be to see a villager using twitter on his mobile phone to update his followers about his whereabouts. On that day, we will be able to claim that India has become a telecommunication giant with 100% reach.

In the context of urban India, especially the educated youth of Delhi, the internet is routinely used in both old and familiar ways, and new, innovative ones. They can no longer imagine living their daily lives at leisure or at work, with family or friends without media and communication technologies. To spend a part of day on the Internet is quite normal for many people.

In this kind of media mix environment, wherein different individuals are indulging in varied media activities, this project was undertaken to study and analyze relationship between users and internet. Since, internet is directed at common people, especially youth; the study was focused on the usage of internet by youth across age group of 18-25 years.

The approach was to appraise the qualitative nature of internet behaviors with aim of discovering the underlying motives and aspirations of various users. The subjective assessment of opinions and approaches were studied. Due efforts were made to collect information concerning all aspects of the case.

Aims And Objectives

The objectives of the research were:

? To understand the relationship between users and internet

? To determine the degree of dependability of users on this technology

? To understand the purposes of using internet

? To establish an understanding of user's lifestyle

Area Of Study

Research was conducted on youth of Delhi who had access to internet and were using it on daily basis.

Sample

Sample was selected on basis of Purposive sampling technique, from age group of 18-25 years of SecB1 and B2.

Tool
Questionnaires

Method of Data Collection

Data was collected by two methods:

Primary Data Collection

? Questionnaires

Secondary Data collection

? Newspaper clippings
? Magazine articles
? Books
? Research papers

Interpretation/Analysis

To understand the behavior patterns of the users, the

sample was divided into three groups according to the users working status. The three groups were:

(i)   Group I - users who were studying and not working
(ii)   Group II - users who were working full time
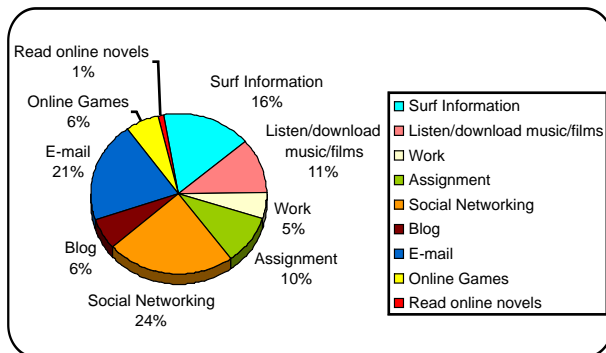(iii) Group III - users who were working part-time and studying

Below are some questions that were asked to the respondents while conducting research.

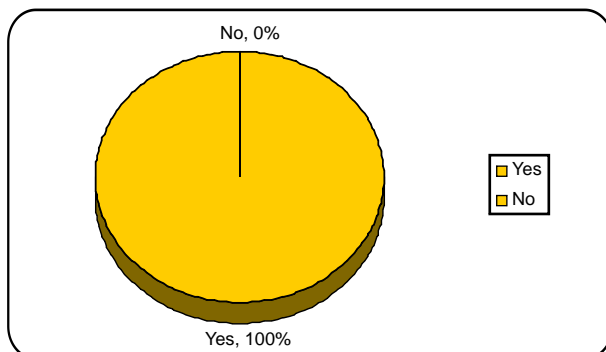Group I - users who were studying and not working

Q.   What do you do in your free time?
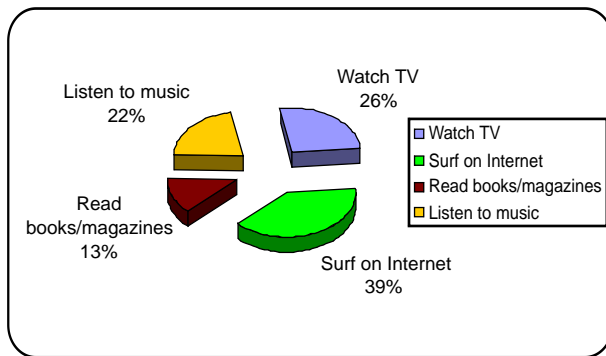
Q.   What is your favorite activity on Internet?

Q.   Do you have an account on social networking site?
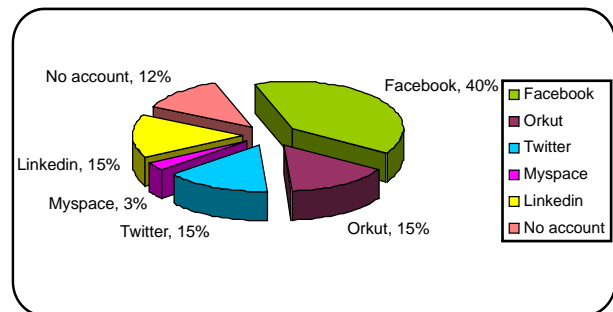

Group II - users who were working full time

Q.   How much amount of time do you spend on internet everyday?
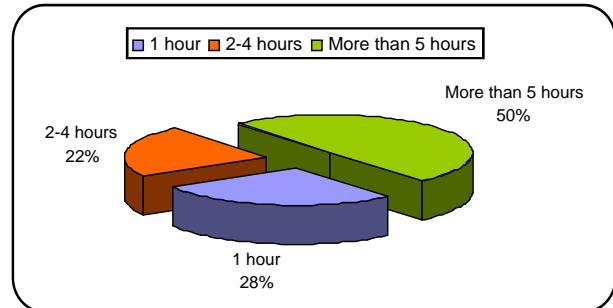
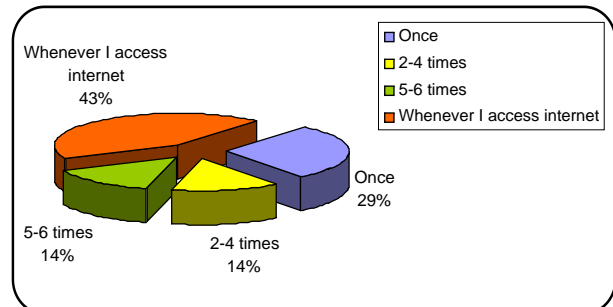Q   What kind of content you mostly surf on internet?
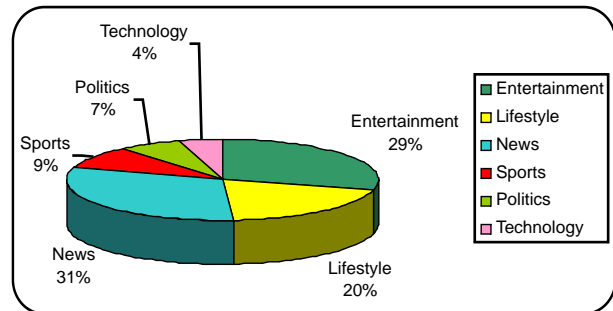
Q   How many social networking sites you have joined?
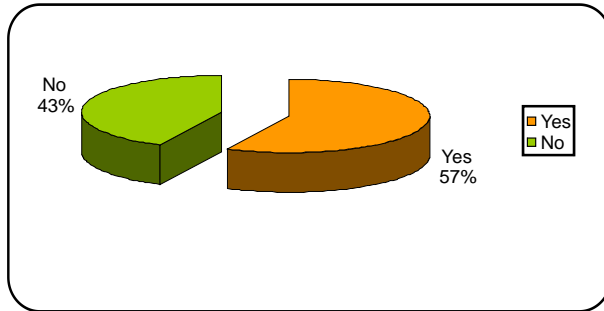

Group III - users who were working part-time and studying

Q.   How many times in a day you check your social networking account for updates?

Q   Do you have internet service on your mobile phones?

No
43%

Yes
57%

Yes
No

Conclusion

The research conducted on 50 respondents, yield the following generalizations:

?   The availability of internet on mobile phones is taking over as the new medium of converged communication. Though the usage is not very high due to high cost but the future is bright for this medium because of high penetration of mobile phones. 52% users from group I, did not had internet activated in their mobile phones. Group II and III, i.e. users who were working were active users of internet on their mobile phones.

?   21% of users in group I had internet connections on mobiles but did not use it. There was hardly any user in other two groups, who had the service but did not avail it. Professional mobility, financial independence, company perks were seen as the reasons behind this habit.

?   Surfing on internet was seen as the most common pastime for users across all groups. There were very few users who were interested in listening to music or watching TV in free time. Reading habits suffered badly across all groups. Users from all three groups were active users of internet for about 2-5 hours everyday. That means, spending time on internet had become a part of their daily routine.

?   According to the research, majority of the users who were studying, preferred content related to entertainment when online. For the users who were working full time, news came first. Lifestyle related content was the third most preferable topic to be searched in all the three groups.

?   Spending time on social networking sites with friends and family was favorite activity for users of group I and III. While surfing information online was highest done activity by those who were working full time in this age-group.

?   Facebook was the most preferred social networking site and Google was the most reliable search engine. Linkedin, the social networking platform for professionals, was used by 16% of users who were working either full time or part time. Myspace and Tagged were least famous in all the groups within this age-group. Majority of users had accounts on multiple social networking platforms and checked their profiles regularly.

Internet has transformed society into networked society. People now live in networks rather than in groups. In such networked societies, social and geographical boundaries have become permeable and topics of interactions have become diverse.

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Impact of New Media Technology on Information and Entertainment Behavior of Youth

Dr. Govind Ji Pandey*

The information revolution in the world has changed political discourse in the Asia. It started with the development of mainstream media, newspapers, television and radio. But the real revolution started with the advent of internet and community media. The recent development of alternative media has taken debate to a different level surpassing all the boundaries. The Internet, while just beginning to have an impact in the Arab world, also has great potential to change the world order in the coming years.

The Wikileaks is a prime example of use of new media technology to expose double standards of one of the leading nations of the world, America. In the recent past all the countries across the globe felt the heat of communication technology i.e. Wikileaks. The Wikileaks has not only challenged the existing sole superpower America but also presented a path which can lead us to a better future.

In this ever changing world where technology is fast moving, various governments are finding it difficult to keep information secret and out of the purview of common man. Websites like Wikileaks are providing more than 20 million documents on various issues of general interest. It highlighted many cases like video of killing of Iraqi civilians by American Army in 2007, Afghan Diary and recently many cable leaks of various countries of the world.

This development has also affected Indian youth and the information sharing using new media technology has gone up recently. Among the new media technology the mobile- internet users are the most important force to reckon with. According to Opera Mini, the world's most popular mobile browser, India has emerged as the third most important market. Mobile Internet users in India are young, with 94 per cent of them aged between 13 and 34 years. Surprisingly, the report claims 95 per cent of mobile Internet users are men. India is on course to overtake China as the world's largest mobile market by 2013 and the usage of Opera Mini in India is also outpacing China.

Statement of Problem:

A study to analyze the impact of New Media Technology on information and entertainment on the behavior of youth. (A study done on the students of Masters Course of two universities in Lucknow, India)

Objectives:

1) To analyze the changes brought in by the new media in the information and communication behavior of youth;

2) To know the popularity of new media among youth;

3) To assess the media usage pattern by the students.

Hypotheses:

1) Internet is the most popular medium among students.

2) Mobile phones are most popular tool for content generation among students.

3) The students are playing active role in social campaigns started by various social networking sites.

4) Internet has become the most preferred medium for news and entertainment among youth.

METHODOLOGY

POPULATION OF THE STUDY:

The population of the study consists of students of Master's Course of two universities, Babasaheb Bhimrao Ambedkar Central University, Lucknow and Lucknow University, Lucknow.

Unit of the Study:
Individual (student)

*Associate Professor, Dept. of Mass Comm. & Journalism, Babasaheb Bhimrao Ambedkar Univrsity, Lucknow.

Variables of Study:

A multivariate analyses of following variables:

a) Age   b)Sex   c) Socio-Economic Condition

Sample of the Study:

A sample of the present study comprised of 300 male and female students from two universities mentioned above.

Sampling Technique:

The sample of study was selected through probability sampling method using systematic random sampling. The sampling was done in such a way that equal representation was given to all the characteristics.

Tools for Data collection:

For collecting desired information form the subjects, a questionnaire has been prepared having following sections:

a) Personal details;
b) Information and entertainment behavior;
c) Change in social behavior

Review of Literature:

No country can deny the importance of youth in nation building process. The involvement and participation of youth in decision making process not only strengthen the democratic process but also contributes to their personal development. In India, almost 55% population comes under this category who is also frequent users of new media technologies. The world's youth population, Ages 15 to 24, will become more and more concentrated in Africa and Asia. By 2050, the number of youth would have risen from just under a half billion in 1950 to 1.2 billion.

According to a recent study done by the Internet & Mobile Association of India (IAMAI), there are 471 million mobile phone subscribers, out of which 127 million have their own Internet ready mobile device. But of these 127 million users who have mobile phones with Internet capability, only 12 million have used the Internet on their devices and the number of active mobile Internet users is just 2 million. But "industry experts" quoted on Business Standard claim that there are over 500 million mobile phone subscribers and due to the decline in prices of Internet-enabled handsets, there are about 10 million mobile phone Internet surfers, much more than the 2 million reported by the IAMAI.

This shows the potential of this media and those who are using it are mainly youth in all parts of the world.

Not only this, the change brought in by the technology has given youth many different tools for content generation. One of the most important tolls is mobile phone which is used for video, audio, still photo recording and putting them on internet using various social network sites like twitter, U tube, face book etc. The information reaches to millions of users across the globe in the audio and visual form, and it helps in genenrating global opinion on various issues of public interest.

In Indian universities, youth devote a lot of time for content generation and dissemination. In the study conducted in two universities of India following conclusions were drawn:

Conclusion and Findings:

Table-1 Time devoted for internet surfing

|	0-1 hour	1-2 hour	2-3 hour	3-4 hour	More than hour
Male	18	32	60	25	15
Female	26	54	40	15	15
Total	44	86	100	40	30
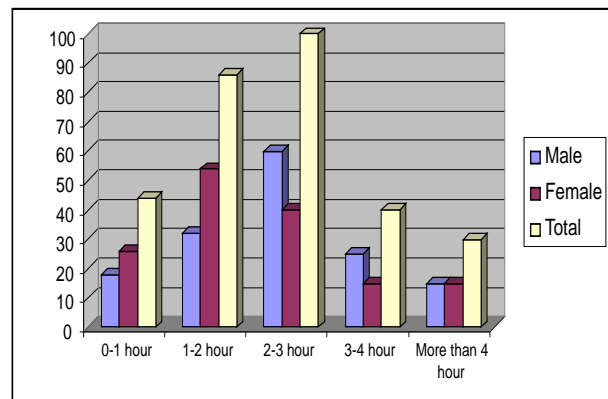
Surveys conducted in several countries in the world show that the internet addiction in on rise. In China the number of young Internet addicts had soared to 24 million by 2009, almost double the figure for 2005, It is very much evident from the data that youth particularly in the Indian university have been devoting a lot of time in content generation and

dissemination on internet. Overall, 71 million users accessed Internet in year 2009, with 52 Million "active" users who accessed it atleast once in a month. If we look at global users of internet in India is on 4th position but it may change very soon the moment it will reach to the rural population of the India.

Table-2 Most popular tool for content generation

| Position	Country	Internet Users Million
1	USA	220
2	CHINA	210
3	JAPAN	88.1
4	INDIA	81
5	BRAZIL	53
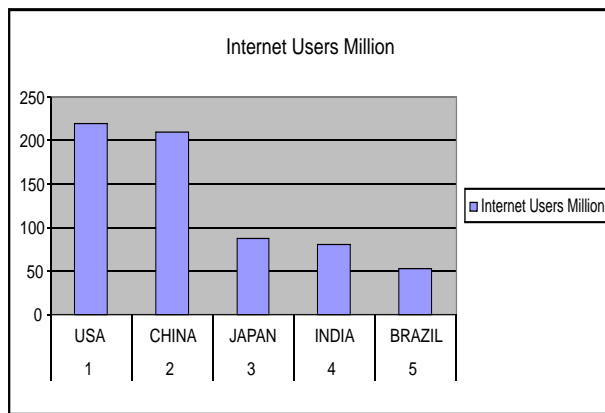
(Source: Internet & Mobile Association of India(IAMAI) and IMRB.)

In India the growth of internet is mainly in urban centers,school & college students itself contribute to more than 44% of all Internet usage that happens in India Overall 72% of young people access Internet on regular basis.

Table -2 Most popular tool for content generation

	Video camera	Recorder	Still camera	Mobile phone
Male	10	6	8	126
Female	4	4	6	136
Total	14	10	14	262
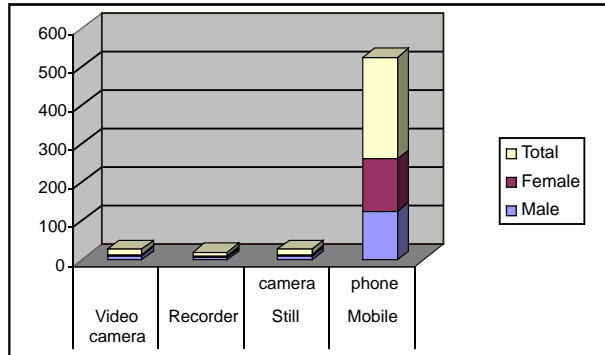
Mobile is the most popular medium for content generation. Not only is that mobile a very popular mode of internet surfing among youth in India but the trend is more or less same across the globe. The Opera Mini, most widely downloaded mobile application has released the number of Mobile Internet usage. The report is quite significant in terms of mobile internet usage in the world.
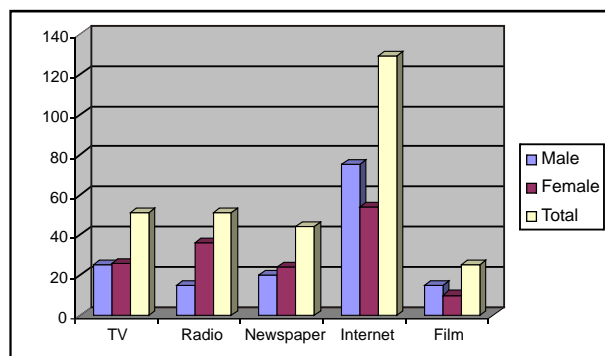
Following are the top 05 countries in Opera Mini Usage:
1. Russia
2. Indonesia
3. India
4. China
5. Ukraine

(Source: Internet & Mobile Association of India(IAMAI) and IMRB.)

Table-3 Most preferred medium for news and entertainment

|	TV	Radio	News paper	Internet	Film
Male	25	15	20	75	15
Female	26	36	24	54	10
Total	51	51	44	129	25

The information and communication behavior of the students have shown significant change in regard to the medium they use for news and entertainment. In a research study conducted by *World Association of Newspapers (WAN) on Decoding Youth as News & Information Consumers* found that young people are spending less time with traditional media and more with new media. Same is the conclusion drawn in the data mentioned in the table three. "Young participants said that usage of new media (i.e., computers, mobile phones and the internet) is increasingly taking up time participants would have spent with traditional media, though this time is obviously restricted in countries where the digital divide remains a strong barrier. Despite this, many participants say they would like to spend more time with newspapers and other traditional sources of information. Contrary to stereotype, many young participants remained respectful of traditional information sources and few dismiss them as obsolete."

(Source: World Association of Newspapers)

Table -4 University students are actively participating in campaigns promoted through social network websites

|	Yes	No
Male	95	55
Female	46	104
Total	141	159
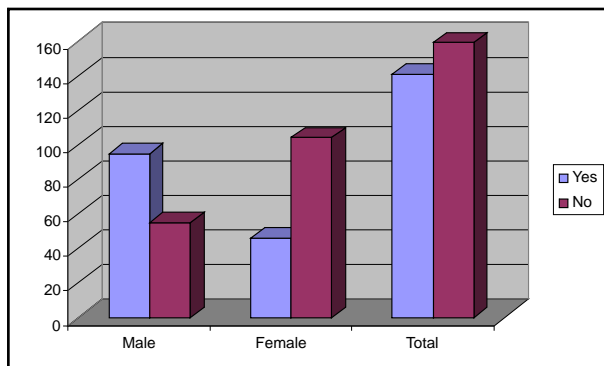
The data shown above clearly indicating that youth is engaged in social reformation with the help of alternative media. Social Networking Sites (SNS) are young people's space where they share social responsibilities and generate public opinion. The recent example of Batti Band Campaign that got momentum through the SNS is one of the many examples where young ones created awareness and it is now a well established campaign. There are many other cases in India which generated and garnered a lot of public response and support through social networking sites. Ruchika Girihotra, Jessica Lal, Nitish Katara, etc. are some of the cases that are highlighted through these websites and ultimately proved to be a very strong campaign which generated a huge support for victim's family and put pressure on the state authorities to act for justice.

Table -5 Do you think alternative media has changed your information and entertainment behavior

	Yes	No
Male	126	24
Female	130	20
Total	256	44
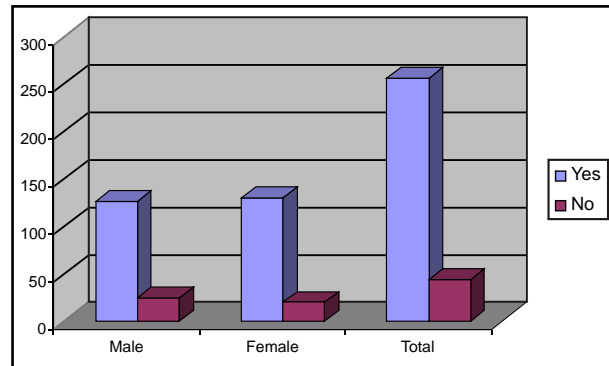
Youth information behavior is a complex process of interplays among various factors, such as young people's cognitive status, identity formation and value negotiation, and social interaction within a context. Here the data indicates that youth in India has significantly changed their information and entertainment behavior. More than 85 % of the samples were of the opinion that they have witnessed significant change in their media content consumption. The new media has taken over from the traditional media which includes radio and television. On the basis of the analysis of data collected with the help of interview schedule the following conclusions can be drawn:

1) Youth in India is spending a lot of time using internet and other alternative means of

communication. The main stream media will have a tough competition in the form of alternative media.

2) Internet is the most popular medium among youth and mobile phones are the most preferred medium for content generation and uploading of data.

3) Social networking sites have become a very important platform for common man. The social issues raised with the help of the social networking sites are getting good response from the netizens and global public opinion is very easily formed.

4) It is very much evident from this study that mobile phone is the most popular medium for content generation and dissemination of information among youth in India. They upload data to various social networking sites and actively participating in the social campaigns promoted through it.

5) The global civil society has found a new and alternative platform for raising their voices. Alternative means of communication have become a very strong tool to form global opinion. Now the local governments are finding it difficult to stop the flow of information.

6) The world is now fast becoming multi polar and multiple sources of communication in the form of small and alternative media have given a strong platform to the marginalized communities and socially deprived class.

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Role of Preliminary Research in the Research Process

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ABSTRACT

This article is meant primarily for early researchers and students of humanities especially media to guide them in their qualitative research. Submitting a research report/dissertation/thesis/term paper involves a plethora of interconnected processes which run parallel to each other but at times one process becomes dominant depending on the research stage. The entire research process can be divided into four overlapping stages, which are: preliminary research, data collection, data interpretation and analysis, and data presentation. The article focuses upon the preliminary research i.e. the first and foremost stage, which is often overlooked by early researchers. Up until now, to my knowledge, authors writing about conducting research concentrated on the main processes but ignored seeming integral points, for instance, the idea generation step which precedes what Roger D. Wimmer and Joseph R. Dominick call 'selecting a research topic' (2006:26). The writer of the article has attempted to weave together all the interlinked steps involved, which are otherwise either not elaborated or writers tend to focus on a certain perspective and certain steps more than others. Even when writers offer explanations, these are seen as research procedures rather than as steps involved in preliminary stage.

Introduction

Preliminary stage is an opportunity to select an idea, develop it by framing questions, employing methodologies, and testing the idea against the ground realities and make necessary improvisations "before it is too late." This stage has multiple and not necessarily chronological processes: idea generation; deciding the focus of the research; choosing suitable methodological framework and methodological tools; undertaking a SWOT analysis of the idea/project; selection of locations; conducting an appropriate literature review; selecting the most suited group of individuals to work with; preparing a pre-emptive budget; planning and doing a pilot project; and finally preparing for the next stage i.e. the data collection.

In this writing each step will be explained. Readers will be able to appreciate the nuances of each step and how it contributes to making a research project a systematic, rigorous, and efficient product.

In the idea generation stage, researchers will come up with very raw ideas that can be refined by going a step backward to see where they first interacted with this idea: whether they read, heard, witnessed a real life event or the idea stems from their personal experience. Asking questions related to assumptions behind the idea will reveal that it is inevitably based on analysis or hypothesis or presupposition or a desire to explain a concept and furthermore compare two opposing concepts.

Ideas have an intuitive beginning but from among conflicting ideas the research focus can be selected rationally by trying to answer the 5Ws (Where, When, Who, What, Why) and 1 H (How) of the research idea. This brainstorming helps to establish goals and objectives which will be revised as one progress in the research. These 6 areas correspond to the following questions. One can think of *where* the research will be conducted, (*when)* the time-period that will be required for conducting research and submitting the writing, *who* will be the people with whom the researcher will be working, *what* will be the research topic, thinking through the reasons or motivations for doing the research i.e. *why*, and figuring out a methodological plan/design to conduct the research (*how*).

The focus can be sharpened if the basic conceptual assumptions or inner values of the idea and its oppositional idea can be studied. For example, if the

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research focus is on bullying among girls then the researcher could look up the definition and dimensions of bullying, for instance, physical, mental, and emotional. The concept of bullying becomes clearer if there is an understanding of the oppositional concept of non-bullying or positive and egalitarian behaviour.

Besides the 5 Ws and 1H, the research focus can be further refined by framing a set of questions listed below. Different writers have given a list of formative questions to pose such as Roger D. Wimmer and Joseph R. Dominick (2006:30-33).

- What will be your sources of information and how will you make a decision in terms of their authenticity and their appropriateness?

- Can you implement your project: are the goals reasonable, too ambitious, or reasonably ambitious?

- Who will want to fund it? Is it feasible, accessible and fundable?

- How long will you take to complete it?

- How would you like to present the research findings to the users?

- How will you deal with questions of ethics and plagiarism that will surface?

- What is the purpose of the research? i.e. what is the significance or contribution of your research in small and big, direct and indirect, and subtle and explicit terms?

- What could be the possible challenges and potential solutions as well as what are the limitations and parameters of the chosen focus area of study?

Once the research focus is defined, a researcher must work upon the methodological framework required to carry out the project. The emphasis is on the broad approach rather than as often misunderstood as mere techniques for data gathering and analysis, which in themselves are neither fixed nor infallible. Methodological framework implies a set of rules and procedures to guide research and against which its claims will be evaluated. These procedures

(guidelines) have been built over time and help to define a subject discipline and to differentiate it from others. e.g., if a researcher is working on the idea of friendship, then choosing to hold interviews and group discussion with friends are the data collection techniques but reading about friendship as a concept theoretically for instance by Greek philosopher Plato and French philosopher Jacques Derrida would amount to clarifying the researcher's own ideas on friendship and understanding how these can be interpreted and redefined in the light of the field experience. Hence methodological framework is a combination of theoretical and practical approaches. Every researcher will draw from and, in turn, will be contributing towards a theoretical tradition through their research outcomes. Spending time on figuring out the methodology and testing it in the early stage of research provides not just a way of organising ideas and evidence but paves way for developing a systematic method of communicating the research.

Researchers should choose methods according to what's best for their research topic rather than merely making a random choice. These can range from primary to secondary methods of data collection. Secondary research is an approach where researchers analyse data that has been collected by others, this includes literature review (see Roger D. Wimmer and Joseph R. Dominick, 2006:29 for critical analysis of secondary approach). Following are the primary research approaches and tools from which the researcher usually chooses from among the following: ethnographic approach that includes interview, observation (see Sonika Jain, 2010:63-65) for extensive discussion on observation as a tool of media research), focus group discussion, case study, longitudinal study, comparative analysis; and participatory action research. Usually a research combines methods and approaches based on the research objectives. Deciding on methods includes not only those tools that are used for data collection but also for data analysis and presentation. This will include thinking of suitable writing styles and strategies that will reflect the process in the final outcomes. Some of the possibilities to explore are: first person tone (for example, my impression of the programme is…) or an objective tone (for example,

the researcher notices the following after analysing the programme). While planning ahead is wise but researchers are best advised to enter the field with flexible approach so as to revise methods and questions and even sometimes the objectives.

Irrespective of the nature of the research focus and the choice of primary or secondary methods, researchers tend to review the existing literature to enhance their understanding. It enables the researcher to develop their research objectives, theoretical framework, methodological focus, and rationale for their research. Literature Review is an ongoing process which shapes and reshapes the research process and outcomes. The researcher reads about subjects in the broad and specific field of study. He/she analyses the content and form of the writing and writes about those ideas (supporting or contradictory) that will throw light on their own writing in interesting ways. Initially, the researcher will review more material (which includes written and perhaps audio-visual) than will be finally incorporated and read a wider range of writing than what will be finally focused upon. Some of the literature review will be useful during the editing stage of writing especially whilst referencing but most of the readings done for writing the review will be listed as part of the bibliography. Irrespective of where the readings are mentioned in the research writing, literature review sharpens the skill to read, select, analyse, and decide swiftly and suitably. Process of reviewing literature ensures that researchers are able to identify areas of similarities and differences with existing research which builds a dialogue that contributes to developing either new ideas or refining existing ideas in the particular discipline. See authors Ranjit Kumar (2005:29-39) and Wimmer and Dominick (2006:33) who have discussed literature review at length.

People are inevitable part of research whether the researcher is reading about other people's research or whether building one's own research by meeting people in case of primary method. In fact, ethnographers spend the most substantial amount of time in the field with people they are researching and positioned as both an insider and an outsider. They are insider because they become part of the group/community but they are outsiders because they are researchers who become conditional members of the group for the duration of the research. During the research one is not only working with interviewees/subjects/respondents but a range of people from administrative and clerical to academic and other professionals. During the course of the research one encounters a range of people such as librarians who stock written and audio-visual material. There are people who will need to be chosen as interviewees/subjects/respondents on the basis of a systematic criterion. Their responses, feelings and thoughts will need to be documented, analysed, and presented by employing various methods of data collection, analysis, and presentation. These people may also include experts in their area of study accessing whom will not be so challenging as having access to their busy time schedules. Two groups need mention before moving on to the discussion on locations. One group is the working class people or the non-white collar staff who will indirectly become part of the research even though their services are charged and the second group to bear in mind while writing are those who will use the research findings. Based on your research they will either conduct further research or apply the findings to real life situations. Therefore, knowledge, sensitivity, and communication skills become indispensable to building sound professional relationships. Issue of access, informed and voluntary consent, and respect for privacy are the main ethical questions that researchers tend to negotiate as they balance between research objectives and sensibilities of people.

Based on the choice of methods and people, the researcher can imagine the primary and secondary locations of the research. While these days, lot of information is available online, the importance of physical libraries cannot be undermined. At some point researchers need to consult libraries and more so if there research is based on secondary data collection method. Access to libraries is restricted and prior permission has to be taken by providing a letter of identity from one's own academic institution. If the researcher is likely to use the library it is advisable to apply for a membership or subscription of the specific

material or avail the inter-library loan service. There are differences between general or specific libraries and archives where most of the material can be referenced but not issued. Sometimes, research will require visit to outstation research centres, archives, libraries, and specialized institutes that have to be accounted for in terms of access, time, and finances. Often, it is a good idea to check the availability of the material and the criticalness of the information required beforehand. One has to make oneself familiar with the cataloguing systems to access information to use both conventional and new technologies. In case of primary research, interaction with the respondents in predefined locations needs to be checked for convenience, safety, privacy, and relevance to the chosen research method such as interview or observation exercise. For example, focus groups are better suited to private or semi-private spaces while observational exercises can take place in public and semi-public spaces.

The homework done in this foremost stage needs to be tested before the main project can commence because of which a pilot project needs to be carried out and accordingly finances need to be procured. All research projects require finances even if they are student led. There are multiple sources of funding; self-funding, collaborating with existing researchers in one's own University or elsewhere, applying for grants from research bodies or specialized institutions who would be interested in the area of study. Sometimes funding proposals are successful at the onset of the research project but sometimes funding becomes possible for the later phases of the research process. Critical to pitching for funds is preparing a pre-emptive budget which is subject to variation once the research process sets in. This is followed by a final budget which is made at the end of the research process. Keeping a log book can help to keep a track of savings and expenditure. Researchers will find that sometimes they are working with people who are economically disadvantaged and taking their time would amount to loss of working hours and wages in such cases they may have to compensate them monetarily. With people who have actively participated in the

research, financial compensation will not be acceptable to them readily, hence exchanging skills or sharing resources or giving adequate acknowledgement would be one way forward. Generally speaking, following are the heads under which researchers can plan a pre-emptive budget.

1. Study fees in case of students pursuing research degrees (MPhil, PhD)
2. Travel/ food/ living expenses/accommodation
3. Purchase or hiring of recording equipment, for example, dictaphone and cameras
4. Stationary including copies of audio-visual material or photocopies of written literature
5. Printing cost including formatting and binding of the written project
6. Purchase or hiring of PC and internet services
7. Library membership or visiting charges
8. Subscription charges or cost of buying books and journals
9. Registration fees for seminars and conferences
10. Hiring cost of proof-readers and editors in situations when the first language is not English.
11. Contingency fund (10% of the total budget) despite planning, there are unforeseen situations that could not be accounted for and hence the need for a separate heading as contingency or emergency fund.

Before conducting a pilot project and commencing the data collection stage, researchers tend to do some kind of a SWOT analysis even if they do not realize that they are doing so. It is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in undertaking a venture or a research project. It involves identifying the internal and external factors that are favorable and unfavorable to achieving the research objective and dealing with the unfavorable aspects.

Strengths: attributes that are helpful to achieving the objective.

Weaknesses: attributes that are harmful to achieving the objective.

Opportunities: *external* conditions that are helpful to achieving the objective.

Threats: *external* conditions which could do damage to the objective.

Following are the main external and internal variables that will impact the research objectives and will help in doing a SWOT analysis:

1. Time and financial resources available

2. Skills (intellectual, managerial, technical, creative, administrative, and communication), knowledge, and experience of the researcher to plan and execute the project.

3. Suitability, availability, interest level and commitment of the respondents.

4. The deadline of the project, duration and requirements of the final outcomes.

SWOT analysis should be carried out at least thrice in the research process beginning, middle, and end.

Pilot project can be best appreciated as a project on a much smaller scale than the actual one. In implementing it, researcher's sensible decisions are confirmed and gaps begin to surface. Issues, observations, and contradictions including ethical conflicts begin to emerge and hence planning for future projects can commence. It may happen that the methodologies that were tested in the pilot project are discontinued in the final project. For example, researcher may show a film to the respondents to encourage a group discussion as an ice-breaking technique and replace this method with individual interviews in the following phases of research.

Finally, planning for data collection stage can begin by choosing methods of recording, storing, and analysis and creating realistic schedules to implement the plans by dividing them into manageable tasks spread over a period of time especially in a longitudinal approach.

Conclusion

Some of the above mentioned processes such as literature review, choosing research methods, selecting people, and deciding locations are first planned and executed in the preliminary research but are subject to modification in the data collection and data interpretation stage. During the data presentation stage, literature review is revisited and becomes critical. Thus, processes are interconnected and recurrent during the research process. Preliminary research seems tedious and cumbersome but is an important part of the research. Some researchers plan well but find difficulties in the field due to lack of experience or flexibility. Thus at every stage of the research process, principles, questions, issues, and aspects considered during the foremost stage must be borne in mind and experimented with sensibly in conjunction with the research objectives.

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Television: A Blend of Different Education System

Dr. Amitosh Dubey*

Education is the main instrument for the building of a society and plays a very important role in the development of human personality. Education is a systematic instruction which is intended to make clear understanding of the receiver, helps to balance the growth of an individual, and make him able to lead a good life. In broader perspective education should mean life long learning opportunities for the mankind so that horizons of their knowledge can be increase along with their capabilities. The prime objective of education should be to help man in simultaneous development of the body, the mind, the intellect and the soul in a harmonious manner. Although in modern times the emphasis has shifted from the ancient way of thinking and so 'objective knowledge' has surpassed the 'self-realisation'.

Education is fundamental needs of human beings and the progress of any country is also dependent on its educational system. Effective and real development of any country can only be ensured by educating more and more people. Though there are marked improvements in number of literate people of India but at the other end the number of illiterates are also increasing. The population explosion may be one of the reasons for it. If the pace of educational development is to be accelerated, there is a need for well defined, bold and imaginative educational system to expand education in whole country. Formal education or conventional education system alone cannot respond to the challenges of modern society. Therefore the government and other responsible agencies are using different system of education process. Modern mass communication technology may be very helpful in providing education in all the systems to some extent. The modern communication technologies have the potential to reach the farthest corner of the country with quality education. In this context, the importance of mass media is certainly increasing day by day and the media like television and radio is playing an important role in expanding the educational opportunities. Use of a range of media such as print, audio, video, broadcast radio, television and, more recently, the new devices of the ICT world, for different system of education has been increasing in most parts of the developing and developed world. Television is a very effective medium of communication with great qualities and capabilities for influencing learning and education. Using a visual aid when you speak helps to emphasize the information you are presenting. There are many useful, important and complicated experiments which can be shown to a large number of students at different and remote places at a time by this audio-visual device. This media also provides the facility to give a prepared presentation. The use of television in mass education has grown sharply in recent years.

The understanding and need of audience in different system of education varies in nature. Therefore, the education planner of traditional and formal education system and the providers of non-formal and informal education have to use different strategies and style of Educational Television programme production for a specific target group. The media particularly television has the opportunity and flexibilities to make programmes in different categories looking into the need and requirements of the different system and their target audience.

Before we consider the use of television in different system of education we must consider the system of education. Education system can be categorized into:

1.   Formal education,

2.   Non formal education, and

3.   Informal education.

Let us see briefly how they are different with each other:

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Coombs, Prosser and Ahmed (1973) distinguished *formal education* (the institutionalised, chronologically graded and hierarchically structured educational system, running from lower primary school to the upper reaches of the university, generally full time and sanctioned by the state) and *non-formal education* (comprising an educational activities organised outside the formal system and designed to serve identifiable clientele and educational objectives). (as cited in carron and carr-hill,1991).We can say that the formal education is universal course/curriculum oriented and selective while the target of non formal education is any person who is interested to get the required education. It is not based on set curriculum and is open to all. Moreover they define informal education as:

… the lifelong process by which every individual acquires and accumulates knowledge, skills, attitudes and insights from daily experiences and exposure to the environment at home, at work, at play: from the example and attitude of families and friends; from travel, reading newspapers and books; or by listening to the radio or viewing films or television. Generally informal education is unorganized, unsystematic and even unintentional at times, yet accounts for the great bulk of any person's total lifetime learning including that of a highly 'schooled' person. (as cited in Smith K. Mark, 1999,2008).

Spronk (1999) further clarify it as "Three main points from the Coombs ,et al., definition are helpful here, in terms of setting NFE(Non Formal Education) off from the informal sector. First, non formal education is organised. That is, it is planned, designed, structured and managed; it does not happen casually. Second, NFE serves "identifiable clientele". In other words, NFE offers opportunities for learning to clearly identified target audiences. And third, NFE also has clearly defined educational objectives. Although it is outside the formal system, NFE shares these characteristics with formal education, and this helps to distinguish it from informal education."

Let us see how television is helpful in spreading Formal, Non formal and Informal education and become a hub of different education system.

Use of television for formal education:

"The unprecedented expansion in the area of science and technology has brought in not only knowledge explosion but technological upheaval as well. Thus, emerged the term 'Educational technology'. It applies equally to the 'hardware' and 'software'. Radio, Television, Tape recorder, Projector, etc., are used in plenty now- a- days in classroom as well. Techniques like programmed learning micro teaching, team teaching etc., and 'teaching machines' have found their entry into the formal system."(Pillai,1990). In Formal Education system one has to meet educational standards and stick to a specified curriculum. For example University grants commission (UGC), after recognizing the potential of electronic media started its Countrywide Classroom (CWCR) Programmes on August 15, 1984 twice a day through Doordarshan's national network. The purpose is to extend in all direction the expertise and knowledge of subject experts working in various departments of universities/ colleges and institutions of higher education through national television network. These media centers with the help of academicians/subject experts, of the university produce universal syllabus based quality higher education programmes. It has created a new approach to the telecast of the programmes by directly focusing on the subject of the educational curriculum. The knowledge and information gap which exists due to lack of communication in far-flung places gets associated to a great extent through this mode. Now UGC is also producing e-content programmes for better learning. These e-contents are exclusively based on syllabus prescribed for under graduate and post graduate student studying in different universities. E-content is broadly understood as the content in electronic form or an electronically supported learning and teaching. This type of teaching material contains rich visuals, good quality graphics, professionally made animations, objective and summary of the programmes and covers the frequently asked questions related to the topic, besides script in audio and text forms. It also uses evaluation material to give feedback to the student/learner as to his/her achievement in a

particular topic or a course and many more aspects of teaching. One has to keep in mind that this type of television programme and e-content has to strictly cover the prescribed syllabus and educational curriculum of the concerned institutions. This type of e-content programme for higher education students is available at consortium for educational communication website. This process has revolutionized the concept of teaching and learning and can be better enjoyed by the large section of viewers including students and teachers of the university system throughout the country. The learning through e-content hosted in website can be a self paced, available all the time and the students and learners are not bounded for a specific date or time. They can stop, rewind and replay the session or programmes for any number of times. This process also facilitates the subject expert (a teacher) to make available his/her knowledge to a wide audience, whoever is interested in it. These type of programmes are not only used in internet and computers based learning but can also be used in various teaching-learning methods such as class room lecture and training to an individual or a group.

However, the distance education system is also using this format to reach their target audience. Distance education is not considered as a formal education system. IGNOU is broadcasting Gyan Darshan (GD), a fully digital 24 hour exclusive Educational TV Channel and offers distance education through Virtual Class Room mode. Electronic Media Production Centre (EMPC) of IGNOU is producing educational, curriculum-based audio-video programmes to supplement the courseware of IGNOU with the help of highly trained and skilled in house staff using the high-tech facilities.

Use of television for non formal education:

Generally speaking 'non formal education' is any educational activity carried on outside the four walls of the organization in a structured way and with definite purpose. According to a UNESCO document (APEID, 1978) One of the objective of non formal education is "To provide equal educational opportunities to all, and through them more equitable distribution of gains and employment avenues". (as

cited in Mohanti,1985,p.3). This objective may be achieved easily through the use of mass media specially the 'Television'. It bridges the gap between the rural and urban, the poor and rich, the privileged and under privileged. Mohanti(1985,p.10) also included 'mass-media' in the list of various bodies who are providing non formal education. Educational Television (E TV) offers one such possibility of bringing non formal education to the masses thereby making educational opportunities equal throughout the country. Many countries are using television in support of non formal education programmes. Spronk (1999) in his paper 'Non Formal Education At a Distance: A Framework For Discussion' states that "Radio and television have been put to the service of development for almost as long as they have existed. Broadcast media can be used to inform and raise awareness, motivate and mobilise, challenge and stimulate, describe and explain, demonstrate and illustrate, teach and instruct, provide advice and guidance. For example, in countries as diverse as Canada, India, Ghana and Zambia, Radio Farm Forums have brought farmers together into study groups to discuss in local terms the issues being raised in nation-wide broadcasts and provide feedback through letters written to programme organisers on programme content. The escuelas radiofónicas (radiophonic schools) of Latin America and the Canary Islands are another enduring example of the effective use of radio in NFE programming". Dodds(1996) in his study still lists a number of non formal education initiatives that make use of television, including the "Village World" programme in Gujarat, India and the Mauritius College of the Air.(as cited in spronk, 1999) According to the Mohanti (1985, p.2) "Non-formal education is concerned with solution of immediate problems of an individual or particular group of individuals. It is not credential oriented. Its educational programme is not bound by rigid curricular and pre-set rules and regulations." The national broadcaster Doordarshan is also broadcasting agriculture television programmes since 1967. This is also an excellent example of non formal education through television. Production in food grains, crops, fruits, flowers, poultry and fisheries products can be increased by helping the farmers through broadcasting agriculture television

programmes (Training and learning). Our agriculture and other scientists are developing new techniques and research to produce more food grain in available land with the help of technological revolution. The advantage of this technological revolution is also reaching to several millions families who are totally dependent on farming or farming related works. These families are the backbone of Indian agriculture and are scattered in remote places all over the country. In the field of agriculture also there are many useful, important and complicated experiments or demonstration which can be shown to a large number of farmers at different and remote places at a time by this audio visual device. Thus, non formal education of agriculture process, practices, agriculture programmes and knowledge resources are reaching out to a large number of people specially the farmers through the television. It is also reaching to the farmers of all age groups with the objective of helping them realize the food and development needs. UGC/CEC has also started its e-courses using Vyas-24Hrs Higher Education Channel, EDUSAT Network and Internet. These types of courses also come under the non formal education system because it comprises educational activities which is organised outside the formal system and designed to serve identifiable clientele and educational objectives. "CEC has organized following e-courses till now: Script writing, Editing for film and television, Marketing Communication & Salesmanship and Digital Library & Information Services" (CEC, 2010).

Use of television for in-formal education:

In-formal education is that which is not formal, flexible and without any specific purpose. The media of mass communications, and the broadcast media in particular, have been spreading a greater than ever number of messages over the past several years. In India also, the media of mass communication specifically the television, have been broadcasting programmes related to environment, health, domestic violence, global warming, anti child abuse and human right issues, from quite some time. These are all very good examples of In-Formal Education through Television. In informal education system there is no lesson plan to follow, but have to responds to the situations and

experiences. According to educative.info (2006) "An important role in informal education is played by mass media. In order to make information that comes from mass media useful, you need to analyze, synthesize and then accept the result." The media have come to play an increasingly important role in public awareness campaigns of social issues due to their wide reach and ability to influence behavior. The television has undoubtedly evolved and become more active over the years. "Media should be selected according to the target audience's preferences and the objectives of the campaign. With its large and diverse audience, television is an excellent medium for bringing attention to an important issue; providing short, uncomplicated messages; evoking emotional responses; modeling new behavior and teaching health-related skills; and reinforcing the emergence of new social norms" (DeJong and Winsten,1990, p.p. 40-41).

Conclusion:

From the above observation one can see that media specifically the television is disseminating programmes of formal, non-formal and in-formal education quit successfully. Here we have to keep in mind that the different systems of education have distinct categories which have no fixed boundaries. These different systems can cross the boundaries of a specific category and can cover the multiple categories. For example, broadcast of a non-formal agriculture programme for the farmers can be used in formal education system for the use of students of agriculture education, if the said programme is made out of prescribed syllabus of an agriculture university. This programme can be projected in a classroom of a formal education system through DVD player or a projector by a lecturer and can show the desired content by playing, rewinding, re-playing, pausing or forwarding it.

One important thing we have to note here is that methods and techniques of programming should be of top importance in case of different educational systems specially when such Educational Films or programmes are not forced on the population. The need and problems of learners of Formal, Non-formal and In-formal education systems have to be identified and

programmes should me made accordingly. Methods and techniques of production vary from one system to other. They depend upon the resources available and also on the nature of their target audience. One has to take care of quality of the content of these programmes also. Quality and quantity of instructional materials decide to a large extent the success of any educational system. Let us hope this technology will increase the reach and the effectiveness of teaching-learning process of these different educational systems. One has to keep in mind is that educational technology couldn't replace the traditional teaching and learning process but can be expected to supplement them. It may lack human element of it and the qualitative role of the teacher.

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