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From the Chief Editor

We draw immense pleasure in presenting December 2012 issue of our research journal - Pragyaa: 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. Pragyaa : JOMC is a blind refereed bi-annual journal that brings to its readers 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 Pragyaa: Journal of Mass Communication focus on Viral Marketing, Internet and Social Networking Sites, Media and Human Rights, Coverage of International News, Evaluation of Columnists, Drug Abuse Prevention, and Corporate Communication.

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. Our team of professionals comprising of Dr. V.K. Jain (Dean Academics), Dr. A.S. Pandey (Dean Research Publications) and Prof (Dr.) Dhiraj Shukla (Editor Pragyaa: JOMC) has made a significant contribution towards making the research papers error free, presentable, and reader friendly. The contribution of our team members is highly appreciated. Thanks are also due to the faculty of School of Mass Communication, IMS Dehradun for their support.

We continue our endeavour to harness intellectual capital of our scholars and practitioners of Mass Communication. 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.

We wish to encourage more contributions from the scientific community and industry practitioners to add value to 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

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Viral Marketing and its Impact on Youth: With Special Reference to Kolaveri Di Marketing Strategy

*Dr. Durgesh Tripathi**
*Pratishtha Kaura***

ABSTRACT

This song is stuck into our heads and even if we cannot understand it, we are enjoying singing it. The 'soup song' and the 'flop song' Kolaveri Di as described by the singer of the song Dhanush in the starting lines of the song is a kind of song that every youth can relate himself to, the one who has been ditched by a girl. Moreover the simplicity of the song- both in terms of lyrics and music makes it a favourite of a large chunk of audience. The video is extremely simple showing the making of the song where Shruti Hassan and Aishwarya are listening to Dhanush in the studio. The song is written and sung by Dhanush and is composed by music director Anirudh Ravichander. The success of Kolaveri Di has made the marketers to term it as the first super-hit viral campaign of India. Indeed it is especially after looking at the media coverage it got in such a short span of time both on the online media as well as the traditional media after that. Also it became the first Tamil song to be premiered on national wide music channel, MTV and the strategy adopted by Jack in the Box Worldwide has made it an IIM case-study. This research paper has tried to explain the intricacies of viral marketing with respect to social media.

Keywords: Viral Marketing, Kolaveri di, online social media, new media, Facebook, Youtube, Twitter, hashtag, whythiskolaveridi, Dhanush, soup song, youth anthem.

1. Introduction

The Cambridge business dictionary describes Viral Marketing as a marketing activity in which information about a product spreads between people, especially on the internet. The song Kolaveri Di is an example of Viral Marketing. The "soup song" as said by Dhanush in the lyrics of the song, is from the upcoming Tamil film '3', starring Dhanush and Shruti Hassan, directed by Rajnikant's daughter Aishwarya, expected to be released shortly. The meaning of the lyrics was not clear to the audience, so Dhanush tweeted to clarify: "Soup song na means love failure song...Doubt clear aa?" Kolaveri is light-hearted slang for blood thirst. So it's no surprise that the song of a jilted boy asking the girl why she did that to him has become an anthem. The song is sung by a drunk guy dumped by a girl, the song 'Why this Kolaveri Di' means "Why did you do this to me" or "Why you dumped me". Otherwise, the word Kolaveri means murderous rage.

It was released on Youtube on 17 November, 2011, after that there was a leak of a rough cut.

The song makers took a wise step and turned the adversity into an opportunity giving to India their youth anthem. The views of Kolaveri grew by the day it was released, made commentators christen it as the first viral marketing campaign in India. It became India's most downloaded track on mobile phones ever with almost more than 2, 10,000 downloads. By November 21, it had crossed a million page views and on November 24, it became the first Tamil film song to be premiered on a national music channel, MTV India and to be aired on FM radio channels. The noteworthy point is that more interesting than the song itself, are the over two dozen versions of it including the female version, child version, the Punjabi version and many more that are available on YouTube. There were enormous revenue opportunities for the song makers who inked a content partnership with YouTube, earning them 50% of the revenue, the video generated. The main reason for this is that a viral marketing campaign need not use a big budget. The only thing necessary is for the content to be such that the audience is able to relate to it and then the marketers have to move ahead and propagate their campaign tactfully making use of new media and social

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networking websites.

The famous lyricist Javed Akhtar remarked that "Kolaveri is an ordinary tone with substandard singing of insensible lyrics" but still it became the most searched video on YouTube in India. YouTube has also honoured the song with a 'Gold Award' for receiving large number of hits in such a short span of time.

2. Objectives

- (i) To ascertain about the development of viral marketing in popularizing the song "Kolaveri Di".
- (ii) To explore tools of viral marketing used by the online agency Jack in the Box Worldwide in making the song Kolaveri Di such a great success.
- (iii) To interrogate that whether people are using online social media more than the traditional media for their retrieval of information and entertainment or not.

3. Literature Review

The Merriam-Webster dictionary¹ explains the meaning of viral marketing as "marketing designed to disseminate information (as about a new product) very rapidly by making it likely to be passed from person to person especially via electronic means". It was first ever used in 1989 and has been used again and again with an increase in the usage of new media i.e. internet. Viral campaigns are popular in the foreign lands other than India like America etc. but, recent developments in the technology and the growing media market in India, it has been used by many organisations. Recent examples include the song Kolaveri Di, the most popular viral marketing campaign and the Online Advertising Case Study of Samsung Note PC.

The song Kolaveri Di is a perfect example of "Earworm" phenomenon. According to James Kellaris², a professor in marketing at the University of Cincinnati, 'earworm' means 'cognitive itch', certain musical pieces that excites the brain in an abnormal way. The brain in its frenzy to understand that piece will play it over again and again, after listening to such a song, it keeps on repeating compulsively in the brain. According to Kellaris, these kinds of songs have the following characteristics:

- (i) They are repetitive.
- (ii) They are mind numbing and simple.
- (iii) They have featured sudden change in rhyme.

Simple, repetitive songs affect the audience the most like the song "Who let the dogs out? Who, who, who," Kolaveri Di thus fits the study perfectly.

For marketers, earworms is a "double-edged sword," They become helpful if consumers look upon a memorable jingle favourably but they also have the potential to breed

negativity towards a brand, if the stuck song is seen as annoying or unwelcome, said Larry Compeau, a marketing professor at Clarkson University and Executive Officer of the Society for Consumer Psychology. (Kipp, 2003)

As per the Economic Times³, 'The soup song has turned an anthem for the future managers in the country.' The Indian Institutes of Management (IIMs) have already taken the popular song Kolaveri Di from an upcoming Tamil film '3' as a classic example of viral marketing. IIM Ahmedabad (IIM-A), for instance, dedicated a complete session to Kolaveri Di as part of its course on Contemporary Film Industry: A business perspective. Bharathan Kandaswamy, faculty and co-coordinator of the course, said, "I will discuss Kolaveri Di as part of a session on social media and online tools when my class starts in December. Kolaveri Di is a perfect case of viral marketing, which has created a huge difference in the world of publicity." Rajeev Kumra, faculty of marketing, at IIM Lucknow, said, "Companies have to be serious about viral marketing now, which is an upcoming area in marketing. We were discussing in class how the beautiful strategy used by Kolaveri Di can be used by company to leverage their marketing activities. The video of Kolaveri Di is watched with rapt attention and transmitted like virus."

According to the study done by Andrew Stephen, INSEAD Assistant Professor of Marketing as described in the Forbes article by Shellie Karabell⁴, says that "What we found in research with viral marketing companies is that you don't need experts or brand evangelists. You need social people who like to talk and most of those conversations happened offline." Word-of-mouth marketing sounds like an inexact science and its boundaries are certainly expanding, given the vast array of electronic social (viral marketing) tools available such as Facebook and Twitter. But nevertheless, a lot of money is being thrown at it. Stephen's research shows that "spending on word-of-mouth (WOM) rose at a compound annual growth rate of 66.7 per cent from 2001 to 2006," growing to \$981 million from \$76 million. Stephen himself claimed that WOM marketing spend could hit \$3 billion by 2013-14.

In an interview with Prashanth Challapalli, the business head of Jack in the Box Worldwide, the digital outfit behind making Kolaveri Di a hit, by Jason⁵, he says that their core strategy included using Social Media platforms like YouTube, Facebook and Twitter. It was definite that the YouTube link would attract YouTube views on its own. On Facebook, the Sony Music South page had close to 200K fans and so it was sure that it would become a hit there because it had predominantly Tamil audience.

On Twitter, a hash tag called #whythiskolaveridi was created and quirky lines like "Iceland has not heard #whythiskolaveridi", "Not called for 2 days #whythiskolaveridi", etc., with the YouTube link to the

video were posted. That created curiosity among people on Twitter who did not understand what Kolaveri Di meant. The curiosity made people ask questions and as a natural impulse, people started clicking on the link. Jack in the Box identified the right kind of platforms to seed the music video. They played it simple without any frills, fuss and kept it clean fun. It claims that it is 35% of the Indian population below the age of 28 years which decide the fate of the virality of a product.

There has been a change in cinema's relationship with cyberspace, asks Nishant Shah, a researcher from the Centre for Internet and Society⁶. A campaign like Ra.One cannot be compared to 'Kolaveri' since a movie trailer simply offers people a chance to be spectators, unlike the simple and catchy 'Kolaveri', which has made the people involve into it through remixing, editing the footage and using the video to create their own narratives.

Marketing campaigns should no longer ignore the Internet. As said by Prashanth, the social media marketing professional behind Kolaveri Di. "Campaigns now have to start thinking of making promotional content for the new media." A campaign like 'Kolaveri' has made the industry stand up and take notice of it. He explains that the logic is simple- to have the audience cut-out, and the reach becomes pan-national.

4. Strategy Employed by Jack in the box Worldwide

Jack in the Box Worldwide is the digital agency behind the success of Kolaveri Di. The strategies employed are described in detail in the following section:

The First challenge to them was that the song was already leaked when it had even less than 20 views on YouTube and even before Sony Music have acquired the rights for it.

So, they identified that this song has the universal connect for the following reasons:

- It's an Indian i.e. Tamilians take (style) on English.
- It was a song that everyone who had failed in love was able to relate to.
- It had a different kind of lyrics that even a non singer could grasp since these were raw and fresh.

The First step was to create a video that captured the same rawness and casual feel of the song and so a candid-behind the scenes or 'making of the song' video was shot. It was also a calculated move to (a) -Add sub titles to the song so that even non-Tamil speaking people could pick up the accent and start singing along and (b)-Add a subscriber's number for Caller back tone to get feedback.

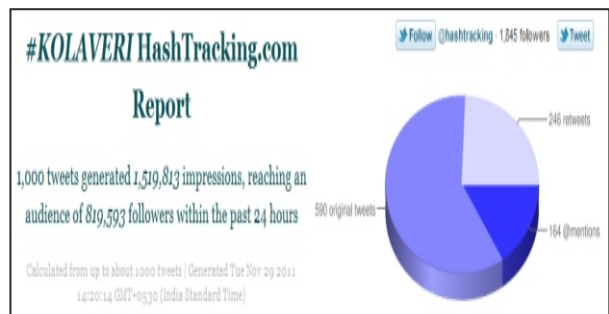
There upon, the video was put up on YouTube as a Chinna Surprise (Small Surprise), on November 17th at 12:53 am and also the link was seeded on Facebook and Twitter. A

hashtag was created #whythiskolaveridi and to make sure people understood how and when this phrase is used some tweets were put out. For example:

-SRK I will buy tickets for the entire show of RAONE stop promotions. WhySRK #Whythiskolaveridi

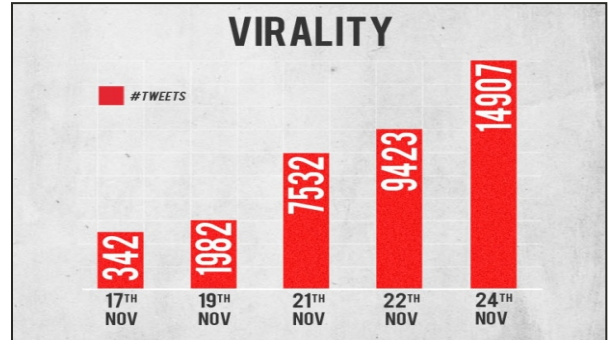
-Sachin #whythiskolaveridi, score your 100th 100 soon!

To this, people started raising questions to their friends in their tweets and attached the link along. Thus, the video was being seen to know what it has got to do with the subject of the tweet. The views kept increasing and the sharing rage began not just on Twitter but also Facebook. People like Amitabh Bachchan, Karan Johar, Shreya Ghoshal and many more tweeted about the song.



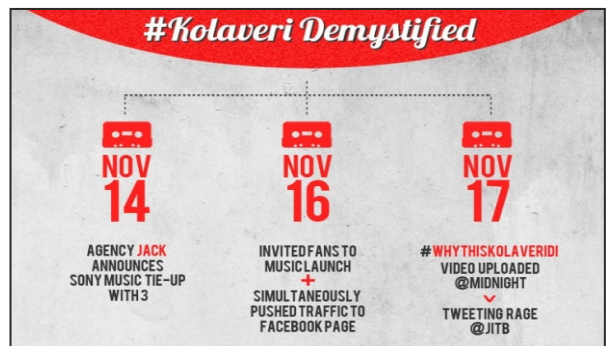
Source: jackintheboxww⁶

Fig 1: The Twitter Stats



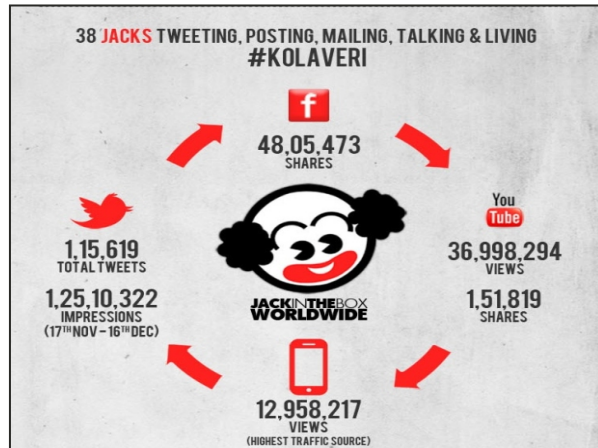
Source: jackintheboxww⁶

Fig 2: Virality Spreading



Source: jackintheboxww⁶

Fig 3: Seeding of Kolaveri Di



Source: jackintheboxww⁶

Fig 4: Unprecedented Media Coverage



Source: jackintheboxww⁶

Fig 5: Unprecedented Media Coverage

5. Research Methodology

This research used the survey method. The area of the study is Delhi. Online youth i.e. people having access to internet between age group 18-35 were considered as respondents. The universe was 200 friends on the Facebook network of which a sample of 60 was taken with the use of random sampling technique. Primary data is collected by filling questionnaire from respondents. The nature of the questions was such that it avoided ambiguous responses from the respondents and it also helped in quick analysis of the data collected. The data was collected online by posting the questionnaire as a Google document and the data was analysed with the help of SPSS (Statistical Package for Social Science).

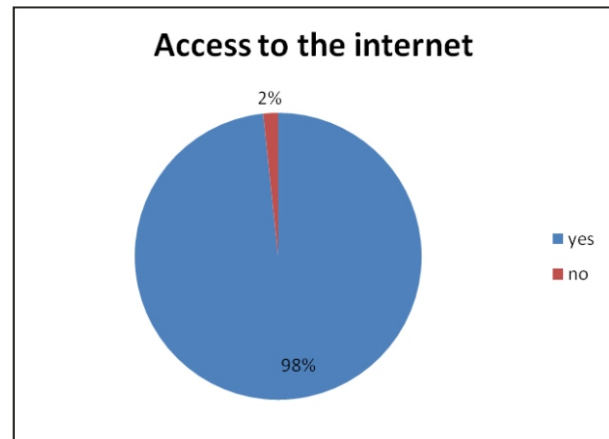
6. Findings

The answers to each question are analysed below:

6.1 Do you have an access to the internet? Yes/No

98% of the respondents informed that they had access to

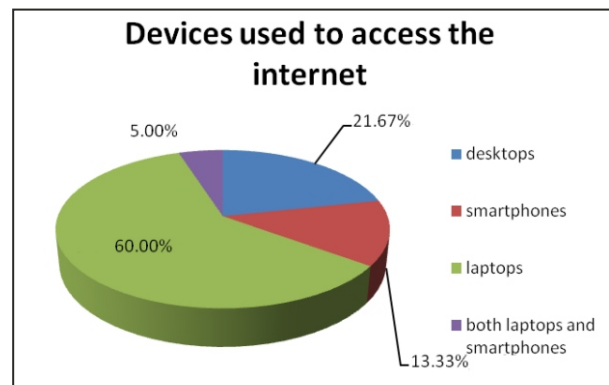
the internet establishing the fact that majority of the youth have an access to the internet. 2% of the respondents said that they did not have access to the internet (Graph 1).



Graph 1: Access to the internet

6.2 Where do you access internet?

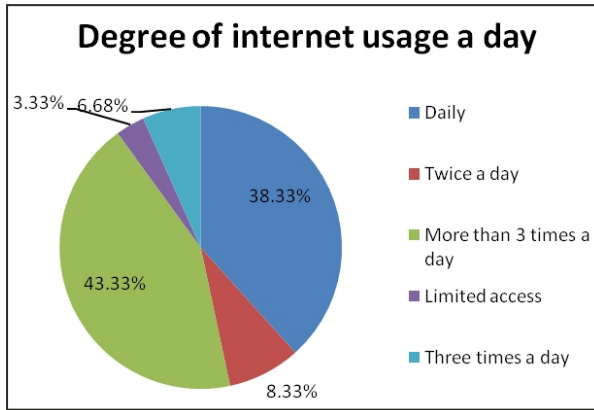
When the respondents were asked this question to know about the devices like desktops, laptops and smart phones used to get an access to the internet, it was found that 21.67% of the respondents used Desktop PCs to use internet. 13.33% of the respondents were using mobile phones or smart phones for the same but a striking majority of 60% of the audience used laptops to access the internet. 5% of the audience used both laptops and smart phones (Graph 2).



Graph 2: Devices used to access the internet

6.3 How often do you use Internet?

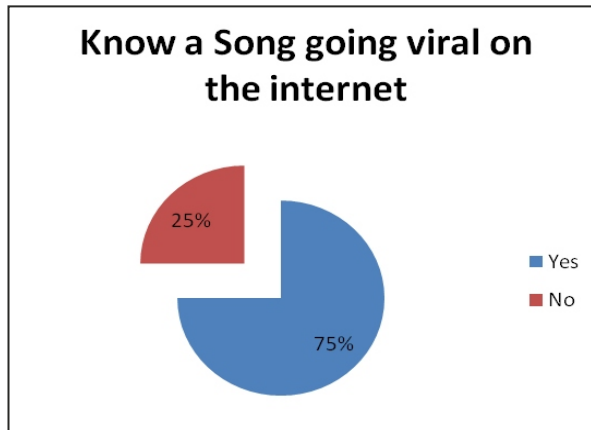
This question is asked to know the time spent by the sample audience while surfing on the internet in a day. It was found that 38.33% of the respondents used internet daily i.e. once a day while 8.33% of them used internet twice a day. A big percentage of them i.e. 43.33% used internet more than 3 times a day and 6.68% used it three times a day. 3.33% had an access to internet for a limited period of time (Graph 3).



Graph 3: Degree of internet usage a day

6.4 Have you heard of song or a video going viral on the internet? Yes/No

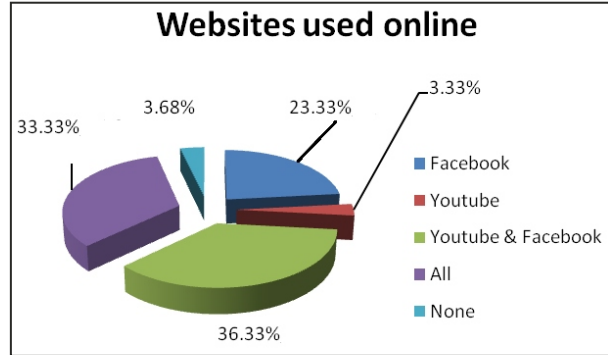
This question aims to know that whether the audience is aware about the concept of a song going viral on the internet. It was found that 75% of the respondents were aware of a song or a video going viral on internet while there were significant 25% of them still unaware of it (Graph 4)



Graph 4: Know a song going viral on the internet

6.5 Which platforms do you use while accessing the internet?

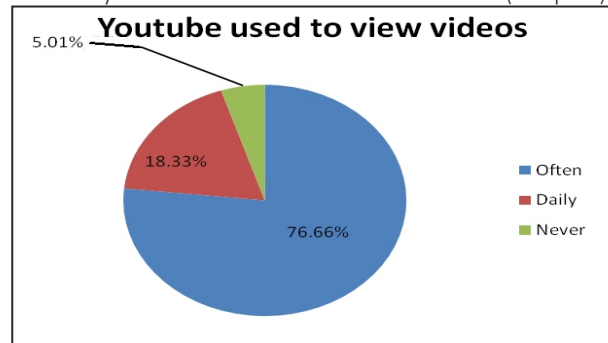
This question was asked to know the sites namely Youtube, Facebook and Twitter, where people spend their maximum time online where a song or a video gets viral. Maximum respondents i.e. 36.33% said that they used both YouTube and Facebook while 23.33% used only Facebook. 33.33% of the respondents said that they used all of these platforms. There were 3.68% of the respondents who used none of the platforms and also 3.33% of them who used only YouTube (Graph 5)



Graph 5: Websites used online

6.6 How often do you go to YouTube to have a look at your favourite videos?

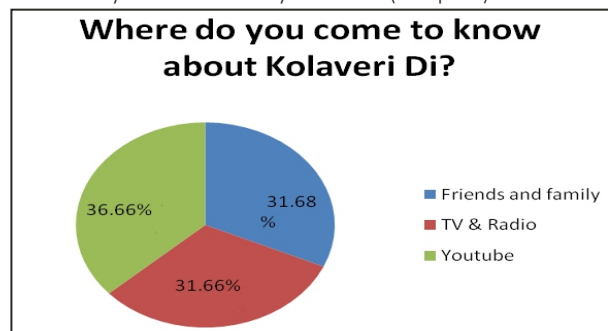
This question is asked to know how many people go to YouTube to have a look at their favourite videos. It was found that 76.66% of the respondents went to YouTube often to have a look at their favourite videos while 18.33% went daily and 5.01% never went to the YouTube (Graph 6)



Graph 6: YouTube used to view videos

6.7 Where did you come to know about the song Kolaveri Di?

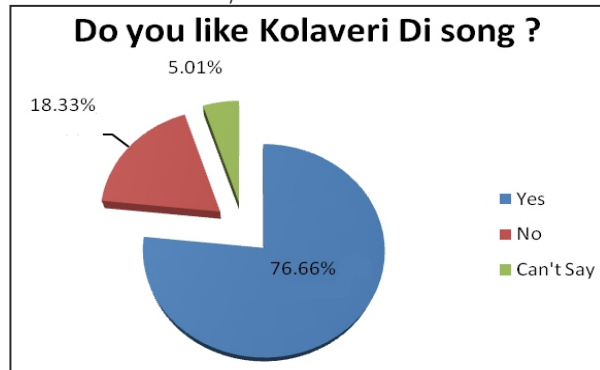
This question is asked to know about the virality of the song Kolaveri Di. It was found that 31.68% of the respondents came to know about the song Kolaveri Di from their friends and family. 31.66% came to know about the song from T.V. and 36.66% from YouTube. It is thus inferred that maximum people came to know the song from the people whom they talk either orally or online (Graph 7)



Graph 7: Where do you come to know about Kolaveri Di

6.8 Do you like the song Kolaveri Di? Yes/No

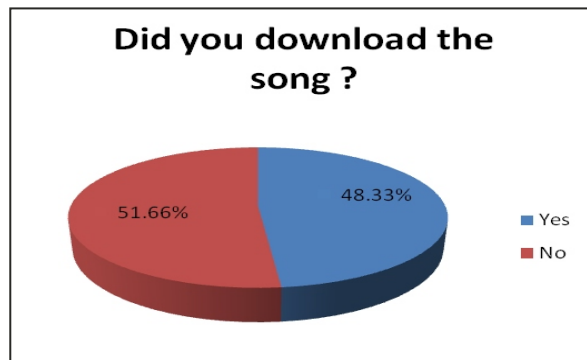
This question establishes that whether the song got popular because of its liking or not. A huge number of respondents i.e. 76.66% said that they liked the song. There were 18.33% who did not like it and also 5.01% who did not give any response for it (Graph 8). Also those who liked it, said that they liked it for its simplicity in music as well as lyrics with which they were able to relate themselves too especially the youth. Moreover the video with random shots was also liked by them



Graph 8: Do you like Kolaveri Di song

6.9 After listening to the song Kolaveri Di, did you download the song? Yes/No

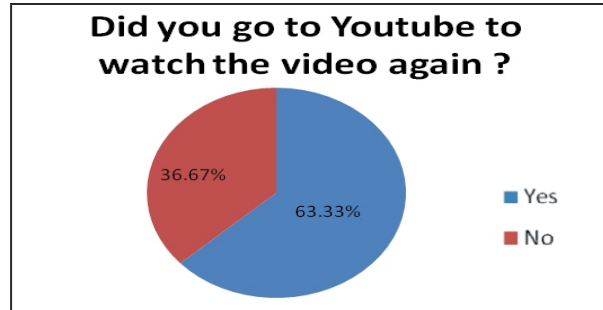
This question further establishes the liking for the song Kolaveri Di among the audience. The results varied here since 48.33% of the respondents who downloaded the song and 51.66% of them who did not download (Graph 9)



Graph 9: Did you download the song

6.10 After viewing the video Kolaveri Di, did you go to YouTube to have a look at the video again? Yes/No

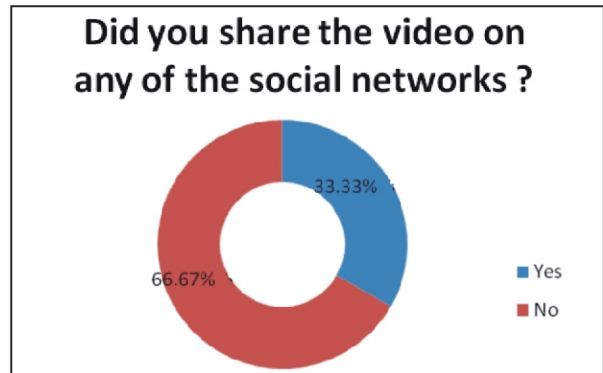
This again confirms the virality of the video Kolaveri Di. It was found that 63.33% of the respondents went to YouTube to have a look again at the video while 36.67% did not (Graph 10)



Graph 10: Did you go to Youtube to watch the video again

6.11 Did you share the video or the song Kolaveri Di on any social networking platform like Facebook or Twitter? Yes/No

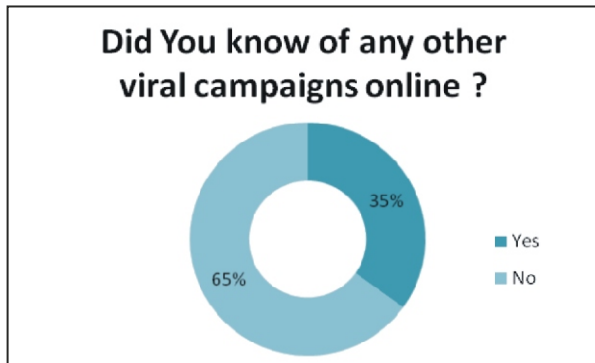
This question again established virality of the video of Kolaveri Di on Facebook and Twitter. It was determined that 66.67% of the respondents did not share the video on social platforms while 33.33% did it. This was because many of the respondents (33.33%) used all three social networking platforms namely Facebook, YouTube and Twitter (Graph 11)



Graph 11: Did you share the video on any of the social networks

6.12 Are you aware of any other campaign going viral online? If yes, which ones?

This question was asked to know whether people know that there have been a few viral campaigns in India. As it was already predictable, only 35% of the respondents knew of any other viral campaigns and those were also from outside India. 65% of the respondents did not know of any other viral campaigns (Graph 12). Some of the answers of the respondents included the video of Roudies, the spoof over Roadies and the song "tune o jaana,,, kabhi nahi jaana". Also Kony and certain trailers of movies like Vicky Donor and the news of Nirmal Baba. Besides that, many of the campaigns against evils like Anna Hazare's India Against Corruption, the Pink Chaddi campaign and many other awareness campaigns were remembered by the respondents.



Graph 12: Did you know of any other viral campaigns online

Thus, it is certainly not wrong to term the song Kolaveri Di as the first ever successful viral marketing campaign in India.

7. Conclusion

The main aim of the study was to ascertain about the development of viral marketing in popularizing the song Kolaveri Di and it has been fulfilled. Even the minute intricacies of viral marketing employed for the song have been studied deeply and a clear understanding for the topic has been laid down.

The study also throws light on the tools of viral marketing used by the online agency Jack in the Box Worldwide in making the song Kolaveri Di such a great success by Exploiting social media platforms like YouTube, Facebook and Twitter, to the fullest was their aim but in proper direction. An in-depth study of the strategy is done to completely understand it.

In the wake of technological advancement, this study has also interrogated that whether people are using social media more than the traditional media for their retrieval of information and entertainment or not. There is no doubt that there has been a shift of preference of media from electronic i.e. radio and TV to the new media and internet both by the marketers and the users. And undoubtedly, it holds equal importance for the marketers since their main aim is to earn revenue. The song, Kolaveri Di has been the first ever super hit viral marketing campaign in India and the marketers are thinking of using viral marketing more than before when it was used selectively. The interpretation of the findings reveals that this aim is also fulfilled and there has been a shift of preference by the people from traditional to new media with 43.33% of people using internet more than three times a day. The shift of preference by the audience has made the marketers to adopt the social media platforms to market their products like the song Kolaveri Di.

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Evolution of a Columnist: A Case Study of Khushwant Singh

*Dr. Kiran Bala**

ABSTRACT

This study has been designed to trace the evolution of Khushwant Singh as a columnist. Researcher has used historical research method to study Khushwant Singh's columns to analyse his columns diachronically. Diachronic analysis is related to historical changes over a period of time. To study Khushwant Singh's evolution as a columnist, researcher has divided Khushwant Singh's career in five decades and has conducted trend study to achieve this objective. The study focuses on the factors that influenced his writings during the entire period of study. His columns were affected by personal, social and political incidents during his lifetime. These factors influenced him at different stages of his career.

Keywords: Formative years, Age of adoration and condemnation, Golden period, The peak of glory

1. Introduction

Columnists are flourishing in India today like never before. They write opinionated pieces in newspapers on a variety of issues influencing readers. They write on politics, society, food, fashion, sports etc. As media plays agenda-setting function in our society, the opinions expressed by these columnists become important agenda for the readers. Column writing is a personalised form of writing with various kinds of environment exerting their influence on such writings. As every journalist writes with a different socio-economic background, his personality is reflected in his articles and columns. There are unlimited subjects in and around our society that a journalist discusses in his articles and columns which become agenda of public discourse. In Indian print media, Khushwant Singh is one of the reputed names that stand apart in the crowd of columnists. Despite 60 years of writing, his ink has not dried yet. Khushwant Singh's columns reflect the concerns of his age, aiming at composite picture of his times. These are characterised by an indictment of the people and issues of larger interest of the society

He, primarily known for 'sex and scotch', knits different aspects of life on the broad canvas of his writings. He has been described as an iconoclast, means one who demolishes all established ideals that is why his subjects fall in the same category. He believes in the philosophy that man is born free in this world but is shackled by all kinds of do's and don'ts by social, caste and religious diktats.

To comprehend the evolution of career of a columnist, it is

essential to analyse his work from the nascent stage of his career. Thus, the focus of the study is to analyse the journalistic works of Khushwant Singh who is better known for his weekly column 'With malice towards one and all' of Hindustan Times with the following objectives:

1. To trace the graph of his evolution as a journalist.
2. To explore the political, social, economic and personal factors responsible for wide variety of contents found in his articles and columns.

2. Literature Review

Although a large number of research studies have been conducted on Khushwant Singh and his novels but little analysis has been done of his popular columns and journalistic works. This study is undertaken to fill this gap.

R K Dhawan (1988) perceptively talks about Khushwant Singh's provoking tendency as a revolt against the established norms. "Khushwant Singh wants to shock and provoke existing norms of Victorian morality, which he must have been discomfited by in his younger days." Khushwant Singh is known for starting new trends in journalism. He challenged the existing rules of the game.

Although on his broad canvas of columns, there lies a wide variety of themes ranging from society, politics to religion and philosophy, yet Bharat Ram(2000) remarks that his journalistic capabilities are something suggestive of a negative criticism. "I don't rate him a great journalist because his journalism does not inform or suggest. His writings are not compelling on political, social or other issues. He writes like a critic. But he is a reputed journalist

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and I think, he is clever too. He writes about sex and only sex. He possesses this dexterity in great measure that what do readers like and comments imperfectly. He enjoys controversies and there is not the slightest trace of grief after the controversy. He writes whatever, he feels common man enjoys reading. He is least bothered about right or wrong. His writings are straightforward in nature. He is a great writer because his writings are simpler and enjoyable. He uses simple English in his writings. Every reader can digest his books and writings easily. That is why, he is so popular amongst the readers."

An attempt has been made to review the available literature on journalistic works of Khushwant Singh to get a preliminary picture of the critical works done by different scholars. It will help to determine the need of present study. The present study traces the growth of such powerful signature of Indian journalism.

3. Sources of Information and Research

The present study is based upon the secondary data collected through Khushwant Singh's articles and columns published in different newspapers. The study is based on a sample of 450 articles and columns of Khushwant Singh written in last five decades of his journalistic career. Longitudinal research design has been used in this study.

4. Discussion and Inferences

Diachronic analysis is related to historical change over a span of time. To study Khushwant Singh's evolution as a journalist, his career growth has been analysed over each decade of his career. However, before studying his growth as a columnist, one needs to understand the factors that influenced his writings. His writings were influenced by personal, social and political incidents during different stages of his career.

4.1 Select Glimpses of Life of Khushwant Singh

Khushwant Singh's writings have been influenced by three kinds of environment. He spent a part of his childhood in a village in Punjab (now in Pakistan) that is his birth place. He writes in an autobiographical sketch, "My roots are in the dunghill of a tiny Indian village. I grew up in the Indo-Anglian atmosphere of New Delhi." Later he went abroad, first to England and then to Japan, the United States, Canada, and several African Countries on various assignments. He is, what his British education made him, a cultural humanist. "I am the product of both East and the West," he writes, "I am, if I may coin the word, an Orio-Occidental (J. Thompson, 1961)" other influences have been embedded in evolution of Khushwant Singh as a journalist.

Even at times, it seems that he himself is not very clear about his political inclinations. His attitude towards emergency was ambivalent. He supported emergency and Sanjay Gandhi's deeds, but welcomed elections, thus

democracy. As Indira Gandhi was responsible for the emergency, Khushwant Singh appealed his readers to vote for her because it will boost up democracy. He supported his viewpoint by writing, "Indira Gandhi's decision to go back to the people for a vote of confidence itself proves that she never wanted to abandon democracy. (Khushwan Singh, 1977)" In 1977, Khushwant Singh made an appeal to people to vote for Congress Party. 12 years later, Khushwant Singh nominated L K Advani for Lok Sabha seat with these comments, "Our first priority is to get rid of the country from Congress Party rule. So, I proposed Advani's name, and hope he will win with a thumping majority (Khushwan Singh, 1989)."

Human being is never perfect and we have to accept him with all his follies and foibles, so is Khushwant Singh. Being a successful writer and journalist does not mean that he will be perfect in thoughts and deeds. Readers have to accept these flaws in his personality. This is no less true about the iconoclastic Khushwant Singh as an author, a historian and a journalist.

4.2 Evolution of Khushwant Singh as a Journalist

Khushwant Singh, perhaps, India's most widely read and controversial writer, has witnessed all the major events in Modern Indian history from Independence and Partition to the Emergency and Operation Blue Star, and has known many of the figures who have shaped it.

4.2.1 Formative years (1959-1978)

From table 1, it would be noted that in first decade (1959-68) of the study, memoirs occupy maximum space (35.29%) of the articles and columns. Culture has second place in this decade whereas economic disparity, ecology and trivia were not taken up during this period. In second decade (1969-78) of the study, memoirs are ranked at first place but with decrease in percentage to 22.64%. Rational issues occupy 21.7% of the total space. There is an increase in number of writings on political issues from 9.80% to 19.81%.

Table 1. Percentage Contribution on Various Issues during 1959-1978

Period	Social	Economic	Politics
59-68	7.84	0	9.80
69-78	11.32	1.89	19.81

Culture	Rational	Memoirs	Ecology	Trivia
27.45	19.61	35.29	0	0
17.92	21.70	22.64	2.83	1.89

Khushwant Singh's visit to UK for study and diplomatic assignments led him to observe different cultures. He could compare the developing and developed countries in

different respects like religious faiths, customs, social structures and political system. Consequently, he expressed his observations in short stories. Khushwant Singh has always broken the rules; be it social, religious or rules of writing. Partition was one of the events in his life that affected his thought. The bloodshed he witnessed on both sides had touched him inside.

This formed the theme of his world famous novel *Train to Pakistan* and led his contract with Rockefeller Foundation to write *History of Sikhs*. If he had been denied contact with different influences, which were current in UK and India, he would not have become a writer and journalist. At that time, he did not have good relations with his wife when he was working on *'Train to Pakistan's* draft. He had nothing better to do in London at that time. He utilized that time in reading and writing. During his stay in UK, Khushwant Singh kept on reading Shakespeare's plays and sonnets, Leo Tolstoy, Oscar Wilde, Aldous Huxley and Hindu philosophy by Dr S Radhakrishnan. Books by Melanine Klein opened new horizons for him. By the time, he joined *The Weekly*, he was well versed with various litterateurs. This has led to a style that was simple for the readers and he came to know what the reader wants to read.

He is probably the most well known journalist in India. So whatever he writes, whether right or wrong, fact or fiction is published. When he was the editor of *The Illustrated Weekly of India*, he startled a Hindi writer by asserting that his mother tongue is English. Little did the naïve writer realize that Khushwant Singh is the son of Sir Sobha Singh. He was educated in the English medium from the very beginning; studied law in England and practiced law for few years in the Lahore Court. However, according to him, his heart was in some other place. He has been working as a journalist since 1951 without any formal training. In his earlier days, he was a bold and straightforward person who did not hesitate to call spade a spade. Khushwant Singh used to arrange Master Tara Singh's press conferences/interviews with foreign journalists. However, in the 1960s, he underwent metamorphosis and started sniffing the scent of politicians thereby losing his sense of objectivity.

When Khushwant Singh started writing for newspapers at that time domination of subjective reporting was becoming trend of the Indian journalism. Therefore, Khushwant Singh chose to write his views rather than reporting of events. He changed the image of periodical and there was no alternative of *The Weekly* for art and religion.

Mangat Rai and Manzur Qadir were the two individuals who created an urge to read and write in Khushwant Singh's weekly. Manzur Qadir loved Urdu poetry, this revelation opened his eyes. Not only this opened the gate for writing, but also their friendship became talk of the

town as friendship between Sikh and Muslim or Hindu and Muslim was rare (Khushwan Singh, 2002). Mangat Rai insisted that Khushwant Singh should speak out his ideas about 'I believe' in front of his friends. After the showcase of his talent Khushwant Singh received appreciation from Mangat Rai's friends (Khushwan Singh, 2002)".

After independence, there was socio-political shift in the entire India that made Khushwant Singh perceive the incongruities in the taboos and restrictive tendencies of the religious and caste conventions. Khushwant Singh felt acutely the differences of caste and class, which had been manipulated by the politicians to their advantage. They made little attempt to synthesise the society. Tremors of change, in the wake of exposure to new modes of western culture, had created tension and instability, but at the same time, a measure of hope in the country. People faced dilemma and were concerned to assess how far these changes would hold or break-up social norms. In the mid-twentieth century, severity of these developments was more pronounced in the urban areas.

Khushwant Singh, who from his early impressionable years had reacted strongly against the established norms and orthodox conventions of religion, family, and caste-brotherhood, appreciated the tenor of changes. Evolution of social and nationalistic sensibilities during this period motivated and animated his writings. Khushwant Singh had always believed in equation between ethical values and social system. No social theme is treated in isolation but as its implication on the society. After independence, we were looking for our cultural and social roots and the society was undergoing a major turmoil of social disparity. His articles on spirituality and philosophy showed his distrust towards the whole concept during this period. Even at present, whenever any spiritual Guru tells him that religion and spirituality makes mind and heart peaceful he defies the statements.

During this period, his writings were based on serious issues. He was writing on social issues with much more concern rather than later period of his life. While narrating the incident of two beggars he used to see in Bombay his real self is reflected. When pimps take them away to sell off, he writes with grief, "These are only two examples of the hundreds of thousands of the flotsam and jetsam of our society whose homes are on the pavements of our cities and who, if they cannot fend for themselves, because of their youth or mental disability fall easy prey to those who live by selling others. How real is their suffering! And how utterly remote from reality the squabbles and the brave talk of socialism of those who assume to lead us! (Khushwan Singh, 1969)" Khushwant Singh is a non-believer and when someone expresses his belief in God and something unwanted happens he implicitly expresses it. When pimps take away the beggar girl, he remarks, "even ishvara has failed against the pimps".

With more and more achievements, he started thinking The Weekly as his child. As if, it would languish the day he will leave it. At the same time, there were some redeeming features of his tenure as Weekly's editor. He had positive views on a few subjects, which he published in his own style. One of the issues was plight of Indian Muslims. He felt that they were discriminated against and were under a cloud for supposedly harbouring pro-Pakistan sympathies. Every time, there was a tension with Pakistan, their loyalties became more suspect. They found it difficult to get jobs in the government and almost impossible to get them in privately owned industry. He made The Illustrated Weekly of India a forum for Indian Muslim opinion. Whenever there was a Hindu-Muslim riot, since most of the loss of life and property was of Muslims, he adopted a distinctly pro-Muslim stance. He also felt that friendly relations with Pakistan were necessary to instil a sense of security in the minds of Indian Muslims. He did his best to put Pakistan's point of view on issues where Indian and Pakistani stands were at length. On the hundredth birth anniversary of Mr Jinnah, the founding father of Pakistan and a name hated in India, he produced a special issue paying tributes to him, with his picture on the cover. An order of 10,000 was received from Pakistan which was cancelled when the issue appeared.

Emergency was one of the turning points in the history of independent India and so was in the journalistic career of Khushwant Singh. He was considered as sycophant of Indira and Sanjay Gandhi, but he did not give an avowed approval to emergency. His support for the emergency, which was promulgated in 1975, was not dictated by any sycophancy. He was pro-emergency on certain issues and anti-emergency on others. He writes, "My attitude to the Emergency was ambivalent. I supported the move to clamp down in law-breakers (including Jayaprakash Narayan), but felt the censorship of the press would prove counter-productive as it would deprive editors like me, who supported Mrs Gandhi, of credibility. For three weeks, I did not publish Weekly, and when forced to resume publication, gave instructions that no photographs of Mrs Gandhi or her ministers to be used. (Khushwan Singh, 2002)" He justifies his support for emergency because Sanjay Gandhi took over the clearance of slums and family planning. He wanted it to continue until the work was over. After announcement of elections, he was dismayed at the prospect of slum clearance and family planning losing the punch (Khushwan Singh, 1977).

Khushwant Singh declared that the provisions of the Constitution were inadequate to deal with the human situation. He realised that adequate and meaningful change could bring structural changes, which can make a drive against social disparity, economic disparity and religious fanaticism meaningful.

Khushwant Singh is convinced that democratic ideals can

sustain man against heavy odds, if he has the freedom of expression, both in terms of thought and writing. A free newspaper, which is essentially a journalist's choice to express, is a bulwark against any kind of dogmatic or institutional aggression. Khushwant Singh's concern for journalism as a tool of democratisation attains added emphasis from the official attempts to curb freedom of publication, especially for the press.

4.2.2. The Age of adoration and condemnation (1979-1988)

In third decade (1979-88) of the study, memoirs occupy maximum number of articles and columns with 26.75% followed by political issues with 24.84%(Table2). In this era, Khushwant Singh did not give much importance to social issues, as its number is merely 3.82%, matched with ecology.

Table 2. Percentage Contribution on Various Issues during 1979-1988

Social	Economic	Politics	Culture
3.82	1.27	24.84	20.38
Rational	Memoirs	Ecology	Trivia
18.47	26.75	3.82	0.64

In this decade, there was a steep upward change in the career graph of Singh's career. As during emergency, he wrote in favour of it; with the change of ruling party, he was sacked from The Weekly. After a few months in Delhi, he was offered the editorship of The National Herald. His six months stint with this paper was very frustrating. (Khushwan Singh, 2002) Sanjay Gandhi offered to get him a nomination to the Rajya Sabha and the editorship of The Hindustan Times. He accepted the both. He took over the editorship of The Hindustan Times in 1980. The Hindustan Times was a paper with respectable circulation and a daily habit of Delhites: their bowels would not move until they had their paper spread before them when they went to the loo. It became a paper in which to advertise eligible progeny and announce the departure of their loved ones 'to their heavenly abodes' was essential for them. Despite its circulation being confined to the capital and its neighbourhood, the paper's revenue from advertisements far exceeded from that from other daily papers published in other cities with much larger circulations (Khushwan Singh, 2002).

Nothing could shake The Hindustan Times' near monopoly circulation in the capital. Its Sunday editions carried five to six pages of matrimonial ads; its daily editions had almost half a page devoted to obituaries and inn memoriams. It was the first and perhaps the only paper for the announcements of uthalas, antim ardas, bhog ceremonies and keertans for the departed. It was generally admitted that The Hindustan Times was the worst paper in

the capital with the largest circulation. The much more readable *The Statesman* had the lowest. The HT's only challenge came from *The Times of India*, which was a complete daily paper as any in India. However, its attempts to overtake *The Hindustan Times* proved an abysmal failure (Khushwan Singh, 2002).

Another political development that affected Khushwant Singh's psyche was Operation Blue Star. He regarded Bhindranwale as an evil man who deserved his fate. However, 'Operation Blue Star' went well beyond slaying of Bhindranwale, it was well calculated and deliberate slap in the face of an entire community. Despite his indifference and even hostility to religion, he had no doubt in his mind that he should re-affirm his identity with his community. Khushwant Singh felt strongly that he must register his protest. He did not consult anyone: his wife was away in Kasauli, his daughter was in office, his son in Bombay. He took the framed citation awarding him the Padma Bhushan under the signature of President VV Giri to the then President Giani Zail Singh. Gianiji was in an acute state of depression. 'I know how you feel,' he said to Khushwant Singh, 'but don't be hasty. Think over the matter for a few days and then decide what you should do.' Khushwant Singh held his ground. 'No Gianiji. I do not want to give myself time to change my mind. I had sworn that if army entered the temple I would renounce the honours bestowed on me by the government.' 'To kill a rat you don't have to bring down your house,' it read. The evening papers carried the news; the morning papers had it on their front page (Khushwan Singh, 2002).

Khushwant Singh's periodic visits to Pakistan have been instrumental in bridging the cultural gap and cementing the political frictions between the two countries. With his excellent command on Urdu language and poetry, and his easy acceptability as a scholar and elder man, he has been a great draw in Pakistan. He wrote on various topics like profiles of diverse personalities, travelogues of the cities and countries he visited during the decade and most passionately on our nearest neighbour Pakistan. While expressing his love for the country in which he was born and brought up before joining school he says, "I go to Pakistan as a Hindu goes to Varanasi, a Muslim to Mecca. It is my teerthasthan where I perform my Haj and my Umra. This is where my roots are. I have nourished them with the tears of nostalgia and sheltered them from venomous winds of hate with my bare hands (Khushwan Singh, 1989)."

He has written on various aspects of Pakistani politics, Hanging of Zulfikar Ali Bhutto, Pakistan airlines and airhostesses, Cricket, Indo-Pak relations and prohibition in Pakistan. He has discussed all these issues in length. In one of the articles in which he wrote about his participation in the centenary celebrations of the birth of Quaid-e-Azam Mohammed Ali Jinnah, he expressed his viewpoint on two-

nation theory, "I am notorious for my bias in favour of Pakistan and am proud of it. However, my pro-Pak leanings come from the conviction that friendship with Pakistan must take top priority in India's international dealings because an inimical Pakistan not only retards progress in both the countries but also slows the pace of integration of Indian Muslims into the mainstream of Indianism. I am convinced we can win the goodwill of Pakistan by showing more understanding of their problems and anxieties, by showing more respect to the memory of people like Quaid-e-Azam, who means the same to them as Mahatma Gandhi to us. I never accepted the two-nation theory but strongly supported the rights of Muslims in defined areas to self-determination i.e., Pakistan. I am convinced I am right and those who disagree with me are utterly wrong," says Khushwant Singh in 'Pakistani Cocktail' in the *Sunday Observer*.

4.2.3 The Golden Period (1989-1998)

In fourth decade (1989-98) of the study, memoirs are ranked first again with 25.49% followed by political issues with 24.84%(Table3). Khushwant Singh's concern for the society has increased in this decade.

Table 3. Percentage Contribution on Various Issues during 1989-1998

Social	Economic	Politics	Culture
10.78	1.96	22.55	21.57
Rational	Memoirs	Ecology	Trivia
13.73	25.49	0.98	2.94

Book reviews, biographical sketches of famous personalities, historical features, translations, poetry, nature, environment down to gossip and pointless tittle-tattle: what else could have he written? During this period of his career, his writings on death, spirituality, books and old age became more prominent. He wrote on 1984 riots, religious fanaticism, changing weather, (Khushwan Singh, 1999) religious programmes, corruption in Indian politics, (Khushwan Singh, 1996) and even on his eating and reading habits. As political leaders were trying to increase the divide between haves and have-nots to encash their vote banks, corruption was increasing day by day; hawala like frauds had become order of the day.

He developed a tradition of writing on Independence Day and Republic Day since beginning of his career as an editor. He continued the same in this period as well. On Independence, he criticised the achievements of India as a nation and the target to be met in the future. In other words, he prepared a balance sheet of debit and credit to analyse the change in situation every year. He wrote about the rehabilitation of millions Punjabis, doubling up of life expectancy, reduction in mortality rate, industrial growth and freedom of press in the world's biggest democracy. On

debit side was unemployment, deaths due to starvation, corruption in politics and violence in different regions of the country (Khushwan Singh, 1969).

In fact, these are the apt timings for such an exercise since we use so much government machinery and money on these occasions and he thinks these should not remain as a custom of celebrations only, but we should take a few resolutions to make India a better country. During this period he wrote the nastiest and most irreverent pieces that were witty sharp and brutally honest.

4.2.4 The peak of glory (1999-2008)

In the fifth decade (1999-2008), he contributed a maximum of 23.14% in the Rational followed by culture 22.31%(Table 4). Because of age, he minimised his movements and spent his time in reading and reviewing the books. Memoirs number has drastically reduced to 10.74% as he told researcher that he is unable to recall many things that researcher asked him. There is an increase in trivia and economic issues with 4.96% and 3.31% respectively.

Table 4. Percentage Contribution on Various Issues during 1999-2008

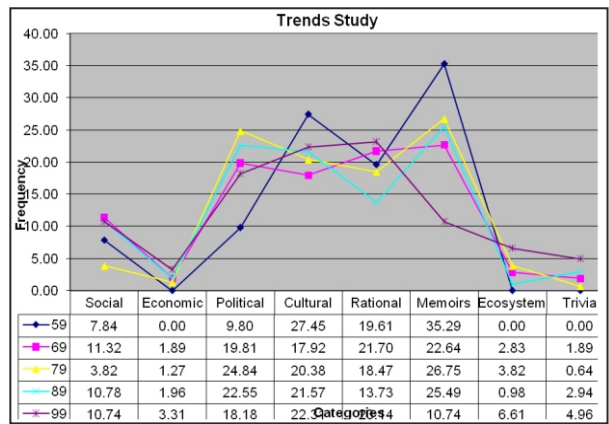
Social	Economic	Politics	Culture
10.74	3.31	18.18	22.31
Rational	Memoirs	Ecology	Trivia
23.14	10.74	6.61	4.96

This was the period when Khushwant Singh received many awards. Khushwant Singh is a non-believer but awarded as Punjab Ratana by Khalsa Panth. A person who does not believe in God, gets the highest award from his community, is a paradox. After the ceremony, one journalist asks him, 'How do you react to all this? You admit to being a non-believer.' He answers, "I am overwhelmed by the reception. I know my time to meet my Maker, if there is one, is drawing near. On his own, he is not likely to talk to me. I will not need to talk to Him. I will show Him my award and tell Him the Khalsa Panth has given me a passport to paradise signed by Prakash Singh Badal. I do not need visa from you (Khushwan Singh, 1999)."

Sheela Reddy rightly introduced him in an interview, "At 94, India's Dirty Old Man and self-proclaimed dirty sardar is entering a new phase of his life and he is not retiring yet. He had been reluctantly dragged to Rashtrapati Bhavan; President A.P.J. Abdul Kalam came down the podium to give him the highest national award for a writer so far, the Padma Vibhushan. "It's my harvest year," says Khushwant, almost gleeful at the national and international awards that are flowing in thick and fast. For him, the recognition is a sign that he was right all along: that you can write about farting and fornicating on the same page as an Adi

Shankara verse or an Urdu couplet, that it is possible to be scholarly without being solemn (Sheela Reddy).

Khushwant Singh's name is bound to go down in Indian literary history as one of the finest historians and novelists, a forthright political commentator, an outstanding observer and social critic. Khushwant Singh is undoubtedly the most enviable, writer, journalist and social commentator of our times. His reach and popularity crosses all linguistic and cultural barriers including across the border to Pakistan. Defying the myth that no journalist can live of freelance writing, Khushwant Singh has become an epitome of popularity, success and wealth by writing minimum possible words a week. At one level, he delves deep into spiritualism, history and social ethos while at another he appeals the lowest common denominator of any society through his popular jokes, which have been published in dozens of volumes. He has been writing for above seventy years now and his books continue to sell at an alarming pace. However, his trademarks are his two columns, 'With Malice towards One and All' published



Graph 1: Decade wise Trend Analysis of Contribution on Various Issues.

primarily in *Hindustan Times* and reproduced by more than 100 newspapers and an exclusive column 'This Above All', published in *The Tribune*.

5. Conclusion

This case study on Khushwant Singh depicted the personality of Khushwant Singh as a writer. In his career, he has covered various aspects of Journalism. He has achieved the height which a common person can not think of in his professional career. He has established himself as a role model. Indian Journalism will always value his contributions and courage of writing on various issues fearlessly.

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Corporate Communication: A Strategy towards Strengthening Relationship with Stakeholders

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ABSTRACT

Globalization of economy is the primary trend of 21st century. In this era of globalization, most of the academic discussions are concentrated upon communication management. This is important in an application of marketing techniques and overall development in the industry. The purpose of communication management is the accessibility of information flow from top management to bottom and vice-versa. It will be effective only when all parties (both internal as well as external stakeholders) in the organization are able to communicate and transfer the necessary information meaningfully and resourcefully. Communication is the cornerstone function of every organization to build up its status in the corporate world as well as its stakeholders. Corporate Communication is one of the most important link between an organization and the public.

Communication is one of the key factors in the creation, implementation, monitoring and reporting on all corporate activities. Through communication, stakeholders understand company's purpose, goals and values. Communication is also aimed at influencing employee's attitude towards the workplace loyalty and pride in the company in which they are working. Many organizations started considering communication as an effective tool to intensify its scope and rationalize its services. They have renewed their communication strategy to strengthen the relationship with the stakeholders. Leading organizations have their own communication team with efficient communicators who are responsible for communication function with various national and international organizations. The present paper highlights the importance of Corporate Communication and its relationship with the Supply Chain Management and Customer Relationship Management.

Keywords: Globalization, Stakeholders, Corporate Communication, Customer Relationship Management, Supply Chain Management

1. Introduction

Corporate Communication plays a vital role in building and maintaining relationships with the stakeholders of an organization. Media communications are essential channels through which all stakeholders receive information and develop perceptions about the organization. Corporate communication is an effective tool for the success of business and its impact has been identified by the leading companies. It is as equally important as technology.

Corporate Communication is the processes that a company uses to communicate all its messages to key constituencies. It encodes and promotes strong corporate culture, coherent corporate identity, an appropriate and

professional relationship with the media, and quick, responsible ways of communicating in a crisis. It also defines how an organization communicates with its stakeholders and how that brings forth company's values to life. Corporate Communication is often defined as the product of communications, memos, letters, reports, Web sites, community engagement, social and environmental initiatives or programs.

These make up for messages that a company sends to its audience whether internal or external. Corporate Communication is an umbrella that encompasses fields like advertising, public relations, internal communications, investor relations, crisis management, brand management, events and in some cases can extend to marketing as well.

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2. Literature Review

Argenti & Forman's (2002) defined Corporate Communication "How the corporation looks and sounds to its stakeholders via the set of mental habits in place at the corporation". Novelli (2008) listed reasons for communication being important to modern organisations: it's about strategy, image and reputation, and bringing the vision and mission to life. Corporate communicators build trust and demonstrate the corporate values. Capriotti & Moreno (2007) highlighted communication as being the neglected issue when it comes to corporate social responsibility: even if organizations might be "walking the walk", they are not necessarily "talking the talk" as well as they could. In other words, an organisation might be putting a lot of effort into communicating about Corporate Social Responsibility issues but might not be as active in the actual CSR activities or not acting in a responsible way in their daily business operations.

Corporate identity is a significant part of Corporate Communication as it forms the basis for the communications strategy. According to Cornelissen (2004) corporate identity is the desired image that an organisation wants to project to its stakeholders through communication. Aaker & Joachimsthaler (2002) noted that corporate identity is not the same as core identity of a brand even if it is a part of the brand identity system. Sustainability communication via the Internet is a widely researched issue (Isenmann, Bey & Welther, 2007; Capriotti & Moreno, 2007; Conway et al., 2007). Capriotti & Moreno (2007) highlighted that many organizations already place great emphasis on corporate responsibility that is also being communicated on their websites.

Novelli (2008) acknowledged the role of communication professionals as reaching out to the increasing number of constituencies, the organisations' key stakeholders, in a strategic manner, enabling the engagement and empowerment of stakeholders. Genasi (2002) stressed that Internet based communication is the expectation of customer which may result into a higher degree of transparency in corporate information.

3. Communication in Corporate Sector: The Changing Paradigm

Till 2007, organizations communicated with their consumers via press releases, and with their employees through internal bulletins, but today the importance of communication have gone up manifold.

Till 2000, one would have never ordinarily followed a career in corporate communication. However, the influx of multinational companies (MNCs) has brought in new trends that are followed in developed countries. Several large, medium and even small sized companies now

employ full time executives dedicated to image building. With companies realising the potential benefits from corporate communication, there is no looking back for professionals in this field. In fact, even NGOs have started hiring communication professionals to look at their corporate image.

4. Integrated Corporate Communication: A better Lead

Integration involves the consolidation of communication operations within a given corporate setting. Different components involved include the branches of investor communications, public relations, community outreach, internal communications and website maintenance. All of these operations working together can comprise corporate communication integration.

When integration occurs, various stakeholders continue to communicate with their indicated constituencies, but the information is more streamlined. If a company is coming out with a new product, an integrated communication approach would help share the information with investors, the public and employees simultaneously.

Integration of corporate communication efforts is an emerging phenomenon. Integration can take on a multitude of forms. In smaller companies, a strategy called "reporting" can be successful, which functionally requires the different communication branches to keep each other informed of various activities. In larger companies, Formal Communication Council establishes structural accommodation of communication integration. For some companies, simply using technology for communication activities will suffice. It all depends on the size, scope and mission of the organization involved.

5. Corporate Communication and Supply Chain Management

Supply chain management (SCM) is the management of a network of interconnected businesses involved in the provision of product and service packages required by the end consumers in a supply chain. Supply chain management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption.

Since, this is an era of digitization and full of cut-throat competition where each and every organization is trying to achieve a top position To achieve this, a better Corporate Communication at workplace proves to be the best and is easiest way to catch the mind of customer through desirable Supply Chain Management process as shown in Table 1.

Table 1 clearly shows that an organization with the implementation of Corporate Communication as a useful

Table 1 : Corporate Communication: A shift from Traditional to Modern SCM

Element	Traditional Management Supply Chain Management	Modern Supply Chain Management
Inventory management approach	Independent efforts	Joint reduction of channel Inventories
Total cost approach	Minimize firm costs	Channel-wide cost efficiencies
Time horizon	Short term	Long term
Amount of information sharing and monitoring	Limited to needs of current transaction	As required for planning and monitoring processes
Amount of coordination of multiple levels in the channel	Single contact for the transaction between channel pairs	Multiple contacts between levels in firms and levels of channel
Joint planning	Transaction-based	Ongoing
Compatibility of corporate philosophies	Not relevant	Compatibility at least for key Relationships
Breadth of supplier base	Large to increase competition and spread risks	Small to increase coordination
Channel leadership	Not needed	Needed for coordination focus
Amount of sharing risks and rewards	Each on its own	Risks and rewards shared over the long term
Speed of operations, information and inventory levels	"Warehouse" orientation (storage, safety stock) interrupted by barriers to flows; localized to channel pairs	"Distribution center" orientation (inventory velocity) interconnecting flows; JIT, quick response across the channel

Source: www.ey.com

strategy can get a sustainable Business. This can be attained through replacing the concept of Traditional Supply Chain Management process with the Modern Supply Chain Management at the workstation.

Further, this can be practiced to achieve the long term goals of an organization with the major efforts of human resources by the use of their communication across the supply chain partners.

6. Corporate Communication and Customer Relationship Management

Customer Relationship Management (CRM) entails all aspects of interactions that a company has with its customers, whether it is sales or service-related. CRM is often thought of as a business strategy that enables businesses to:

- Understand the customer,
- Retain customers through better customer experience,
- Attract new customers, and
- Decrease customer management costs

Any organization can enhance Customer Relationship Management by implementing the Strategic Corporate Communication. In this, the organization serves the customer with better communication channel by avoiding barriers that create disturbances among stakeholders. Generally, a Corporate Employer needs to do the following for achieving this objective:

- **Store, access and share specific customer data in the CRM system.** By capturing key information about customers in a shared system, CRM facilitates inter-team communication by making customer demographics, order history and service issues available to all members of customer teams.
- **Establish standard task lists and queue work activities to ensure that they are completed according to necessary timelines.** For example, if there is a maximum amount of time allowed before a company must address a customer issue, CRM systems can notify managers that critical activity is not yet complete and requires their attention. Many connect to company email systems, meaning managers can be notified in real time.

- **Generate key reports directly from the CRM system to get a consolidated view of customer sales, common support questions or even most popular products.** The reporting capability of most CRM product is the best way of communicating sales, marketing and service information to leaders in the business.
- **Utilize CRM to power customer portals, allowing customers to receive order updates, purchase additional products and services as well as log issues.** Most CRM systems have pre-built customer portals or websites that use the same underlying database as the application used by the employee, which means that when customers update their information online, such as their contact details, employees can immediately see and use that information.
- **Create and send customized email and paper mail documents for customers directly from the CRM system.** This functionality can be used to send invoices, shipping products, or marketing additional products and services.
- **Communicate status to customers using automated email from the CRM system.** Most CRM systems also have the ability to send notifications to the customer directly based on defined events, for example, when an order is shipped or a payment received. This type of automation saves organizations from fielding common inquiry calls, which in turn lowers costs.

7. Duties of a Corporate Communicator

As a corporate communicator, an individual becomes the face of the organisation. The skill sets required in corporate communication are an ability to articulate ideas, ability to write lucidly and above all being a people's person. The corporate communicators are involved in internal communication with employees and are responsible to effectively transmit information originating from the management. For a stock market listed company, the communication department within the organisation is responsible for channelling investor queries as well as ensuring a constant flow of information between various stakeholders. In large organisations, the advertising and PR strategies also fall within the ambit of corporate communication.

Corporate Communication experts are the advocates of organizations. They help in managing the complex communication between organizations and their external and internal customers. These specialist communicators are representing the organization and make the organization to aware of public views and attitudes. Other responsibilities of corporate communicators include

media contacts, drafting press releases, arrange and conduct programmes of internal and external communications. Corporate communicator is responsible for creating and maintaining the brand and looking after the organization's reputation. It works towards projecting an excellent image at all times. The positive image a company projects helps in moulding public opinion in its favor.

There are some specific responsibilities of a corporate communicator which include:

- To Supervise the status of the organization
- To Develop, execute and evaluate communications strategies
- To Ensure effective two-way internal communications
- To Take the lead on media handling, proactively placing good news stories, dealing with enquiries and producing media releases
- To develop links with other departments, that enhances the smooth functioning.
- To Plan proactive communications
- To Lead public relations, including customer services
- To Play a key role in issue management and planning
- To Ensure that other health organizations are kept fully briefed on developments, plans and incidents in your organization
- To Produce high quality information service
- To Advise senior colleagues on strategic communications and related issues
- To Engage in business promotion campaigns

Typically, the following skills would be necessary for a communicator:

- Ability to work equally well both on your own and within a team
- Ability to write, speak and brief others clearly
- Ability to assess and select appropriate communications routes for different messages and audiences
- Ability to remain calm under pressure
- Ability to recognize sensitive situations and act appropriately
- Negotiating and influencing skills
- Ability to work well with others at all levels both

within and outside your company

- Ability to gain the trust and respect of senior colleagues
- Ability to provide creative input to projects
- Ability to think strategically

Above all, corporate communicator represents the corporation's voice, its reputation, integrity and the image it projects of itself on a global and regional level populated by its various audiences and stakeholders.

8. Corporate Communication Practices: A Case from Wal-Mart

Wal-Mart - The Strategy of Corporate Communication: Wal-Mart is the largest retailer in the world with 1200 discount, 2000 combination discount and grocery, and 565 warehouse stores worldwide (Hoovers). The numbers tell the story of this reigning global retail king. In fiscal year ending January 31, 2006, sales were \$312 billion. 176 million customers in Asia, Europe, South America, and North America visit Wal-Mart each week. With 1.8 million associates worldwide (WalmartFacts.com), Wal-Mart is the largest employer in Mexico and largest private employer in Canada.

Wal-Mart's made a commitment to develop the customer-focused corporate culture. Three principles which represent the core of Wal-Mart's identity are: Respect the

Individual, Service the Customer, and Strive for Excellence. Sam Walton, who took charge after Walmart, also firmly believed that excellent employer-employee relationships were essential to create an enthusiastic store atmosphere. In turn, this would result in a positive shopping experience for the customers.

Given below is the story of success of Wal-Mart's organization through a tight hold on Employees, Suppliers and Customers through efficient Corporate Communication in and outside the Organization. Table 2 further depicts clearly the importance being given to corporate values, policies, and responses in favor of the organizational policy of Corporate Communication.

Also, Table 2 shows that Wal-Mart established itself in the global market by using the strategic corporate communication as an integral component of its corporate policy. Wal-Mart tried to maintain a balance between cultural values of the customers and the stakeholder responses. This is the special case application practiced in the German market that made Wal-Mart more stable by attracting a large number of customers.

9. Future Prospects

There is enormous scope for corporate communication in India. Industries are expanding and need to recognize the importance of having to communicate with the public that matters to the most. With the kind of development we are

Table 2: Wal-Mart Germany: Constituency Communication Analysis

Stakeholders	Corporate Policy of Communication	Stakeholder's Response	Underlying Cultural Value
Customers	Grocery bagging service	Customers offended and didn't want their food to be touched	Not a service oriented culture
	Smiling Greeters	Males viewed action as flirtations and negative	Germans are reserved, especially in public situations
	Prematurely renaming local stores to Wal-Mart	Stores seemed old and uninteresting	Cautious about change
Employees	Wal-Mart Cheer	Not interested and resented obligation and also criticized it in press	The Germans are reserved and viewed it as a service oriented culture
	Ethical culture	Did not like it and resisted	Literal translation
	Increased working hours	Felt pressured and threatened by negative American-style work habits	Workers traditionally included in discussions that concern working conditions
Suppliers	Distribution from two locations rather than one	Confused and lost respect for Wal-Mart management	Need local buyers and merchandising experts

Source: Compiled from Chain Store Age, Edelson and Drier, Gerhard and Hahn, Landler and Barbaro, Schaefer, The Economist, Thorne.

witnessing in India and abroad, corporate communication is here to stay. Prospects in the field are plentiful for more than one reason. Firstly, competition has grown. The need to maintain the brand has grown considerably, with regard to Indian as well as global consumers, as more foreign companies are coming to India than never before. Secondly, the need to communicate has exploded. Even the target audiences have expanded radically. We have come to use more and developed tools of communication to reach out to them.

More variables affect the image of the company now than before. Also, the number of tools of communication has increased significantly. Television and internet have changed the communication scenario. What would reach the public in 24 hours in case of newspapers or 12-14 days in case of magazines earlier, now reaches them in a matter of seconds. The tasks formerly being handled by entire department are now being taken care of with a couple of press releases.

10. Conclusions and Suggestions

This is an era of ultra-modern competition where all the enterprises do their best to ensure defeat of their contenders. Accordingly, the implementation of Corporate Communication in the enterprise premises helps to win a race of stability in the market. For this, every company desires an effective and efficient Corporate Communicator with respect to maintenance of more and more Customer Relationship Management and Brand stability and acceptance in the global market. This all is facilitated by strategic Corporate Communication.

For improving the effectiveness of Corporate Communication, the following may be considered:

- i. The concept of Corporate Communication should be made more understandable at local level enterprises.
- ii. The Local agents/ Consultancy should be taken as Catalytic bodies to accelerate the intellect level of employer.
- iii. The Corporate Communication should be dealt in academic curriculum studies of Pre-University syllabus with more emphasis on Cross-cultural communication.
- iv. The Corporate Communication should be taken as under Corporate Social Responsibility.
- v. The Employer should implement the concept of Corporate Communication in the organization to ensure Maximization of profit on the one hand and service to the society on the other hand.

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Media Coverage on Human Rights: A Comparative Study of Two Mainstream English Dailies

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ABSTRACT

The policy agenda in a representative democracy essentially relies on some degree of public opinion. A rise in the interest among the mass public on human rights issues almost always translates into a rise in the interest among the political elites. The public opinion in a contemporary society is to a great extent influenced by mass media. The process of globalization accompanied with the advent of new information and communication technology brought the issue of human rights to the centre stage, however insufficient their coverage may seem to some observers. By the way public opinion on this issue has also increased. Owing to the above reasons, governments and political leaders around the world refer to human rights more often than they did, even a decade ago, both in their formal statements of policy and in political rhetoric. In turn, the amount of coverage of human rights issues in the media appears to be increasing and is likely to continue to rise. The importance of research lies in an ability to understand the media agenda on human rights issues because it is through the media the information about human-rights violations to a large extent reaches the common man.

Keywords: Media, Human Rights, Public Opinion, Dailies

1. Introduction

Irrespective of age, race, religion, gender, language, colour, caste, ethnicity, language, beliefs, nationality, socio-economic status, etc. every individual, as a human being, is entitled to certain rights. Theoretically, the individual human rights are inalienable and cannot be taken away. With an advent of the United Nations (UN) and the subsequent adoption of The Universal Declaration of Human Rights (UDHR) in 1948, the concept of human rights has turned out to be one of the most contemporary issues across the globe. Today, journalism and human rights intersect at the moment of remarkable and historical change as a result of globalisation and the explosion of digital media.

In the protection of human rights, the role of media cannot be underestimated. They expose human rights violations and offer an arena for different voices to be heard in public discourse.

Media coverage on human rights issues is very prominent because through media coverage, people are able to know what is occurring around them. Human rights are more than just legal issues as they directly impact on the

progress and development of a society. With increase in awareness on human rights issues further increases the public's sense of security. If they know that violations will not be ignored, and that they can rely on their local paper to report accurately and without bias on what is going on then they will be more confident in their news media sources. By expanding media coverage to include reports of human rights issues, the public will be better informed about their rights as well as the rights of others along with increasing their confidence and raising overall awareness.

The process of globalization accompanied with the advent of new information and communication technology brought media and communication into the centre stage. In this context, the journalists who serve as the main actors in reporting the world's events and conveying valuable information play very crucial role. Journalists hold the power to determine what is news and to frame stories and select words in ways that influence people. Our views about the world can be strongly influenced by journalists. They have the ability to influence the public opinion through the dissemination of information, connect the people with the remote worlds, and to shape an individual's knowledge and understanding of the world live

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in. They have an opportunity to increase public awareness, to educate the public on their rights, and, above all, to help in monitoring human rights.

However, the power of the media can also be misused to the extent that the very functioning of democracy is threatened. Some media outlets have been turned into propaganda megaphones for those in power. Others have been used to incite xenophobic hatred and violence against minorities and other vulnerable groups. The purpose of journalism is not to please those who hold power or to serve as the mouthpiece of governments. Journalists report, investigate and analyze, they inform us about politics, religion, celebrities, the arts, sports, revolutions and wars. They entertain and sometimes annoy us. But most important of all, they are "public watchdogs".

2. Theoretical Framework

In recent years, human rights issues are getting wider media attention than it was few years back. The media have become interested not only in violations of human rights, but also in the institutional apparatus that has been designed to promote and protect human rights. Partly this is due to the fact that many governments and international institutions have integrated human rights principles into their policy frameworks. Simultaneously large number of human rights organisations has emerged from within civil society in many countries around the world. These organisations monitor violations of human rights, lobby for reform and feed the press with information on the subject.

We get acquainted with the human rights violations neither through our personal experience nor through the human rights organizations. Majority of the information about human rights issues in general and human rights violations in particular, are accessed through our exposure to mass media. The mass media channels are the most important sources of information about human rights violations. They select events, decide what constitutes 'news'; they filter and frame the issues; they contextualise the problem; they set up the political agenda; and they create both a consciousness and a conscience about human rights issues. If ever the classic formula applies, it applies to human rights news: the media might not tell us what to think, but they also tell us what to think about. In short, they set the agenda on human rights. Likewise, the media agenda becomes the public agenda.

Much of the recent political communication literature has centered on the contextualization (or "framing") of news may impact public attitudes (Cappella and Jamieson 1997). An analysis of journalistic frames will only make sense if we find widespread coverage of human-rights violations. More relevant at this stage is the equally popular consideration of the media's ability to set the agenda for public discussion. From this perspective, the

media do not influence public opinion by injecting attitudes on policy preferences or other specific ideas, but instead "influence the priorities the American public assigns to national problems". A crucial part of setting the agenda is "priming" the audience. Drawing from information-processing literature in psychology, and people's attention is selective, giving consideration primarily to the information they are able to obtain. In short, "a person's judgment depends on what comes to mind-on considerations that are, for whatever reason and however briefly, accessible". If no information about human-rights violations is accessible, it is unlikely that people will judge such issues to be important, and if human rights are not important to the public, political elites are unlikely to devote considerable time to the issue. (Iyengar and Kinder 1987)

3. Previous Research

So far, there has been a little systematic empirical research undertaken on the newspaper coverage related to human rights issues. Hanson and Miller examined television coverage of Central America from 1977 to 1980 by using keywords like torture, assassination, violence, disappearances, and repression as surrogates of human-rights violations. They examined number of human-rights stories relating to Central America on each of the three major television networks' newscasts in that time period. They found that the number of human-rights-related stories did increase during the course of the Carter administration (Hanson & Miller 1983).

Mort Rosenblum narrates some compelling stories about international human rights coverage by journalists. According to him, the coverage of human rights violations is limited due to the repressive conditions with high levels of political terror. Under such conditions it is difficult to get reliable sources to corroborate reports, as locals fear retribution from their governments. Further, foreign journalists taking interest in local affairs are generally not well received by the leaders of such regimes.

Jay S. Ovsiovitich analyzed human-rights coverage in the New York Times, Time magazine, and the CBS Evening News for a ten-year period (1978 to 1987). For the purpose of the study he categorized human-rights issues into seven different topics: (1) general references to human rights, (2) political rights, (3) civil rights, (4) socioeconomic rights, (5) collective rights, (6) miscellaneous human-rights issues, and (7) human-rights agreements. He found more than six thousand "human rights" news stories.

Johan Galtung (1992) identified the following 12 points that concerns the values of what he calls war journalism: 1) A focus on violence as its own cause-thus decontextualizing violence, not looking at the reasons; 2) Dualism always reduces to two parts, and hereof winners-losers which

makes non-violent outcome ignored. 3) Manicheanism; the two parts consists of the contradictions good-evil; 4) Armageddon, violence is inevitable; 5) Focus on individual, avoiding structural causes; 6) Making confusion by only a focus on battlefield and visible effects, not on underlying forces; 7) Excluding and omitting the bereaved, thus never explaining why there are actions of revenge/violence spirals; 8) Failure to explore the causes of escalation and the impact of media coverage itself; 9) Failure to explore the goals of outside interventionists; 10) Failure to explore peace proposals, and offer images of peaceful outcomes; 11) Confusing cease-fires and negotiations with actual peace, peace is defined as victory plus ceasefire; 12) Omitting reconciliation; and conflicts tend to re-emerge if wounds are not healed. The above points identified by Galtung equally needs close scrutiny while covering issue related to human rights.

Apodaca (2007) investigated the relationship between the media and the maintenance of human rights standards. According to the author a free press can ensure that the people will have access to information on how their government behaves toward its citizens. Independent media can reduce the secrecy by monitoring state behavior and exposing abuses of public authority. Furthermore, media access... is beneficial and even necessary to maintaining human rights standards.

Panos Eastern Africa organization developed a Tool kit aimed at enhancing the skill and work of journalists to disseminate information and engage communities on Human Rights issues in post conflict situations with specific reference to Northern Uganda. In this guide Panos traces the source and nature of human rights violations and issues in northern Uganda and the various attempts to address them.

We are living in an era of 24x7 where every journalist needs to meet the deadline. Nowadays, news flows extremely fast, no outlet can expect to control or monopolise a story for more than a few hours and the skills of production are dominated by the need to process volumes of information efficiently and co-ordinate its distribution, rather than by essentially editorial skills. Under the pressure of these changes, new and competitive values have come to influence the presentation and character of news in several respects. Reporting is essentially reactive. Journalists' fundamental dilemma is the demand to gather and produce news on a daily (sometimes hourly) basis, and at the same time having to ponder about it. One of the professional challenges of the media is to maintain a rich texture of coverage even while keeping the angle current. The breaking news culture distracts from the time needed for editorial and ethical reflection, which is key to human rights reporting. The trend to superficiality is reinforced wherever news is integrated into programming as one element of an entertainment package. Human rights

issues become 'stories' or 'human interest stories', forced to adhere to certain emotional clichés. (Mohamedou, 2002)

4. Research Methodology

For the purpose of the study, content analysis method has been employed to track down the coverage of human rights issues in two mainstream English dailies. To represent the mainstream dailies for the study, the Hindu and the Times of India have been purposively chosen because of their wide circulation, readership, and reputation among the diverse group of people in the country. The authors further analysed the contents of the selected newspapers to bring forth the trends in their coverage of human rights issues. All efforts have been made to cover all major human rights issues in two selected newspapers for the entire month of April, 2012. The human rights contents of the newspapers have been organised into different categories in order to make the study more focussed. For the purpose of the present study, various issues related to human rights have been classified into the following categories: women's rights, children's rights, minority rights, rights of disabled persons, project displacement, the fake encounters, murder & torture, and right to health.

5. Data Analysis

5.1 Women's rights

Women's rights are entitlements and freedom enjoyed by women in a society. The idea is that women should have equal rights with men in all sphere of life. These are right to education, occupation, health, property etc. Despite the efforts of government, NGO's and other institutions and organisations working in this direction women in India still subjected to many kinds of violence ranging from- rape and sexual abuse, domestic violence, trafficking, discrimination to the torture, etc.

Table 1: Coverage of issues related to Women's rights

Newspaper	No. of Stories	Space allocated (sq.cms)
T.O.I	18	3430
The Hindu	21	6378

The Hindu provided more coverage on the issues related to women's rights than the Times of India (T.O.I), in terms of number of stories as well as area covered. The Hindu accounted an area of 6378 sq.cms with 21 stories while the Times of India, with an area of 3430 sq.cms have 18 stories in its domain.

Majority of the news stories published in the Times of India were event centred. Some of them are sensational; less focused and lacked detailed analysis. The stories mostly

based on statements, records of government official documents. For example, the headlines like '53 women sterilized in Bihar in two hrs.' 'SC stays rape case against Madhur Bhandarkar', 'Pregnant women stripped, beaten', etc. and the content associated with them did not contain sensitive treatment towards women. However, the story bearing the headline Split second and after... tells that the divorce cases going up each year as our courts are working for separation, and it raises the question about the rehabilitation of the divorced women in the country. Another headline 'Makes moms first guardians: panel' was written positively in favour of the empowerment of women. It has argued that the mother should be listed as first guardian for all official purposes instead of a father as she is primarily looks after the children.

The Hindu also covered some stories based on personalities or cantered on events or with some sensational angle. For example, the story like 'Breather for Madhur Bhandarkar in rape case' which is purely based on famous personality or the headline like 'Adivasi women and daughter gang raped' contains a sensational angle. On the other hand, the Hindu published more number of people oriented news stories with gender sensitivity. The stories are well focused and analysed in detail. For example, the headline 'The jails are full of Soni Soris' is a detailed coverage about the all India meet on women prisoners and custodial violence in Delhi. The story talks about the shocking condition of women confinement across the country. Another story 'Are girls less than equal to boys' published in the editorial page advocates women's equality with men and cites outdated social conventions as one among many of the barriers to achieve equality.

The story 'Saga of maid in India' published on the special page delineates the saga of Dalit girls employed in garment and textile industries in Tamil Nadu. The story narrates how the Dalit women continue to work under exploitive condition akin to bonded labour in the state. The study reveals that despite the good amount of coverage by both of the newspapers; there are still many issues related to women's rights and gender equality such as women education, prostitution, sexual harassment, economic security & domestic violence and dowry etc. did not get adequate attention

5.2 Children's rights

Children's rights are the human rights of children with particular attention and care afforded to the young, including their right to association with both biological parents, human identity as well as the basic needs for food, universal state-paid education, healthcare, criminal laws appropriate for the age and development of the child. There are numerous issues of child rights still exist in all areas of life such as child labour rape and sexual abuse, trafficking, child marriages, child prostitution,

pornography, crime, violence, malnutrition etc.

Table 2: Coverage of issues related to Children's rights

Newspaper	No. of stories	Space allocated (sq.cms)
T.O.I	25	3921
The Hindu	36	8008

Table 2 shows that the Hindu covered a total of 36 stories whereas the Times of India published only 25 stories related child rights. The area wise also the Hindu allocated 8008 sq.cms which is greater than the Times of India, having an area of 3921 sq.cms. Thus, it can easily be inferred that both of the newspaper gave more coverage to the issue of children rights, in terms of number of stories and space allocated in comparison to the other human rights issues. But majority of the news stories were event centred with sensational angle and having less focus and depth. For example, stories like Teen goes missing from hospital, 3 girls raped by peon at Allahabad orphanage, Norway custody row: kids may return soon, etc. published in the Times of India are based on events without adequate investigation and background information. On the positive side the article 'Miles to go on the RTE roadmap' was published in the editorial page provides a detailed analysis on the right to education and highlights major barriers in accessing the free and compulsory education among the millions of Indian children. Another article 'End the violence' also published in the editorial page deals with violence against children and provides suggestions to tackle the menace.

Overall, the Hindu seems to be more sensitive in this regard. It also published a number of news stories like 'Two girls including new born found abandoned', 'Three minor girls raped in U.P juvenile home' etc. without adequate background. However, the story 'Crime and punishment' published in a special page depicts the plight of children. It tells that a large number of children not only abused but also forced to work under hazardous conditions. Further it cites the low conviction rate for offenders as the main reason behind this menace. An article 'No country for baby girls' was published in the editorial page discusses about the social discrimination against girl child. The author further suggests that creating equal opportunities in education, strict enforcement of law on foeticide, dowry, etc. are necessary to end this discrimination. Although both of the newspapers given enough space on issues related to child rights, there are many issues still not find better place such as child marriages, prostitution, child labour, protection of children, etc.

5.3 Minority rights

The terms "minority rights" embodies two separate

concepts: first, normal individual rights as applied to member of racial, ethnic, class, religious, linguistic or sexual minorities and second; collective rights accorded to minority group. The term may also apply simply to individual rights of anyone who is not part of a majority class. Despite, the various international and national laws on minority rights, the minorities are facing wide spread discrimination in all major institution such as educational, civil, political, judicial, Institution and so many other across the world.

Table 3: Coverage of issues related to Minority rights

Newspaper	No.of stories	Spcae allocated (sq.cms)
T.O.I	8	1233
The Hindu	20	4223

Table 3 reveals that the Hindu takes lead by covering twelve stories as compared to that of the Times of India (T.O.I) which published only eight stories on Minority rights. In terms of space the Hindu allocated more space with an area of 4223 sq.cms while the Times of India allocated 1233 sq.cms for the same. Majority of the stories related to this particular category in the Times of India were about events and sensational in nature having less focused and lack of detailed analysis. The stories like 'Pay 28 cr for killings : Punjab told', 'Now Jamiat finds flaws in communal violence bill', 'Gujarat Ode killings , 23 convicted ,23 acquitted' etc. lacks background detail and to some extent sensational. However, an article published in the editorial page 'Set an example' focused on the justice to the victims of 2002 Gujarat massacre after SIT court acquits Narendra Modi. The story argues that the conviction is an important step to deter future violence that recurring in the country against minorities and others.

Qualitatively, the Hindu appears to be more responsible towards covering stories related to minority rights than that of the Times of India. But some of the stories like 'Now Azamgarh comes to haunt Rajasthsn', 'CPI M demands 10% quota for Muslims', '18 handed life sentence in Ode riot case' written in a casual manner without giving details. On the other, 'Shutting the school doors on Muslim child' the story written by a research scholar provides detailed analysis on education of Muslim child. The author states that the increasing communalisation of social spaces is limiting the educational choices for Muslim students across the country. The article 'Justice will be done' published in the editorial page was about the justice to the victims of 2002 Gujarat massacre after a sit in court acquits Narendra Modi. It laments about the court decision and considers the decision as a major blow to the justice to the victims of massacre. Another story 'No society is just without equal rights for minorities' was based on the coverage of a conference on minorities rights and

identities: challenges and prospects, organized by the institute of objective studies in Delhi. The experts who participated in the conference are of the opinion that no country and no society can be called itself civilized unless it delivers justice to minorities and ensure equal rights to them.

5.4 Rights of disabled persons

In 1975, the United Nations General assembly passed the declaration on the rights of disabled persons. According to it the term 'disabled person' means any persons unable to ensure by himself or herself wholly or partly, the necessities of a normal individual and or social life, as result of deficiency either congenital or not, in his or her physical or mental capabilities. As such all the disabled persons should have the right to human dignity, education, work, health, protection from exploitation, discrimination, abuse etc. The disability rights movement came to existence, to ensure equal opportunities and equal rights, in education, employment, accessibility and safety in transportation, freedom from exploitation, discrimination, abuse, neglect, violation and effective civic legislation and so many others.

Table 4: Coverage of issues related to Rights of Disabled Persons

Newspaper	No. of stories	Space allocated (sq.cms)
T.O.I	1	120
The Hindu	8	2249

From Table 4, it is clear that the Hindu covered eight stories accounting an area of 2249 sq.cms whereas the Times of India covered only one story with 120 sq.cms of space. The single story 'RS clears RTE Bill' on the rights of disabled persons published in the Times of India was less focused and lacked detailed analysis. Regarding this issue, the Hindu published some hard news stories like 'Make disabled rights violation panel offence says CPIM', 'Now the deaf and blind can read and send SMS', 'Visually impaired dance troupe denied medical test', etc. covering only events without adequate background. On the other hand, the paper also published some people oriented news stories on the issues of rights of disabled persons with sensitivity and detailed background. The story 'Beyond the obstacles' was published in the special page analyses in detail on how to better train persons with developmental disability so that they can participate in the mainstream workforce to earn more money and make their livelihood better.

Another story 'Class room for all' also published in the special page about the observation of World Autism Day. It discusses about the education of the children with this kind of disability in India. Similarly, the story 'Sounds of silence' published in the special page deals with sexual abuse of

disabled women. The story contends that disability makes women more vulnerable to sexual abuse and restricts them to challenge. Though in comparison to the Times of India, the coverage of the Hindu about the rights of the disabled persons seems to be more sensitive but still there are so many issues related to them like right to work, health, protection from exploitation and discrimination and effective civic legislation etc. did not get adequate attention.

6. Project Displacement

Every year more than 5,00,000 people in India and 15 million people worldwide are evicted from their homes, communities and land to make way for development project such as mines, oil-gas pipelines, mega dams, hydroelectric and thermal nuclear power plants, industrial complex, railways, roads, the expansion forest areas, sanctuaries and parks military installations, weapon testing grounds and so many others. Displacement results in homelessness, landlessness, loss of livelihood, food insecurity, deterioration of physical and mental health, breakdown of social network and kinships and economic and cultural marginalization of people. Besides few development projects, many of the project are unjustified, the efforts of some governmental and independent groups for resentment of the displaced continue to be shoddy and grossly inadequate.

Table 5: Coverage of issues related to Project Displacement

Newspaper	No. of stories	Space allocated (sq.cms)
T.O.I	1	252
The Hindu	4	793

The study on this particular category i.e. project displacement reveals that not much stress were given by any of the sampled newspapers. Comparatively, the Hindu provided more coverage, which accounted an area of 793 sq.cms with four stories, whereas, the Times of India allocated an area of 252 sq.cms with only one story for the same. Thus, it can easily be inferred that both of the newspapers provided lesser coverage in comparison to the other human rights issues.

The only story published by the Times of India on the issues of project displacement 'SC: govt must pay top mkt. value for land acquisition' is a matter of fact story without adequate background and detailed analysis. Similarly, the story 'Give farmer the highest market value for land acquisition' published in the Hindu also lacked adequate attention. However, the story 'A family is waiting for rehabilitation after slum demolition' covered with sensitivity

towards the victim and supports the need for rehabilitation of the family. Another story 'Dumped, not resettled' was published in the special page deals with the condition of Bhalaswa resettlement colony located at the floodplain of Yamuna River in North Delhi. It highlights the deteriorating condition of the displaced families.

7. Fake Encounters, Murder and Torture

Many human rights organisations such as Amnesty international and the Human rights watch have been condemning for "extra judicial killings" and torture, etc in some parts of the country. The Asian Centre for Human rights estimated that between 2002- 2008, four people per day died in custody with hundreds of those deaths being due to torture by the police. Many innocent persons have been murdered for no fault.

Table 6: Coverage of issues related to fake Encounters, Murder & Torture

Newspaper	No. of stories	Space allocated (sq.cms)
T.O.I	10	1461
The Hindu	16	2984

From Table 6, it is obvious that in this category also the Hindu takes the lead in the coverage by covering more stories. The Hindu covers sixteen stories in an area of 2984 sq.cms whereas the Times of India (T.O.I) published 10 stories in an area of 1461 sq.cms. The stories published in both the newspapers under study on the issues related to fake encounters, murder and torture were mostly event centred without process orientation and with a sensational angle associated with most of the stories. The study further reveals that both of the newspapers did not published any article or news story in the editorial or special page.

8. Right to Health

According to article 25 of universal declaration of human rights (1948) "Everyone has the right to a standard of living adequate for the health & wellbeing of himself & his family" The United Nations further defined the rights to health in article of the international covenant on economic, social, cultural rights in 1996- and guarantees the rights of every one to enjoyment of the highest attainable standard health & call for the provision for the reduction of infant mortality for the healthy development of the child. Despite the efforts of the UN body, various governmental and non-governmental organisations numerous health issues still exists ranging from infant mortality, HIV & AIDS, tuberculosis, cancer, pregnancy related deaths, children immunization etc.

Table 7: Coverage of issues related to health

Newspaper	No.of stories	Space allocated (sq.cms)
T.O.I	11	2161
The Hindu	25	7178

The data in Table 7 reveals that the Hindu is much ahead in publishing stories related to health compared to the Times of India. The Hindu, with 25 stories, allocated 7178 sq.cms of space, while the Times of India(T.O.I), with 11 stories devoted only 2161 sq.cms of space. However, majority of the stories related to health issues in both of the newspapers lacked adequate research. For example, stories like 'Women leads India's grey march', 'Coming soon: a medical schemes for Urban poor', etc. published in the Times of India do not contain much background information. On the other hand, the Times of India published some process oriented stories that were based on adequate research and back grounding. 'Health care: coming of age' was published on the occasion of World Health Day deals with the medical services for ageing population. The story emphasises on the need to create consciousness among the people to ensure healthcare of ageing population. Another story '25% births are by untrained hand' discusses in detail about the lack of adequate healthcare facilities available to women in the country.

Some of the stories like 'Mere declaration is not enough for free treatment', 'Malnutrition plagues Maharashtra', 'India asked to scale up treatment for HIV +ve mothers', etc. that are published in the Hindu are devoid of background, depth, and detailed analysis. However, an article 'Free medicine as mission' published in the editorial page on universal health coverage under the rural health mission provides detailed information on the central government schemes under NHRM. Similarly, 'The road to universal health coverage' also published in the editorial page deals with the central government schemes on health. It laid down some important measures for this scheme to reach the entire population in the country. Though the overall coverage on health issues in both the newspapers is impressive, many of the issues related to health, such as, HIV AIDS, children's immunization, tuberculosis, cancer, etc. largely remain ignored.

9. Distribution of human rights stories

Table 8 gives us clear picture of how both of the newspapers published the stories related to human rights issues in different pages. From this, one can easily assesses how much importance these newspapers should be given to human rights issues and knows the agenda of the newspapers on human rights. Further, majority of the stories related to human rights covered in the inside page in both of the newspapers. In both qualitative as well as

quantitative terms the Hindu seems to be giving more importance on human rights issues in its agenda.

Table 8: Page wise Placement of Human Rights Stories

Page wise distribution	Times of India (T.O.I)	The Hindu
Front page	16	15
Inside pages	49	70
Editorial page	8	12
Special page	1	24
Last page	0	9
Total	74	130

10. Findings

1. The Hindu is much ahead of in publishing news related to human rights issues than that of the Times of India (T.O.I) in terms of number of stories and space allocated as well.
2. The issues related to children's rights found more coverage while the issues of project displace found least coverage in both of the newspapers.
3. Both the newspapers are publishing more news stories related to human rights issues in their inside pages.
4. The study reveals that, both the newspapers published lesser number of news stories related to human rights on their editorial page than those on the front page.
5. The Hindu has devoted special pages on some days in a week for the coverage of issues related to human rights and published more number of stories with well focused and detailed analysis.
6. Majority of the news related to human rights issues, in both the newspapers are event centred rather than process oriented. Since, the real motivation of majority of the journalists in treating a story with human rights content is not generally to redress a wrong but to share collective sensitivity over a particular issue at a given time, they do not feel the necessity to pursue the coverage when they feel that the public attention wanes on that issue. Further, the news-driven information culture leaves wide areas of human rights issues uncovered.
7. The study reveals that, majority of the news stories related to human rights issues are published with a lack of focused and detailed analysis of the victims.
8. The issues related to women's rights and right to health found more space with detailed analysis in

- their editorial and special page and pro people in nature.
9. The study reveals that, the Times of India publishing more number of event centred and sensational news than that the Hindu.
 10. The Hindu's contents related to human rights issues are more specific and focused in comparison to the Times of India.
 11. A large number of stories on human rights remain underplayed by these newspapers because human rights issues are less visible.
 12. The coverage of human rights violations in the newspapers is often based on sensationalism and negativism. Human rights stories appear to be grim and are depicted graphically.
 13. In these stories, emphasis has been given on the failure and despair (of states, of individuals, of societies). The stories related to human rights violations often failed to explain causes, and often attributed developments in a way that stigmatizes actors and places.
 14. Majority of the stories related to human rights issues are rarely put in proper context. The journalists often neglected to provide information that is essential to readers, if they are to understand what is transpiring.

11. Conclusion

Results of the study reveal that the sampled newspapers have treated human rights issues differently. The Times of India (T.O.I) did not explain human rights issues and published lesser number of stories. Majority of the news in the paper are event centred and sensational in nature with inadequate focus and analysis. Whereas, the Hindu published more number of stories on issues related to human rights and majority of these are well focused and provide detailed analysis. Further, both the newspapers gave more coverage to the issues related to children's rights and most of them are event centred and sensational. Also, the study reveals that both the newspapers published lesser number of stories on their editorial page that indicates newspapers are not giving much stress to human rights issues.

The Hindu seems to be more sensitive than the Times of India regarding the coverage of human rights violations. It can be seen that it allocates special pages to cover news related to human rights issues. Both the newspapers publish the news related to human rights issues within certain boundary line of the newspaper. Hence, the newspapers treated human rights news differently.

In general, both of the newspapers under study did not

explain and contextualize human rights information. However, the impact of this information on the public is not as great as might be expected. Sometimes, the journalists seem to miss human rights stories because they do not pay attention to the specific legal and policy implications they have. Often, they do not have adequate knowledge of human rights and its relevance to the material they are covering. They frequently miss the context of human rights stories. These shortcomings diminish the professional quality of reporting.

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Role of Television in Drug Abuse Prevention: An Empirical Study

*Dr. Amitosh Dubey**

ABSTRACT

Drug abuse is a very dangerous national crime. Almost, all the countries are suffering from this very harmful disease. The use of Mass Communication technology can play a dominant role in drug abuse prevention. The television media has undoubtedly evolved and became more active over the years. In India, the media of mass communication especially the television, have been broadcasting quite a few anti drug abuse programmes since long. Young people, teenagers and students are at high risk of drug abuse and violent crime. Therefore, it will be quite useful to identify whether or not the programmes, news, messages and films related to prevention of drug abuse in television channels, are creating awareness in the society in general and students of higher education, in particular. The question is what do the youth specifically the higher education students, perceive, feel and think about media particularly the television, and its drug abuse prevention programmes? This paper attempts to study this aspect. The study is based on a sample of 500 students. The data analysis shows that the drug abuse prevention television programmes do not have a favourable impact on the students of higher education.

Keywords: Perception, Drug Abuse, Drug Abuse Prevention, Broadcast Media, Drug Abuse Prevention Television Programmes,

1. Introduction

Drug abuse is a very dangerous national crime for our society. Almost all the countries are suffering by this harmful disease. This disease is spreading like virus and not only in the adults but also in the adolescents. According to Azad India foundation (n.d.), 'Adolescent drug abuse is one of the major areas of concern in adolescent and young people's behavior. It is estimated that, in India, by the time most boys reach the ninth class, about 50 percent of them have tried at least one of the gateway drugs.'

The severity of the drug abuse by the youths can be understood by the fact that there is special campaign going on for the youths in America. "Congress created the Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign (Campaign) in 1998, with the goal of preventing and reducing drug consumption amongst youth of the Nation. Today, the campaign has been extended to teens to expose them to anti-drug messages through a combination of paid advertising (e.g., television, Internet, and cinema) and public

communications" (ONDCP:2010).

As we all know that prevention is better than cure, preventing drug abuse may be very useful deal one can make for a healthy and prosperous society. The use of mass communication technology can play a dominant role in drug abuse prevention. 'The communications media and the broadcast media in particular, have been disseminating an increasing volume of anti drug messages over the past several years' (Schilling, Robert F.; McAlister, Alfred L., 1990). Radio and television are two important pillars of modern mass communication technology. Radio and television are not only popular amongst masses but also very potential instructional tool. According to the DeJong and Winsten (1990)-

"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."

With the help of television one can bring drug abuse prevention programmes at the doorsteps of our target

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audience. Information can be shown to a large number of adults, youths and drug porn adolescent at different and remote places at a time by this audio visual device. DeJong and Winsten (1990) confirm this by stating that 'Public health educators have used the mass media as a primary vehicle for messages against substance abuse for the past twenty five years.'

Drug abuse is a very critical process and people with diverse backgrounds have diverse views to approach this problem. So there should be a carefully researched and planned prevention programme by the media and all the stake holders. 'There is significant evidence that carefully planned mass media campaigns can reduce substance abuse by countering false perceptions that drug use is normative and influencing personal beliefs that motivate drug use' (ONDCP,1999). The television has undoubtedly evolved and become more active over the years. 'By conveying the truth about addiction and the reality of effective treatment and recovery support, the media can serve as a catalyst for people and their families who are seeking support,(SAMHSA, 2009). Risk factors can increase a person's chances for drug abuse, while protective factors can reduce the risk. Studies have shown that a substance abuse prevention strategy that involves many components of the community can slow the rate of increase of drug, alcohol, and cigarette use among early adolescents and also decrease the use of these substances by adolescents who are already using them.(NIDA, 1999, P.51)

In India also, the media specifically the television, have been broadcasting quite a few anti-drug abuse programmes from some time. But the question is what do the youth especially the higher education students perceive, feel and think about media particularly the television and its drug abuse prevention programmes? Whether television is using its full power to help drug abuse prevention? What are the perceptions of higher education students towards drug abuse prevention television campaigns? The present study was undertaken to get the answer to some of these questions.

2. Need of the Study

Most of the countries are investing money for the prevention of drug abuse and spending significant amount in campaigning and advertisements on media of mass communication. According to Zeller (2003) "in America alone, the funding for anti-marijuana advertising cost \$170 million in 2002, though the funding dropped to \$150 million in 2003. Grim (2006) states that "Since 1998, the federal government has spent more than \$1.4 billion on an ad campaign aimed primarily at dissuading teens from using marijuana". In the study entitled 'Media's influence on youth' Dawursk mentioned about a few of the

studies which point out some interesting facts of television viewing habits of children, teenagers and youths.

"Teenagers spend: 1/2 hour a week with Dad alone, 2-1/2 hours a week with Mom alone, 5 hours a week doing homework, 2 hours a week reading, and 24 hours a week watching television" (Walsh, 1999). 98% of teenagers spend 11 hours per week minimum in front of a TV (Kantrowitz & Wingert, 1999)." (As cited in Dawursk, 2007).

Dawursk also quotes the statistics of 'The centre for Media Education'.

"Most children watch an average of 3 to 4 hours of TV per day, approximately 28 hours each week. Watching TV is the #1 after-school activity for 6 to 17 year olds. And each year most children spend about 1500 hours in front of the TV and 900 hours in the classroom." (As cited in Dawursk, 2007)

Young people, teenagers and youths including students of higher education are at the high risk of drug abuse and violent crime. The scientific researches also pointed out the susceptibility of teenagers and youths towards drug abuse. "Research indicates that adolescence, a time when many changes are occurring in the brain, may be a period of significantly increased vulnerability to drugs' effects," (NIDA, 2006). Keeping in mind the above rationale it was decided to conduct the study on the students of higher education. It will be quite useful to see whether programmes, news, messages and films related with prevention of drug abuse in television channels, are creating any awareness on the youths in general and students of higher education in particular.

3. Objective of the Study

It is to study the perception of higher education students towards drug abuse prevention television programmes.

Limitation of the Study

- (i) The study is limited to higher education students of M.P.
- (ii) The study is limited to the perception scale constructed for the purpose.
- (iii) The study is limited to a sample of 500 higher education students of only five universities of Madhya Pradesh.

4. Research Methodology

The study has been designed as a normative survey. The questionnaire used for the survey is given in the Annexure. The scale used in the study is the scale which was developed by the investigators for the purpose. The scale consists of 25 items covering the objective of the study and is a five point Likert scale.

The population of the present study consisted of higher education students who were studying in the higher educational institutes of Madhya Pradesh. Through random sampling technique, five universities namely Dr. H.S.Gour Central University, Sagar, Rani Durgavati Vishwavidyalaya Jabalpur, Devi Ahilya Vishwavidyalaya Indore, Barkatullah Vishwavidyalaya Bhopal and Jiwaji Vishwavidyalaya Gwalior were selected to collect the data. The sample of the present study consists of 500 higher education students of Madhya Pradesh. The schematic representation of the samples is given in Tables 1 to 3.

Table 1: Level wise distribution of sample

Description	Frequency	Percent
UG	290	58
PG	210	42
Total	500	100

Table 2: Gender wise distribution of sample

Description	Frequency	Percent
Male	300	60
Female	200	40
Total	500	100

Table 3: University wise distribution of sample

Description	Frequency	Percent
Barkatullah Vishwavidyalaya Bhopal	95	19
Devi Ahilya Vishwavidyalaya Indore	105	21
Dr. H.S.Gour Central University, Sagar	110	22
Jiwaji Vishwavidyalaya Gwalior	90	18
Rani Durgavati Vishwavidyalaya Jabalpur	100	20
Total	500	100

The researcher visited each of the above mentioned five universities to collect the data. The scale constructed for the purpose was distributed to higher education students individually by the researcher himself. After half an hour the filled questionnaire was collected.

Instructions for administration and scoring procedure were finalized. For positively worded statements, scoring pattern was 5, 4, 3, 2, 1 for strongly agree, agree, undecided, disagree and strongly disagree responses whereas for negatively worded statements, scoring pattern was 1, 2, 3,

4, 5. After that five point scale was reduced to a three point scale merging the strongly agree to agree and strongly disagree to disagree for easy understanding. The mean score, above 62.5 will show favorable perception and the score under 62.5 will show unfavorable perception of higher education students towards drug abuse prevention television programmes.

5. Data Analysis and Findings

The data obtained were analysed by finding out the frequency of responses against agreement and disagreement of the respondents and converting them into percentage. Results of the study are presented below:

1. Television programmes do not educate people about non indulgence in drug abuse is the view of 90% of the students.
2. A negative reaction has been received from 67% of the students about the statement that television programmes enable the people to reject illegal drugs.
3. Another discouraging response is about the statement that television shows are helpful in preventing drug abuse related crimes and violence. 91% of the students responded in disagreement.
4. A negative response has received from 67% of the students about the statement that television serials explain the problem of illegal drug use.
5. 88% of the students responded negatively that television programmes are creating awareness which is resulting in reduction in demand of illegal drug.
6. Television channels are exposing illicit drug business which in turn is helpful in reduction of supply. 67% respondents do not agree with this statement.
7. 91% of students responded negatively that television serials explore the consequences of illegal drug use.
8. 91% responded negatively that television channels are helping the government in anti drug campaign.
9. 74% of the students perceived that television helps in making the society which is drug free. This shows the faith and confidence of the students towards TV media.
10. 67% of the respondents disagree that television takes initiatives to prevent drug abuse.
11. News channels of television do not cover drug related crimes and help authorities for its prevention is another discouraging factor as perceived by most of the students (91%).

12. Television channels speak about the role of communities in preventing drug abuse. This item was responded negatively by 67% of the students.
13. 89% of the students disagree that television channels speaks about the role of government in drug abuse.
14. A negative response was received from 67% of the students about the statement that television channels tell about the drug laws.
15. A very interesting response was received to the statement 'television channels counter the attempts to legalize the drug.' 56% of the respondents were undecided about this statement.
16. 92% of the students disagree that television talks about the role of parents in preventing drug abuse.
17. Significant number of students (67%) responded negatively that the frequency of broadcast of drug abuse prevention, in the television programmes in India, is adequate.
18. A mixed reaction has been received about the statement 'News channels show the results of the researches on drug addiction in sufficient amount.' 34% of the students were undecided, 26% of the students agreed with the statement and 40% of the students disagreed.
19. 67% of the students agreed that television does not show programmes on medications for drug addiction.
20. News channels do not cover the stories of high intensity drug trafficking areas. Most of the students (92%) were in agreement this statement.
21. News channels are helping authorities by giving intelligence inputs about drug trafficking. 67% of the students disagreed with the statement.
22. 92% of the students responded in the negative to the statement 'News channels cover most of the prosecution process of drug trafficking.'
23. According to 51% of the respondents, the television channels are capable in creating anti-drug consensus in the country.
24. About 67% of the respondents disagreed with the statement that News channels can target international drug trafficking organizations.
25. Television channels cover the conferences and seminars on drug abuse. A good number of students (67%) disagreed with this statement

6. Conclusions and Suggestions

In India, television programmes related to drug abuse and its prevention are failing to create hype about this deadly disease. Television channels are also not producing and broadcasting sufficient amount of drug abuse prevention programmes. It is evident from the result that perception of higher education students towards television and its drug abuse prevention programmes is not favorable. In India, the strategy of using technology especially television for awareness campaigning in adolescent and other people is yet to take-off in a major way. It is well acknowledged that a strong and continuous battle is essential for the success of such campaigns. The higher management in all the media organizations should take on these challenging responsibilities in this world of commercialization, even if these programmes are not profitable in terms of money. The makers of drug abuse prevention programmes and authorities are often short on funds but they should do their best to ensure quality television programmes, by which they can contribute to better understanding about the subject.

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Use of Social Networking Sites by Youth

*Deepak Uniyal**

ABSTRACT

The first useful Internet service for the masses was e-mail which created revolution in the formal and informal communication. Then websites emerged as first of the graphical web. Today, this vast network has grown into a truly worldwide web that is accessible to ordinary users, turning the Internet into a mainstream phenomenon. Today, social networking sites form the bulk of most lists of highly valued Internet companies because everyone who uses the Internet is also a member of at least one and often many online social networking sites(SNS). With such widespread adoption, it is no surprise that social networks have impacted the way people live and socialize. Online social networks focus on building and reflecting social relationships among people who share interests and or activities. Most of the social networks allow users to maintain profiles of themselves and lists of their friends. These social networks encourage people to share their personal experience with others through music, videos and other media. Among the most popular social networks these days are Facebook, Youtube, MySpace and Friendster. Of course, social networks are not a new phenomenon on the Internet as people began socializing with one another almost as soon as the Internet came into existence. This research paper focuses on identifying and assessing the time devoted by youth to social networking sites for various activities.

Keywords: Internet, ARPA, ARPANET, ERNET, Social Networking Sites (SNS), Scrapping, Photo Sharing and Profile Settings.

1. Introduction

From its earliest beginnings on pages of paper and in brilliant minds, the Internet has always been an emerging technology and an emerging idea. The terms Internet and World Wide Web are often used in everyday speech; However, Internet is a particular global computer network connecting millions of computing devices while the World Wide Web is just one of many services running on the Internet. Over the last few years, the Internet has expanded with powerful applications such as blogs, instant messaging, E-commerce, VoIP (which includes peer to peer voice communication), video, online news, podcasting, multiplayer gaming, photo sharing, online maps, GPS services etc.

Initially, Internet was an emergency military communication system operated by the Advanced Research Projects Agency (ARPA), a research wing of Department of Defence, USA. The whole operation was referred to as ARPANET which was designed to facilitate communication between ARPA computer terminals during

the early 1960s, at a time when computers were far too expensive for widespread usage. Though conception of the idea behind ARPANET began as early as 1962, the first stable link between multiple computers

through the ARPANET occurred in 1969, ten years after the first conceptual network architectural models were initiated independently by Paul Baran and Donald Davies. Later on, as the time passed by, this ARPANET expanded its geographical area from one country to other country and came to be known as internet. In India, internet was established as ERNET, which was a joint undertaking of the Department of Electronics (DoE) of the Government of India, and the United Nations Development Program (UNDP), which provides technical assistance to developing nations. ERNET established for India as an idea to participate in the world of Internet.

2. Social Media: Social Networking Sites (SNS)

Social media are Internet sites where people interact freely,

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share and discuss information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio. At these Web sites, individuals and groups create and exchange content and engage in person-to-person conversations. They appear in many forms including blogs and microblogs; forums and message boards; social networks; virtual worlds; social bookmarking; tagging and news; writing communities; digital storytelling and scrapbooking; data, content, image and video sharing; podcast portals; and collective intelligence. There are lots of well-known social networking sites such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Flickr, WordPress, Blogger, Typepad, LiveJournal, Wikipedia, Wetpaint, Wikidot, Second Life, Del.icio.us, Digg, Reddit, Lulu and many others.

Social media were accessible from virtually anywhere and had become an integral part of our daily lives with more than 550 million people on Facebook, 65 million tweets sent through Twitter each day, and 2 billion video views every day on YouTube. LinkedIn has 90 million professional users. Social media commerce was on the rise along with mobile social media via smart phones and tablet computers. Apple introduced the Ping social network for music and integrated with iTunes. Both MySpace and Bebo were redesigned and updated to compete with the far more successful social networks Facebook and Twitter. It is estimated that Internet users would be doubled by 2015 to a global total of some four billion users, or nearly 60 percent of Earth's population. Various social networking sites have sprung up, catering to different languages and countries. It is estimated that there are more than 200 social networking sites using these existing and emerging social networking models.

There are many features that attract the users towards the Social Networking Sites. The main attraction among them is scrapping which is similar to instant messaging but the text is also available for public view. Though, there are privacy options to show scraps only to friends, it is not a personal means of communication like e-mail or instant messaging. Likeness for communities and friends network states that these sites are used to satisfy the need to participate/ join in communities with likeminded users. And also to extend and nurture the friend's network which symbolize the socializing personality. Another attractive feature of social networking sites is Profile setting which means exhibiting the profile user's personality/identity as how they want themselves to be perceived by the profile viewers. And the third feature is Photo sharing where the user has options such as photo sharing only with friends and also specifically can choose individuals who can view the shared photos while it is not visible to others accessing the profile. Social networking sites use such stringent privacy settings to avoid unsolicited breach of individuals personal space.

3. Objectives of the Study

Objectives of the study are the following:

- To study the time spent by youth on internet and social networking sites (SNS)
- To explore the purpose and average time spent by youth on SNS

4. Literature Review

The Internet has grown into a vast net of services and applications that entertains as well as serves as an indispensable work aid for hundreds of millions of users around the world. Megat Ishak, Director of Licensing Department, SKMM, explores its impact. He states that today, there are hundreds of social networking sites operating. Some of them are popular in certain countries while others have global reach. Some of these sites are targeted at very specific interest groups while others are general in nature. One of the best examples of a special interest social network is LinkedIn, a very popular social network for business executives. The popular general social networks are sites such as Facebook, Twitter, Friendster, MySpace, Blogger and many more. No one predicted the extent and impact of social networking at such a phenomenal scale. At one point during the year 2005-2006, MySpace, a social network that promotes independent music and the socialite scene across the globe, actually ranked higher than Google in terms of page viewed. The winning angle for this network was the ability of users to listen to new music as well as to promote creativity through the creation of unique profiles and the sharing of favorite videos.

MySpace claims that it has over 100 million music play lists with over 5.5 billion song listened, 7 billion photos and at least 600 world famous celebrities blogging. Friendster.com was launched in the year 2002. People using this site tend to focus on sending messages, invites, and blogging to stay in touch. Friendster used a degree of separation concept called "Circle of Friends" (wherein the pathways connecting two people are displayed), and promoted the idea that a rich online community can exist only between people who truly have common bonds. And it ensured that there were plenty of ways to discover those bonds.

The current most popular social networking site in the world, Facebook, has grown into more than 300 million active users with an average of 50% of them logging on to Facebook every day. Facebook.com is similar to Friendster and started with an emphasis on the college community. From that, it just grew and grew in popularity and reach. Today, the number of adults on Facebook dwarfs that of college students and it has become the de facto social network for the English speaking world. At least 8 billion

minutes are spent on Facebook each day. One of the reasons Facebook is so addictive is because it is a convenient way to track the status of friends. But even before the explosion of Facebook and its likes, there were weblogs, or blogs for short; making them the first real social networks. The power of blogs is its usability. It enables ordinary people to use and voice out opinions on practically anything to an audience from practically anywhere. Although blogs started as people's personal diaries, they have grown bigger today, touching on a variety of topics such as fashion, automotive, technology, food, entertainment, personal opinion, politics and many more. While it takes hours or days to build a traditional website, creating a blog is simple and it only takes a minute to set up a blog on sites such as Blogger.com, a blogging platform owned by Google.

Facebook when launched in 2004, it was open only to college students and was called "The Facebook"; later on, "The" was dropped from the name. As of June 2008, blog search engine Technorati indexed over 112.8 million blogs and over 250 million pieces of tagged social media, according to its page on Wikipedia. The growth of blogs has been slow over the past one year but the impact it has created is impressive. The latest social networking phenomenon is Twitter, which is best described as a micro-blogging tool. Twitter (www.twitter.com) allows user to send or "tweet" about their latest updates within 160 characters. Twitter is now accessible via a number of third party application and mobile sites making it very popular among users. While Facebook may be the fastest growing social network in the world, there is another social network that rivals it. The Chinese language social network, QQ is number one in China and claims more than 300 million users. There are a few other social networks that dominate in specific regions or countries.

In Russia, a social network called V Kontakte dominates while Brazil and India are avid users of Orkut. Hi5 is very popular in Central America, Peru, Mongolia, and Thailand while South Koreans love Cyworld. Malaysians loved Friendster and they are among the most avid users of it. Nielsen Online report that social networks and blogs are now the fourth most popular online activity ahead of personal email, member communities are visited by 67% of the global online population. The time spent on social networks is growing at three times the overall Internet rate, accounting for almost 10% of all Internet time.

According to new figures released by the Nielsen Company, Internet users in August 2009 spent 17% of their surfing time on social network and blogging sites, nearly triple the percentage of time spent on such sites a year ago. According to comScore, a marketing research company that tracks Internet traffic, social networking sites accounted for 13.8 billion display ad impressions in August 2009, representing more than 25 percent of all

display ads viewed online, in a study of U.K. online display advertising on social networking sites. Social media is changing the way marketing is done. No longer can marketers rely on putting out one general message to the public. They have to also figure out how to influence people on a one-to-one basis online as these people will share their opinions and choices online and can undermine or bolster any traditional marketing campaign. In Malaysia, 80% of affluent Malaysians (those with a household income above RM5,000) use social networking sites. The opinions of bloggers and friends have become more influential than advertisements.

Using social media allows businesses to reduce cost of marketing or connecting with customers. A number of Malaysian companies use social network to promote their product or service. A recent example is mobile operator DiGi who used social networking to create awareness on mobile broadband. One of the many campaigns DiGi did was Pimp My Broadband (www.pimpmybroadband.com.my) which was a contest allowing people to post up creative videos to the site. DiGi used mostly Facebook and Twitter to spread the word and communicate with people. In another example, the Prudential insurance company was running in December 2009 a contest for which people were asked to guess the retirement fund a fictional character named Adam would need to retire comfortably. This campaign was heavily promoted over social networks and blogs.

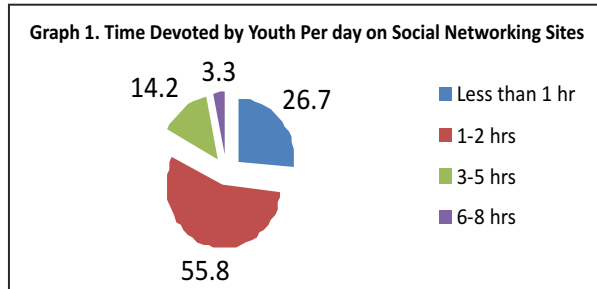
5. Research Methodology

Primary data were collected through filling up questionnaires. The questionnaire was well structured and the responses were sought from the respondents. The nature of questions was such that it avoided ambiguous responses from the respondents and it also helped in quick analysis of the data collected. Apart from the questionnaire, telephonic interviews were also conducted from the regular users of Internet and social media. The sample size is 120 youths in the age group of 18-27. Samples were randomly selected from different users of Internet who are also active members of social networking sites. The data was collected online where the questionnaire was circulated through e-mails and some of the data were collected through interview on telephone where the respondents were called over telephone to get a deeper insight and more information regarding the research. Also, data were collected through face-to-face conversations with friends who are regular users of internet and social networking sites.

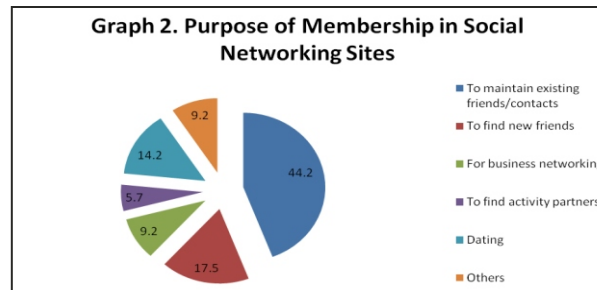
6. Data Analysis and Interpretation

From Graph 1 it would be noted that 55.8% of the respondents were busy on social networking sites for 1-2hrs while there were only 3.3% respondents using the social networking sites for more than 6 hrs. About 26.7%

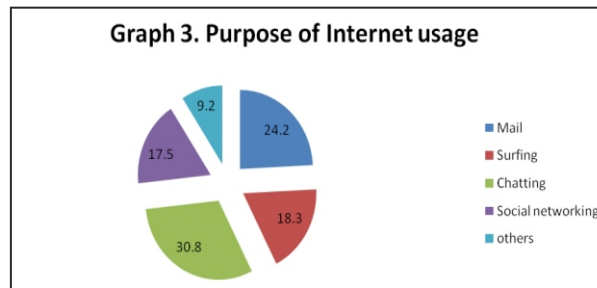
respondents use SNS for less than 1 hr and 14.2% respondents used SNS for 3-5 hrs. Further, a significant percentage of respondents used social networking sites for a shorter duration due to various reasons such as no Internet connectivity at home, residing at hostel with no Internet provisions etc.



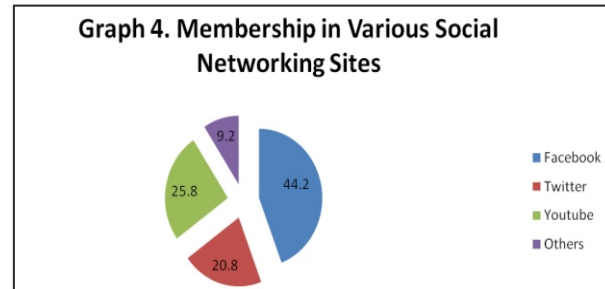
From Graph 2, it would be noted that majority(44.2%) of the respondents spend their time on social networking sites for maintaing contacts with their existing friends followed by 17.5% of respondents for making new friends. Many young people, specially students 14.2% use such site for dating purpose while 9.2% respondents use for business networking and other purposes. Almost 5.7% of respondents were of a view that they use SNS for finding activity partners.



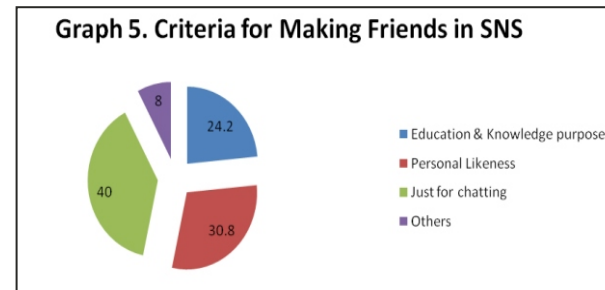
From Graph3, it would be noted that the main purpose of Internet usage by the respondents was for chatting (30.8%) and mailing (24.2%). In India, social networking sites are growing to gain momentum in its popularity and usage but have not yet reached the expectations matching the global scenario. Only 17.5% respondents reported social networking sites as their main purpose of Internet usage. While 9.2% of respondents use internet for downloading content, buying goods online, studying and reading e-books.



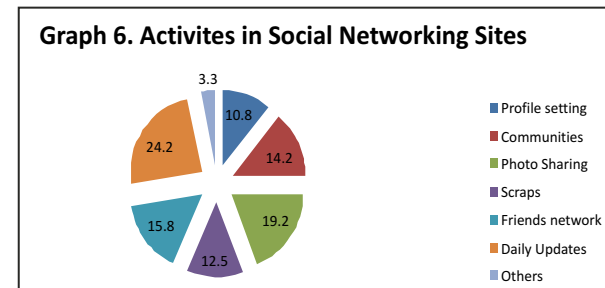
From Graph4, it would be observed that a remarkable 44.2% of respondents are members of Facebook which clearly makes a strong statement that being a member of Facebook is a status quo among Indian youth. Breaking the data down further, almost 25.8% of the respondents are members of YouTube and 20.8% are members of Twitter. Rest 9.2% of respondents are members of other networking sites.



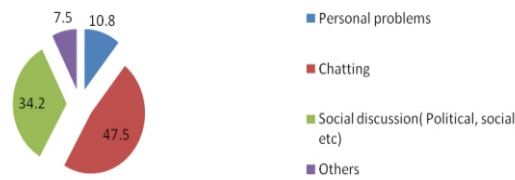
Graph5 depicts the basis on which the youths choose their friends online in social networking sites, 40% of respondents say that they make friends on SNS just for chatting purpose while 30.8% make friends online just on the basis of personal likeness. And 24.2% of respondents make friends online for education and knowledge purposes. Rest 8% of respondents make friends for other purposes such as for knowing culture and language. It states that youth at these sites give high priority for chatting and to their personal preferences and likeness in comparison to other logical or rational reasons.



From Graph 6, it would be noted that the most preferred activity in social networking sites is daily updates (24.2%) and photo sharing (19.2%). Other major activities include searching friends network (15.8%) and joining various communities (14.2%). While the preference is low for writing scraps (12.5%) and profile setting (10.8%). Rest 3.3% of respondents are busy in other activities.

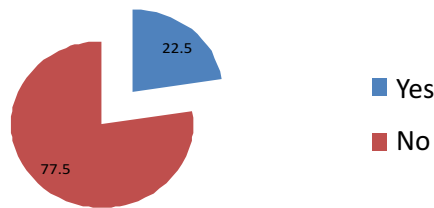


Graph 7. Preferable Topics of Discussion with Online Friends



Graph 7 depicts that, the most preferred topics of discussion on social networking sites are chatting (47.5%) and social discussion (34.2%), while only 10.8% of respondents prefer to discuss their personal problems in social networking sites. This indicates the degree of intimacy among online friends. Rest 7.5% of respondents are busy in other discussions.

Graph 8. Do you use Fake Identity in SNS ?



Graph 8 reveals that a vast majority of the respondents (77.5%) stated that they use genuine identity in social networking sites but 22.5% of respondents use fake identity for various purposes in social networking sites.

7. Conclusions and Suggestions

3.3% of the respondents use Social Networking Sites for more than 6 hrs, 14.2% use for 3-5 hrs, 55.8% use for 1-2 hrs, and 26.7% use for less than 1hr. Some of the respondents used social networking sites for shorter durations due to various reasons such as non-availability of Internet connectivity at home, and residing at a hostel/place with no Internet connectivity. As far as purpose of using Social Networking Sites is concerned, 30.8% of the respondents used it for chatting, 24.2% for sending mails, 18.3% for surfing, and 17.5% for social networking.

In the present technological era, most of users' day to day activities are affected by Internet.

No one will deny the benefits of Internet and social networking sites to keep track on the latest happenings and to interact with people, groups or companies that share person's interest. While social networks connect individuals or groups, they are also beginning to connect businesses. The features available on social networks are also improving. Location based services are beginning to appear. Imagine a social network that is a combination of all the features of Facebook, GPS and YouTube. A user could simply upload a video from their 3G phone or track their friends using GPS on Facebook. Integration between Twitter and Google Maps could allow users to track their friends on a map or update their location using GPS. Present study has concluded that most of the youths are using SNS for making their friends, sharing their personal information and chatting. Data shows that on an average people spent around 2hrs per day on SNS. It is found that 75% of the youth use real identity, but 25% of them use fake identity also. By the findings of this research, it is evident that only the time will tell how social networking will be in the future but it is certain that social networks will always connect people and is becoming a large community of our society.

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Foreign News and Benign Indifference: The Story of Indian Print Media

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ABSTRACT

A widely acceptable cliché - the media have a strong impact on how people view their world. Media presents centrality to public life as it provides environment for balancing issues of national importance. The dynamic and complex relationship between the Indian media and foreign issues has become a major concern in recent times. The Indian media is very keen to show interest in matters relating to countries in its neighborhood. A good number of researches have been conducted all over the world to investigate the role of media towards covering foreign issues. The present study helps to define the texture of foreign news coverage in the national dailies of India. The study tries to focus (qualitatively and quantitatively) on the coverage of foreign news. The Times of India and The Hindu were selected to serve the purpose with an aim to assess the role of print media in covering foreign affairs. The role played by the domestic and regional news agencies in India is negligible, not more than 15 % news stories are sourced from the international news agencies. Instead of mentioning distinctly the sources of news, the Times of India uses the umbrella terms like agencies; 17 % of the stories originated from the agencies for The Times of India during the study period. In case of The Hindu, the staff reporters and correspondents were the major sources of news accounting for 59% of total international news, significantly 32% news items were from International news agencies (AFP, AP, Reuters, IANS, Xinhua, Graphic News), followed by National news agency (PTI) as 10%. It shows that even the newspapers with profound international news aspirations and a diverse national readership base, such as The Times of India and The Hindu still are not able to rise above the traditional problems in foreign news coverage.

Keywords: Foreign News Coverage, Conflict, Objectivity, Bias, International Reporting, News Flow, News Determinants

1. Introduction

News has become a harmonized and ubiquitous genre over the years. A news story is important either as a part of valuable information or as a means to minimize our thirst and interest. Proximity is the determining factor recognized by editors and reporters as one of the characteristics of news. As a matter of fact, international news coverage by national dailies has reduced to a large extent.

Martin Moore and David Loyn, mentioned that foreign news coverage has declined in absolute and relative terms, (2010) in *Shrinking World: the decline of international reporting in the British press*. The convergence of media is promoted by the rise of the internet is reshaping international news coverage and

changing relations between nations. The tripartite relationship among the three P's as Public, Print, and Policy-makers is made tighter by the convergence powers of the web. Over the past three decades, there has occurred a decline in the amount of foreign news coverage in major U.S. daily newspapers. Emery found that international news as a percentage of the total news hole had shrunk from 10.2 percent in 1971 to 2.6 percent in 1988", (1989). Christopher E. Beaudoin, Esther Thorson coined that there shows a decline in the amount of foreign news coverage in major U.S. daily newspapers over the past three decades", (2001), in *LA Times Offered as Model for Foreign News Coverage*. Carl Sessions Stepp(1999), in *Then and Now*, formulated that foreign hard news had fallen from 5 percent to 3 percent of the total news hole

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and foreign stories were far less likely to appear on the front page.

2. Objectives of the Study

Objectives of the study are:

- (i) To estimate the total news space devoted to foreign news.
- (ii) To assess the pictorial coverage including cartoons / sketches
- (iii) To identify the sources of news to assess the aspect of objectivity in coverage
- (iv) To explore the comparison of editorials in different Indian newspapers with reference to foreign coverage.

3. Literature Review

3.1 International Coverage in foreign media

David Weaver and G. Cleveland Wilhoit came to the conclusion that foreign news is incomplete and biased, focused primarily on the developing world and is largely negative in nature", (1981), in *Foreign News Coverage in Two U.S. Wire Services*. In terms of sources and story characters, Wilhoit and Weaver determined that most international news is "official" news, focusing on stories that flow from government and involve "official" sources and characters. Johan Galtung and Mari Holmboe Ruge, (1965), in their work *The Structure of Foreign News: the presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers* dealt with hypothesis involving twelve factors (such as lack of ambiguity, references to elite nations, etc) which together are said to determine the structure of foreign news. Raymond F. Smith, after his study found that international relations, as per *The New York Times* are comprised of as predicted of a series of simple, discrete and dramatic events, (1969). Seib and Philip (2005) opined that the convergence of media cultivated by the rise of the internet is restructuring the international news coverage and changing relations between nations. Their study also revealed that the internet presents new challenges to systems of international relations, beyond news and other communications functions. On the other hand, H.DenisWu,(2007) commented on online and traditional media that the trade volume and existence of news agencies are the two leading determinants of international news coverage. The news media remain principal information sources for diverse policy and political constituencies, developing the capacity to better inform them remains a critical goal in a world increasingly shaped by the forces of interdependence, globalism, and Continuing international and "asymmetrical" conflict.

Bridge,(1995) commented that women were portrayed in a stereotypical manner in international news stories. A major concern for the developing and the developed nation is the imbalance in global news flow. International news is mainly the news stories from North America, Europe and in certain cases, the Middle East. It is very difficult to identify that the newspapers are not focusing on international news happenings that involved the United States. The media in many developed countries do not give emphasis on foreign news, which in anyway was mostly about events in countries that were large, rich or proximate both geographically and culturally. Further, such news was intently focused on the interests of the receiving country. Previously foreign news mainly dealt with politics, war, diplomacy, trade and now the scope of international news has expanded and includes sports, media and entertainment, finance, fashion and tourism. But, if we discuss about the media of the developing world we will find it blinkered and extremely inward looking.

3.2 International Coverage in Indian media

Indian media coverage of international news is "non-existent" as per Saeed Naqvi, (2007). "Take the recent Tsunami disaster" he added, "the BBC reporter was anchoring a one hour bulletin from Banda Aceh within a couple of days of the disaster. No Indian journalist managed to reach there". Even in the Andaman and Nicobar Islands, the Indian television companies however had no presence. The television crews managed to reach the islands only after the magnitude of the disaster became normal. In a typical Indian news organization, the foreign desk ranks well below the national desk. It's not hard to find the reasons for the bias. News media's own gate keeping mechanism and news flow by way of agencies are the determining factors.

International news and events are not covered under the pretext that there is a lack of appreciative audience for international content in India. "It is one of those convenient myths perpetuated by decision makers so that they can avoid applying their minds to make international stories relevant for their audiences", Seema Sirohi, (2010). The extent of coverage of international news and the quality of reportage in India is, "disgraceful" as per a Delhi based foreign correspondent (who pleads anonymity). The Indian media tends to focus only on a few countries with which India has strong relations. "It almost completely ignores Africa, the Caribbean and even Southeast Asia to some extent," Seema Sirohi, (2010). News organizations like the BBC and the New York Times devote considerable time and energy in an attempt to offer a well-rounded perspective on a country like India; no Indian publication or news channel on the other hand, covers either the UK or the US in such a comprehensive manner.

3.3 International Communication and NIIO

The flow and structure of international news are the most important factors in shaping the picture of the world. Consequently, the scientific study of the flow and structure of international news is significant. The determinants of foreign news coverage are very different from those entertained by the debate about the New International Information Order (NIIO): national interest and media traditions. Thus, the Indian newspapers devote little space to foreign news. The NIIO discussion suggests that third world newspaper, dependent mostly upon Western wire services, have little choice but to print what they get. It is far from clear why these agencies happen to be the only source used by third world newspapers when some of these have already attained an amount of financial sovereignty and more importantly, the way they structure the news is necessarily identical with that of the news eventually published. In a way, most third world newspapers or news agencies still suffer from the syndrome of looking at the world or interpreting the world through the vantage point of transnational news agencies. Horton (1978), Rubin (1977), Sussman (1977), Rosenblum (1977, 1979) and Righter (1978, 1979) talked about the present "order" to stress that structural dependence upon western agencies that results in an unbalanced foreign coverage, at the expense of the third world.

3.4 International news and Conflict

The advent of television has added increased the cross-cultural flow of news. International terrorism has always sought to achieve a very high media profile for its actions. Millions of people all over the world watched the live television coverage of the 11 September 2001 terrorist attacks in New York and Washington. The September 11, 2001, terrorist attacks in the United States had increased some world news reporting for a while in general, but for many years coverage of international news has been declining. In some countries, just a few months after the tragedy of September 11 saw increase in international news coverage and it began to decline again. The element of violence in terrorism often seemed secondary to that of dominating newspaper headlines and television coverage. Rather in most cases, violence or televised violence became the primary news value. Even in the developed and free, democratic nations, news and information is subject to parochialism and unbalanced coverage or just plain omissions of the major issues.

4. Research Methodology

The technique of content analysis, both quantitative and qualitative, was employed in the analysis of the coverage of foreign news by the two prominent national dailies-*The Times of India* and *The Hindu*. All the news stories, articles, cartoons, photographs and editorials related to foreign news coverage in these two newspapers, were analyzed for

the time period of seven months i.e. from January 2011 to July 2011. The sampling technique is purposive. Each newspaper was scanned, especially its front page, editorial page and global/ international page for foreign news. Each sampled newspaper then was analyzed for one day in a week starting with Monday and once seven days were covered over a period of seven week, the researcher had reverted back to Monday on the eighth week. Likewise, each day in the week was analyzed taking the total sample size to 62 with *The Times of India* and *The Hindu* together. The process ensured equal importance to all the days in a week at both conflict ridden times and normal times and left less room for error. All the editorials, articles, cartoons, sketches, news stories and photographs published on those days were analyzed by applying both quantitative and qualitative approach. The editorial page of the newspaper reveals specific opinion on a given topic and hence, reflects the paper's editorial policy. The photographs as always remain an imperative and crucial device for grabbing the reader's attention to a particular development in the entire saga.

4.1 Sources of international news

Six major sources have been identified ranging from staff reporter to the top three global news agencies (AFP, AP and Reuters) and other western and Asian News agencies. The news where the source names were not mentioned taken under not mentioned category. Staff reporter correspondents were clubbed together from one single sort. The mostly preferred trend of *The Times of India* is that instead of mentioning distinctly the agencies name, the newspaper uses the umbrella term, 'agencies', and thus agencies is another category. Out of the total 260 international news stories of *The Times of India* 87 (33%) comes under not mentioned group, 78 (30%) news from international news agencies (AFP, AP, Reuters), 44 (17%) agencies news, 38 (15%) news from national news agency, 13 (5%) were from staff reporter correspondent.

After analyzing *The Hindu* it has been found that the newspaper is strictly dependant on its own foreign city based correspondents and staff reporters. Out of total 215 international news, maximum number of stories 126 (59%) were supplied by their own staff reporter correspondent. Significantly 68 (32%) news items were from international news agencies (AFP, AP, Reuters, IANS, Xinhua, Graphic News), followed by a national news agency (PTI) is 21 (10%). The researcher found that unlike *The Times of India*, *The Hindu* has not gone for using any opaque terms like the agencies .

5. Analysis and Discussion

5.1 Space devoted to foreign news / pictures

Space devoted to foreign news in the front page (1764.421), editorial page (2177.977) and global page

(5790.312) of *The Times of India* is 9732.71 col. cm. Total print space is 32574.2 col. cm, the space for advertisement in the front page, editorial page and Global page is 6694.64 col. cm and the total news hole is 25879.56 col. cm. Whereas space devoted to foreign news in the front page (1866.935), editorial page (3109.564) and international page (7860.499) of *The Hindu* is 12836.998 col. cm. Total print space is 33266.067 col. cm, where the space for advertisement in these three pages is 2917.474 col. cm and the total news hole 30348.593 col. cm.

5.2 Space devoted for Foreign Pictures including cartoons / sketches

Total Space devoted to International pictures in *The Times of India* is 1590.536 col. cm; that comprises of, at the front page 268.43 col. cm, editorial page 269.43 col. cm and in the global page 1052.676 col. cm. Total number of foreign news pictures which have been published in *The Times of India* is 153. On the other hand, space distribution for international pictures in case of *The Hindu* stands at 2252.5 col. cm; that comprises of, at front page 519.8 col. cm, in the editorial page 96.1 col. cm and in the global page 1636.6 col. cm. Total number of foreign news pictures which have been published in *The Hindu* during the period is 79.

To discuss the story angles of international news in the editorial pages of *The Times of India* and *The Hindu*, it is found that international coverage in both the newspapers are more negative than positive. Crime coverage was extensive and often wallowed out in personal details. Maximum number of stories in *The Times of India*, (i.e. 65%) talked about murder, crime, violence, kidnapping, terrorism, and bomb blast and in case of *The Hindu*, 60% news items were mainly about conflict and terrorism. Development news and news on women, the elderly and children were conspicuous by their absence in foreign news section, especially in text. 25% and 15% of news stories can be taken to have a positive angle in *Times of India* and *The Hindu* respectively and 10% (TOI) and 25% (*The Hindu*) news items can be categorised as neutral.

The study suggests that *The Times of India* has been successful in its attempt to cover the world for its diverse community. To begin with, it is apparent that *The Times of India* has prioritized foreign news coverage. Although, the news hole measures are different for various cited studies, it is impressive that foreign news has made up a large percentage of the newspaper's total news hole. In addition, *The Times of India* offered more context than expected, and its coverage focused heavily on Pakistan and American affairs. Also, on the positive side, the study found that *The Hindu* does not focus on the news from the United States and other Western nations alone. American and other Western sources were found at lower than expected

rates. Coverage, especially in terms of printed text, shows that *The Hindu* is attempting to present a broader picture of the world. The study reveals that *The Hindu* focuses more on the developing world than the developed. Curiously foreign news in both the newspapers is carried in snippets and is usually accompanied by large pictures. Photographs of the developed world were deemed more newsworthy, especially in case of *The Times of India*.

Foreign news coverage by these two national dailies carries some weaknesses. Foreign news coverage in these newspapers showed an impressive amount of contextual information. Similar to the findings of previous studies, international coverage in *The Times of India* and *The Hindu* are more negative than positive. Coverage of the developing world was more negative and loaded with negative news frames and domains than that of the developed world. Conflict, military and security issues and politics are the highly preferred criteria in covering foreign news. The prominent Indian national dailies with its expansive reporting team, should take major step to improve upon the standards of global news coverage. The study reveals the age-old malaise affecting Indian journalism of not spending money and resources on collecting information unlike Western journalistic practices. The newspapers under discussion are essentially the two most influential newspapers of the country and their inability or unwillingness to spend on news gathering practices smacks of a deep rooted crisis in Indian journalism. The study suggests that the Indian journalism will need to continue evolving as the world grows closer and more closely interrelated, just to survive if not for the purpose of upholding a better quality of journalistic practices. With the internet and social media marching in, the high-handedness in news distribution exhibited by *The Times of India* and *The Hindu* is unlikely to draw readers and more likely to draw flak. It also leads to a serious erosion of the credibility of these two newspapers as they are inescapably a part of a smaller world where except for the stories from deep down Africa, people are reliant more and more on instant and diffused media stories. The deeply entrenched imbalances in the news flow may be a thing of the past, but the centre to periphery phenomenon in news flow still persists and while *The Hindu* tries to stem the rot by providing a wider spectrum of news from developing societies, the typical practice of *The Times of India* to dwell on happy-go-lucky aspects of the developed world in essence further emphasises the story of imbalance in international news flow.

6. Suggestions

The study suggests that a lot of efforts are required from Indian newspaper particularly, the giants like *The Times of India* and *The Hindu* to break the jinx of dependency on foreign news sources regarding the news coverage and presentation of the events of foreign nations. In this

endeavour, Indian newspaper barons will have to put more money and resources for collecting and gathering the news of foreign countries. Further, Indian dailies will have to produce wider coverage of the world with more positive news. This will help the readers to comprehend the global scenario in holistic and broader perspectives.

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