

# Pragyaan : Journal of Mass Communication

---

Volume 11, Issue 2, Dec. 2013

---

- Patron:** **Prof. (Dr.) M.P. Jain**  
Pro Chancellor and Vice Chancellor  
IMS Unison University, Dehradun
- Chief Editor:** **Prof. (Dr.) Pawan K Aggarwal**  
Associate Pro Vice Chancellor  
IMS Unison University, Dehradun
- Editor:** **Dr. Kumar Rajyavardhan**  
Assistant Professor  
School of Mass Communication  
IMS Unison University, Dehradun
- Professor-in-charge  
Research Publications:** **Dr. A.S. Pandey**  
Professor, IMS Unison University, Dehradun
- Advisory Board:** **Prof. Devesh Kishore**  
Professor Emeritus,  
Journalism & Communication Research  
Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya,  
Noida Campus, Noida - 201 301
- Dr. K V Nagaraj**  
Professor & HOD  
Deptt. of Mass Communication  
Assam University, Assam
- Prof. Ram Mohan Pathak**  
MMMH Patrakarita Sansthan  
MGK Vidyapith University, Varanasi
- Dr. Anil Kumar Upadhayay**  
Professor & HOD  
Deptt. of Journalism & Mass Communication  
MGK Vidyapith University, Varanasi
- Dr. Gurmeet Maan**  
Head, Deptt. of Journalism & Mass Communication  
Punjabi University, Patiala

Copyright @ 2013 IMS Unison University, Dehradun.

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The Editorial Board invites original, unpublished contributions in the form of articles, case studies, research papers, and book reviews.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the Institute.

Although every care has been taken to avoid errors or omissions, this publication is being sold on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors, publishers and sellers who do not owe any responsibility for any damage or loss to any person, a purchaser of this publication or not, for the result of any action taken on the basis of this work. All disputes are subject to Dehradun jurisdiction only.

## **Panel of Referees**

### **Prof.( Dr) Girija Shankar**

Dean., Department of Journalism and Mass  
Communication

Dr Bhim Rao Ambedkar University, Agra

### **Dr. R.K. Sohane**

Director, Extension Education

Bihar Agricultural University

Sabour, Bhagalpur

### **Dr. Vir Bala Aggarwal**

Professor & Chairperson

Department of Journalism & Mass Communication

Himachal Pradesh University

Summer Hill, Shimla

### **Dr. Manoj Dayal**

Prof. & Dean, Faculty of Media Studies

Guru Jambheshwar University of

Science & Technology, Hissar

### **Dr. Dev Kumar Pukhraj**

Senior Editor

ETV News, Ramoji Film City, Hyderabad

### **Arun Ashesh**

Political Editor

Dainik Jagran, Patna

# From the Chief Editor

---

We draw immense pleasure in presenting the December 2013 issue of our research journal - **Pragyaan: Journal of Mass Communication**. It continues to gain appreciation and accolades as it provides a platform that stimulates and guides the intellectual quest of Mass Communication scholars. Pragyaan: 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 21<sup>st</sup> 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.

We would like to express our gratitude to Shri Amit Agarwal, Chairman, BOG, Prof. (Dr.) M. P. Jain, Pro Chancellor and Vice Chancellor, Members of the Advisory Board, Pragyaan: JOMC, and the reviewers for their constant guidance and support.

We appreciate the efforts made by our team of professionals comprising of Dr. A. S. Pandey (Professor-in-charge, Research Publications), Dr. Kumar Rajyavardhan (Editor Pragyaan: JOMC), and all colleagues of the School of Mass Communication, in preparing this reader friendly manuscript for the press.

We express our sincere thanks to our valued contributors for their scholarly contributions to the journal.

We continue our endeavour to harness the 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, addresses areas of improvement, and clearly conveys the editorial decision.

We wish to encourage more contributions from the academic community and industry practitioners to add value to the journal. We have tried our best to put together all the research papers/articles, coherently. Suggestions from our valued readers for adding further value to our journal are however, solicited.

**Prof. (Dr.) Pawan K Aggarwal**  
Associate Pro Vice Chancellor  
IMS Unison University, Dehradun

# Pragyaan: Journal of Mass Communication

Volume 11 : Issue 2. December 2013

---

## CONTENTS

### *Research Papers/Articles*

---

1. **Future Media at Your Finger Tips**.....1-3  
*Subhakar Patnaik*
2. **Images of Femininity: Negative Media Portrayal** .....4-7  
*Dr. Archana Katoch*
3. **Influence of Electronic Media on Reading Habits of Youths**.....8-13  
*Deepak Uniyal*
4. **Public Service Broadcasting System in India: Diversity and Pluralism in Media** .....14-20  
*Dr. Rajesh Kumar*
5. **Ramifications of Social Media** .....21-26  
*Dr. M. Rabindranath*
6. **Women's Perception of Science Coverage in Mass Media** .....26-31  
*Prof. Manoj Dayal, Prem Monga*

# Future Media at Your Finger Tips

---

*\*Subhakar Patnaik*

## ABSTRACT

This research paper brings out a glimpse of the future mode of media, especially in India. The Print media which was and is still a dominating force, has got stiff competition from electronic media, especially television media. Television media, in India has become a parallel to popular media within two decades. But, both print and television media have now got another competitor from web media which is penetrating among Indians very fast through portals, social media and others. Increasing use of latest gadgets, like smart phones, have acted as a catalyst for this web media. This paper provides a picture of future mode of media in India.

**Keywords:** TV, Print, Internet, Social Sites, Technologies

### 1. Introduction

Shall we say, the mode of mass media has gone a long way, or still at the beginning? Has disseminating information, be it news, entertainment, or education gone through various phases over the centuries? What is the future mode of information spreading? All these questions bring a vivid imagination among the people who are involved in this line for decades or among those who are aspiring to make this sector part of their career. People who want to take up and are going through the journalism career must be anxious about the future media. It must have come to their mind or they must have discussed with their pals and teachers about which medium of media will boom, what will be the future medium of media, how it will shape their future, what will be the career prospect in those mediums, what has to be done to enhance the skills to get into that and also what will get obsolete in coming days? People who have been in this field for long, have varied opinions on all these things. To justify their views, they may place different arguments, incidents and examples.

### 2. Evolution of Television Media

When, in India, the Television media started prominence with the entry of private TV channels in the nineties, many voiced concern over existence of print media. With the rising popularity and expandability of TV channels, many opined that the print media will be obsolete in a decade or

two. They even expressed concern about the career prospect in print media. Even some didn't hesitate to bring in the environment consciousness by linking and explaining on how many trees are cut to make paper. How the TV media can save the environment, like this. Similarly, examples were given that TV media gives the news and information very fast. There is no dead line in TV news. The moment the news comes, it can be aired and communicated to the viewers. It is more effective with visuals. 'A picture is worth than thousand words'. But, to get the news and information to print, one has to wait for the next day morning. Reasoning such arguments, many stressed that print media will get obsolete sooner or later. But, on the course of time, with the expansion of TV channels, the Print Media also prospered. The Indian broadcasting sector has grown from one channel in 1991 to 852 at the last count. After statutory rationalization the number now stands at 795 odd channels. During this time the newspapers and periodicals also saw increase in its number, circulations and readership in India. With the advancement of technology, more number of news papers are published with better print quality in no time. Similarly, with improvement of transport facilities, news papers are reaching nook and corner of the country within a stipulated time. With spread of data transformation facilities, Multi Edition became a boon for the newspapers and it became feasible to provide papers to remotest

---

*\*Editor- ETV News, Ramoji Film City, Hyderabad*

place, with a touch of regionalism.

The equation differs from country to country. But, the Indian newspaper market is growing at a double-digit C.A.G.R. [Compounded Annual Growth Rate] of 10% and would emerge as the world's sixth-largest newspaper market by 2017 as per industry reports on media and entertainment. The regional and vernacular print sector is growing on the back of rising literacy and low print media penetration as well as the heightened interest of advertisers wanting to leverage these markets. According to industry sources, print has a combined market penetration of approximately 14%. Therefore, the print industry has the potential to expand its footprint and readership across the national canvas. This sector, thus, would be able to weather the shifting sands of technology at least in the Indian context. So, one can expect that the print media will exist for the time being and there is enough scope to grow.

Besides, Print media, the present day craze is TV media. In just over two decades, the TV channels have grown from one to 795 in India. With the advancement of technology, this media managed to spread its wings quite rapidly. Direct to Home (DTH), HITS, digitization of channels, helped more and more channels available at the button of remote controls. DTH, made TV viewing possible even in remote areas, where cabling is not feasible. Channels of different types are available based on taste and interest of the viewers. Channels can be broadly seen as GEC (General Entertainment Channels), Infotainment (Mix of Entertainment and News), 24 hours News Channels (Fully News based) and specialized channels such as based on Health, Tours and Travel, Science, etc. There are 154 million TV households in India. This number is increasing speedily. So, this makes large scope for channels to reach them through this media. Despite there being 395 odd news and current affairs channels, unfortunately the news and current affairs genre makes up only 7% of the total television viewer-ship (According to TAM CS4 + all India weekly average for 2012). The remaining 93% of this universe is occupied with general entertainment channels. This reveals that the viewer-ship in News and Current Affairs can be improved that should facilitate garner larger viewers.

TV media will retain its craze in coming some decades. But, the shape, size and format of Idiot Box may see drastic change. From a box size it has already been turned to a slim trim rectangle with Plasma, LCD, LED, 3D technologies. But, as people are becoming more busy and

always on the move, the Television has no other option but, to become more compact and trendy. Now, channels are coming on Mobile and Tablet handsets. With the advent of 3G and 4G technologies, these channels are now viewed through handsets. Though, 3G and 4G has not yet been a material of common people, still sooner it will be at every corner of the nation. Big players like Reliance and Bharti are already under this category. As these technologies will be available at cheaper level, different channels can be seen through hand-held sets without any difficulties. This will increase the viewership of different channels and bring in a new era of channel viewing.

### **3. Evolution of Internet Media**

With the spread of broadband and wireless technologies like 2G, 3G and 4G, another mode of media, namely, internet will be multiplied. Internet is a broad medium of passing of information and the future mass media which is spreading rapidly, not only among the present generation people, but also among the kids and youth. Web portals, Social sites like Face book, Google+, Orkut, Tweeter, audio and video sharing websites like Youtube, dedicated data transfer, E-mail, Blogs, etc. are part and parcel of Internet. News portals, Portals on specialized issues, subjects, E-commerces sites, on line shopping, banking transactions and many more have been using this media. Both from private and government side, large efforts are made to spread use of broadband and internet. This is clear from the statement of Department of Telecommunications (DoT) Secretary M F Farooqui to news agency PTI on 25th September, 2013 about Indian Government's effort to make availability of broadband to its people. The government has lined up investments of about 250 billion rupees towards laying of optic-fiber cables to provide broadband connectivity right up to village level by 2015. Farooqui has informed that the reality is that the next big burst of growth will come from data and hence effort is being made to increase the penetration from the present level of about 15 million broadband connectivity to about 175 million broadband connectivity by 2017 and increase it to 600 million by 2020. Farooqui while speaking at the 12th edition of 'CONNECT 2013', organized by trade body CII, stressed that once this is done, this fiber can become the medium for carrying all kinds of services like e-governance, entertainment, education, health, and telemedicine, and it can create a lot of local products at the district level, at village level, and at the local dialect.

This effort of Indian government also tells that many government departments are adopting internet to execute their job and to meet the requirement of the people, as it is faster, less dependent on human mechanisms and more transparent. Internet has become one of the most sought after mass media through which one can reach to millions and billions of people without any limitations of boundaries of any nation or continent.

Eric Schmidt & Jared Cohen of Google in their seminal treatise made some observations. They observed that the internet is the largest experiment involving anarchy in history. It represents the largest ungoverned space on planet earth. Never before in history have so many people from so many places had so much power on their finger tips. Every two days more digital content is created than from the dawn of civilization until 2003. What is evolving is a tale of two civilizations; one physical that has evolved over the millennia and one virtual that is still very much in formation. The New Media rides on the back of this World Wide Web. Eric Emerson Schmidt, born April 27, 1955, is an American software engineer, businessman, and the executive chairman of Google, whereas, Jared Cohen, born November 24, 1981, is the Director of Google Ideas. Some of their observations clearly indicate how powerful internet is, as a future media.

The internet users in India are nearly 124 million at present and expected to grow to 370 million by 2017. Nearly 80 million people in India are using Social Site Facebook and around 18 million Twitters. Comparing with the population of India at 1210 million, this figure may look small, but the rate at which the internet users are growing is astounding and with the penetration of mobile phones, especially, smart phones, the users of Internet can be expected to faster. Presently, around 867 million mobile phones are being used in India. From the number of users of mobile phones, one can presume on how fast internet can penetrate across the nation, when data services through 3G, 4G will be available on the handsets. And this target is not far away when the internet will be accessible to the people at affordable cost and with better band width. This will boom the future mass media in the virtual world.

Though, already millions of websites have opened new vistas and there is no hard and fast restriction on creating any number of websites, the real hurdle comes for any entrepreneur or creator of the website is to get regular site visitors. Here the competition is not among ten's, or hundreds of similar websites, but among thousands, ten thousands and millions of visitors. Here the issue is not whether one could reach to them, but the issue is whether the visitors or your customers are interested to visit your site or not. On account of huge competition, technically, innovation and adaptability wise, one has to work very hard to hold its loyal and regular visitors.

#### 4. Conclusion

Modern internet, hardly few decades old, is still in nascent stage. There is hardly any strong policy and regulations set up in developing countries like India. Due to diluted regulations, there are many incidents of misusing this media. But, it is a strong future mass media and need to be honed carefully so that the future generation can benefit largely from the large knowledge base it can disseminate instantly and without any barrier of land. This media also provides ample flexibility to every individual to pass on their knowledge, information, thoughts, likes, dislikes, and sentiments, and emotions. So, internet seems to be the future mass media, which is going to be soon available at your handsets, at your finger tips and one need not require sitting somewhere to access it, but can also use it on the move.

#### References:

- 1] Speech of Union Minister of Information & Broadcasting, India, Manish Tiwari on 24<sup>th</sup> August on occasion of National Media Centre in Delhi. <http://pib.nic.in/newsite/erelease.aspx?relid=98904>
- 2] News item provided by PTI on "CONNECT 2013" organized by CII at Chennai Trade Centre, Chennai on 24<sup>th</sup> and 25<sup>th</sup> September, 2013

# Images of Femininity: Negative Media Portrayal

---

\*Dr. Archana Katoch

## ABSTRACT

Media has immense power to influence the process of socialisation. It shapes ideology and thinking by gradually moulding public opinion, personal beliefs and even people's self-perceptions. Women have contributed in every field and made country feel proud at every occasion. They are in fact, leading the country, making milestones and have become source of inspiration. Even though some progress has been made but women are still in need of better representation in the media. Unfortunately, now-a-days media is wavering from its actual role and giving biased information, which makes development of the society more difficult. Women are one of the main targets in media. Portraying women as equals in the society is a subject arena that has been given low priority by the Indian media. There are different media images and representations of women but many of them are stereotypes, which reflect and reinforce sexism in society. The power of creating media reality is concentrated in the hands of few people and their biases and their profit motives operate in the creation of a reality, which is often distorted. The Indian media needs to be sensitized to gender issues and must focus on women empowerment in India.

**Key words:** Biases, Empowerment, Portrayal, Stereotypes, Sexism

### 1. Introduction

Media plays an important role in the dissemination of information and for the empowerment of women. Media reports are reflection of happenings in the society. The subject of image of women in the media has drawn attention of media critiques in the present times. There are social dangers on account of the image of women that prevail in the society. For years, the media has been influencing society in various ways. The media portrays women in an unrealistic, unbalanced and indecent manner. Women are one of the main targets in media. Portraying women as equals in the society is a subject arena that has been given low priority by the media. Women are the voice of half of the world and that voice is often silenced, marginalised or circumscribed (Mayor, 1999).

Mission of journalism is to innovatively create a humanity that lives as one unit. The Prime objective of media is to serve people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased and decent manner. There can be no culture of peace without gender justice. Gender justice refers to the equal valuing of the roles of women and men. When women and men have relative equality, economies grow faster and

there is less corruption. When women are healthy and educated, their families, communities and nations benefit to a great extent.

Gender injustice holds back the growth of individuals, the development of nations and the evolution of societies to the disadvantage of both men and women. However, it is a harsh reality that women have been ill treated in every society for ages. In spite of the fact that state is empowered to adopt measures of positive discrimination in their favour, women of India continued to bear the brunt of societal discrimination. In our country, the status of women is undergoing a remarkable change. Women entering the labour market are on the rise, there is an increase in the number of educated women, and heightened awareness of their mobilization to fight discrimination.

In the new era, media has assumed prominence because of its potential as a 'change agent'. It informs, innovates, moulds, and impresses people living in a country or region. In this light, present study has been undertaken to study the actual image of women in the media. In order to draw inferences, different types of research studies were conducted to reveal the image of the women portrayed in the media.

### 2. Review of Literature and Critical Analysis

---

*\*(Assistant Professor), Department of Journalism & Creative Writing,  
School of Journalism, Mass Communication and New Media,  
Central University of Himachal Pradesh, TAB, Shahpur, Distt.-Kangra-176206*



The media constructs reality for its audience. Media presents ideologies and value messages. The media decides what the public observes and how it is portrayed. The media has several common themes on the representation of women. These media images of the women are seen on bill-boards, magazines, in commercials and in advertisements.

Striegel-Moore and Smolak (2000) found that beauty is the core feature of femininity as portrayed by the media. This thin ideal is widespread, and encourages women and men to focus on a woman's appearance and body shape. Women are predominately portrayed in the media as thin, waif-like women, without imperfections. Some women are negatively affected by constantly being bombarded with this thin ideal. Plastic surgery, drastic dieting, low self-esteem, negative body image and disordered eating are all integral part of what may happen to women who are constantly in contact with the thin ideal.

According to Pollack-Seid (1989), the popular media does not show heavy women leading normal, multifaceted, social lives and they are often observed as objects not fit for love. To be thin is to be loved, and to be heavy is to be unlovable. Cash & Pruzinsky (1990) found that slim women are seen as glamorous people leading glamorous lives and heavy people are seen as lazy, unhappy people not worthy or able to lead a glamorous lifestyle. This "new religion" to attain the ideal body is painful and a long road to travel. Media images of the unattainable thin body can be found almost anywhere. The artificial look actually turns women into objects (dolls, puppets or masks) rather than human beings.

Another theme is the so-called dismemberment of women, which represents women as fragmented, ideal body parts (lips, legs, breasts, butts, torsos). Such images often do not include the woman's head, which shows that females are not valued for their intellect. Women are seen as objects rather than real people with feelings, dreams and desires of their own.

Women are also often presented as commodities for male pleasure and consumption. For example, in some advertisements females are associated with the product being advertised, thus promoting the idea that they are equivalent and interchangeable pleasure objects. Through this commodification women are denied their humanity and subjectivity. Advertising has historically included stereotypical and unrealistic images of women (Paff & Buckley-Lakner, 1997).

Media tells woman that they are nothing without their looks. Media allows women's bodies to be objects for men to look at and lust after. The messages that the media and society send women about the importance of their appearance is internalized by women and tends to get

deep-rooted in their core beliefs about themselves.

The media portrays women in an impractical manner. Female models in the media are predominately thin, tall, big breasted and Caucasian. Society and culture advocate on ideal body shape that all women should and need to attain to achieve true happiness. Women resort to plastic surgeries, extreme dieting, and spend large amount of money on beauty products to get the image of the thin ideal. Viewing the thin ideal everyday on television, in magazines and on bill boards may decrease women's self-esteem, negatively influence body image, and lead some women to clinical eating disorder behaviours.

Another theme shown in media is the so-called feminine touch. Women's hands in mass media images are often shown tracing the outlines of objects or caressing their surface which conveys the message that the product is precious and desirable. Self-touching is a variation of the feminine touch pattern, the precious product being the woman's body itself.

The positioning of women in relation to men displays certain socially acceptable roles which is also a common way to represent females in media. A person's position and behaviour towards other people can be expressive and symbolic, and can his or her social identity and relationship with others. Every culture develops symbolic codes, so-called codes of indicative behaviour that express idealized social identities and relationships. For example, females are often shown as shorter than men although this is not always the case in real life. This is done because if the woman is taller than the man she is seen as the one having the power in the relationship, which is against the stereotype. This pattern of media representation of women is called the relative size.

Besides a person's position in relation to others, activities can also symbolize function ranking that is social theme. Very often men in media images are presented as carrying out the senior functions (executive or leadership role), while junior functions (supportive, assistant or decorative role) are left to women.

Indicative behaviour shows subordination of females to males in various symbolic ways. This is called ritualization of subordination. One way to indicate the subordinate position of a woman is to place her physically lower than a man, for example, on a floor or bed. Further, in images showing a kiss or embrace, women are most often shown leaning back and submitting to men. In many music videos, for example, males are chasing females and females actually want to be caught. In real life, this may lead to expectations that women should always submit to men's sexual desires and that when women say no they actually mean yes.

Another role that is often assigned to women in media is a

childlike role, such as sitting on a man's knee, being lifted up in the air or being protected by a man. This may be interpreted as a message to women asking them to stay passive, powerless and dependent.

Further, women are often shown as withdrawn from active participation in the social scene and therefore, dependent on others, for example, looking dreamy and introverted, overcome with emotions or symbolically silenced with hand over the mouth. On the other hand, the stereotype for men is to represent them as active, engaged and in charge of the situation.

The Canadian Health Network found that the average female model is not only much taller than the average woman is, but weighs nearly 25% less. It is also found that when the Australian magazine 'New Woman' departed from usual procedure and ran pictures of overweight or even normal weight women, they received letters overwhelmingly in support of this realism from readers. However, advertisers reacted negatively, and the program was discontinued.

If a woman wins a beauty contest, magazines or newspapers in particular give much importance to the news and even take her photographs on cover page but, at the same time if a woman gets the Nobel Prize she gets limited coverage. Here the difference of judgment in women's issues is quite marked in our media. Similarly, the daily newspapers rarely put women's news and their development. Rather they prefer reporting on rape, atrocities, crime, sexual harassment and abuse of women prominently in their columns. Besides Sunday and Saturday special glossy editions on women's leisure, fashion, beauty and other luxurious news items with erotic photographs are issued from time to time by daily newspapers (Dhar & Pattnaik, 1996).

Generally Indian magazines are known for the portrayal of women as sex objects, consumers and slaves. Women journals are mostly elitist and sexist. By reinforcing sex stereotypes and constantly glorifying motherhood and wifehood, the print media makes it difficult for women to break out of these prescribed roles, norms and behaviour patterns. Such conservative depictions reduce the statements about sex equality and equal participation of women contained in the Constitution to mere window dressing (Chopra, 2008).

Television is also a culprit, despite gains in recent years. Most heroes and protagonists, particularly in prime time programming, tend to be male. Studies indicate that nearly seventy five percent of all female characters in sitcoms are underweight, and those that are overweight are often the subject of comments or jokes about their bodies, made by male characters.

The problem is not only the images that are portrayed, but

also those that are not. For example, women's sports receive far less airtime than men's sports on network and cable programming. Women are used to sell any product from soap, towel, detergent, food to cars.

Video games are another important subject of concern. It is found that the majority of female characters in video games were inadequately dressed and highly sexualized. Some popular video games even portray, and some say glorify, violence against women. The Grand Theft Auto series featuring prostitutes is a commonly cited example.

The film industry is often seen as not only pandering to stereotypes, but also discriminating against older women in leading roles. The number of roles for leading women is far below that of men.

Sexualisation of content is increasing. Music videos that contain unflattering and aggressive lyrics about women are also of high concern to women's and children's advocates, many of whom see this gender baiting filtering its way down to sexual harassment of girls in schools.

A downside to the internet is that it facilitates the exploitation of women as well, through the proliferation of pornography and trafficking. A New York Times article recently reported that the number of websites aimed specifically at women have increased in recent years. A particularly lucrative sector has emerged in the "mommy blog" industry in the developed world.

Women also continue to be underrepresented both in the ranks of professional journalists and as the subjects of "hard" news stories. Hard news refers to political and economic stories; soft news refers to lifestyle, home, and family stories. The Global Media Monitoring Project (GMMP) found that during 2000-2005, 57% of news presenters were female. But only 29% of all news stories were written by women. The GMMP also found that only 32% of hard news stories were either written or covered by female journalists. Sunday morning news talk shows are considered prime time for hard news (Meet the Press, etc). Beyond a few familiar faces, studies have also found that women are much less likely to be included on panels and, when they are, they are given less air time than male guests. There has been a consistent theme throughout the centuries where women have been thought of as the 'lesser' sex. They have always been thought to have lesser intelligence than men do.

As far as role of women in leadership positions within the media industry is concerned, it is found that women are underrepresented in executive positions in media companies and entertainment studios. They are also underrepresented among film directors and cinematographers. This lack of participation in vital cultural messaging portrays their lack of participation in decision-making in a society. This trend holds true in nearly

every country, and tends to impart gender inequality.

Role of media is changing from a mission to business. Rush for money and materialistic assets had forced the mass media to indulge in yellow journalism, and communicating the obscene, immoral, untoward, and anti-social content. A media house enjoys a symbiotic relationship with corporate houses. Advertisements and TRPs are the new driving forces of the media industry. The power of creating media reality is concentrated in the hands of a few people and their biases and their profit motives operate in the creation of a reality that is often distorted.

The lack of gender sensitivity in the media is often evidenced in the failure to eliminate gender-based stereotyping. Overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereotypes. This distorted portrayal has perpetuated inequalities in homes. Statistics reveal that women and girls are more undernourished and uncared than men and boys. Media does not only influence the social image of women but also it has distorted their self-image. Most women are themselves consumers of anti-women media. Media affects their socialization process, it influences their choices regarding what they consume and wear, how they behave, what they learn, and to what they ultimately become. By doing so, media has clearly discouraged the emergence of a new woman, a new man and a new relationship between them. Instead of empowering women, it weakens them by reinforcing biases in development plans.

### 3. Conclusion

It is observed that there is no revulsion, no change to biased media projections of the women and no regrets from any part of the society. We have somehow taken the degrading portrayal of women as a way of life and it has been realized that the coming generation will have absolutely no respect for their sisters, wives and mothers. There should be positive portrayal of women in the society, taking note of their role in all facets of life and prepare the women to play their rightful and equal role in society. To bring this change, it is necessary to monitor media and point out their merits and demerits continuously. Further, debates, discussions, conferences and trainings on communication issues and the image of women in media should be organised to stimulate journalists,

communicators, change agents, governments and private sector to adopt comprehensive information and communication policies to respond to this problem. As a social constructor and representative of people, media should acknowledge its moral responsibility to portray positive image of women in the media. Media should also work to overcome the barriers of stereotypes, prejudices so that both sexes are able to equally contribute to and benefit from economic, social, cultural and political developments within the society, and have gender justice and democratic order. An innovative campaign should be launched against negative, indecent and stereotyped projection of women in the mass media to instil a sense of respect for women in all spheres of life. Further, should also project women in a more positive, proactive and empowered manner, which can have maximum impact on the society and bring about an attitudinal and behavioural change of people towards women.

### References

1. Cash, T.F., & Pruzinsky, T. (1990). *Body Images: Development, Deviance, and Change*. New York: Guilford Press.
2. Chopra, Anusha (2008). *Portrayal of Women in Print Media*. Available at <http://www.responsenet.org/show.detail.asp?id=8655> (Retired on August, 2013)
3. Dhar, S., & Pattnaik, S.N. (1996). *Portrayal of Distorted image of Women by Indian Media*. *Communicator*, Vol. 31, No. 3, PP. 11-13.
4. Mayor, F. (1999). *The World of Gender Justice*. Har-Anand Publications Pvt Ltd, New Delhi, 9-10.
5. Paff, J., & Buckley Lakner, H. (1997). *Dress and the female gender role in magazine advertisements of 1950-1994: A content analysis*. *Family and Consumer Sciences Research Journal*, Vol. 26, No. (1), PP. 29-57.
6. Pollack-Seid, R. (1989). *Never too thin*. New York, NY: Prentice Hall Press.
7. Striegel-Moore, R., & Smolak, L. (2000). *The influence of ethnicity on eating disorders in space women*. In R. Eisler & M. Hersen (Eds.), *Handbook of gender, culture, and health*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc, PP. 227-253.

# Influence of Electronic Media on Reading Habits of Youths

---

*\*Deepak Uniyal*

## ABSTRACT

Reading is one of the oldest habits of human civilization and an essential tool for lifelong learning. It is important for everyone to develop the rudiments of reading and the culture of reading. Reading has been the passion of the greatest personalities of all times. One of the first documentary sources for reading was manuscript, however, accessible only to the elite class of society. Later, the arrival of the Gutenberg printing press ended such discrimination by making the printed word available to all. Reading is one of the most important activities of life through which one can enter into the experiences of others and extend our knowledge, scope of experience and enjoyment. It has critical role to play in the overall development of an individual and the nation at large. Reading experience can be obtained in the library. The school library is a gateway to knowledge and will serve as a starting point or road map to reading and the promotion to reading culture.

The emergence of Electronic media and Internet has created an extraordinary change in the reading culture of youths. It has made its existence, fully or partially, in the reading behavior of the people. It is definitely true that reading is a dying habit, and one of the major reasons for the decline is the advent of the electronic medium. This paper is intended to identify the influence of electronic media on the reading habits of youths.

**Key words:** Reading Habit, Electronic media, Internet, Influence, Library

## 1. Introduction

One of the greatest benefits of reading, particularly to the young, is that it helps their vocabulary tremendously and creativity as well. It has also been found by educationists that children who are avid readers generally have higher IQs and do better in school than those who are not. Today, reading is considered as one of the best past times for many people, though the advent of TV and Internet has led to a certain negative impact on the minds of almost everybody, especially, youths, teenagers and kids. And this in turn has resulted in the slow decline in the number of book readers.

The reading habit in today's world is certainly under threat and this decline has to be addressed urgently before it is too late. Judging by the number of people who frequently visit libraries or who purchase books, it is clear that the reading habit is slowly dying. Now-a-days, not many people spend their spare time in reading.

It is definitely true that reading is a dying habit, and one of the major reasons for the decline is the advent of the

electronic media. Even the reading of newspapers has been limited to that of headlines and few introductory paragraphs. If one gets the news and can watch a few soap operas for entertainment just by pressing a few buttons, why should anyone then take the trouble of reading? Now people do not have sufficient time for reading. But that is very sad. Just sitting like a robot in front of a box, and listening, and watching it, kills our intellectual faculties.

People have failed to realize that the lasting impact on the mind can be provided by the written words alone. Reading provides time to ponder over things and also enriches our vocabulary. Another factor which is responsible for the decline in our reading habit is the high cost of reading material.

## 2. Major Technologies Affecting or Influencing Reading Habits or Behaviours

### 2.1 Internet

The use of internet really made people lazier. As of now, even newspaper readers are declining day by day. These days, people think reading is a waste of time, instead they

---

\*Assistant Professor, IMS Unison University, Dehradun

think they could play games, chat with friends, browse internet or participate in social networking sites, which will make them feel fresh. In fact, it is addiction what makes them feel so. Internet was established for the purpose of gaining or sharing knowledge but here the situation is something else. It is the mistake of the internet user & not of internet; one could even make use of internet in a positive manner, as it provides variety of E-books to its user. If one is bored of reading actual books, one could just consider it as an alternative and can start reading E-books.

## 2.2 Mobile phones

Cell phones have now become a lifeline for the people, right from the senior people to school going children, as these consist of all the features, to entertain them. However, it affects the reading behavior to a great extent.

## 2.3 Television

Television can be rightly said to be as visual newspaper. Newspaper reading is an activity carried on by majority of the people in the country with the interest or eagerness to know about the happenings in and around the world. This is being replaced by news channels in television. It seems to be less time consuming than reading, practically the theoretically written matters but the fact is that it is endangering the reading behavior of people.

## 3. Electronic Media vs. Reading Habits

In this electronic age, reading has inevitably taken a back seat, as people prefer to watch television. People learn far more readily from electronic media than they do from print. In this fast moving world, technology has brought about immense changes in a man's life. With each change, there are host of advantages and disadvantages. With the development of electronic media, the forms of entertainment available, the method of imparting education, means of communication etc have undergone tremendous change. E-books are replacing print-books. In today's world, there are no homes without a computer or the television. They have become a desideratum of a common man's life.

One of the primary reason for the electronic media to replace the reading habit of individuals is that it tends to be an attractive way of presenting information. Children can learn difficult concepts better when such concepts are demonstrated to them with visual presentations. Another reason is that people can have access to a wide variety of topics from a single point or location. The books may contain information but they may not be available at a single library that is nearest to a person. While, World Wide Web provides access to millions of pages of information on any desired topic or almost everything one wants to know. One other important reason as to why the electronic media is taking over the print media is that it

proves to be the fastest means for providing information and news about the events happening around the world. The round the clock news channels provide news on the latest events even with minute by minute updates.

Thus, today's world provides easiest and fastest access to knowledge overcoming time and distance constraints through the electronic media. The electronic media in the form of internet, television etc. proves to be not only the easiest means of access to information but also provides access to immense amount of knowledge.

Recently, there is a debate on how rapidly growing technology influences reading behavior or habits. Reading is considered as a lifelong tool for learning. It has critical role to play in the overall development of an individual and the group of individuals. Through reading, one can get the experience of others life, it helps in extending knowledge.

Technologies are taking a firm power over human's lives in this modern world. The habit of reading is decreasing day by day especially amongst students. Students now lack the skill of reading. Instead, they spend more hours on electronic media. Browsing the net, playing games and passing non-stop SMSs, all this seems to be their routine for the day. In this manner, reading a book or any other piece of written material in a quiet or peaceful corner of a library or home becomes an outdated idea for most of the school children .

## 4. Objectives of the Study

The main objective of the study is to investigate the influence of electronic media on the reading habits of youths. Specifically, the study aims at identifying the following:

- (I) To study the activities students are engage in at home.
- (ii) To study the number of hours students devote in reading books, magazines, playing games, watching television, chatting with friends and listening to music.
- (iii) To analyze the influence of electronic media on the children's reading hours.
- (iv) To study the frequency of students visiting their school library.

### Research Questions:

In the context of the above stated objectives of the study, the following research questions were raised:

- (I) What are the activities performed by school children at home?
- (ii) What is the number of hours put in by students in reading books, magazines, playing games, watching

television, chatting with friends and listening to music?

- (iii) To what extent do the electronic media influence the children's reading hours?
- (iv) How often the students visit their school library?

## 5. Literature Review

Reading is one aspect that has received increasing attention in research studies in recent years. Generally, the students read a wide variety of material ranging from local newspapers, magazines, journals and books. "To acquire the habit of reading is to construct for yourself a refuge from almost all the miseries of life." (W. Somerset Maugham)

One of the earliest comprehensive studies on the reading habit was the one done by Jenkinson (1940). This classic survey noted that there was a difference in reading interests and tastes between the genders. Other studies carried out on gender preferences were by Fendrick (1941), Wall (1948), Pafford (1959) and Yarlott and Harpin (1971).

It is greatly hoped that there will be a greater awareness among students with regards to the importance of reading in knowledge acquisition and knowledge management.

Reading is an aspect associated with literacy. However, the reading process is not simple in its nature. It does not merely involve recognizing a single character and pronouncing it correctly or to recognize and pronounce a few characters that are arranged in a particular manner, but more importantly, it is the ability to understand the meaning of these arrangements. According to Bullock (1975), reading is more than a reconstruction of the authors' meanings; it is the perception of those meanings within the total context of the relevant experiences of the reader that is a much more active and demanding process.

The widespread global use of the internet and the use of alternative reading resources notably using hypertexts and multimedia resources have made drastic changes in reading patterns (Liu, 2005). The educators are very much concerned about integrating human and computer capabilities as efficiently as possible (Allum, 2002). According to Kos (1991), when children read for pleasure, they involuntarily and unconsciously improve their language skills. Bignold (2003) noted that the habit of reading improved children's reading skill. Therefore, the issue of reading whether it is for learning or leisure is important since it helps to broaden young people's experiences and knowledge (Green, 2002).

Researchers and educators have widely recommended that good reading habit has to begin early and that there should be a conducive reading environment to stimulate lifelong reading (Berk, 2009; Ormrod, 2006; Pandian,

2000). Students rarely read for pleasure. Reading is a part of "studying" or school work. When reading has not been formed as a habit, holding a book will be considered a part of school work (Yang, 2007). Parents are the most influential people in the lives of children. Children learn by modeling, and parents who put value to reading and read themselves will promote a reading culture at home. If parents do not make reading a daily activity, they should not expect their children to read. According to Pandian (2000), the factors related to students' background, home and school have an impact on their reading behavior. He mentioned that the cultivation of reading is influenced by a range of factors like exposure to media and computers.

In the Sri Lankan context, there have been a number of studies in strengthening the present educational system. 'Achieving excellence, providing equity and equality through a modernized system of education that will create a generation of human citizens, equipped to face the challenges of the 21st century and presentations, promotion and propagation of culture of Sri Lanka' (The New Vistas in Education, 2002). According to this mission statement, new programs, new curricular and new educational facilities are being offered. Despite these improvements in education both qualitatively and quantitatively, most students seem to read only for examination purposes. They do very little supplementary reading or engage in reading for pleasure. Unfortunately, little is known about the reading habits and interest of Sri Lankan students. However, educators generally agree that as a nation, Sri Lanka does not fully realize the importance of reading.

The most positive research news about learning "from" television can be found in the classroom where 40 years of research shows positive effects on learning from television programs that are explicitly produced and used for instructional purposes (Dorr, 1992; Seels et al., 1996). In addition, most studies show that there are no significant differences in effectiveness between live teacher presentations and videos of teacher presentations (Seels et al., 1996). More importantly, there is strong evidence that television is used most effectively when it is intentionally designed for education and when teachers are involved in its selection, utilization, and integration into the curriculum development (Johnson, 1987). In the past, the biggest barrier to the integration of television programs into the classroom was the fixed-time limitation of instructional broadcasts, but the wide-spread availability of video cassette recorders (VCRs) has provided teachers with the ease-of-use and flexibility they require (Mielke, 1990).

## 6. Methodology

This study adopted a descriptive survey design. Well

structured questionnaire was used to collect information from the student respondents. The questionnaire had two parts: Part A, required the student respondents to supply their bio data while Part B comprised of open and closed ended questions. Five faculties were also interviewed to collect the data.

### 6.1 Population and sample

The population of this study was comprised of school students drawn from two schools (one primary school and one secondary school) in Dehradun. A total of 100 questionnaire were administered to the students and only 81 were returned.

### 6.2 Administration Procedure

All the student respondents were administered the questionnaire in their various schools. The questionnaire were distributed with the help of the teachers of the participants. The students were informed that there were no positive or negative answers, and that their responses will be treated as confidential.

### 7. Data Analysis and Results

Data collected for this study were analyzed using frequency distribution and simple percentages. It was observed that majority of the respondents were females (54.32%) as may be noted from Table 1, and in the age group of 16-20 years (61.73%) as may be noted from Table 2.

Table 1: Percentage Gender Distribution of students Respondents.

Gender	Frequency	Percentage
Male	37	45.68
Female	44	54.32
Total	81	100

Table 2: Percentage Age Range of students Respondent

Age Range of Students	Frequency	Percentage
6-10 years	4	4.94
11-15 years	26	32.09
16-20 years	50	61.73
>21 years	1	1.24
Total	81	100

**Question 1:** What are the activities performed by school children at home?

It would be noted from Table 3 that most common activities performed by the school students at home are school homework and going online to watch movies, play games, read e-mails etc.

Table 3: Activities performed by school children at home

Activities	Number of students	Percentage of total no. of students
Writing school homework/ assignments	73	90.12
Reading textbooks, magazines, newspapers, novels, etc	51	62.96
Playing games	44	54.32
Going online (internet) to watch movies, play games, listen to music, chat with friends, send e-mails to friends, etc.	63	77.78
Watching television	38	46.91
Playing music on DVD and other music systems at home	23	28.39
Cooking food for the entire family	17	20.98
Helping parents in household works	31	38.27

**Question 2:** What are the numbers of hours put in by students in reading books, magazines, playing games, watching television, chatting with friends and listening to music?

From Table 4, it would be noted that majority of the school students spend 30-60 minutes on most of the activities which they are engaged in at home. However, majority of them spend 1-3 hours on activities involving electronic media, such as going online to watch movies, playing games, send e-mails etc., watching television, and playing music on DVD etc. This indicates the influence of electronic media on reading habits of school students that is also confirmed by more than 70% of the respondents (Table 5)

Table 4: Number of hours students allot to various activities

Activity	Time spent											
	Thirty minutes		One hour		Two hours		Three hours		Four hours		More than Four hours	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Writing school home work/assignment	19	23.5	31	38.3	13	16	10	12.3	7	8.64	1	1.23
Reading magazines/newspapers	35	43.2	21	25.9	15	18.5	9	11.1	1	1.23	0	0
Reading textbooks	19	23.5	33	40.7	17	21	11	13.6	1	1.23	0	0
Playing games (football, volleyball, etc)	9	11.1	22	27.2	12	14.8	23	28.4	8	9.87	7	8.64
Playing games on cell phone (mobile phones)	21	25.9	19	23.5	23	28.4	12	14.8	2	2.46	4	4.93
Going online (internet) to watch movies, play games, listen to music, chat with friends, send e-mails to friends, etc	7	8.64	11	13.6	19	23.5	29	35.8	9	11.1	6	7.4
Watching television	0	0	17	21	27	33.3	13	16	11	13.6	13	16
Playing music on DVD and other music systems in your home	0	0	23	28.4	31	38.3	27	33.3	0	0	0	0
Cooking food for the entire family	32	39.5	49	60.5	0	0	0	0	0	0	0	0
Helping Parents in their household work	39	48.1	27	33.3	15	18.5	0	0	0	0	0	

**Question 3:** To what extent do electronic media influence the children's reading hours

Table 5: Do television, internet facilities, cell phones, musical gadgets, and other electronic media in your schools and homes interfere with your reading hours?

Response	Frequency	Percentage
YES	57	70.37
NO	24	29.63

**Question 4:** How often do students visit their school libraries?

As is evident from Table 6, most of the students know about the existence of the libraries in their school. Further, most of the students visited the library once a week and only about 11% students visited the library regularly (Table 7). And most of the students spent 30-60 minutes in the library on their visit to library (Table 8).

Table 6: Availability of School Library

Response	Frequency	Percentage
YES	72	88.89
NO	9	11.11

Table 7: Number of Times Students visit their School Library

Response	Frequency	Percentage
Regularly	9	11.12
Once a week	31	38.27
Twice a week	10	12.34
Thrice a week	13	16.05
Four times a week	5	6.17
Not at all	13	16.05

Table 8: The Number of Hours Students Devote in Reading their Books when they visit their School Library

Response	Frequency	Percentage
Thirty minutes	37	45.68
One hour	25	30.86
Two hours	11	13.58
Three hours	7	8.64
More than Three hours	1	1.24



**Interview:**

The teachers who were interviewed stressed that there is a lack of reading habits in school children. They attributed the drop in reading habit of the students to many distractions in the society, ranging from various types of electronic gadgets in homes to lack of proper attention by parents. The interviewees (teachers) insisted that students should be motivated to read books.

**8. Observations and Recommendations**

It is important to use technology that helps to develop active, creative and thoughtful readers, equipped with the skills and strategies, but at the same time there is need to develop techniques to enhance the reading habits amongst students.

Further, it may have negative impact on the eyes and ears of the viewers in the long run, It has worst of all, and on the study schedule of the children who get addicted to this media.

The electronic channels have swept the concept of traditional media. This media has destroyed the culture and life style of viewer as they are naturally prone to imitate what is being shown. No wonder, television has also been called the idiot box. Quite often it shows violence, sex, distorted life style of the rich and glamour. Therefore, the generation feeding on this media turn out to be imaginary far from the reality.

- Libraries and schools should strive to create an environment conducive to reading so as to make the school children feel at home and comfortable.
- Schools should organize debates and essay competitions for school children. This exercise will no doubt help in generating reading interest and the

habit of gathering information.

- Parents should set out time limit for watching television, playing video games and chatting with friends and also surfing the internet so as to avoid distraction from the electronic media.
- As parents should step in for joint/family reading to inculcate reading habit among children.

**References**

- <http://mgv.mim.edu.my/MMR/0206/020608.Htm>
- <http://www.studymode.com/essays/This-Is-A-Research-About-Reading-558433.html>
- <http://www.theborneopost.com/2012/02/09/young-adults-losing-reading-habit-with-advent-of-electronic-media/#ixzz2TxOJ24Dh>
- <http://business.highbeam.com/438565/article-1G1-279137867/survey-online-reading-habits-rural-secondary-school><http://gyandaata.com/notes/english-language/conversations/group-discussion-on-electric-media-has-overturned-the-concept-of-informationmedia-and-changed-the-reading-habits-of-people-lists-three-positive-and-three-negative-impacts-of-this-media/>
- <http://www.indiastudychannel.com/forum/85792-Is-reading-habit-dying-out.aspx>
- <http://www.bms.co.in/impact-of-media-on-reading-habits/>
- <http://www.edb.gov.hk/attachment/en/about-edb/publications-stat/research-report-abstracts/p0102e.PDF>

# Public Service Broadcasting System in India: Diversity and Pluralism in Media

---

*\*Dr. Rajesh Kumar*

## ABSTRACT

Broadcasting in India has undergone a remarkable change ranges from single national Radio and TV channel with only a few hours of daily broadcast and telecast to the multichannel systems today, where radio and television content is readily available for twenty four hours; from broadcasting as a public monopoly to the present 'dual system' where public service broadcaster live side by side and compete with a growing private and commercial media houses. Both public service broadcasting (PSB) and commercial broadcasting contributed to media pluralism and this dualism further strengthens pluralism. The private broadcasting sector is being increasingly dominated by market forces which requires significant role of public service broadcasting as a counter-balancing factor and to ensure social and democratic cohesion. In other words, the existence of a few dominant companies with commercial interests can only be tolerated if the public service broadcasting has a strong and independent position. This research paper examines media diversity issue and pluralism in the light of public service broadcasting (PSB) with specific reference to PSB system in India. The paper also suggests possible policy interventions based on best practices worldwide to enhance the role and relevance of PSB for diversity and plurality in media.

**Key words:** Public Service Broadcasting, Prasar Bharti, Diversity and Pluralism, AIR and DD, Three Tier Broadcasting

### 1. Introduction

Diversity and pluralism have been two key objectives of communication policy making. According to Napoli (2000), diversity as a policy objective advocates, "widest possible dissemination of information from diverse and antagonistic sources" in an effort to promote goals like informed decision making, cultural pluralism, citizen welfare and a well functioning democracy. The theory and process of mass communication has always been concerned with one crucial issue that how media can and its technologies serve democratic and culturally pluralistic societies? If one believes that pluralistic media are fundamental to the value system of such societies, the exercise of the freedom of speech and expression will explain a sacrosanct condition. Further, an individual is able to obtain information which is significant to him or her culturally, created by the community and also independent of those in power.

Public service broadcasting, as it originated in Europe, was created to serve the above goals. It had to provide citizens with electronic media that would be independent

of both government and economic control. Such broadcasting has always emphasized the significance of public control reflected in the fact that it is accountable to the audience in a way in which the commercial media are not. Such broadcasting is also based upon the concept of an active and self-fulfilling human being. It has traditionally been given the mandate to produce programmes which are informative, educative and entertaining. Therefore, it is expected to meet the needs of various facets of the personality in a balanced manner, so as to provide a whole image of an individual (Karpinen K, 2007).

Public service broadcasting in India has been conceived with this objective. But a public broadcasting system detached from state influence is absolutely essential to provide diverse information, culture and content to all citizens. This has been repeatedly acknowledged by Commissions and Committees formed for devising the mechanism for granting autonomy to the Public Service Broadcaster in India, viz., AIR(All India Radio) & DD(Dooradarshan) which finally led to the

---

*\*Associate Professor, School of Communication, Doon University Dehradun, Uttarakhand.*

formation of Prasar Bharati (Broadcasting Corporation of India). Public funded, non-commercial, broadcasting organization needs to be internally pluralistic in order to ensure its optimal role for media diversity. The media output of a public broadcaster can make a significant contribution to political and cultural pluralism and may also serve as a vehicle for the expression of the issues and concerns of the minority population together with ensuring their participation in various programmes. The contribution of public broadcasting to general interest objectives is recognized in India and many other countries where must-carry obligations of public service channels have been imposed on cable operators for general benefits.

With the rapid diffusion of digital communication technologies in the 1990s, broadcasting, telecommunications and computers have blended together to revolutionize the way broadcasting services are delivered and consumed today. This growth has dramatically increased the speed at which these services can be received and in many cases has made it a lot cheaper to receive an ever-increasing number of channels. The broadcasting landscape has undergone change in the past two decades. In most of the countries, there exist mixed broadcasting models, with the co-existence of State or public service channels alongside fully commercial broadcasting enterprises. Private broadcasting has proliferated both nationally and internationally through the use of cable and satellite transmission systems. It is evident that in the blind pursuit of profit, commercial broadcasting has often diverted the media from its public interest focus towards pure entertainment. Still, public service broadcasting has not become obsolete, and the dual systems often provide the best media ecology.

## 2. The Discussion: PSB for Diversity & Pluralism in Expression

It is evident that in a global broadcasting landscape, caught between the state-controlled model, where ruling political elites dominate broadcasting to strengthen their grasp on political power, and the commercial systems, which pay heed to the logic of profit and advertising revenues, the only way to protect and to promote the public interest is through strengthening of public service broadcasting (PSB). Recent developments in broadcasting around the world lead us to the compelling realization that PSB is more relevant than ever before, and that it is essential to nurture and strengthen PSB institutions and practices to safeguard the integrity and interests of the citizens. However, public broadcasting is faced with a radically new environment which poses numerous challenges to the functioning of any genuine PSB. Marc Raboy (1999) highlights three sets of parallel

developments that characterize this new broadcasting environment:

- (i) The explosion in channel capacity and disappearance of audio-visual borders made possible by new technology.
- (ii) The disintegration of the state broadcasting model, with the collapse of the socialist bloc and the move towards democratization in various parts of the world.
- (iii) The upsurge in market broadcasting and the introduction of mixed broadcasting systems in the countries with former public service monopolies.

Any PSB, thus, has to deal with this new environment and contend with these changes in the broadcasting environment.

In this context, it is essential to discuss the concept of plurality, what do we mean by it and what do we want from it? Further it is also essential to discuss each element in relation to dynamics of Public Service Broadcasting system in India. The concept of plurality can plausibly be applied to a wide range of objects, like channels, funding models, media owners, programme formats, editorial approaches, genres, presenters, political perspectives, ethnic minority voices, platforms and so on. One of the way to make sense of these different items is to organize them in terms of the broadcasting value chain. One might ask how many players are there at each stage. For example, how many different players are generating ideas and programme formats? How many programme-makers are there, making content in how many genres? How many players are commissioning content and packaging it on how many channels? How many providers there to are distribute content, via how many brands, and on how many platforms? How many gateways are there, how many players helping us to navigate to the right content? One Percent question, then, is how many? Another is how important is plurality at each stage? One might decide that plurality is relatively important in relation to the number of channels available to audiences, but relatively unimportant at another stage of the value chain. One of the way of approaching this question is to consider a number of outcomes which may result from the existence of plurality. In particular, the outcomes one seeks from plurality fall into three buckets, i.e., Choice, Quality and Efficiency. Thus, first of all, plurality might be expected to deliver a choice or diversity of options – to audiences or to the next link in the value chain. Second, plurality of provision might be expected to improve the quality of that provision. Third, plurality might be expected to increase the efficiency with which content and services are sold and/or offered to audiences.

Now, understanding the system of public service

broadcasting may help in understanding its role and contribution in media diversity and pluralism. PSB is about people. It provides programmes to national/regional audiences, including all minorities and sections of the society, which very often are not catered for by the commercial sector. It operates through an accountable and transparent structure of the management and is supported by public funds. PSB, operating through all forms of media, is also about quality, reliability and independence. It provides a broad range of opinions, whether in education, news and information, or cultural and entertainment programmes, all of which are ethical and professional in content and sensitive to citizens' needs and values. Finally, PSB is about setting standards for fairness at work, social justice and protection for journalists and all who work in the industry (*Aidan White, 2005*) *International Federation of Journalist* quoted in *Banerjee I & Seneviratne K ed. Public Service Broadcasting: A Best Practices Sourcebook, UNESCO 2005*).

Public broadcasting is an information and education tool, accessible and meant for all, irrespective of their social or economic status. Its mandate is not only restricted to information and cultural development but also to the imagination, and entertainment. But it does so with a concern for quality that distinguishes it from commercial broadcasting (Public broadcasting: Why? How? UNESCO / WRTVC 2001). It is essential to highlight the fact that State-owned broadcasting systems cannot be referred to as PSB. There is a widely held misconception that PSB and State broadcasters are synonymous. This error stems from the fact that very few countries in the world have genuine PSBs and most of the countries do have State broadcasting systems. Further, when compared to commercial broadcasting, State broadcasting is perceived to be more public service oriented, which leads to this common confusion between PSB and state broadcasting systems. In order to have a comprehensive and operational understanding of what constitutes a genuine PSB, it is perhaps most useful to refer to some of the various definitions that have been put forward by organizations and commissions from around the globe. In understanding the role of PSB, the following factors could be taken into account in judging whether a PSB system is playing the role it is expected to perform:

- (i) **Universality:** Public broadcasting must be accessible to every citizen throughout the country. This is a deeply egalitarian and democratic goal to the extent that it puts all citizens on the same platform, irrespective of their social status or income. It forces the public broadcaster to address the entire population and seek to be used by the largest possible number.
- (ii) **Diversity:** The services offered by public

broadcasting should be diversified in at least three ways: (a) the genres of programmes offered, (b) the audiences targeted, and (c) the subjects discussed. Public broadcasting must reflect the diversity of public interests by offering various types of programmes, from newscasts to light programmes. Some programmes may be aimed at only part of the public, whose expectations are varied. In the end, public broadcasting should reach everyone, not only through each programme, but also through all programmes and their variety. Moreover, through the diversity of the subjects discussed, public broadcasting can also seek to respond to the varied interests of the public and so reflect on the whole range of current issues in our society. Diversity and universality are complementary to each other in producing programmes which are intended sometimes for youth, sometimes for older people and sometimes for other groups. This ultimately means that public broadcasting appeals to all.

- (iii) **Independence:** Public broadcasting is a platform where ideas should be expressed and shared freely, where information, opinions and criticisms can circulate. This is possible only if broadcaster is independent, thereby, allowing the freedom of public broadcasting free from commercial or political influence. If the information which is provided by the public broadcaster was influenced by the government, people are less likely to believe the content. Similarly, if the public broadcaster's programmes were designed for commercial ends, people would not understand why they are being asked to finance a service providing programme that is not substantially different from those provided by commercial broadcasters.
- (iv) **Distinctiveness:** Services offered by public broadcasting must be distinguished from that of other broadcasting services. The public must be able to identify what distinguishes this service from other services. It is not only a matter of producing the type of programmes other services are not interested in, aiming at audiences neglected by others, or dealing with subjects

ignored by others. It is a matter of doing things in a different manner, without excluding any genre. This principle must lead public broadcasters to innovate, create new slots, new genres, set the pace in the audiovisual world and pull other broadcasting networks in their wake.

In conformity with the Prime objectives of public service broadcasting as stated above, the Prasar Bharati (Broadcasting Corporation of India) Act of 1990 charts the direction of PSB in India. Section 12 of the Act spells out the functions and powers of the Corporation which clearly aims at ensuring diversity and pluralism in broadcasting, as given below.

- (a) It shall be the primary duty of the Corporation to organize and conduct public broadcasting services to inform, educate and entertain the public as well as ensure a balanced development of broadcasting on radio and television.
- (b) The Corporation shall, in the discharge of its functions, will be guided by the following

#### Objectives:

- Upholding the unity and integrity of the country and the values enshrined in the Constitution.
- Safeguarding the citizen's right to be informed freely, truthfully, and objectively on all matters of public interest, national or international.
- Presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own.
- Paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare, and science and technology.
- Providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes.
- Providing appropriate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship.
- Informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the empowerment of women.
- Promoting social justice and combating exploitation, inequality, and such evils as untouchability and advancing the welfare of the weaker sections of the society.

- Serving the rural and weaker sections of the Society and those residing in border regions, backward or remote areas.
- Providing suitable programmes keeping in view the special needs of the minorities and tribal communities.

The public service broadcasters in India, viz., AIR and DD have a three tier broadcast/tecast structure-National, Regional and Local. National and Network programmes are of common interest for all citizens of the country. It originates from the nation capital, New Delhi and relayed by all transmitters. Its content are generally of national interest and participants in the programme are drawn from the whole country. Regional broadcast/tecast comprises of programmes of common interest to all the residents of a particular State/region and are generally in the language of the State/region. While planning and producing the programmes for regional tecast/broadcast, efforts are made to ensure adequate participation of different sections of the region. Local Radio Stations (LRS) / Programme Generation Facilities (PGF) of AIR/DD plan and produce area specific programmes of local interest and tecast on a single transmitter covering an ethno-linguistic region. Of late, Doordarshan has also experimented with the idea of narrowcasting (tecast from a low power transmitter covering a radial distance of 5/10 km) in its agriculture ministry project "Mass Media Support to Agriculture Extension". Besides, there are regional language broadcast/tecast services also (Prasar Bharati, Broadcasting Corporation of India, Annual Report 2008-09).

This three tier structure and regional language services ensure source diversity, content diversity and exposure diversity which are imperative elements for media diversity. Since diversity is about the availability of a wide range of content, it is generally maintained through content regulation, rather than ownership controls. However, some scholars have argued that deregulation of the market is the best way to ensure true diversity (Zen C, 2000). With plurality, it is not the content itself but also the source of that content matters, i.e., the media institution controlling it. In this context, PSB in India gives its audience access to a wide variety of views in a fair and balanced manner.

Thus, it is obvious that PSB by its very concept and operation is meant to serve the purpose of plurality and diversity in media presence, content and exposure. However, fingers have been raised on the organization and working of PSB system in India. PSB here is largely understood to be a government owned media organization with autonomy in respect of media content and management only in name. Non-commercial private

initiative in public service broadcasting has insignificant presence and is not largely encouraged by policy makers working over the audio-visual services policy of the country. Therefore, steps need to be taken to make PSB system accountable to media diversity and plurality (Kumar KJ, 2010).

3. Policy Interventions: Making PSB Accountable to Media Diversity & Pluralism Certain principled guidelines based on international practices and experiences, if adopted/strengthened by PSB system in India, will ensure diversity and pluralism of broadcasting and audio-visual communication services.

First and foremost, a PSB system must recognize that every person has the right to investigate, seek, receive and disseminate information, opinions and ideas, without prior censorship, through radio, TV and other audiovisual communications services, besides any other procedure of their choice, in the framework of respect to the rule of law and human rights. Second, PSB services must be understood as a means for exercising the right to freedom of speech. This includes any information and ideas, including cultural manifestations, regardless of boundaries, expressed orally, in printed media, or in an artistic form. This underlined principle in domestic and international laws and conventions must be respected by a PSB system. Third, promotion of diversity and pluralism must be the main objective when regulating PSB system and services. This implies gender equality as well as equal opportunities for all members of the Society to have access to, and participate in the ownership and management, directly or indirectly, of PSB services, without any restrictions being imposed on the right to freedom of speech and expression. Fourth, effective measures are necessary to promote the diversity of contents and points of view, access to public service broadcasting, and the recognition of several legal forms of ownership, purpose and operation, including measures to prevent concentration of media ownership. Fifth, regulatory frameworks in the country must recognize three different sectors or types of audiovisual communication services: public, commercial, and social/non-profit, the latter of which includes community media. All these services should be able to operate in, and have fair access to, all available broadcasting platforms. Specific measures to promote diversity may include the assignment of specific frequencies to different types of media, must-carry rules (regarding the broadcasting obligation), and the requirement that both distribution and reception technologies must be complementary and/or interoperable. Sixth, a PSB system may take note of the guiding principle that as per international conventions,

and in accordance with existing standards, states are empowered and obliged to establish public policies that, in an overall manner and as a condition for the granting of concessions, establish the requirement to comply with minimum quotas to ensure the distribution of locally and nationally produced sound and audiovisual broadcasts, as well as the diversity of contents and plurality among the different types of media. The proposition of this principle lies within the framework of the public policies regarding audiovisual communication adopted by countries and regional blocs within the orbit of international treaties, regional regulation and standardized national regulations. Seventh, in order to guarantee the protection of the audience's rights, a regulatory mechanism should be evolved so as to limit the number of advertising spots in an overall manner and with no discrimination based on the media owner's legal nature. This principle gathers the general view that regional and national programmes are having excessive amount of advertisement time in their broadcasts. Eighth, any form of pressure, preferential treatment, or punishment affecting broadcasters, companies, or institutions as a consequence of their opinions or their information or editorial profile should be prevented and punished by law, within the framework of a democratic State and respect for human rights. Ninth, the government must adopt effective policies and measures to prevent the concentration of media ownership. Ownership and control of audiovisual communication services should be subjected to antitrust regulations, through the enforcement of strict transparency requirements regarding media ownership at all levels, as monopolies and oligopolies undermine democracy by restricting the plurality and diversity that guarantee every individual's right to culture and information. Tenth, the government should establish regulations to avoid the concentration of media ownership, considering both the number of audiovisual communication services that may be accumulated by direct ownership, control, or other forms of participation, as well as the level of influence on the markets that are affected or influenced. Eleven, broadcast frequencies should be legally declared Common Heritage of Mankind, and the power to manage such frequencies should be considered essential amongst a State's powers and obligations. It is especially important to highlight desired broadcasting activity. It should be considered as an indicator of the respect towards human rights. This is in consonance with the International Telecommunications Union, and specifically, the Recommendation 2 of the Resolution 69 of ITU (Incorporated to the Geneva Agreements of December 1992 and Kyoto in 1994). Twelve, spectrum management plans should include equitable reservations in all radio broadcasting bands with regards to other radio

broadcasting sectors or modalities in order to allow the access of community media and other non-commercial media, thus guaranteeing their existence. This principle should be applied to the new spectrum allocations for digital broadcasting stations. The administration criteria – whether through the previous existence of a frequency plan or through other mechanisms for the geographic allocation of frequencies– should ensure that frequencies are allocated according to the public interest and that they are equitably shared among all the different types of broadcast service providers (public, commercial and community broadcasters), the two types of broadcasting (radio and television), and broadcasting stations having different geographic reach (national, regional, and local stations). Thirteenth, the government should adopt measures to prevent, prohibit, and compensate for any kind of discrimination or curtailment based on a broadcast station's legal nature which affects broadcasting power or the number of available frequencies or which imposes content limitations. This means that there should be no arbitrary and pre-established limits regarding geographic service areas, coverage, power, or number of stations within a particular town, region, or country, except for reasonable restrictions due to limited frequency availability or the need to prevent the concentration of media ownership. Fourteenth, State media should be public and non-governmental, for which different social sectors should participate in their management and their authorities should be appointed by parliamentary majority. Innovative mechanisms for financing public media should be studied to allow them to fulfill their public service mandate. Fifteen, the mandate of the public media should be clearly defined by law, and should include, among other aspects, the obligation to contribute to diversity by providing a wide range of informational, educational, cultural, fiction and entertainment contents as well as to ensure that all community sectors can be heard and that their information needs and interests are satisfied, guaranteeing citizen's participation. Sixteen, the Indian government should ensure that the adoption of new broadcasting technologies increases pluralism and diversity, and is not a mechanism for maintaining or strengthening the concentration of audiovisual communication services. This principle is situated in the analysis of the new possibilities that arise from the use of the digital dividend in broadcasting. Despite the auspicious forecast that the changes in technology bring about, these do not imply per se a democratization of the access to the frequencies. In order to achieve this, it is necessary for the government to work on the regulation of migration to the new technologies with two main objectives, in the first place, to ensure basic conditions for

the three sectors of the broadcasting (public, commercial and community) as to enable them to advance and complete the transition in a successful way. Further, it is required to develop policies to make the most of the new digital resources to widen the diversity of voices and multiply the access to the media for society.

#### 4. **Conclusion:**

Public service broadcasters should be strongly supported in the context of digitization and market concentration. It should have legal, technical and financial security to adapt to the competitive pressure from private broadcasters. In this respect, it should be able to co-operate with other operators in the media field, with a view to develop new media services and content, thereby contributing to media diversity. This might also require the reorganisation of public service broadcasters for the realisation of their overall mandate (Peter A Bruck et al. 2002). In this context, if the above enumerated policy interventions are taken care of by policy makers, diversity and plurality in the audio-visual sector in general and public service broadcasting in India, in particular, will be guaranteed to a great extent.

#### References

1. Bruck Peter A., Dorr, D., Favre, J., Gramstad, S., Monaco, R., Culek, Z.P. (2002). *Media Diversity in Europe*, Media Division, Directorate General of Human Rights, Strasbourg.
2. Crawley, W. (1999). Public service broadcasting: Sustainability in the new media order. Paper presented at the AMIC Seminar on *Media Proliferation: How Can Broadcasters Best Serve the Public interest?* New Delhi. Available from: [http://www.dr.ntu.edu.sg/bitstream/handle/10220/1593/AMIC\\_1999\\_04\\_11.pdf](http://www.dr.ntu.edu.sg/bitstream/handle/10220/1593/AMIC_1999_04_11.pdf) [Accessed 10 Dec 2012].
3. Checkland, M. (1992/1993). *Public service broadcasting in a time of change*. *Diffusion*, Winter, 8: 3–6.
4. Djankov, S, McLeish, C, Nenova, T and Shleifer, A. (2001). *Who Owns Media*, NBER Working Paper Series, 8288, Cambridge.
5. Doyle, G. (2002). *Understanding Media Economics*, Sage Publications.
6. Gibbons, T. (1999). "Concentrations of Ownership and Control in a Converging Media Industry" in Marsden C.T. and Verhulst S.G. (eds.) *Convergence in European Digital TV Regulation*, Blackstone Press.

7. Golderberg, D., Prosser, T. and Verhulst, S. (1998). *Regulating the Changing Media: A Comparative Study* in Golderberg D, Prosser T and Verhulst S (eds.) *Regulating the Changing Media: A Comparative Study*, Clarendon Press, Oxford.
8. Goodman Ellen, P and Price Monroe, E. (2008). *Public Television and Pluralistic Ideals*, Departmental papers, University of Pennsylvania, USA. Available from: [http://repository.upenn.edu/asc\\_papers/144](http://repository.upenn.edu/asc_papers/144) [Accessed on 28 Jan 2012]
9. India, *Public Service Broadcasting Trust* (PSBT). Available from: <http://www.psb.org> [Accessed on 19 April 2012]
10. Kini, S. (2000). *Financial & administrative aspects of public service broadcasting*. Paper presented at the AIBD/FES/SBA Meeting on legal, financial and administrative aspects of Public Service Broadcasting, Singapore.
11. Karpinen, K. (2007). Making a Difference to Media Pluralism: A Critique of the Pluralistic Consensus in European Media Policy, in Bart Cammaerts & Nico Carpenter (ed) *Reclaiming the Media*, Intellect, Bristol, UK.
12. Kumar, K.J. (2010). *Mass Communication in India*, Jaico publication, India.
13. Liu, J.D. (1998). *Living with competition in a multichannel world*. Paper presented at the AMIC/CBA/SCS/NTU Conference on 'Public Service Broadcasting Thriving in a Diverse Broadcasting Environment', Singapore.
14. Malakar, T.R. (1999). *Financing & sustaining political will to support public service broadcasting*. Paper presented at the international conference of Europe-Asia-Pacific Dialogue on Public Service Broadcasting, Quezon City.
15. McChesney, R.W. (1997). *The mythology of commercial broadcasting and the contemporary crisis of Public broadcasting*. Available from: <http://www.ratical.org/co-globalize/RMmythCB.html>. [Accessed on 10 March 2013]
16. McQuail, D. (2003). *Public service broadcasting: Both free and accountable*. *The Public Javnost*, 101.10, No. (3), 1-13-23.
17. Napoli, P.M. (2000). *Diversity and Localism: A Policy Analysis Perspective*, Graduate School of Business Administration, Fordham University.
18. Raboy, M. (1999). The world situation of public service broadcasting. In *Public service broadcasting in Asia: Surviving in the new information age*. Singapore: AMIC.
19. Rumphorst, W. (1999). *The idea and concept of public service broadcasting*. Paper presented at the international conference of Europe-Asia-Pacific Dialogue on Public Service Broadcasting, Quezon City.
20. Ranault, P. (2000). *Five requirements for the development of public service broadcasting in the XXI century*. Paper presented at the AIBD/FES/SBA Meeting on legal, Financial and Administrative Aspects of Public Service Broadcasting, Singapore.
21. Report on the workshop on Public Service Broadcasting, Patan, Nepal, May, (2000).  
Available from:  
<http://www.panos.org.np/resources/reports/psb.htm> [Accessed 28 Dec 2012].
22. Tyner, K. (1997). *Key Concepts of Media Literacy, Media Literacy Resource Guide*, Ontario Ministry of Education.
23. Zen, C. (2000). *Administrative & financial aspects of public service broadcasting (TVRI experiences)*. Paper presented at AIBD/ FES/ SBA Meeting on legal, financial and administrative aspects of Public Service Broadcasting, Singapore.



## ABSTRACT

During the last two decades, the process of convergence in information technology has accelerated. Now everybody has accepted the applications based on internet that is social media. Social media is described as web.2 phenomenon, that is commonly associated with the internet and refers to an integrated and dynamic service platform that is highly interactive and facilitates content generation by interconnected user communities utilizing the applications that allow interoperability, collaboration and information sharing.

Every year some new sites are developed and some are getting defunct. In the year 2012, social media became one of the most powerful source for news updates through platforms such as twitter, facebook, and google. Despite the controversial initial public offering (IPO) in February 2013, facebook is the most leading among social media. Mark Zuckerberg claimed to have more than 1 Billion active users. Social media is an extension of word of mouth in cyberspace. Social media have added another dimension to constantly expanding media-sphere.

This paper discusses issues relating to classification of different sites of social media, managing social media, building "social authority" and vanity, internet usage effects, and reliability of social media. It also discusses in detail about its legal implications and its effects at large in future.

**Key words:** Micro blogging, Social authority, Potential legal risk, Intellectual property infringement, Social media policy

### 1. Introduction

During the last decade social media websites have become ubiquitous, giving young people a new way to interact with each other and communicate with the world. This new form of communication depends on user created content, rather than on mass produced messages coming from large media companies. But, as with other media before it, social media's rise to prominence has experienced some very serious growing pains. Companies like Facebook, MySpace, and Twitter have struggled to balance an inviting interactive environment with the ultimate pursuit of profits.

Social media is described as Web.2.0 phenomenon. It includes websites that are available for social networking. They are Internet based and therefore, globally available unless banned by a government, which is the case in certain countries. These sites provide immense reach at almost no cost and they are interactive. It employs web-

and mobile-based technologies to support interactive dialogue and "has introduced substantial and pervasive changes to communication between organizations, communities, and individuals." Andreas Kaplan and Michael Haenlein define social media as, "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Social media are social software which mediates human communication. When the technologies are in place, social media are ubiquitously accessible, and enabled by scalable communication techniques. In the year 2012, social media became one of the most powerful sources for news updates through platforms such as Twitter, Facebook, and Google.

It is a phenomenon that is taking place all over the world; one would think that the meaning of social media would be clear. Social media are media for social interaction, using highly accessible and scalable communication

---

\* Associate Professor & Dean, School of Journalism, Mass Communication and New Media Central University of Himachal Pradesh, Dharamshala, PB.No.21 District Kangra, 176215-H.P.

techniques. Social media uses web-based technologies to turn communication into interactive dialogue. Examples of websites and internet activities that fall into this definition include: LinkedIn, Facebook, Twitter, Digg, Delicious, Stumble Upon, Foursquare, blogging platforms (e.g. Word Press, Drupal, Quora and YouTube.)

## 2. Classification of Social media

Social media technologies take many different forms including magazines, internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure), Kaplan and Haenlein created a classification scheme in their Business Horizons (2010) article, with different types of social media: collaborative projects blogs and micro blogs. Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowd sourcing and voice over IP, to name a few. Many of these services can be integrated via social network aggregation platforms.

Face book was launched in February 2004 and it is operated and owned by Facebook Inc. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from work" or "close friends". Facebook was founded by Mark Zuckerberg with his college roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes.

LinkedIn has developed into a network of professionals from around the globe, and it lends opportunity to search for, make introductions to, and collaborate with potential clients and business associates. LinkedIn is now the world's largest professional network on the internet with more than 200 million members in over 190 countries and territories, including executives from every Fortune 500 company as of 2013, and two new members are getting added every second. It was started in the living room of co-founder Reid Hoffman in 2002. The site was officially launched on May 5, 2003.

Twitter is described as the fastest, and the simplest way to stay close to everything. Twitter has been compared to a web based Internet Relay Chat (IRC) client. Twitter has been cited as an important factor in the Arab Spring and US Election 2012. Twitter founded by Jack Dorsey, biz

Stone and Evan Williams in March 2006 is a social networking and micro-blogging service. Twitter "is a real time information network that connects one to the latest stories, ideas, opinions, and news about what one finds interesting". The service can be accessed through a variety of methods, including Twitter's website; text messaging; instant messaging; and third-party desktop, mobile and web applications. Twitter is currently available in over 30 languages. Twitter was started by Obvious Corp, who also started Obeo.

Since 2010 Alexa has ranked YouTube as the third most visited website on the internet, behind Google and Facebook. You Tube allows billions of people to discover, watch and share originally-created videos. YouTube also provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers, large and small. YouTube was founded by Chad Hurley, Steve Chen and Jawed Karim, who were all early employees of PayPal.

Pinterest is a pinboard-style social photo sharing and now also video sharing website that allows users to create and manage theme-based image collections. Development of Pinterest began in December 2009, and the site was launched in March 2010. Founded by Ben Silbermann, the site is managed by Cold Brew Labs, and funded by a small group of entrepreneurs and inventors. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes. Pinterest offers a "Pin It" button that lets you grab pictures of your favourite things as you browse the web.

## 3. Managing Social Media

There is also an increasing trend towards using social media monitoring tools that allow users to search, track and analyze conversation on the web about their brand or about other topics of interest. Tools range from free basic applications to subscription-based more in-depth tools. The framework defines how social media services focus on some or all of seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. These building blocks help to understand the engagement needs of the social media audience. For instance, LinkedIn users care mostly about identity, reputation and relationships; whereas YouTube's primary building blocks are sharing, conversations, groups and reputation. Many companies build their own social containers that attempt to link the seven functional building blocks around their brands.

## 4. Building "Social Authority" and Vanity

It is through this process of "building social authority" that

social media becomes effective: One of the basic concepts in social media is that one cannot completely control other's message through social media but rather one can simply begin to participate in the "conversation" expecting that one can achieve a significant influence in that conversation. This may appear counter intuitive but is the basic reason building social authority with credibility.

## 5. Internet Usage Effects

An increasing number of scholars have sought to study and measure the impact of social media such as the Museum of Social Media. A 2010 study by the University of Maryland suggested that social media services may be addictive. It also suggests that using social media services may lead to a "fear of missing out," also known as the phrase "FOMO" by many students.

According to Nielsen, global consumers spend more than six hours on social networking sites. "Social Media Revolution" produced by Socialnomics author Erik Qualman contains numerous statistics on social media including the fact that 93% of businesses use it for marketing and that, if Facebook were a country it would be the third largest. In an effort to supplement Facebook's dominance, Google launched Google+ in the summer of 2011. However, as social networking becomes more popular among older and younger generations, sites like Facebook and You Tube gradually undermine the traditionally authoritative voices of news media. Citizens in India and abroad, for example, contest media coverage of various social and political events as they see fit, inserting their voices into the narratives about past and present, and shaping their own collective memories.

**Criticisms:** British-American entrepreneur and author Andrew Keen criticizes social media in his book *The Cult of the Amateur*, writing, "Out of this anarchy, it suddenly became clear that what was governing the infinite monkeys now inputting away on the internet was the law of digital Darwinism, the survival of the loudest and most opinionated. Under these rules, the only way to intellectually prevail is by infinite filibustering." This is also relative to the issue "justice" in the social network. For example, the phenomenon "Human flesh search engine" in Asia raised the discussion of "private-law" brought out by social network platform.

**Exclusiveness:** Tim Berners-Lee contends that the danger of social networking sites is that most of the sites do not allow users to port data from one site to another. He also cautions against social networks that grow too big and become a monopoly as this tends to limit innovation.

**Disparity:** Eric Ehrmann contends that social media in the form of public diplomacy creates a patina of inclusiveness

that covers traditional economic interests that are structured to ensure that wealth is pumped up to the top of the economic pyramid, perpetuating the digital divide and post Marxian class conflict. He also voices concern over the trend that finds social utilities operating in a quasi-libertarian global environment of oligopoly that requires users in economically challenged nations to spend high percentages of annual income to pay for devices and services to participate in the social media lifestyle. Neil Postman also contends that social media will increase an information disparity between winners-who are able to use the social media actively - and losers- who are not familiar with modern technologies.

**Trustworthiness:** Since large-scale collaborative co-creation is one of the main way of forming information in the social network, Aniket Kittur and Bongowon Suh took Wiki under examination and indicated that "One possibility is that distrust of wiki content is not due to the inherently mutable nature of the system but due to the lack of available information for judging trustworthiness."

**Concentration:** Nicholas Carr, opined that "fast internet/social media and deep slow thought don't mix well." As media theorist Marshall McLuhan pointed out in 1960s, "Medias are not just passive channel of information." "They supply the stuff of thought, but they also shape the process of thought."

**Few real impacts:** According to Malcolm Gladwell, "The role of social media in protests and revolutions is grossly overstated." "Social media makes it easier for activists to express themselves, and harder for that expression to have any impact." "It succeeds not by motivating people to make real sacrifice but by motivating them to do the things that people do when they are not motivated enough to make a real sacrifice."

Ownership of social media content Social media content is generated through social media interactions done by the users through the site. There has always been a huge debate on the ownership of the content on social media platforms since it is generated by the users and hosted by the company. The security danger is the parasitic conveying, and leaking of agglomerated data to third parties with certain economic interest.

**Loneliness:** There has been much speculation, on and off the internet, about the meaningfulness of human interactions created by social media. Some of these views are summed up in an Atlantic article by Stephen Marche titled "Is Facebook Making Us Lonely?" Sherry Turkle explores similar issues in her 2011 book *Alone Together*.

**Positive effects:** In the book "Networked- The new social operating system" by Lee Rainie and Barry Wellman, the

two authors reflect on, mainly positive effects of social media and other internet based social networks. Social media is used to document memories, learn about and explore things, advertise oneself and form friendships. For instance, they claim that the communication through internet based services can be done more privately than in real life.

## 6. How is Social Media Used?

Clear organizational goals may not exist concerning the use of social media. As a threshold issue, before even considering specific legal issues, organizations must have a clear idea of why they want to use social media. Companies should identify the business process or organizational strategy they are seeking to advance by the use of social networking. They should be able to establish goals and metrics in order to measure success and allow for the adjustment of their strategy if it is not proving successful. The process of developing a social media strategy tied to specific business processes and goals will enlighten companies as to the legal implications of their use of social networking. Many legal risks will arise based on the specific business process and goals surrounding the use of social media. Further, the characteristics of the social media platforms an organization chooses to leverage may also impact the legal risks faced by the organization. While there are as many social media strategies as there are organizations seeking to employ them, we have laid out below some cases that will help us explore the legal implications of social media.

**Direct Interaction:** Direct interaction (with customer, "influencers," media, colleagues, etc.) is really the most basic use of social media, it involves an organization using social media to communicate and interact with the general social media population (or subsets of that population). This would happen on various social media platforms such as Facebook, LinkedIn and Twitter, or through a weblog. However, the approach organizations employ to interact may vary, and as discussed later, the differences in approach could impact the legal risks associated with social media. Some approaches for direct interaction include the following: (a) allowing an organization's general employee population to go out and interact on behalf of the company with little instruction or supervision; (b) allowing an organization's general employee population to go out and interact on behalf of the company with strict instructions and supervision; (c) identifying a small dedicated group to interact on social media on behalf of the company, including potentially the use of "corporate profiles" not tied to any individual person; and (d) hiring a third party marketing company to interact on social media pursuant to a specific marketing strategy.

**Social Media Applications:** Some social media platforms may allow organizations to create applications that can be plugged into the social media platform. For example, a mortgage broker with a presence on Facebook could hire an application developer to develop a mortgage interest rate calculator application that Facebook users could operate. Further, when the application is downloaded by a user, the mortgage company would then get access to certain personal information that is part of the user's profile.

**Blogging;** While it may not be obvious to everybody, most blogs constitute social media. Blogs that allow for comments and interaction between the blogger and his readers (and interaction between the readers themselves) are social media. This interaction typically occurs in the "comments" section of a blog. So, an organization with a blog might do a post and tweet it on Twitter, cross-post it on their Facebook fan page and post it in a LinkedIn Group, in order to drive traffic to the company's blogpost and ultimately website, product or service.

**Social Plug-ins:** Many social media platforms provide "widgets" or "plug-ins" that can be put into a website to allow the content of the website to be commented upon and shared within the social media platform. The plug-in may be in the form of a "button" that allows a website visitor to "like" particular content and have their preference posted in Twitter, Facebook or Digg. Some social media platforms may be seamlessly integrated into a website in such a manner that makes it virtually invisible.

**Log-In Credentials:** Another interesting way social media platforms are being utilized is to allow website visitors to login to an organization's website employing the log-in credentials they use to gain access to a social media platform. The organization benefits in several ways by employing this practice. The forgoing use case scenarios are surely the tip of the iceberg, and new social media platforms and strategies are being developed every day. It is in this dynamic environment that organizations must analyze and understand the legal risks associated with the use of social media.

**Social Media Legal Issues:** As we work through the various legal implications of social media, it hopefully, will clear that context is very important. While we can and will talk about broad categories of legal risks that apply to most or all social media, a basic formula can be used to identify and analyze the specific legal risks of a particular social media use.

## 7. Information Security Legal Risk

Organizations that employ social media face several information security legal issues. These legal risks can be

broken down into three broad categories: (1) potential liability due to a breach of the organization's security as a result of an attack originating through the use of social media; (2) potential legal risk associated with social engineering and attacks against users or "fans" of an organization's social media presence, persona or application; and (3) legal consequences of leakage of third party confidential information as a result of social media use.

As might be expected organized crime views social networks as fertile ground for committing fraud. One of the biggest risks is in the name of the medium itself. Social media yields social engineering. As such social media users are tricked into downloading applications infected with malware because it was "recommended" by a friend, or they click on the link of the "real" Osama Bin Laden dead body photo that looks like it was posted on a friend's wall and a computer attack occurs, or they visit a site that looks like a brand name company's fan page and are enticed to provide some of their personal information to criminals. The direct risk to an organization allowing its employees to use social media on company computers is obvious: if malware from social media infects a company computer and steals personal information, credit card numbers or trade secrets, the company may have to provide notice of a security breach and could face lawsuits and regulatory actions arising out of the breach. In the email context, we are already aware of lawsuits involving phishing that allege that the defendant should have been aware of scam emails sent to their customers, and should have warned those customers of the scam.

Finally, social media sites and the activities of multiple users for or on behalf of an organization could result in information leakage. If that leakage involves confidential information or trade secrets of an organization's customer, or perhaps certain financial disclosures in violation of securities laws, liability could arise. The risk of confidential information leakage was recently on display involving the use of LinkedIn. This risk can also be indirect in its nature, and there are several social media corporate intelligence companies that will data mine and aggregate information about competitors in order to discover leaked secrets, plans and trends.

**Privacy:** For many companies the Holy Grail of social media is in depth and detailed personal information about their current and would-be customers. Social media provides a platform for much more interactive and intimate communications between companies and their customers. In turn, companies seek to use this knowledge to sell their products and services back to these customers. In a way, it does not erode the trust relationship that is often gained in the social media context. Social media

platforms enable the gathering of information, including personal information, in ways that were unimaginable only a few years back. Companies leveraging social media, depending on the platform, can gain access to this personal information. This raises a host of privacy concerns that could increase legal risk. Most social media sites have terms and conditions that may result in legal liability if an organization's collection or use of personal information violates those terms.

**Intellectual Property Infringement:** Social media sites allow users and companies to post content, including content that may be copyrighted or trademarked. Posting can be performed not only by employees of organizations using social media, but also fans and visitors to a company's social media site. Organizations may face infringement claims directly or based on vicarious liability due to copyrighted or trademarked materials being posted by them or by third parties.

**Disparagement and Defamation:** Social media environments provide a forum for defamatory statements to be made about individuals, and disparaging remarks to be made about companies' products and services. Organizations with overzealous employees attempting to get a leg up on competitors may post comments or remarks that may not be fully accurate or true about an individual or a competitor's products or services.

**Advertising Law:** Organizations that use social media to promote their products and services should also be concerned about advertising laws. For example, some social media activities may amount to a contest or sweepstakes and may need to have appropriate disclaimers and notices. Further, for social media sites that allow users to rate products or services, an employee that "rates up" the products or services of his or her company may violate advertising laws concerning testimonials and endorsements.

Electronic Discovery and Evidence Social networks are brimming with social interactions and information generated by and about those interactions. That information may be highly relevant in a litigation context, and the parties in litigation may seek to obtain this information via discovery or subpoena. Questions arise as to whether obtaining this information for use in a court is permissible in light of potential privacy concerns.

## 8. Social Media and Crisis Management

Social media is used as effective tool for communication during a crisis and also dealing with a crisis created by social media. Both are important. Ultimate responders in times of crisis are armed forces. Using social media to communicate with stakeholders during a crisis has proven

to be effective due to its speed, reach and direct access. In recent crises, social media has helped distributed command information to key audiences and media, while also providing a means for dialogue among the affected and interested parties. In order to build credibility, one need to establish a presence in social media platforms before a crisis even occurs. One have to build a community early, promote organizational social media presences, post content to social media platforms often, post cleared information as it comes in, monitor content and conversations, answers questions, share information, encourage people on the scene to send information, use mobile devices and analyse results. There are crisis situations created by social media for Governments, businesses, and individuals. Social media have also become tools for organizing public protests as in Arab Spring, Anna agitation for Lokpal in India, YouTube trailer for Innocence of Islam case, and Delhi gang-rape and torture case. Dealing with a social media crisis is difficult because of free-form nature of social media that allows any participant to influence the situation. It is necessary to monitor both mainstream media and social media on a regular basis to look for first signs of issues that have potential to develop into a crisis. It is essential to have a basic social media crisis response mechanism as an integral part of overall crisis management plan On 21 January 2009, President Barack Obama signed a memorandum for Transparency and Open Government. The Federal Government has responded with several initiatives which utilize collaborative social media technologies to engage with the public. In September 2009, Guidelines for Secure Use of Social Media by Federal Departments and Agencies were issued by CIO Council.

Federal Government informative systems are targeted by persistent, pervasive, aggressive threats. In order to defend against rapidly evolving social media threats, departments and agencies should include a multi-layered approach in a risk management program, including risks to an individual, risks to a department or agency, and risks to the federal infrastructure. A defense in-depth approach should be considered in evaluating the top three most likely threats to federal employees, infrastructure and information. Social media technologies such as Wikis, Blogs and social net works are vulnerable to the following methods/ techniques of cyber attacks: Spear phishing, Social Engineering and Web Application Attacks.

## 9. Drafting a Social Media Policy

To address the legal risk associated with the use of social media, India should identify strategies for dealing with this risk and evolve social media policy and stringent laws

which will look into the issue of social media.

There are several issues which should be addressed by the Ministry of Information and Broadcasting, Government of India, so that anti social elements and terrorist organizations are not able to misuse the social media as it plays a pivotal role in disseminating the information .

## References

- Awl Dave, Facebook Me! A Guide to Having Fun with Your Friends and Promoting Your Projects on Facebook, Berkeley: Peachpit Press. (2009)
- Brito, Michael. Smart Business, Social Business: a Playbook for Social Media in your Organization. Pearson Education, Inc. (2011)
- Dave Kerpen., Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, McGraw-Hill. (2012)
- Erik Qualman., Socialnomics: How Social Media Transforms the Way We Live and Do Business, John Wiley & Sons. USA. (2009)
- Fine, Robert., The Big Book of Social Media: Case Studies, Stories, Perspectives. Tulsa: Yorkshire Publishing (2010)
- Kirpatrick, David., The Facebook Effect: The Inside Story of the Company That is Connecting the World, Simon & Schuster. (2010)
- Lon Safko, David K. Brake., The Social Media Bible: Tactics, Tools, and Strategies for Business Success, John Wiley & Sons, USA. (2009)
- Safko, Lon., The Social Media Bible: Tactics, Tools and Strategies for Business Success. Hobokjen : John Wiley & Sons, Inc. (2010)
- Shrivastava. K.M., Social Media in Business and Governance, Sterling Publications Pvt. Ltd, New Delhi. (2013)
- Vijayendra Haryal, Anandan Pillai, M. Morris Mano, Sailesh Kar, Social Media Simplified, Prabhat Prakashan, New Delhi. (2011)
- Weinberg, Tamar. The New Community Rules: Marketing on the Social Web. Sebastopol: O'Reilly Media, Inc. (2009)

# Women's Perception of Science Coverage in Mass Media

---

*\*Prof. Manoj Dayal,  
\*\*Prem Monga,*

## ABSTRACT

Mass media play a key role in dissemination of innovations in science and technology in an effort to enhance common peoples' knowledge level. Communicating scientific developments is needed to help people to contribute in nation's development. Print media, particularly, newspapers have proved to be a carrier of social change. Science coverage in newspapers can help masses to keep abreast of newer inventions. Generally, leading newspapers publish enough content on political, crime, economics and sports but coverage of science and technology issues find very less importance. The present study is an effort to know about the perception of women about science coverage in mass media. The study shows the gratification of women about science and technology issues in newspapers and other mass media.

**Key words:** Science coverage, Newspapers, Women perception, Gratification

## 1. Introduction

Science communication is an absolute necessity for the development and prosperity of any nation. In a country like India, superstitions are still widespread and hamper all efforts of development. Despite various efforts by the government in research and development only a fraction of the population is getting benefits from it. Science illiteracy or lack of scientific temper prevents people from accepting and practicing innovations. In such a situation, lack of basic scientific understanding is a big road block in the path of development. It is, therefore, essential to communicate science among layman in order to enhance science literacy. The need for communicating science is evident and common people must be informed about scientific inventions so that they may also take advantage of such developments. According to Shortland and Gregory (1991), science and technology is an important feed for people's daily lives. Science and technology play important role in almost all aspects of our lives. We often need understanding of science while taking decisions, specifically related to issues like health, environment etc. Well informed choices may ultimately prove judicious and beneficial to the individuals. Thus, there is a strong need for informing, educating and explaining people about science and technology.

### 1.1 Mass media and science communication

Many studies have concluded that people get exposed to science in two ways. These are formal science education and exposure through mass media. Common people generally know about science through mass media. Only a minuscule proportion of the population in any country is exposed to formal science education. Common people understand the importance of mass media because it has immense affect on their lives. Presentation of science in mass media has great potential in creating scientific awareness amongst masses. The understanding of science by common people is severely influenced by the filter of journalistic language and imagery. Thus, mass media have huge perspective to disseminate scientific information and enhance scientific literacy.

For most of the people, mass media are only sources to know about what is going on in the scientific and technical fields. However, if presented in an informal and interesting way taking into view the target audience, mass media may act as a vehicle to arouse scientific temper amongst masses. Scientists often present their research work in a manner that is not easily grasped by a layman.

In such a scenario, it is important to reveal how people perceive the coverage of science in various media. It is found from many studies that readers' interest for scientific news is declining. General masses are more concerned with political, sports and crime news. The segment which

---

\* Dean, Media Studies, Guru Jambheshwar University of Science & Technology, Hisar

\*\* Research Scholar, Guru Jambheshwar University of Science & Technology, Hisar

differs from general masses is probably young students who are directly or indirectly associated with science and its applications too. Dilip M. Salwi emphasized in one of his studies that "Science Communication has to be popularized as career among the young people".

### 1.2 Science as a subject of interest

The importance and reach of print media has retained its position as any other medium. According to a report on National Youth Readership Survey 2009 by National Book Trust, it is observed that about 75 per cent literate youth has shown some amount of interest in science, 25 percent being very much interested in science and 50 per cent being fairly interested.

The media, and particularly print media, provide the main source of scientific information for most adults (Jarman & McClune, 2002; Korpan, Bisanz, Bisanz, & Henderson, 1997). The National Readership Study (2006) indicates an increase in readership of English Newspapers by women. Indian Readership Survey (2010) also shows a significant growth in time spent on media and; women are driving this phenomenon more than men.

### 1.3 Current scenario

Most of the studies on coverage of science news in newspapers authenticate the belief that the coverage of science is negligible in the face of the barrage of news items from the three most dominant fields: political, crime, and cricket. There is hardly any research study related to the perception of people about science. Only a few studies about coverage of science related subjects were found. Further, no research study has been conducted on the perception of women on the coverage of science. So, it was decided to conduct a study on the perception of women with regard to coverage of science in various mass media.

### 1.4 Present study

Last century has witnessed the participation of women in nearly all aspects of life. Indian woman too has come out of the shell as housewife and proved her contribution in all fields, be it in medical, engineering, education or even space. Women in India are also responsible for local agriculture, animal husbandry, and forestry. Studies have revealed that women feel more concerned about health and education of their families. Also, women have shown more inclination towards education field as their occupation. So, it becomes vital to know women's perception about science communication, science being one of the basic subject with which a woman confronts every day, be it using washing machine or an i-pad.

## 2. Methodology

This study "Women's Perception of Science Coverage in Mass Media" was conducted in the city of Hisar. As no comprehensive list of women of Hisar was available and the voter list was not updated, so it was decided to use convenient sampling for this study. A total of 100 respondents were contacted and questionnaires were administered personally by the researcher. The data was analyzed using simple percentage distribution.

The data collected was then tabulated as follows:

### Age group

Age Group	18-25	26-35	36-45	46-55	55-65	66+	Total
No. of Respondents	49	23	13	09	06	00	100

Most of the respondents were young. More than 70% of the respondents were below the age of 35. This might reflect a youthful bias.

### Occupation

Occupation	Student	Service	House wife	Business	Retired	Any other	Total
No. of Respondents	38	11	45	02	04	00	100

The respondents were from a wide range of backgrounds.

### Education

Education	Illiterate	Below Matric	Matric	Below Graduate	Graduate	PG	PG+	Total
No. of Respondents	04	03	11	14	34	25	09	100

Most of the respondents were better educated. Almost 68% of the respondents were at least graduates.

### Economic Status (Individual Income)

Individual Income	No Income	Below 1 Lakh	1 Lakh- 4 Lakh	4 Lakh- 7 Lakh	7 Lakh- 10 Lakh	Above 10 Lakh	Total
No. of Respondents	49	21	12	09	05	04	100

The respondents were equally divided in terms of income. 49% of the respondents had no income as they were not in any occupation, while half had incomes ranging from below one lakh to above 10 lakhs

### Economic Status (Family Income)



Family Income	Below 1 Lakh	1 Lakh-4 Lakh	4 Lakh-7 Lakh	7 Lakh-10 Lakh	Above 10 Lakh	Total
No. of Respondents	05	28	17	35	15	100

The respondents had family incomes ranging from below one lakh to above 15 lakhs.

#### Exposure to Science

Exposure to Science	No Exposure	Up to Matric	Up to 10+2	Up to Graduation	Up to PG & above	Total
No. of Respondents	04	51	15	22	08	100

Most of the respondents had exposure to science through formal science education up to school level.

#### Access to various Mass Media (at home)

Access to Mass Media at Home	News-papers	Magazines	Books	Radio	TV	Inherent
No. of Respondents	65	36	33	61	100	34

All respondents had access to many mass media at home. All respondents had access to television at home. More than 60% respondents had access to both newspapers and radio at home.

#### Access to various Mass Media (Outside home)

Access to Mass Media out Side	News-papers	Magazines	Books	Radio	TV	Internet
No. of Respondents	15	45	10	61	20	22

All respondents had access to many mass media even outside of home. More than 50% had access to radio (FM) outside home.

#### Time Spent on Newspapers

Time Spent on Newspapers	No Time Spent	Up to 30 Mins.	31-60 Mins.	More than an hour	More than two hours	Total
On WEEK DAYS	55	29	08	05	03	100
On HOLIDAYS	48	33	09	06	04	100

More than half of the respondents did not read newspapers despite having easy access. Even on holidays, almost half the respondents did not read newspapers.

#### Time Spent on Magazines

Time Spent on Magazines	No Time Spent	Up to 30 Mins.	31-60 Mins.	More than an hour	More than two hours	Total
On WEEK DAYS	49	26	14	11	00	100
On HOLIDAYS	38	26	30	06	00	100

49% of the respondents did not read magazines despite having easy access. Even on holidays, many respondents did not read magazines.

#### Time Spent on Radio

Time Spent on Radio	No Time Spent	Up to 30 Mins.	31-60 Mins.	More than an hour	More than two hours	Total
On WEEK DAYS	74	15	09	02	00	100
On HOLIDAYS	50	14	30	04	02	100

Almost three-quarters of the respondents did not listen to radio on week days. Even on holidays, half the respondents did not listen to radio.

#### Time Spent on Television

Time Spent on Television	No Time Spent	Up to 30 Mins.	31-60 Mins.	More than an hour	More than two hours	Total
On WEEK DAYS	00	03	05	05	87	100
On HOLIDAYS	00	00	00	07	93	100

87% of the respondents spend a lot of time watching TV on week days. On holidays, 93% of the respondents watched TV for more than two hours.

#### Time Spent on the Internet

Time Spent on Internet	No Time Spent	Up to 30 Mins.	31-60 Mins.	More than an hour	More than two hours	Total
On WEEK DAYS	45	15	18	10	12	100
On HOLIDAYS	38	14	14	15	19	100

45% of the respondents did not surf the Internet. Even on holidays, only 19% of the respondents used internet for more than two hours.

#### Gratification related to Science from Media

Science from Media	News-papers	Magazines	Books	Radio	TV	Internet
No. of Respondents	25	15	34	00	12	24

Many respondents (34%) thought books to be the best means for gratifying science related needs. Sizeable portion of the respondents (a quarter each) used both newspapers and the Internet for science related need gratification.

#### Best Medium for Science Communication (Respondents' Perception)

Best Medium for Science Communication	News-papers	Magazines	Books	Radio	TV	Internet
No. of Respondents	09	11	39	04	13	24

39% of the respondents thought books to be the best medium for science communication, while 24% thought internet to be the best medium for science communication.

**Best Coverage of Science Related Material (Respondents' Perception)**

Best coverage of Science Issues	News-papers	Magazines	Books	Radio	TV	Internet
No. of Respondents	09	05	30	00	09	47

About 47% respondents thought that the Internet gives the best coverage to science related issues whereas, 30% respondents thought that books give the best coverage to science issues.

**Simplicity of Presentation of Science Related Material (Respondents' Perception)**

Simplicity of Presentation	News-papers	Magazines	Books	Radio	TV	Internet
No. of Respondents	20	11	45	00	09	15

About 45% respondents thought books presented science related material in the simplest format, while about 20% respondents found that newspapers present it in the simplest format.

**Topics of Interest related to Science (Respondents' Perception)**

Topic of Interest	General Science	Healthy / Medicine	Environment	Technology	Agriculture	Any Other
No. of Respondents	07	69	13	08	00	03

About 69% of the respondents choose health/medicine as their topic of interest. And none of the respondent showed their concern for agriculture.

**Benefits from Science News (Respondents' Perception)**

Benefits from Science News	Increases GK	Increases Understanding
No. of Respondents	35	65

About 69% of the respondents opined that science related material helped in increasing understanding of the subject, while 35% opined that science related material helped in increasing their general knowledge.

**Follow up Action (after reading, listening, or watching Science News)**

Follow up Action by Respondent	Discussion	Further Reference	No Action
No. of Respondents	11	12	77

Most respondents (77%) take no follow up action after exposure to science related material in mass media. Only 11% of the respondents discuss and 12% do further reference, as follow up action after exposure to science related material in mass media.

**Follow Up Action (Discussion about science news)**

Discussion about Science news	With Friends	With Family Members	With Others	Total
No. of Respondents	04	08	00	12

Only 4% respondents refer books or encyclopedia and 8% respondents refer to the Internet, as a follow up action after receiving science related material from mass media.

**3. Findings**

- (a) The study shows that majority of women (about 96%) had exposure to science through formal science education. They had good access to mass media but science content generally does not grab their attention. Almost all respondents had access to many mass media at home. More than 60% women had access to both newspapers and radio at home. This clearly indicates that reach and access of media is at best to general women in this particular place.
- (b) About 74% of the respondents did not listen radio on week days. All respondents spend a lot of time on watching TV on week days. The situation is same in regard to usage of Internet.
- (c) 65% of the respondents felt that science news improves their understanding and 35% felt that it improves their general knowledge. It is a painful situation that more than half of the respondents did not read newspapers & magazines despite having easy access. It is observed that the women in the region under consideration spend more time on watching television as compared to radio and newspaper.
- (d) Book are found to be a good medium of science communication. 34% respondents found books to be the best means for satisfying their curiosity about gratification of science related needs, 30% thought books give the best coverage to science news, and

45% respondents feel that there has been insignificant follow up action after exposure to science related material in Mass Media. 77% of the respondents did not take follow up action.

#### 4. Suggestions

The following suggestions can be made on the basis of the above discussion:

- For better dissemination of science news focus should be on TV and newspapers as medium of communication.
- Presentation of science news should be in single words which can be easily understood by common people.
- Presentations about scientific developments in agriculture and technology should be made attractive to get the attention of women.

#### References

- Bhattacharjee, Anuradh.a, Gaur, Shubhra P. & Pandey Ravishankar, *Perceptions of practicing and prospective women executives from India about Indian business newspapers*, *Asian Journal of Communication*, Vol. 21, No. 6, December 2011, 632\_647
- Dutt, B., and Garg, K.C., *An overview of Science and Technology coverage in Indian English-language dailies*, *Public Understanding of Science*, 9, (2000), 123-140.
- Dr. S. Arulchelvan, *Science and technology dissemination through Tamil newspapers: A study*, *Indian Journal of Science Communication*, Vol. 9 (2), July–December 2010, pp 3-9
- Khosla, Ashok., *Science and Technology for sustainable development*, *Current Science*, Vol. 76, no. 8, April, 1999
- India Science Report, *National Council of Applied Economic Research*, 2005
- INDIAN YOUTH, *Demographics and Readership, Results from the National Youth Readership Survey*, *National Book Trust, India and National Council of Applied Economic Research*, 2010
- Marzia Mazzonetto, *Science communication in India: current situation, history and future developments*, *JCOM 4 (1)*, March 2005
- Ramamurthy, V., *Future of Science in India*, *Current Science*, Vol. 77, no. 12, December, 1999
- Salwi, Dilip M., *Motivate Students for Science Communication*, *Current Science*, Vol. 79, no. 3, August, 2000
- SCIENCE COMMUNICATOR, *Volume 02, Issue 01, January 2011*
- Singh, Rana Pratap, *Science Communication in Indian Context*, *Current Science*, Vol. 77, no. 2, July, 1999
- [www.iscos.org](http://www.iscos.org)

# Our Contributors

---

## **Subhakar Patnaik**

Editor- ETV News, Ramoji Film City, Hyderabad

## **Dr. Archana Katoch**

(Assistant Professor), Department of Journalism & Creative Writing,  
School of Journalism, Mass Communication and New Media,  
Central University of Himachal Pradesh, TAB, Shahpur, Distt.-Kangra-176206

## **Deepak Uniyal**

Assistant Professor, IMS Unison University, Dehradun

## **Dr. Rajesh Kumar**

Associate Professor, School of Communication, Doon University Dehradun, Uttarakhand

## **Dr. M. Rabindranath**

Associate Professor & Dean, School of Journalism, Mass Communication and New Media Central  
University of  
Himachal Pradesh, Dharamshala, PB.No.21 District Kangra, 176215-H.P.

## **Prof. Manoj Dayal**

Dean, Media Studies, Guru Jambheshwar University of Science & Technology, Hisar

## **Prem Monga**

Research Scholar, Guru Jambheshwar University of Science & Technology, Hisar

# Invitation and Guidelines for Contributors

---

**Pragyaan: Journal of Mass Communication**, is a biannual refereed Journal of IMS Unison University, Dehradun. Its objective is to create a platform, where ideas, concepts and applications related to the field of Mass Communication can be shared. Its focus is on pure research, applied research and emerging issues in media.

The articles are invited from academicians, practitioners as well as research scholars.

## Guidelines For Contributors

1. The whole document should be in Times New Roman, single column, 1.5 line spacing. A soft copy of the document formatted in MS Word 97 or higher versions should be sent as submission for acceptance.
2. Title of the paper should be bold 16", and all paragraph headings should be Bold, 12".
3. Author names should be in 12", Bold, followed by affiliations in normal 12" font size. Names of different authors must be in different rows. First author will be considered for all communication purposes.
4. First Page of the document should contain Title and name (s) of author(s) followed by 4-5 lines about each author. Nothing else should be written on this page.
5. The following pages should contain the text of the paper including: Title, Abstract, Keywords, Introduction, Subject Matter, Conclusion & References. Name (s) of author(s) should not appear on this page to facilitate blind review.
6. Place tables/figures/images in text as close to the reference as possible. Table caption should be above the table. Figure caption should be below the figure. These captions should follow Times New Roman 11".
7. The format of references should be as follows :  
Panther, J. G., Digital Communications, 3rd ed., Addison-Wesley, San Francisco, CA (1999).
8. Articles which are published should not be reproduced or reprinted in any other form either in full or in part without the prior permission of the editor.
9. Wherever copyrighted material is used, the author should be accurate in reproduction and obtain permission from the copyright holders, if necessary.
10. Papers presented or submitted in a seminar must be clearly indicated at the bottom of the first page.
11. A brief resume of the author (s) should accompany the research articles.
12. The authors are required to send a duly signed copyright undertaking by post after sending the soft copy of the manuscript. All manuscripts should be addressed to:

Editor

Pragyaan : Journal of Mass Communication

IMS Unison University, Dehradun

Makkawala Greens, Mussoorie Diversion Road

Dehradun - 248009 Uttarakhand (India)

Phone: 0135-3000600, 3000803

E-mail: pragyaan.masscomm@iuu.ac

**The Editor**

Pragyaan : Journal of Mass Communication,  
IMS Unison University, Dehradun  
Makkawala Greens, Mussoorie- Diversion Road,  
Dehradun, Pin- 248001, Uttarakhand  
Phone: 0135-3000600, 9927000210  
E-mail: pragyaan.masscomm@iuu.ac  
Website: www.iuu.ac

Sir,

**Sub: Assignment of Copyright**

I/We, \_\_\_\_\_, author(s) of the article  
entitled \_\_\_\_\_

do hereby authorize you to publish the above said article in **PRAGYAAN: JOURNAL OF MASS COMMUNICATION**.

I/We further state that:

- 1) The Article is my/our original contribution. It does not infringe on the rights of others and does not contain any libelous or unlawful statements.
- 2) Wherever required I/We have taken permission and acknowledged the source.
- 3) The work has been submitted only to this journal **PRAGYAAN: JOURNAL OF MASS COMMUNICATION** and that it has not been previously published or submitted elsewhere for publication.

I/We hereby authorize, you to edit, alter, modify and make changes in the Article in the process of preparing the manuscript to make it suitable for publication.

I/We hereby assign all the copyrights relating to the said Article to the **IMS Unison University, Dehradun**.

I/We have not assigned any kind of rights of the above said Article to any other person/Publications.

I/We agree to indemnify the **IMS Unison University, Dehradun**, against any claim or action alleging facts which, if true, constitute a breach of the foregoing warranties.

**First author**

Name:

**Second author**

Name:

**Third author**

Name:

Signature:

Signature:

Signature:

**IMS Unison University**  
**SUBSCRIPTION/ADVERTISEMENT RATES**

The Subscription rates for each of our four journals, viz., Pragyaan: Journal of Mass Communication, Pragyaan: Journal of Management, Pragyaan: Journal of Information Technology and Pragyaan: Journal of Law are as follows:

Category	1 Year		3 Years		5 Years	
	Domestic Rates (₹)	Foreign Rates (US \$)	Domestic Rates (₹)	Foreign Rates (US \$)	Domestic Rates (₹)	Foreign Rates (US \$)
Academic Institutions	500	30	1200	75	2000	120
Corporate	1000	60	2500	150	4000	240
Individual Members	400	25	1000	60	1600	100
Students	300	20	700	40	1200	75

**Advertisement Rates (Rs.)**

Location/Period	1 Year	2 Years	3 Years
B/W (Inside Page)	10,000/- (2 Issues)	18,000/- (4 Issues)	25,000/- (6 Issues)
Colour (Inside Back Cover)	17,000/- (2 Issues)	30,000/- (4 Issues)	45,000/- (6 Issues)
<b>Single Insertion (1 Issues)(Inside B/W Page)- Rs. 5000/-</b>			

**SUBSCRIPTION FORM**

I wish to subscribe to the following journal(s) of IMS Dehradun:

Name of Journal	No. of Years	Amount
Pragyaan: Journal of Mass Communication	<input type="text"/>	<input type="text"/>
Pragyaan: Journal of Management	<input type="text"/>	<input type="text"/>
Pragyaan: Journal of Law	<input type="text"/>	<input type="text"/>
Pragyaan: Journal of Computer Applications	<input type="text"/>	<input type="text"/>
<b>Total</b>		

A bank draft/cheque bearing no. \_\_\_\_\_ dated \_\_\_\_\_ for Rs. \_\_\_\_\_

Drawn in favour of IMS Unison University, Dehradun towards the subscription is enclosed. Please register me/us for the subscription with the following particulars:

Name: \_\_\_\_\_ (Individual / Organisation)

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E- mail: \_\_\_\_\_

Date:

Signature (individual/authorized signatory)

Please send the amount by DD/Local Cheque favouring IMS Unison University, Dehradun, for timely receipt of the journal.

Please cut out the above and mail along with your cheque /DD to: The Registrar, IMS Unison University, Makkawala

Greens, Mussoorie Diversion Road, Dehradun 248009. Uttarakhand, India,

Phone No. -0135-3000600, 9927000210

