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Pragyaan : Journal of Mass Communication

Volume 11, Issue 1, June 2013

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From the Chief Editor

We draw immense pleasure in presenting June 2013 issue of our research journal - Pragmaan: 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. Pragmaan: JOMC is a blind refereed bi-annual journal that brings to its readers high quality research in Mass Communication that should help to address the challenges of the 21st century.

The Journal strives to seek ways to harness the power of communication to meet the real world challenges, and to provide substance for making informed judgments on important matters. The articles published in this issue of Pragmaan: Journal of Mass Communication focus on Gatekeeping in Media, Effects of TV advertisements on Primary School Children, Media Agenda on Gender Issues, HDSLRs and Low Budget Film making, Advertising and snob appeal, Study on Media Censorship in China, Green Communication, and Political Economy of Community Radio in India.

We would like to express our gratitude to our valued contributors for their scholarly contributions to the Journal. Appreciation is due to the Editorial Advisory Board, the Panel of Referees and the University authorities for their constant guidance and support. Our team of professionals comprising of Dr. A.S. Pandey (Professor-in-charge, Research Publications) and Dr. Dhiraj Shukla (Editor Pragmaan: JOMC) has made a significant contribution towards making the research papers error free, presentable, and reader friendly. The contribution of our team members is highly appreciated. Thanks are also due to the faculty of School of Mass Communication, IMS Dehradun for their support.

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

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

Dr. Pawan K Aggarwal

Associate Pro Vice Chancellor
IMS Unison University, Dehradun

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'Gatekeepers' of News and Information Today: A Reality Check In Contemporary Indian Media

Dr. Rajesh Kumar*

ABSTRACT

This paper discusses the evolution of the 'Gatekeeping Model' over the years and examines how the traditional roles of 'gatekeeping' have witnessed a change. From editors and reporters, the news and information is now being filtered by corporate houses, sponsors, advertisers, politicians and in case of the social media, the audience themselves. The research also offers an overview of the trend of cross media ownership in India and how the sponsors are influencing the information carried where corporatization of the media has affected the flow of news. Besides, it also studies the idea of 'gatekeeping' in India in the context of social networking where the users themselves are gatekeepers. The paper suggests that the traditional methods of 'gatekeeping' have decayed and hence it should be understood in a novel context, keeping in mind the rapid growth of new technologies and different ways of mass communication.

Keywords: Gatekeeping, Advertisers, Social media, Indian media.

1. Introduction

Which news is more valuable? 'Twenty one persons killed and dozens injured in train collision' or 'the speeding train kills seven elephants'. Most people would say both are equally important but the people who are actually involved in the process of news selection and placement will be holding a different view. One of the news stories will be given more value than the other and so would be placed accordingly in the news paper. One of these might find a position on the front page while the other might have to be satisfied by being on some inside page. Most of the times, the stories with comparatively less value might not even get a chance to be published if the space on the page is not enough. Everyday numerous events take place that need reporting but not all of them can be published in a news paper or be flashed on a TV screen or announced on a radio set. The idea of 'gatekeeping' seems logical at first since there is a limitation of time and space in publications and channels and very simply put, not everything can be shown or published. Thus, some kind of filtration is necessary. However, there are conscious processes involved which decide what has to be transmitted and what has to be withheld. The earliest concept of 'gatekeeping' has assigned this conscious role to the editors of media houses.

Traditionally, such decisions were based on the principles of news value and making such decisions used to be the

major task of a 'gatekeeper' which was taken up by the 'editor' of a news paper. Every story that used to enter the newsroom had to go through the scrutiny of the editor and only after the editor approves, it was allowed to be published. Hence, it can be said that an editor used to have the final say in what is to be sent to the readers and what not. Editor was the sole authority keeping the 'gate' through which the stories would pass. The traditional theories and models on 'gatekeeping' also laid emphasis on the importance of the role of an editor in the paradigm of news communication. The famous model of gatekeeping given by D.M. White (1950) focused only on the role of an editor as the man who made decisions. However, his theory was criticized when the other factors influencing the decision started gaining recognition.

The editors started losing their say in the news selection process as the media got "locked into the power structure", and consequently started acting largely in tandem with the dominant institutions in society. The media thus reproduced the viewpoints of dominant institutions not as one among a number of alternative perspectives, but as the central and 'obvious' or 'natural' perspective (Curran et al, 1982). The element of 'biasness' affects the information that is received by the reader. The editor is required to keep in mind a number of things other than the news value principles for letting a story to be published. The flow of information is being regulated by the gatekeepers who are not directly involved in the news

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gathering process but are the managers and the owners of the media firms or the advertisers or other stake holders. 'Money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public' (Herman and Chomsky, 1988). The political affiliation of a media outlet determines the ideology it would stand for and hence the 'gatekeeping' will be done accordingly. The 'gatekeeper' moulds the stories in a way that satisfy the interest of a political leader or a group and so changing the angle and slant of the real truth. 'Mass media content is influenced by media workers' socialization and attitudes. Their professional training, personal and political attitudes and affiliations lead them to produce a social reality' (Riaz, 2008).

To a certain level, 'gatekeeping' is very important for communication planning but as the news media has been overpowered by the top tier of corporate, it is becoming more of a negative term. Commercial advertising is the principal source of revenue for media and is very important for ensuring the survival of the media houses. In fact, the biggest regulators of the flow of information are the commercial organizations providing financial support to the media outlets in the form of advertisements. This has not only changed the nature of flow of news but also the entire set up of a news paper. Twenty five years ago, one could never imagine that first page of a newspaper in India would be full page advertisement. The newspaper today looks more like a product catalogue rather than a news journal.

On the one hand, the globalization and liberalization provides a better scope of mediating while on the other it has given rise to commercialization of news. The profit making motive of the owners and publishers has led to backroom negotiation and encouraged payola which further leads to withholding of information and possibilities and hence preventing the readers from realizing the importance of truth in order to create the desired effect in the society. This can be easily related to agenda-setting. The 'gatekeeping' today, is a vital part of the agenda-setting function of media as it is vastly used as a helping tool by the agenda setters. 'According to the agenda-setting theory, because of the fact of paying attention to some issues and neglecting and ignoring some others, the mass media will have an effect on public opinion' (Riaz, 2008). For example, while watching a cricket match on television, one cannot watch the action taking place in the whole ground and also the spectators present in the pavilion from every angle at the same time. Even though today the information is coming from all corners, newspapers still remain as the top most trusted source in India and so an editorial decision made in the dark without proper justification is not only an irresponsible act but also a corrupt practice. Keeping the gate is a serious responsibility and if the gatekeeper's integrity is lost, the

newspaper too will lose its integrity. The gatekeeper has the power to forward the selected news items to the people. Therefore, the gatekeeper must have a moral justification of selecting a news story over the other because with power comes the accountability. News emerges from the people and goes back to them. People are the ultimate source and the consumers of information. Hence, it is very important to ensure that the interests of the people are met. But the commercialization of media has led to conscious manipulations in sending back to the public what they are interested in and what can be 'discussed'. 'Gatekeeping' today can be called as one of the barriers to communication because the gatekeepers decide the nature of thoughts that will be created in the minds of the people and dictate what is worthy of the attention of the receiver. Here, one can raise an eyebrow and ask for one's right to information. There has been numerous instances where biased 'gatekeeping' created false or skewed notion of an institution, event or an individual. These will be discussed later in the paper.

2. 'Gatekeepers' of News and Information: The Theoretical Underpinning

The gatekeepers' model has been the bedrock of many communication studies in India and abroad and it has been the most debated theory as well. Communication scholars like Wilbur Schramm have outlined the basic tenets of the process of communication. A message is sent by a sender to a receiver through a channel and the receiver gives feedback making the communication process a dynamic and continuous one. However, the gatekeepers model has been seminal in the sense that it has identified influences of the institutional roles of editors on the information, especially information in news form, being passed on to readers, listeners and viewers.

The evolution of the Gatekeeper's theory has been charted by Chris Roberts, a Doctoral student at The University of South Carolina in a paper titled 'Communication Theory and Methodology Division Association for Education in Journalism and Mass Communication' presented in August 2005 at Communication Theory and Methodology Division Association for Education in Journalism and Mass Communication San Antonio, Texas. Roberts has termed the concept as the 'vanilla ice cream of mass communication theory.' He says "this is so since it may not be everyone's favourite, but nearly everyone can tolerate it. While it may have an unremarkable flavour, it serves as a building block for other theory and methodological approaches". In post-war America in 1947, it was Prussian scholar Kurt Lewin who coined the term 'gatekeeping.' He concluded in a study of sweetbreads on Iowa housewives that they are the "gatekeepers who control what food enters the channels that ultimately bring it from the garden or supermarket into the household and onto the dining-room table. Each channel is walled into sections

surrounded by gates – the decision-making points that determine whether the food will enter the channel to start with, or move to the next section. But there are forces which exert pressure along the way to accept or reject food.” He, however, added that the theory “holds not only for food channels but also for the travelling of a news item through certain communication channels in a group...” (Lewin, 1947). It was in the same year 1947 that David Manning White decided to observe how an editor of a newspaper chooses or leaves out news. Aided by a telegraph wire editor Mr. Gates for his study on a newspaper titled The Peoria Star, White proposed the flow of communication in 1950 which was later integrated into Lewin's theory (Figure 1). The theory was published in *Journalism Quarterly*, 27.

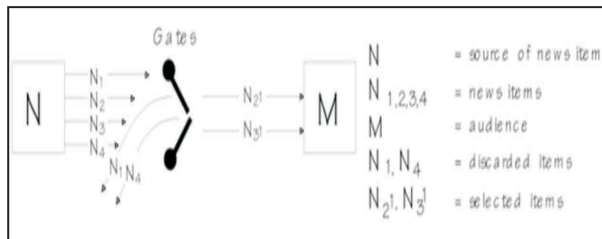


Figure 1. Lewin's Theory of Communication

White suggested that a news source has several items some of which are filtered by the organization's editors who act as 'gatekeepers'. The news that thus reaches the audience is selected consciously.

However, editors can also publish only what is provided to them by the sources like news wires. This aspect was elaborated by Dr. Walter Gieber in 1956 whose dissertation at the University of Wisconsin expanded White's early study to 16 wire editors. Where Gieber differed from other scholars was that he gave equal importance to the processes surrounding the agents who act as gatekeepers. Chris Roberts outlines that in Gieber's theory, these gatekeepers are passive and reactive, unable to do much to influence the copy they receive. A very key factor in the news flow process was overlooked by White which is the organizational influences like work culture, work routines and story deadlines which were also noted by Gieber.

The Westley-MacLean model (Figure 2) introduced the idea of gatekeeper C and feedback between the three centres. According to them, C filters some component of the message which is being sent to B. But feedback between the sender and receiver remains all throughout.

Here, X1 and X2 are news items which reach the client A (media house, reporter) who passes it on to audience B. There is the intervention of C, a gatekeeper who can also receive some news directly (X3, X4). Westley and MacLean have suggested that communication begins when receivers start to give feedback (f) according to their own surroundings. This model was applicable for both

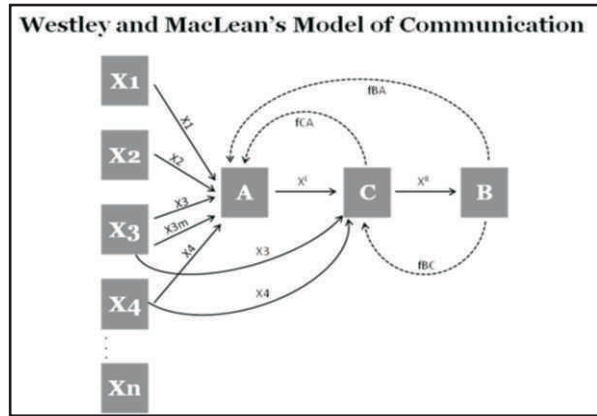


Figure 2. Westley and MacLean's Model of Communication (Available at: <http://communicationtheory.org/westley-and-maclean%E2%80%99s-model-of-communication/>)

interpersonal and mass communication and identified the very important element of feedback despite the presence of a gatekeeper. For example, a newspaper reporter might get news and the editor might edit it before publishing. But whatever information reaches the audience is acted upon by them-the thriving 'Letters to the Editor' section, especially in the Hindi press, being a good example of that.

But if one talks about 'gatekeeping', it should be kept in mind that it is not only about the selection and presentation of news but also about gathering of news from various sources. J T McNelly (1959) focused not only on editors but also on reporters, who according to him were the first of the multiple gatekeepers (Figure 3). According to him, news can be modified in different ways and by different authorities.

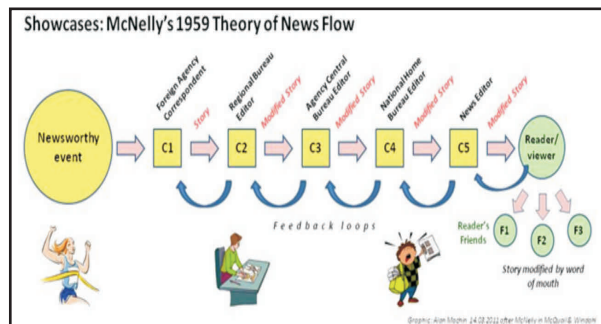


Figure 3. McNelly's 1959 Theory of News Flow (Available at <http://www.alanmachinwork.net/Showcases>)

3. The Scenario in Contemporary Indian Media Industry

In terms of investment in men and machinery, the Indian media industry has become a corporate structure both in operation and management. And it has witnessed a definite transformation from a mission to a profession.

Commercialization of media is almost complete and all sorts of manipulations are being used as are done in the case of product marketing. Recent case of Zee group Vs Zindal group, which is subjudice and of course, has yet not reached a stage to be conclusively commented upon, but its an indicator where actually Indian media is heading on. This also has tremendous impact on 'gatekeeping' functions. It has given rise to many gatekeepers of news and information apart from traditional gatekeepers like editors. Today, there are different powerful gatekeepers who influence the media and their coverage because of either their economic clout or influence. Broadly speaking, the 'gatekeeping' scenario in the Indian media has undergone a change due to three key factors, viz., Cross-media ownership, Corporatization of media, and Popularization of social media.

3.1. 'Gatekeeping' in Cross Media Ownership Situation

Post reforms of 1991, the Indian economy has opened up many sectors for private entrepreneurial interest. Since the last two decades of liberalization, the phenomenon of concentration of wealth has been marring the economy. A 2009 study on "India 2039 – An Affluent Society in One Generation" funded by the Asian Development Bank has shown that a handful of 50 people (50 billionaires in a country of more than 120 crore) controlled wealth equivalent to 20 per cent of India's Gross Domestic Product (Available at:

http://www.humanrightsinitiative.org/programs/ai/rti/international/laws_papers/india/india_2039_an_affluent_society_in_one_generation.pdf). The corporate world has been able to carve its own huge space in the economic domain of the country in a short span of time. This space has also in a sense intruded into the media in a hegemonic manner. Both, in the print and electronic media, the corporate sector has become an investor and a power to reckon with.

Quoting a research conducted by Dilip Mandal and R. Anuradha, that has been published in Media Ethics (Oxford University Press, 2011), Paranjay Guha Thakurta, (member of the committee set up by the Press Council of India to check ethical and legal violations by the media) has elaborated how the Boards of Directors of a number of media companies now include (or have included in the past) representatives of big corporate entities that are advertisers (Guha Thakurta, Media Ownership Trends in India, The Hoot, July 3, 2012). The board of Jagran Publications has had the Managing Director (MD) of Pantaloon Retail, Kishore Biyani, McDonald India's MD Vikram Bakshi, and leather-maker Mirza International's MD Rashid Mirza; besides the CEO of media consulting firm Lodestar Universal India, Shashidhar Sinha, and the chairman of the real estate firm JLL Meghraj, Anuj Puri. The

Board of Directors of HT Media, publishers of Hindustan Times and Hindustan, has included the former chairman of Ernst & Young K. N. Memani and the chairman of ITC Limited Y C Deveshwar. Similarly, Joint MD of Bharti Enterprise Rajan Bharti and MD of Anika International Anil Vig are a part of the TV Today's Board of Directors. The Board of Directors of DB Corp (that publishes the daily, Dainik Bhaskar) includes the head of Piramal Enterprises Group, Ajay Piramal, the MD of Warburg Pincus, Nitin Malhan, and the executive chairman of advertising firm Ogilvy & Mather, Piyush Pandey. NDTV's Board of Directors has Pramod Bhasin, President and CEO of the country's biggest business processing outsourcing company GenPact as a member. The idea behind giving such details is to show the constant overlapping of corporate and citizen's interests. News and information published/broadcast was traditionally meant to inform, awaken or entertain people which now has become a tool for publicity, public relations, relationship management and veiled advertising for the corporate firms. They do so through having an interest in media houses via investment and ownership.

As Guha Thakurta has said, "Instead of media houses relying on advertisers to fund quality journalism, the relationship becomes insidiously reversed. Advertisers and corporate units begin to rely on news outlets to further their interests." In 2003, Bennett Coleman Company Limited (publishers of the Times of India and the Economic Times, among other publications) started a "paid content" service, which enabled them to charge advertisers for coverage of product launches or celebrity-related events.

3.2. 'Radiagate' and the Control of Information by the Corporate Media

In late 2010, 'Open' magazine published records of leaked telephonic conversation between corporate lobbyist Nira Radia and influential media persons, politicians and corporate houses which seem to point to a nexus between the three sectors in the appointment of ministers and in important corporate deals. Among the mainstream newspapers in India, newspapers The Hindu and The Pioneer were one of the first to publish the records and carry the story. However, a highly conscious process of selection went into the coverage of what came to be known as 'Radiagate'. Many news publications and news channels did not carry the story at first and the tapes leaked were also allegedly selective. In an article 'Media ethics: Why we need both panic and a pinch of salt' (Tehelka Magazine, Vol 7, Issue 48, Dated December 04, 2010), Shoma Chaudhary has pointed out how the media is under immense pressure while reporting a story. She says that one of the most damaging symptoms in Indian media today is its slavish relationship with corporate power. Political misconduct is often brought to book, corporate

crime almost never. 'Big business' has its tentacles everywhere. Almost all the premier publications and channels — The Times of India, Times Now, The Economic Times, CNBC etc — come across as 'compromised' in differing percentages, she has stressed. Therefore, even if the editors and reporters wish to play out the role of gatekeepers, they have corporate concerns in mind since the private sector has become a major source of revenue for the media houses. Prominent media houses have a diverse set of people with varying financial interests investing in them and thus proving to be a huge financial support which is how the corporate sector can also be considered a gatekeeper- a force that controls or influences the selection and consequent flow of information. Senior Associate Editor, The Hindu Business Line, Rasheeda Bhagat has discussed the media blackout of the issue pointing out that the TV channels (employing journalists allegedly involved in the scandal) remained silent on the issue for long ('Those Living In Glass Houses', The Hindu Business Line, November 23, 2010).

Though the print and electronic media tried to control the information, the traditional role of gatekeeping by the editors or even the new role of gatekeeping by the corporate sector eventually failed when it came to Radiagate. This was due to the alternative of social media which proved to be a powerful tool in mounting pressure on the government to start investigating in the 2G scandal. Facebook and Twitter helped people to access opinions of fellow citizens and thinkers while the leaked tapes were also available online on video-sharing websites like YouTube.

Advertorials have been another form of corporate intrusion into the business of news and information. These are actually advertisements furthering the commercial interests of a corporate house, a firm or an organisation presented in the manner of a piece of news or an editorial. Bart Pattyn (Media Ethics: Opening Social Dialogue, 2000) says that advertorials employ a language not directly persuasive but more oriented at conveying information about the product. Generally, the editor has no role to play while an advertorial is being carried since it is the advertising department of the media house which decides in this matter. While it is not illegal or unethical to publish or carry them, many experts feel that the concept of advertorials has made media houses compromise on their ethics since they try to avoid conflict of interest between them and the sponsors. The level of investment that the advertisers and sponsors have achieved indicates that they have become the main source of revenue for media houses. However, Professor J. J. Soundararaj ('Try Advertorial to Overcome the Challenges of Commercial Clutter', Excel International Journal of Multidisciplinary Management Studies, Vol.1 Issue 2, November 2011) points out that advertorials are costly. Hence, not all firms

can afford these. Thus, it is the financially sound organisations that use this method of promotion. Hence, this can be another example of how the corporate sector is acting as a gatekeeper and controlling and selecting what information should reach an audience.

3.3. Politicians as 'gatekeepers'

Several politicians in India today run a news channel or publication. In this context, journalist Archana Shukla studies the case of Piccadilly Group, owned by Kartikeya Sharma which manages Hindi newspaper Aaj Samaj and runs news channels under the name of India News. ('We also make TV news', The Indian Express, August 19, 2012). Sharma is the son of Congress leader Shri Vinod Sharma. "It is said that Sharma senior took a vow to launch his own newspaper and TV channel after he felt that it was media activism that led to his son Manu Sharma's conviction in the Jessica Lal murder case of 1999," Shukla says.

In the South India, AIADMK's J Jayalalitha owns Jaya TV while rival DMK's M Karunanidhi owns Kalaigarn TV and his nephew Kalanidhi Maran owns Sun TV. Media persons have pointed out how they give favourable coverage to the political parties of their owners. Election Commission officials have said that they do not receive complaints about paid news in Tamil Nadu since the party affiliations are already clear. Even if the channels are not owned directly by the politicians, the evil of paid news has hit the Indian media showing how anyone with money can be a gatekeeper. Guha Thakurta has pointed out that many candidates have fixed rates in case they want a newspaper to impart favourable coverage during elections.

There have been instances when even the government and its machinery have controlled the flow of information for safety and strategic purposes. 'Gatekeeping' of information can also be beneficial in instances where the media goes overboard with reportage. During the coverage of the 2008 terror attacks in Mumbai, the editors at first went ahead with the complete coverage focusing only on Nariman House and Trident Hotel, completely sidelining the attack on Chhatrapati Shivaji Terminus. Television channels broadcast gory images and were also in competition with each other for exclusive footage which interfered with the ongoing army operations. The government and military authorities had to finally intervene to urge the media for a balance and controlled coverage.

3.4. People as 'gatekeepers': The Rise of Social Media

It is very interesting to note that in areas untouched by technology (like many villages), the tradition of sitting together to discuss the day's happenings is strong. Here,

the better read people in the village or those who own a radio or television set can gatekeep and let out selective information to fellow villagers. Hence, the audience itself doubles up as a gatekeeper. The same phenomenon can be noticed in areas completely engulfed by technology. India has been witnessing a growing craze for social networking with more than 50 million Indians registered on leading networking site Facebook. The very idea of social media activities like chatting, posting and blogging is the concept of Freedom rather freedom from censorship. A blog is a free platform where people or bloggers themselves are gatekeepers who control information and decide what their fellow netizens will read. A tweet by a celebrity (as a note on social networking site Twitter is called) can be read by anybody following the celebrity. The followers can also comment on the tweets and there have been instances of uncontrollable and harsh commenting on scams and scandals on Twitter. Commenting on the social media scenario today, noted filmmaker Shekhar Kapur says: "As Newspaper and Media empires fade, 'Gatekeepers' as we know them, are being replaced by 'Platformers' that enable communities to share ideas, thoughts, knowledge, news, between themselves at an unprecedented speeds, letting them transact and exchange even real goods and services between themselves. Communities will now reject Gate Keepers that thrive on a system that tries to control that flow."

Social networking has become a rage precisely because of the free flow of information it allows on an immediate basis. There is no editing authority which can delete or control what a user writes on several websites. Consequently, one can also come across inappropriate online content showing how people themselves have the power to gatekeep and decide what can be filtered.

In the wake of the recent misuse of social networking websites by groups trying to spread rumours regarding dangers to lives of the residents of the north-eastern states in India, Union Minister for Information Technology Kapil Sibal has called for some regulation to avoid such instances. As a result, a few websites have agreed to share user information with the government authorities.

4. Conclusion

The concept of 'gatekeeping' in India has undergone a transformation due to the trend of cross-media ownership, corporatization of the media and increasing popularity of social networking websites. Consequently, the traditional role of 'gatekeeping' by the editors or reporters are now being performed by sponsors and advertisers who influence content selection due to their economic clout and politicians who own news entities or have significant financial holdings in these establishments. A platform

where the audience itself can gatekeep is the arena of social networking where the absence of strong censorship allows users to generate the desired content and share it with fellow users. Examples include Facebook, Twitter, YouTube, Orkut and others. The Indian authorities have recently called for some kind of regulation in this arena to prevent the misuse of this platform.

Disregarding the older concept of 'gatekeeping', it is now recognized that gatekeeping is exercised at almost every stage in the whole process of communicating news. Earlier, due to the lack of space and time the editors used to leave out or ignore so many things but today, in the era of information over flow, the gatekeeping starts from the very first stage i.e. from the place of origin of event. The sources give some information and leave some and so the people who are the source of events act as a gatekeeper; a reporter is a gatekeeper as she/he might not send the full information to the newsroom or might send biased information and the chain goes on and stops back with the people as the consumers of the news by choosing what to consume and what to leave. So, the earlier notion of editors as the only gatekeeper is no more true. Some exogenous factors like pressure groups and flak (Herman and Chomsky, 1988) are also keeping the gates and mark their presence by pressurizing the media outlets to stop certain information from being conveyed to the citizens.

Not allowing people an equal access to information is also a form of 'gatekeeping'. This creates information gap and disparity between the haves and the have-nots of knowledge. In a democratic set up like India, everyone should have the right to have an equal access to information. For example, the Internet service providers, including both private and government, provide higher speed at higher prices. Therefore, somebody who cannot afford higher prices cannot have the information. Similarly, the uploading speed provided is much less than the downloading speeds. This again acts as a gate for the citizen journalists who wish to share some important piece of information they have with the world. "The power of gatekeepers seems to diminish in a modern information society. The Internet defies the whole notion of a 'gate' and challenges the idea that journalists (or anyone else) can or should limit what passes through it (Shoemaker et al, 2001)." The statement is an eye opener for many, who have still not realized the power of internet to control the information at various levels, and which is indeed proving out to be real in the current scenario. As after its unparalleled debut in the information sector, it has set a benchmark for its competition, and in a very short span of time, the internet became one of the most viewed and dependable source and controller of information, with a global consumer base at its disposal, and hence a very powerful gatekeeper.

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Effects of Television Advertisements on Primary School Children: A Case Study of South Delhi

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ABSTRACT

Television advertisements target consumers, current and future, to sell various products. An increasing percentage of their target audience now a days is children, who often decide the purchasing decisions of the family. These advertisements use some common characteristics and interesting ways to create awareness, generate interest and encourage buying needs in the young minds. The study focuses on the perception and reaction of primary school children towards television advertisements. This study shows that about two-third of the children expressed interest in buying products they watched on TV. The finding showed that their television viewing habits decided how much message was registered and recalled later.

Keywords: Television Watching, Advertisements, Primary School, Television Channel, Homogenous Product

1. Introduction

Children now a days spend much of their free time watching TV. As a practice, TV channels broadcast programmes mixed with advertisements to generate more revenue. The main objective of these advertisements is to promote products and services, for which they use different techniques to woo consumers without conducting feed forward study. Sometimes, this may cause harm to the children. With great reach of direct to home, each and every member of the family is exposed to these messages. The viewers get to know about the products through these advertisements, and make comparison between different products available in the market in terms of cost and quality. Some advertisements induce demand for luxurious products. Such advertisements influence the children who then insist on acquiring such products without any critical evaluation of the products that is beyond their scope. At times, this causes parent-child conflicts when parents deny their children's requests. Hence this research study was planned in this direction to know the effects of TV advertisements on primary school children.

2. Objectives of The Study

Following are the objectives of the study:

1. To study the Television watching habits of primary school children
2. Evaluate the impact of television advertisements on primary school children in terms of awareness, interest

and action regard to product adoption.

3. Identify negative impact of television advertisements on primary school children.

3. Research Methodology

The study is based on primary data collected through interview schedule focused on TV watching habits of Primary School children and impact of TV advertisements on them. Selection of children is done from two schools and from standard I to V randomly. Twenty five children were taken from each school, and 5 students from each standard I to V. Interview schedule was prepared on all the aspects related to the effects and knowledge gained by children from the advertisements. Questions related to their liking and disliking and the content of the TV advertisements were also included. The questions were designed in a simple style with a number of options given so that the children can understand all the questions and reply these to the best of their ability. While replying, students gave answers from the given options. Some questions were open-ended to get the information about participants' own preferences and needs regarding the medium (television). Some questions related to adoption processes. The interview forms were filled personally one by one by the investigator.

The two schools selected were: (i) Hemnani Public School, and (ii) Sindhi Education Society's Baba Nebhraj Sr. Sec School. The students were interviewed with the permission of the school principals.

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Multi-column tables on the impact of TV advertisements on children, duration of watching TV, programme and channel preferences, liking and disliking of commercial breaks, and habits of watching these breaks were prepared. Data was analysed keeping in view the objectives.

4. Data Analysis

4.1. Analysis of Channels Watched by Children

Table 1. TV Watching Habits of Children by Standard Groups

Standard Group	Type of channel watched*				
	N&C. A	Cartoon TV	Sports Channel	Music Channel	Entertainment Channel
	%	%	%	%	%
I	30	100	20	10	40
II	40	80	40	20	10
III	-	80	10	20	70
IV	30	50	20	10	70
V	10	40	30	30	100

*Children watch channels of different types in the same day.

Habits of watching different television channels by standard I to V children are summarized in

Table 1. Table 1 indicates that cent percent students of standard I watched cartoon channel most of the time. Entertainment Channel, News and Current Affairs (N&C.A.) Channel, Sports Channel and Music Channel were watched only by 40%, 30%, 20% and 10% of the standard I students. With the increase in the standard of the students interests in watching cartoon TV declined and that in watching entertainment channel increased, as would have been expected with increase in age and development of mind. While 100% standard I students watched cartoon TV and 40% standard V did so. On the other hand, around standard V, students seem to be coming out of fantasy world created by Cartoon channels. Entertainment channels viewers increased from 40% standard I students to 100% standard V students. For the other channels, the viewers have varied from 10% to 40%.

Habits of watching different Television channels give an idea about what type of product should be advertised on different channels according to their target audience. It also helps the marketing strategists of different sector companies to achieve their sales target through selection of proper channel among the various options available to them.

4.2. Duration of TV Watching

Percentage of students watching TV, by standards groups and duration is given in Table 2. It would be noted that most of the students watch TV for 1-2 hours though some watch it for more than three hours. 40% of standard II and 50% of standard V students watch TV for more than 3 hours.

Table 2. Percentage of Students Watching TV, by Standard Groups and Duration

Standard Group	Less Than 1hr	1 to 2 hrs	2 to 3 hrs	More than 3hrs
	%	%	%	%
I	-	60	40	-
II	-	30	30	40
III	10	30	40	20
IV	50	50	-	-
V	10	20	20	50

Habits of spending too much time for watching television may have adverse effect on other daily routine works including studies, playing and other activities. Moreover, it leads to reduction in physical activities among primary students, which is necessary for the proper development of children.

4.3. Preferences for Various TV Programmes

Different channels have various types of content aiming at various target groups: some target specifically the youth, some of the women, etc. Further, many channels give their air time for children especially in the afternoon and evening and these programmes create fantasy in the mind of children because it mainly includes programmes related to cartoons, that make the children happy. Preference for various TV programmes by the following these groups of programmes are given in Table 3.

Group 1: Cartoon related Programmes watched by children

1: Mickey Mouse Club House, 2: Tom and Jerry, 3: Mr. Bean, 4: Chin Chan, 5: Power Ranger, 6: Alladdin, 7: Snobby Dobby Do, 8: Donald Duck, 9: Power Girl, 10: Doremon,

11: Noddy, 12: Prince is Darling, 13: Ninja Stop, 14: Pokémon, 15: Oswald.

Group 2: Soap Operas Programmes watched by children

1: Kyon Hota Hai Pyaar, 2: Kumkum, 3: Shh..... Koi Hai, 4: Hattim, 5: Karma, 6: Mum Tum Aur Hum, 7: Soan Pari, 8: Shaka Laka Boom Boom, 9: Shararat, 10: Virudh

Group 3: Other Programmes watched by children

1: Art Attack, 2: Cricket Match, 3: Nach Baliye,

4: Star Voice of India, 5: Akkad Bkkad Bombay Bo.

From the table 3, it would be noted that most of the children prefer watching cartoon related programmes. Soap operas are most famous among standard III students, while some students of standard III to V do watch other programmes like Cricket, Nach Baliye, Star Voice of India etc.

Table 3. Preference for various TV programmes by the Standard Groups

Standard Group	Cartoon Related*1	Soap Operas*2	Others*3
	%	%	%
I	80	20	-
II	80	20	-
III	40	50	10
IV	30	30	40
V	50	20	30

4.4. Advertisement Viewing Habits

Different companies promote their goods and services with various modes of advertisement like print advertisements and electronic advertisements. Here the advertisement viewing on TV habits of children are analysed. Percentage of children viewing different types of advertisements by standard groups are given in Table 4. From Table 4. It would be noted advertisements relating to beverage and eatables are viewed by most of the children and the advertisements relating to services and others are viewed the least. The advertisements relating to soaps and detergents and luxury goods are viewed moderately by 20% to 60% children of different standard. This suggests that eating habits of primary school children can be significantly influenced by suitable advertisements about eatables.

Table 4. Percentage of children Viewing Different Types of Advertisements

Type of Advertisements Like to Watch by Standard Group wise*					
Standard Group	Beverages & Eatables	Soaps & Detergents	Services	Luxury Goods	Others
	%	%	%	%	%
I	80	50	30	40	-
II	50	20	-	60	-
III	90	40	10	20	-
IV	90	50	50	30	10
V	50	30	20	60	-

4.5. Product Differentiation Appeal

Companies always take care of packaging to make the product more attractive and different from others, so that buyers are attracted and can locate the products in the stores with ease. Main characteristics are Colours, Text and Logo on which the buyers generally differentiate between homogeneous products and different products. Even Children are able to differentiate homogeneous products with different characteristics at the same time.

Table 5. Various Characteristics Help in Differentiating Homogeneous Product Standard Group Wise*

Standard Group	Colour	Text	Logos
	%	%	%
I	60	60	30
II	30	50	30
III	50	70	30
IV	70	90	60
V	60	70	40

* Children are able to differentiate homogeneous products with different characteristics at the same time.

The above Table-5 indicates that 60 percent of standard I students differentiate and identifies products on the basis of colours and 60 percent of students recognize product with Title or Text written on the packing whereas 30 percent students identify with logo of the company printed on the product. Fifty percent of standard II students differentiate among various products with the description written on it or with its name but 30 percent say they identify the goods on the basis of their colours and 30 percent students of standard II judge the product with their logos. Further, seventy percent students of standard III make difference among the products on the basis of description given whereas 50 percent students recognize the goods with the colours of their packing. Even products are differentiated through their logo by 30 percent of standard III students. Ninety percent students of standard IV make difference in various products with the help of its text whereas 70 percent of them take colours as the basis but 60 percent students differentiate with logo. Seventy percent of standard V students judge difference with the help of text whereas 60 percent with colours and 40 percent through its logo.

The above Table-5 also indicates maximum 70 percent students of standard IV identify product with colours whereas 90 percent of the same standard students differentiate products with text. Logos help maximum 60 percent of the standard IV students and also give us information about standard IV students who easily differentiate similar products on the basis of all characteristics. Here logo and text have some common things as logo is also created through stylish text and drawings. Most accepted characteristic is text for making differences between various products by the primary school children.

4.6. Creation of Product Need by Television Advertisements

Television advertisements are created in such a manner so that it help the consumers to know about the availability of various products in the market and it also tell the buyers

about different substitutes available in the stores. Each and every big company tries to woo the customers through telling USP of their products in the advertisement. Through survey researcher tried to know how much these ads help in creating demand for the product.

Table 6. Creation of Need of Products due to Watching Ads Standard Group Wise

Standard Group	Yes	No	Sometimes
	%	%	%
I	50	-	50
II	80	-	20
III	70	-	30
IV	60	10	30
V	-	30	70

The above Table-6 shows that 50 percent of standard I students agree with this that TV ads create need where as other 50 percent say that they feel the need of some products sometimes but 80 percent of standard II students buy products because of TV ads and remaining students of standard II i.e. 20 percent feel needs sometimes.

Seventy percent of the standard III students agree with that ads creates need and remaining 30 percent also agree that some of the ads create needs sometimes where as 60 percent of standard IV student also ready to buy products after seeing ads in television but 30 percent feels to purchase advertised product sometimes and remaining 10 percent of standard IV students are disagree with that the advertisement creates need for the product. Thirty percent of standard V students have no reaction to TV ads towards creating needs where as 70 percent feel sometimes the need of the advertised product.

As indicated in Table-6 maximum 80 percent students of standard II are agree with that ads creates need, where as only 30 percent students of standard V say No, which is maximum in this category but 70 percent students of standard V maximum feel the need of advertised product sometimes. Minimum 10 percent standard IV students say No, but 50 percent say Yes of standard I where as least number of students, who are in a view that ads creates need sometimes i.e. 20 percent of standard II. This data give us information about that TV advertisement is creating an impact on the mind of the primary school children because they are eagerly ready to adopt products which they have seen on TV sets.

4.7. Reactions at The Time of Non-fulfillment of Demands from Parents

Children react in various manner at the time of non-fulfillment of their demands generally arises due to watching TV advertisements. Some children insist their parents; some hunt whereas some become silent (don't talk), cry, sleep, fight etc. and children may have more than one action at the same time.

Table 7. Actions at The Time of Non-fulfillments of Demands from Parents Standard Group Wise*

Standard Group	Insist	Hunt	Don't Talk	Cry or Other	Fight
	%	%	%	%	%
I	20	-	60	60	-
II	-	-	60	30	10
III	20	10	70	50	
IV	20	10	70	30	20
V	-	-	80	40	-

* Children may have more than one action at the same time.

The above table-7 shows that sixty percent students of standard I as per Table-7 don't talk with anybody at the time of non-fulfillment of their demands whereas 60 percent also cry sometimes. Parents are insisted by 20 percent students of standard I and no student of standard II do this. Sixty percent students of II standard become silent and not like to talk at the time of not getting the things asked whereas 30 percent students cry and 10 percent fight with parents and even with the other children present in the house.

Further, Table-7 also indicates that seventy percent of standard III students remain silent, 50 percent students sometimes cry whereas 20 percent insist their parents and 10 percent students become hunter and hunt many things in the house. Same number of standard IV students i.e. 10 percent also hunt whereas 70 percent students follow the path of not talking to others but 30 percent students cry sometime or even few of them sleep for showing their anger, 20 percent fight and 20 percent insist their parents again and again. Standard V students also use the way of not talking after non-fulfillment of demands with 80 percent and 40 percent student cry, when their demands are not met.

As indicated in Table-7 that maximum 80 percent students of standard V don't talk in the case of non-fulfillment of demands from parents whereas maximum 60 percent students of standard I cry or do other activities. Twenty percent maximum students of standard IV fight in this condition whereas 10 percent maximum hunt by students of standard III and IV but 20 percent each students of standard I, III and IV insist their parents on the situation of non-fulfillment of demands. So most of the primary school children try to sit silently in the situation of not getting the demanded product. Some actions create problem because that cannot easily be sorted out by parents and it may even create major consequences for the long run.

5. Findings

1. The study identifies that most of the primary school children wished to watch cartoon-based programmes. Standard V students likely to watch entertainment programmes in their daily routine.

- II. Maximum children of primary school, i.e. about 40 percent, watched TV anywhere between one and two hours daily; about 20 percent students watched TV for more than three hours daily.
- III. Cartoon-related programmes are preferred by 55 percent children, whereas 30 percent preferred soap operas.
- IV. Seventy percent of the primary school children preferred advertisements related to beverages and eatables (chips, soft drinks, pizza, chocolates, etc). Advertisements related to luxury items such as bikes, cars, etc., were preferred by 40 percent children studying in primary school, whereas about 35 percent preferred ads of soap and detergent, and toothpaste.
- V. Text is the main part of advertisements; 75 percent children make difference on the basis of this characteristic. Colour also plays an important role, as about 55 percent value the product from its colour scheme.
- VI. About 50 percent children feel need of the products after watching advertisements.
- VII. Advertisements make them aware about products and they suggest these brands to their parents to buy.
- VIII. Eighty Percent children of standard I to V like to buy products which they have seen in TV Advertisements.
- IX. The demand for product rises generally due to watching advertisements of particular product.
- X. Most of the children don't talk with their parents on Non-fulfillments of demands arises because of these ads but sometime they also cry for things which they have watched in television.

6. Recommendations

The study identifies that children learn at a faster speed through television advertisements. TV advertisements give information about market trends and available products. Parents must explain things with proper care to their children for positive reactions and encourage them to give suggestions on brands and correct them with right information.

On the other hand, advertisers should be aware that most children like to watch cartoon-related programmes, which can be used to broadcast the advertisements campaigns. The text on the packaging must be clear and in an understandable form, so that children learn fast about various products.

Parents should observe the actions of their children after watching stunts in the advertisements because copy of these types of jumps and stunts may lead to serious injuries.

Parents should take care of the after-effects of rejecting demands of their children and should take necessary step for positive parenting, so that children can understand about the false messages in the TV advertisements.

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Media Agenda on Gender Issues: Content Analysis of Two National Dailies

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Shah Alam**

ABSTRACT

In this world, the complete over-riding and dominant influence of the male over the female in all aspects of our public life is a practical reality. However, the advent of the gender neutral new information and communication technology accompanied with an increase in the level of education among women in the last few decades, have profoundly increased the skill acquisitions and enhanced the productive efficiencies and capabilities of women. Consequently, women have expanded their roles and are making significant contributions to development in all aspects of social, economic, political and cultural life. Yet, in spite of their significant contributions, the contemporary Indian society do not consider them equal partners in the process of nation building and continues to regard and treat them as a second fiddle and un-equal partners in the process. The structural imbalance towards the female gender is an issue of grave concern for all of us. Gender inequality is a serious concern and a great challenge for a developing country like India which wants to emerge as one of the super powers in the new world order. Keeping in view of the gravity of the issue at stake, the United Nations has given much emphasis on gender equality in its Millennium Development Goals (MDGs). Individuals, organisations, and institutions must come forward and contribute their due share in ameliorating the menace of gender inequality towards establishing a better, just and equitable society where everyone will get equal opportunity and freedom. In this respect the role of mass media as a powerful institution in the contemporary society cannot be underestimated. Keeping in view this enormous importance of mass media in modern society, the paper makes an attempt to estimate the agenda of news media on women's issues and its gender sensitivity in covering those stories. In order to ascertain the media agenda on women, two national mainstream English dailies, The Times of India and the Hindu were purposively chosen, and analysed their contents related to women's issues over a period of one month and also assessed their gender sensitivity in presenting news by applying framing analysis technique.

Keywords: Agenda-setting, Framing analysis, Gender violence, Content analysis, Patriarchy.

1. Introduction

Media plays a key role in shaping the public image and reflecting public opinion in our society. In a democratic country, it acts as a cornerstone which imparts information on public issues and through which mass audiences convey their problems to the policy makers. Media not only help audiences in raising national issues but also in deciding good or bad outcomes. It is expected that the issues reported in the media will have fair chances of getting on the agenda of both the public and policy makers whereas the issues missing in media remain unnoticed and unseen. Policy makers also do not pay any attention to the issues which are not raised by the media, even if the issue is extremely critical.

Considered to be the fourth pillar of democracy, media works as a channel in bridging the gap between public and decision makers. Several issues only come to the final and fair ending after covering by the media. Media, especially newspapers have enlarged their campaign in each field like social, cultural, political, educational and economic sectors. The generalization that can be made about the role of English press in post independent India is that "it builds public opinion by dissemination of information to the society. Incisive reporting from all corners of the country, fearless editorials and other analytical articles published in newspapers and magazines influence the day-to-day governance of the country to a great extent". Media not only bring important issues to the public mind but also guides government in taking serious steps towards

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them. Women and their issues are usually kept away from news covering agenda because of their marginalised status in the society, poverty, illiteracy and patriarchal system. Women are not only denied with their rights but also discriminated in the society. Patriarchal system of the society has stopped women from getting their due. Even when the constitution has guaranteed not to discriminate on the basis of sex, women are denied from equal pay for equal work. With the significant contribution on every sphere, women are still marginalized in the society and are being seen as subordinate to men.

Media is seen to be gender sensitive up to some extent but it has also failed to raise women's issues because of male domination in news organizations. Almost all news organizations are dominated by male workers. Women are also not seen in key positions or decision making positions. Only male workers decide what is to be covered and what is not to be. Which issue have to be covered, on which place and which issue will get how much attention, these all decisions are taken by none other than male workers.

2. Theoretical Framework

It is impossible for news media to cover each and every event or issue because of lack of time and organizational constraints. They can provide information about a limited number of events and issues. For this, journalists must choose, process and filter the news, the news media must focus attention on a few key priorities-those that are deemed newsworthy. Over a period of time the issues for which news media give prominence will become issues of importance for the public. The agenda setting theory developed by McCombs and Shaw is based on this fundamental principle.

Though McCombs and Shaw introduced the agenda-setting theory through their Chapel Hill, North Carolina study in 1972, the genesis of the idea behind this theory goes back to Walter Lippmann's 1922 book, "Public Opinion". According to Lippmann the thought process of the public and the pictures they are drawing in their heads about the outside world largely influenced by the mass media. It is not possible for the general public to have a firsthand experience about world outside there. Here mass media come to their rescue and become a primary source of information. Lippmann had claimed that the media acts as a mediator between people and the outside.

Benard Cohen further expanded the idea of Lippmann. According to him the role of the press is not necessarily restricted to dissemination of information. As he noted: "The press is significantly more than a purveyor of information and opinion. It is stunningly successful in telling readers what to think about." (Cohen, 1963, 13). The agenda-setting function of mass media is basically based on this idea of Cohen.

McCombs and Shaw further expanded Cohen's theory by presenting their more thorough study. In 1968, they have undertaken a study on the media coverage on presidential campaign and found that the main effect of the news media was to set an agenda. In fact mass media sets the order of importance of current issues as well as sets the terms of reference for the debate on those issues. Our perception and understanding about the world to a large extent is determined by the mass media. Consequently the issues which media projects as important, become issues of importance for the people. Elements prominent on the media agenda become prominent in the public mind. The news media not only disseminates factual information to audiences about different issues but also educates them about how much importance to attach to a specific issue in accordance with the importance given to it by the news media. News media provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines, etc. The agenda setting influence of the news media is not necessarily restricted to grabbing the audience attention towards a specific issue, it also develops public understanding and perspective in a specific direction.

The media agenda plays a pivotal role in determining the public agenda. However, Information and cues about object and attribute salience provided by the news media are far from the only determinants of the public agenda. In a democracy, people at large have sufficient wisdom to determine the course of their nation, their state, and their local communities. Hence, the agenda-setting function of the mass media implies a potentially massive influence whose full dimensions and consequences have yet to be investigated and appreciated (Shaw, 1979:101). The salience of objects in the mass media is linked to the formation of opinions by the audience. With an increasing salience of atrocities against women in the news media, for example, more people move away from a neutral position and form an opinion about these atrocities. At the same time media sets its agenda only when its audiences perceive their news stories as relevant.

3. Objectives of the Study

The objectives of the present study are as follows:

- To analyse the importance given to women's issues by two national English dailies
- To find the difference in the space given to the women's issues in the two national dailies.
- To identify significance of alternative sources of news related to women's issues.
- To examine the frames newspapers used in covering women's issues.

4. Literature Review

In this study, the researcher has reviewed books, thesis, articles and reports on women's issues and print media. Garima Goswami, Deepali Dhawan and Archana Raj Singh (2009 & 2010) did 'Content analysis of focus on women's issues in two Hindi newspapers (Rajasthan Patrika and Dainik Bhaskar). Content analysis was done on the coverage given to nine issues related to women (Role of women in home and work area, Empowerment issues, Successes and achievements of women, Portrayal of women in advertisements, Career issues, Crime against women, Sexual harassment, Work exploitation issues, and exploitation of Divorcee / Married women.) by the selected newspapers for the period of one month (1st May 2005 to 30th May 2005). The content was analysed quantitatively as well as qualitatively. They found that women's issues generally get space in local pages rather than on national or international pages of newspapers. These issues are also rarely published on the front pages. As far as coverage of specific issue is concerned, their results further indicated that Crime against women got more space as compared to other issues in both the newspapers. Further, the authors suggested that the newspapers should give special attention towards covering women's achievements and career opportunities related issues rather than merely concentrating on crime against women (Goswami et al. 2009 & 2010).

Another study conducted by Vandana Nautiyal and Jitendra Dabral (2012) focused on the coverage given to women's issues by newspapers of Uttarakhand. Two newspapers, 'Amar Ujala' and 'Danik Jagran' were taken for this study. They analyzed the coverage given to women's issues like equality, health, education, sexual harassment, violence, police atrocities and crime against women in newspapers during 2006. Starting from January 1, 2006 every fifth issue of the daily was selected and analyzed throughout the whole year i.e. till December 2006. They focussed separately on all kinds of printed material related to these issues as articles, news stories, analysis, editorials, letter to editor, column etc. They found that developmental issues are rarely found in the newspaper content. Most of the time, most of the stories found in the newspapers are related to sexual harassment of women. Overall women's issues got not more than one percent space in the newspapers. Newspapers tend to portray glamorous image of women. Stories related to women's health, education, status/ equality, violence/crime and police atrocities are found lesser as compared to sexual harassment of women. Although women's issues are found in the content of both the Hindi newspapers in form of news items but these issues didn't get adequate attention in Analytical stories, Editorials, Columns and Articles (Nautiyal et al. 2012).

Ammu Joesph and Kalpana Sharma (1991) in their study titled 'Between the Lines: Women's Issues in English

Language Newspapers' focussed on five landmark issues—dowry deaths, rape, sex determination tests and sati. The coverage of five daily newspapers, four periodicals and two women's magazines about women's issues was analyzed between 1979 and 1988. The data showed that proximity has a definite impact on the extent of coverage. People generally wish to know about the happenings in their surroundings. Because of proximity factor, dowry deaths related stories were found more in Delhi-based Hindustan Times during the selected time period as compared to Calcutta edition of The Statesman. Similar scenario was found in the coverage of amniocentesis and female foeticide. These cases were reported more in the Bombay-based newspapers, the Indian Express and The Times of India, than in the other three, possibly because the campaign against the misuse of sex determination tests that was launched in Bombay. Death of Roop Kanwar in Deorala in sati issue also caught the attention of all newspapers in India. The Hindustan Times was found leading in giving coverage to Roop Kunwar issue. The issues got greater coverage because of the political interference and conformity with the dominant norms of what constitutes 'news'. Both the Roop Kanwar tragedy and the Shah Bano controversy got greater space in the newspapers in comparison with other issues because of involvement of law, communal overtones and political significance. It might be said that the issues that are treated as hard news such as politics, economics and the law and issues related to violence or crime are routinely covered whereas soft news like social and cultural issues are rarely covered by the papers. The print media generally adopt liberal and reform minded approach in covering women's issues (Joseph & Sharma. 1991)

Rashmi Luthra (1987) in her work 'Coverage of Women's Issues in the Indian Immigrant Press: A Content Analysis' focused on the coverage given to women's issues in India Abroad, from January to June of 1983 and 1985. A coding system was adopted in defining news stories related to women. These stories included; women as victims of Society, women as victims of criminal activity, women's accomplishments, attempts to change women's conditions, and others. For qualitative analysis, the researcher analysed the stories in the form of letters to the editor, news story, news brief, feature – general and feature - special section. The researcher also focussed on the sources of the information. She found that women are either covered rarely by the newspapers or covered in an idiosyncratic way, unrelated to a larger perspective or to social causes. Even when the story is related to women, the views of women's on the issues are not given. Most of the times, men's views are taken on women's issues. The stories related to women got very little visibility in India Abroad. The stories that are covered in the newspapers are mostly crime related. Women's voices are generally not heard even when the news story is related to women and women's

issues. Women are seen invisible from the media content. However, the researcher found the overall tone of coverage of women's stories as positive.

Uma Joshi, Anjali Pahad and Avani Maniar (2006), in their paper "Images of Women in Print Media— A Research Inquiry" focused on the status of women Journalists and scope of entry of women in journalism. The authors noted that from a situation when the media was considered to be no place for a woman, times have changed, and an increasing number of women are joining the fourth estate. However, at the same time they lamented that the Indian woman as portrayed in the print media is still not without its set of cultural biases. Further, they suggested that to eliminate gender biases Women in media are to make sure that woman, as subjects of analysis, are not presented as subordinate sex.

5. Methodology

The content analysis method was adopted to carry out the study. For the purpose, two major English newspapers namely, The Times of India and The Hindu were purposively selected for analysis. According to the Indian Readership Survey (IRS) Quarter-2 (The second quarter of a calendar year—April, May, June) 2011, The Times of India is country's largest circulated English daily while The Hindu holds third position. The Times of India has the highest reach to the mass audience and is known for its simplistic style of presentation of news with attention grabbing headlines and graphic presentation. The Hindu is known for independent opinion and impartial and objective presentation of news over the years and it has maintained its credibility among the elite class.

For the purpose of content analysis of coverage of women's issues in two English dailies (The Times of India and The Hindu) the period chosen is from July 1, 2012 to July 31, 2012. All the stories related to women's issues in these 31 issues were counted and analyzed. Content categories were identified and operational definitions of units of analysis were prepared. The unit of analysis was a story/ item that referred to women's issues. A coding sheet was prepared with content categories and analysis of units. The data were entered into the coding sheet for each story/item. In analyzing the women's issues and their portrayal in newspapers, the researcher has adopted framing analysis technique. According to Robert Entman defined framing as "selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation and/or solution." Newspapers not only report the issues but also play a constructive role in interpreting the issues in making the issue understandable to the general public. By reporting the editorials, they play an unbiased role in giving pros and cons of any issue. Newspapers report the event in such a way that is relevant and easy to understand.

6. Analysis

6.1 Agenda Setting : A Comparative Analysis

It is disheartening to note that newspapers in India do not contain any special page to cover issues related to women. Invariably, not much attention is paid to women's issues unless these are related to rape, murder and other sort of violence against women. As far as media's agenda of covering women's issues is concerned, what issues need to be covered and what not is decided by the policy makers of media organizations and unfortunately majority of them are men. Women are seen rarely in holding key positions in the media organizations. Almost all the organizations are headed by the male. Because of under representation of women in newspaper organisations in general and at the policy making level in particular the issues related women are under covered.

The table 1 indicates that both of the newspapers published equal number of articles, editorials, ear panel photos and photographs. Each of the newspapers under study published five articles, one editorial, one ear panel photo and one photo caption. During the study period The Hindu has shown more interest towards reader's feedback than that of The Times of India. It seems that the readers of the Hindu are more proactive in giving their feedback or opinion on gender related issues than that of The Times of India. In its Letter to Editor Section, The Hindu published 29 letters whereas The Times of India published only 02 letters during the study period. It can be inferred from the above data that the Times of India either do not give any importance towards its reader's points of view or the readers of this newspaper are passive about the issues relevant to women's issues. However, The Times of India published a special story concerning the women whereas The Hindu published none.

Table 1. Newspaper Content Categories

Category	The Times of India	The Hindu
Article	05	05
Special Story	01	00
Editorial	01	01
Letter to Editor	02	29
Ear Panel Photo	01	01
Report	01	02
Interview	00	00
Cartoon	00	02
Photo Caption	01	01
Opinion	00	00
News Stories	102	83
Total Stories	114	124

One of the powerful modes of communication is cartoon. Through their cartoons, cartoonists bare those social realities otherwise cannot be expressed through the words. The Hindu published two cartoons relevant to women whereas The Times of India published none. It is sad to note that not a single interview with women was published by both of the newspapers during the entire study period. This negligence itself tells volumes about the gender insensitivity of newspaper organisations. It also reflects lack of any proper agenda regarding the issues concerning the women by both the newspapers. In the news columns, The Times of India published more number of stories than that of the Hindu. The Times of India published 102 news stories whereas the Hindu published 83 of them.

Newspapers sometimes come up with special reports on particular issues to capture the attention of readers. These reports create in-depth understanding among the laymen about any issue or happening. However, special reports related to women's issues were rarely seen in any of the two newspapers. The Hindu published two special reports, whereas, The Times of India published only one. The special report in The Times of India was about rape cases in Delhi. The report claimed Delhi is the most violent city while Madhya Pradesh, the rape capital of the country. The report under the headline "Delhi is most violent city, MP rape capital: NCRB" was based on data gathered by National Crime Reports Bureau. The Hindu published a special story with the headline 'Child marriages still rampant in North' and provided a broad view of child marriages in the north India. The report said that the government has failed to curb child marriages and stated that every fourth girl married in rural Rajasthan and every fifth girl married in rural Bihar and Jharkhand is less than 18 years. It also claimed that only 50 per cent deliveries are considered safe in Jharkhand and Chhattisgarh and just about 45 per cent children are fully immunized in Uttar Pradesh. The percentage of men getting married below the legal age of 21 is higher as compared to girls. The report also gave some date about use of contraceptives in north India. Another report was published about under the headline 'Doting over daughters'. The report was a real story about Nirmala of Uttar Pradesh's Jaunpur district. The report said that Nirmala adopted a baby girl, who was lying on pieces of broken glass, wrapped in a torn vest in community health centre. She faced a huge challenge since she already had three sons and a daughter. Her husband and his family were averse to the idea of another girl child in the family, and before long she found herself thrown out of her matrimonial home along with the children. Nirmala was one of several courageous women in Uttar Pradesh to have fought against family odds to save the life of a baby girl.

On July 07, 2012 the Times of India with a headline "Teenage Pregnancy Cause of High Mortality in UP"

published an informative story and stated the causes of high mortality rate in Uttar Pradesh. The story gave some factual data on increasing mortality rate. It had also noted that sometimes women falsely allege themselves as rape victim. An interesting news item was published in The Times of India on July 18, 2012 with the headline "Fake rape victims' danger to society:" and outlined the demerits of such false allegations framed by women. Similarly, the Hindu also came up with some qualitative stories on women's issues. It published a story with a headline "Sex workers must not be allowed to operate, centre tells supreme court". The story stated that the Supreme Court was agreed to examine the Centre's plea that sex workers should not be allowed to operate in the country under the cloak of working "with dignity" as suggested by a panel, since that would be contrary to the statute prohibiting the world's oldest trade. It was also given in the story that on July 3, the Court while appointing a broad based committee had formulated three questions for reference: Prevention of trafficking, rehabilitation of sex workers who wish to leave the sex work; and conditions conducive for sex workers who wish to continue working as sex workers with dignity.

6.2 Placement of News

The editorial team, the highest decision making body in a newspaper sets the agenda. The placement of news in a specific page determines the importance given to that particular issue. The agenda of the newspaper can be ascertained by identifying the placement of stories relevant to a specific issue on a specific page.

The table 2 shows that The Times of India covered more stories related to women's issues in its front page than that of the Hindu. Out of 114 stories related to women's issues that got published as many as 27 of them were placed in the front page of The Times of India whereas out of 124 only 24 stories were carried out on the front page in the Hindu. In fact, the Hindu relegated majority of the stories related to women's issues into the inside pages of the newspaper.

Table 2. Placement of News

Newspaper	Front Page	Inside Pages	Total
The Times of India	27	87	114
The Hindu	24	100	124

6.3 Categorization of Women's Issues

While preparing the research design, the researcher categorized issues related to women which are to be analyzed. It is evident that all the issues do not get equal space in the newspaper coverage. They might not be covered on the front page all the time. The issues are divided into different categories which would be analyzed separately and their coverage in the newspapers will also

**Table 3. Gender Issues and Their Coverage:
A Comparative Analysis**

Category of the Issues	The Times of India Number of Items (Space allocated /cm ²) percentage	The Hindu Number of Items (Space allocated /cm ²) Percentage
Divorce	02 (223.75) 1.49	01 (391.76) 2.71
Dowry Death		
Female Infanticide		
Female Foeticide		01 (123.2) 0.85
Kidnapping/Abduction	01 (185.9) 1.23	02 (104.4) 0.72
Maintenance	03 (772.45) 5.14	01 (174.3) 1.20
Domestic Violence		
Matrimonial Dispute		
Rape	10 (869.62) 5.79	04 (271.6) 1.88
Police Harassment	04 (274.8) 1.83	03 (424.5) 2.93
Property	02 (343.96) 2.29	
Murder	22 (2775.8) 18.49	16 (1424.27) 9.85
Attempt to Murder	02 (243.75) 1.62	
Molestation / Eve Teasing	26 (2472.15) 16.47	37 (4534.35) 31.36
Sexual Harassment	04 (308.4) 2.05	04 (174.88) 1.21
Acid Attack	02 (284.2) 1.97	
Miscellaneous	38 (6536.39) 43.55	53 (6549.13) 46.30
Total coverage	15006.97	14456.59

be analyzed individually. These issues include Divorce, Dowry Death, Female Infanticide, Female Foeticide, Kidnapping/Abduction, Maintenance, Domestic Violence, Matrimonial Dispute, Rape, Police Harassment, Property, Murder, Attempt to Murder, Molestation / Eve Teasing, Sexual Harassment, Acid Attack and Miscellaneous issues.

Table 3 shows that the newspapers did not give adequate coverage to women empowerment and education related news rather focussed on violence. As far as coverage of different issues is concerned, the Times of India was ahead of giving much space in terms of area covered as compared to The Hindu, while The Hindu published more number of stories as that of Times of India. Times of India's 114 stories occupied 15006.97 cm² of space while The Hindu's 124 got 14456.59 cm² of space. Molestation/ Eve

Teasing related news got more coverage as compared to other issues both in terms of number of stories and the area covered in both the newspapers. The Times of India and The Hindu published 26 and 37 stories related to Molestation/ Eve Teasing giving 16.47 % and 31.36 % space respectively to the total area covered. The Times of India published 02 stories related to divorce as compared to 01 of The Hindu while the area provide to the divorce stories was more in the later newspaper. The Times of India especially focussed on murder related stories. It was found leading in publishing murder related stories both in numbers as well as area. There was no such story related to dowry death, female infanticide, domestic violence and matrimonial dispute in the either of two newspapers.

6.4 Sources of News

It is obvious that newspaper organizations appoint reporters to gather information for their organizations. Sometimes, they assign specific beats or specific areas to the reporters. They also assign different fields like politics, sports, crime, science and technology and others. There is no specific beat assigned to reporters to cover women's issues. Further, Newspapers do not include any special page related to women's issues. Because they do not pay much attention towards giving coverage or importance to the women's issues, they do not categorize women's issues related news in their agenda similar to that of sports or political news. Who gathers the information about whom and from where the information is gathered plays an important role in adjudging the newsworthiness or authenticity of any news. Sometimes, reporters gather information by their the personal efforts by visiting places of the incidents. Sometimes, they gather information by interviewing experts, victims, eyewitnesses or officials. It also leaves a strong impact over the audience that who gathered the news. Sometimes, newspapers utilise information collected by the news agencies without visiting the incident spot.

Table 4 depicts that The Times of India in comparison to The Hindu published more News stories gathered by reporters. The Times of India published 25 stories occupying the space of 1896.93 cm² gathered by reporters / correspondents as compared to 21 stories of the Hindu that occupied the space of 2792.89 cm². Both the newspapers also published some stories taken from news agencies. This time also The Times of India beat The Hindu as it published 26 stories occupying the space of 2257.19 cm² while the Hindu published only 17 stories occupying the space of 954.65 cm². In other words The Hindu has not utilised reporters/correspondents and news agencies as much as The Times of India. Both the newspapers have also many bylines that is also considered as one of the most reliable sources of information. The Hindu published much more byline stories of male as well as female reporters as compared to the Times of India. The

Hindu published 50 byline stories of male reporters and 17 byline stories of female reporters covering the space of 5557.82 cm² and 3173.94 cm² respectively. On the contrary, the Times of India published only 31 byline stories of male reporters and 04 byline stories of female stories with a space of 6114.28 cm² and 677 cm² respectively. As far as combined byline stories of male and female stories are concerned The Hindu published 04 stories while The Times of India published only 02 stories bearing the space as 668.5 cm² and 760.35 cm² respectively. There were some such news stories wherein no source was mentioned. The Times of India published 26 stories where the source was not given while The Hindu published 15 such stories occupying an area of 3301.22 cm² and 1308.79 cm² respectively.

Table 4. Sources of News

News paper	Reporter /correspondent No. of stories (Space Covered in cm ²)	Agencies No. of stories (Space Covered in cm ²)	By-lines			No Source Mentioned No. of stories (Space Covered in cm ²)
			Male No. of stories (Space Covered in cm ²)	Female No. of stories (Space Covered in cm ²)	Both (Male and Female) No. of stories (Space Covered in cm ²)	
The Times of India	25 (1896.93)	26 (2257.19)	31 (6114.28)	04 (677)	02 (760.35)	26 (3301.22)
The Hindu	21 (2792.89)	17 (954.65)	50 (5557.82)	17 (3173.94)	04 (668.50)	15 (1308.79)

6.5 Framing of Women's Issues

News media sets the public agenda on a issue by its framing. News media plays a vital role in constructing the image of an issue. It sets a tone about any issue by framing the story in a specific manner. Public controversies are discussed and solved by the newspapers by reporting in a way that is relevant to the public.

On the positive side, both the newspapers under study give adequate and unbiased coverage of some issues related to women with adequate backgrounds of the same. For example, in covering the news about Pinki Parmanik both the newspapers published the stories about her harassment in the police station. They also provided detailed information about Pinki as well as about the controversy about her gender. Similarly, in Guwahati molestation case, both of the newspapers provided adequate coverage with background information. They also provide some suggestions about the solution of the incident. The newspapers not only condemned the incident but also criticised the role played by a local

journalist when he provoked the masses in the late hours to harass a girl returning from a party. When most of the people were criticising the role media played during Guwahati molestation, both the newspapers published balanced news. They not only published unbiased stories but also gave enough space to their readers to express their anguish and opinion regarding the incident in the letters to editor columns.

7. Conclusion

It can be inferred from the study that newspapers do not pay proper attention towards covering issues related to women's achievements rather they pay more attention towards covering stories related to violence against women. Hardly a day passes when no story is published about violence against women. All the time women are seen as subordinate to men. All the time they are harassed and molested by men. Both the newspapers focussed only on reporting the events of violence rather than ascertaining the root cause of such events and solutions to such menace in the society. Both the newspapers did not publish any interview of any feminist or any other eminent personality who can identify the root cause and provide mechanisms to solve such problems. Though the incidents of women's harassments and violence against women are increasing day by day and media as a mirror of the society reflects the reality but the other reality is that there are several, individuals, institutions, and organisations working tirelessly towards the betterment of women, media rarely cover stories related to them. In fact, government has set up a number of organizations to look after the problems faced by women. A number of NGOs are also working for the welfare of women. Not even a single story was published based on the interview with those persons. They only focussed on giving the detailed information about the incidents or cases. The editorials which are often regarded as unbiased also did not get much space in both the newspapers in the one month period of the study.

Both the newspapers under study played a vital role in setting the public agenda on some of the women's issues by framing the stories suitably. Both provides adequate and un biased coverage of some women's issues.

In regard to sources of news relating to women's issues, The Times of India depended more on Reporters/ Correspondents/News Agencies while The Hindu depended more on By-lines.

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ABSTRACT

DSLRs these days come with the capability of recording HD movies. A DSLR with this feature is known as HDSLR (High Definition Digital Single Lens Reflex). Once glibed at, HDSLR video recording has come a long way forward, and this feature is now one of the first things people check on the specification list when new cameras are announced. HDSLRs have two distinct advantages when it comes to capturing video. Firstly, they have interchangeable lenses, enabling user to give successive clips very different look. Secondly, the larger imaging sensors inside HDSLRs make it easy to achieve a very shallow depth of field, which help in providing footage a cinematic look.

Ever since Danny Boyle has shot major parts of his critically acclaimed film '127 hours' using a HDSLR, the faith of filmmakers in HDSLRs has increased many folds. Inspired professional filmmakers are shooting everything from wildlife documentaries to Oscar-nominated movies on HDSLRs. They get beautiful and sharp pictures for a fraction of the cost and size of their usual heavy-duty outfits. In India, low budget filmmakers especially from regional film industry as well as many from mainstream are feasting on them. To set an example Rajeev Ravi in 'Dev- D' and 'That girl in yellow boots' has successfully used HDSLRs for major portions of the shoot. This research paper focuses on analyzing popularity and acceptability of HDSLRs among upcoming filmmakers in India along with finding its place in future filmmaking practices.

Keywords: DSLR(Digital Single Lens Reflex), HDSLR (High Definition Digital Single Lens Reflex), HD resolution, Depth of field, HD codec, jell-o-problems, and Sensor size.

1. Introduction

Since 2008, manufacturers came up with DSLRs which offer a movie mode capable of recording high definition motion video. The first HDSLR introduced with an HD movie mode, the Nikon D90, captures video at 720p24 (1280x720 resolution at 24 frame/s). Other early HDSLRs capture video using a nonstandard video resolution or frame rate. For example, the Pentax K-7 uses a nonstandard resolution of 1536×1024. The Canon EOS 500D (Rebel T1i) uses a nonstandard frame rate of 20 fps at 1080p, along with a more conventional 720p30 format. There is also the Nikon D5100 and Sony A77 that has full 1080p recording.

Video functionality has continued to improve since the introduction of the HDSLR. HD movie mode is now offered on many DSLRs, from entry level (such as the Canon EOS 600D (Rebel T3i), Nikon D3200, Sony Alpha 37 or Pentax K-r) to professional level (such as the Nikon D4, Canon 1D X, Sony Alpha 99 or Pentax K-5 II) Among the improvements include higher video resolution (such as

1080p24) and video bit rate, improved automatic control (autofocus) and manual exposure control, and support for formats compatible with high-definition television broadcast, Blu-ray disc mastering, focus peaking assists or Digital Cinema Initiatives (DCI). The Canon EOS 5D Mark II (with the release of firmware version 2.0.3/2.0.4.) and Panasonic Lumix GH1 were the first HDSLRs to offer broadcast compliant 1080p24 video, and since then the list of models with comparable functionality has grown considerably.

2. Use of HDSLRs in Broadcasting and Filmmaking

The rapid maturation of HDSLR cameras has sparked a revolution in digital filmmaking. With their ability to deliver stunning professional-looking video in a cheap and compact package, they are fast becoming the camera of choice for indie cinematographers around the world.

Canon's North American TV advertisements featuring the Rebel T1i have been shot using the T1i itself. These quickly improving features are being used in an increasing

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number of films, documentaries, television shows, and other productions. One such project is Canon's "Story Beyond the Still" contest that asked filmmakers to collectively shoot a short film in 8 chapters. Each chapter was shot in only a couple of weeks and a winner was determined for each chapter, afterward the winners collaborated to shoot the final chapter of the story. "Shot on HDSLR" is a quickly growing phrase among independent filmmakers. The movement has even inspired a branding: the "Shot on HDSLR Badge".

Due to the affordability and convenient size of HDSLRs compared to professional movie cameras, The Avengers used several Canon DSLRs—five 5D Mk IIs and two 7Ds—to shoot the scenes from various vantage angles throughout the set and reduced the number of reshoots of complex action scenes.

Regarding using a HDSLR camera as a video camera, some manufacturers make optional accessories to assist the filmmakers to have a feel as if they were using real video/film camera.

3. Objectives of The Study

The objectives of the study are:

- To study the competence of HDSLRs vis-a-vis HD Camcorders in view of Filmmakers in India.
- To access the popularity and acceptability of HDSLRs among Filmmakers in India.

4. Literature Review

Mason Resnick in his article published in 'Adorama' dated November 18, 2012 says "the image quality, resolution, compression scheme of HDSLRs vary greatly from brand to brand, and even from camera to camera within a brand." He further says "due to limitations in technology and hefty price tags, most camcorders in the independent filmmaker's price range would have built-in lenses that limit creative choices with regard to depth of field. If a filmmaker really wants the softer focus afforded by shallow depth of field, he or she would have to consider using a 35mm lens adapter at the expense of light, color and the ability to auto focus.

The move from tape to solid state (memory card) recording combined with improved sensors has allowed for video to be squeezed into the standard SLR camera body. In other words, with the HDSLR video can be shot directly through a selection 35 mm lens. This allows the user to get that shallow depth of field that is visible in professional film cameras and high end HD cameras such as the RED ONE."

According to Michael J. McNamara's article on HDSLRs it is obvious that the latest range of HDSLRs are starting to offer high definition video recording at a native 24 frames per second, this matches the frame rate of recording used

in film cameras. One gets the same subtle motion blur that is characteristic of film, this combined with the shallow depth of field and a little bit of color correction in post gives that lush, soft film look.

The light sensors in camcorders have typically been tiny, smaller than a 1 penny coin in most cases. High end HDSLRs, however, are equipped with full frame 35mm sensors allowing more light for their still photographs. Using a sensor of this size to record HD video, stunning bright and vivid images emerged that put the smaller sensors to shame. Essentially, with these large sensors one can shoot in low light situations and still get great results.

Mason Resnick further says that a few years ago if someone wanted to get HDSLR quality video, one would probably have had to use a large camcorder and attach an equally large and clumsy lens adapter, then mount this monster upon a massive tripod. To move all this gear around one would probably also require a vehicle. With a HDSLR one can simply toss it in backpack with a travel tripod and hit the road.

And this is surely why it is becoming the independent filmmaker's tool of choice; even splashing out on the higher end HDSLRs work out significantly cheaper than getting a camcorder and a depth of field adapter. One can now get gorgeous video shot on a micro budget just by renting one of these mini marvels and hence HDSLR filmmaking is already revolutionizing independent filmmaking.

5. Research Methodology

Primary data were collected through filling up of well structured questionnaires so as to facilitate the retrieval of comprehensive information. The nature of questions zeroed on the ambiguity of the response from the respondents and helped in quick data analysis. Apart from questionnaire, telephonic interviews were also carried out with filmmakers.

A sample size of 120 filmmakers representing mainstream cinema, regional cinema, documentary filmmaking and short filmmaking has been taken. Data were collected online where the questionnaires were circulated through emails and also were posted, for response, at website named ftiipeople.com (website for film and television institute of India alumni). Data were also collected through interactions with filmmaker friends.

6. Data Analysis and Interpretation

Chart 1 shows that a staggering 78 % filmmakers inferred that the quality of images achieved by them while using HDSLRs is similar to that of HD Camcorders. On the other hand, as many as 5 % of Filmmakers found it to be better than that of HD Camcorders. Also 17 % of them think that image quality of HD Camcorders is better than that of HDSLRs.

Chart -1

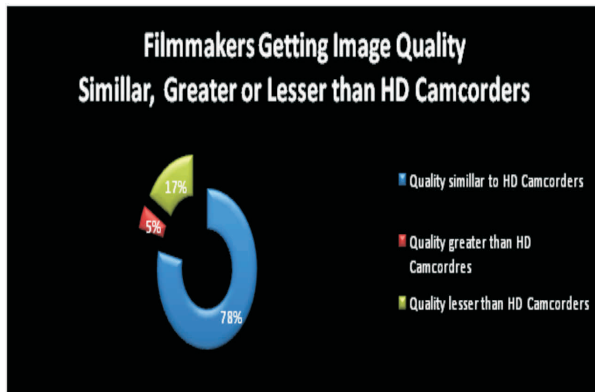


Chart 2 shows adroitness in functionality of HDSLRs when it comes to address issues of focusing and jell-o problems. Here 48 % of filmmakers acknowledged that they have not at all encountered any jell-o problems or problems related to focusing the subject and maintaining that focus. Whereas 42% filmmakers acknowledge encountering jell-o and focusing problems but they further clarified to have overcome such problems by using accessories such as a rig. Further, 10% of Filmmakers did not encounter any such problem.

Chart -2

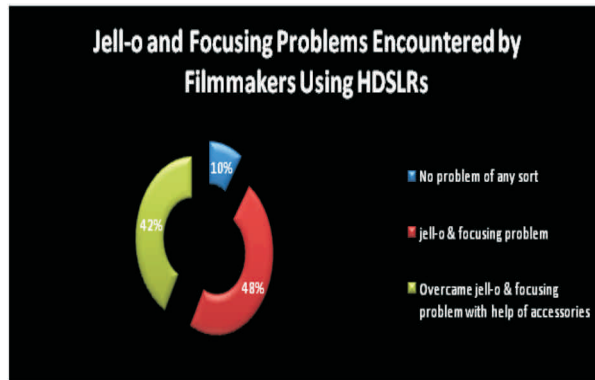


Chart 3 shows that 58% of Filmmakers did not encounter any codec related issue while editing footage they shot using HDSLRs. These filmmakers further revealed to have used various industry standards editing platform such as Final Cut Pro, Avid and Adobe Premier. 28% acknowledged to have faced codec related issues during post production but they further clarified that those issues were addressed successfully after some troubleshooting or by going through available literature and tutorials of various internet forums such as creative cow etc. Only 16% of Filmmakers faced codec related problems in post production stage which couldn't be solved as per their satisfaction.

Chart -3

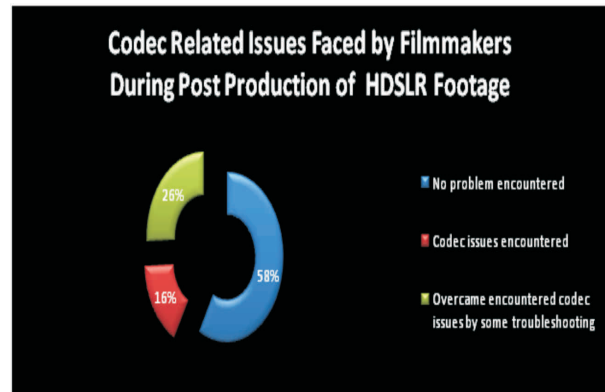
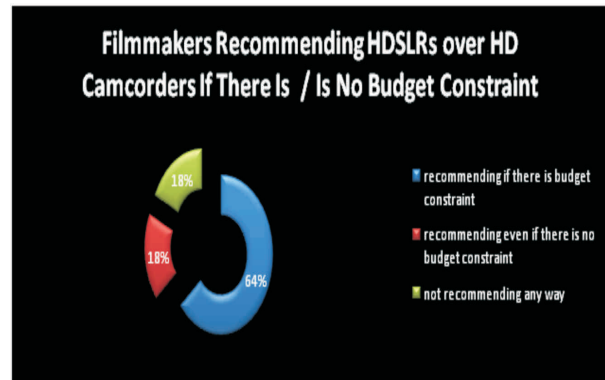


Chart 4 shows that 64 % of filmmakers would recommend HDSLRs if there is a budget constraint involving the shoot, whereas 18% of filmmakers would recommend HDSLRs even if there is no budget constraint involving the shoot. 18 % of filmmakers would not like to recommend HDSLRs at all. They attributed their response to past experiences with HDSLRs, where many acknowledged that they have used earlier versions which were not yielding results as good as newer versions of HDSLRs.

Chart -4



From Chart 5, it can be noted that a staggering 76% of filmmakers think that HDSLRs are a boon for regional film industry of India. Most of these filmmakers cited budget constraints which generally haunt regional filmmakers, as the basis of their presumption. 15% filmmakers do not think that HDSLRs are a boon for Regional Film industry of India. Most of such filmmakers said that regional filmmakers are not that technology savvy so as to understand complex workflow of executing a film project using HDSLRs. 9% filmmakers said they are not sure whether or not HDSLRs are a boon for regional film industries of India.

Chart -5

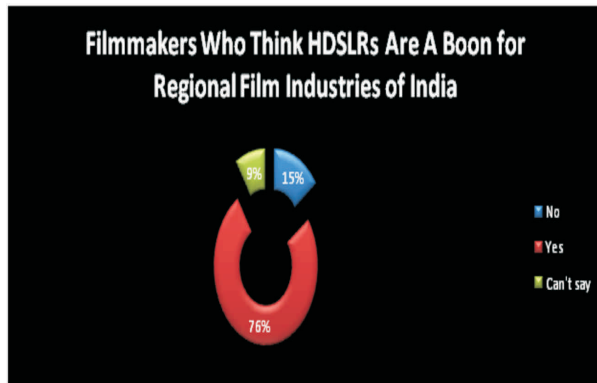
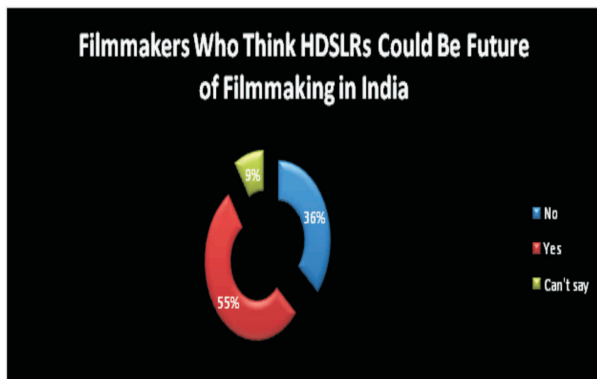


Chart 6 shows that an incredible 55% of Filmmakers think that HDSLRs could be the future of filmmaking in India. Most of them attributed affordability, handiness and quality Imagery of HDSLRs as the basis of their presumption. 36% filmmakers do not think that HDSLRs are future of filmmaking in India. Most of such filmmakers said it is too early to proclaim this when especially all type of gadgets used for filming are undergoing rigorous technological developments in terms of design, image quality and sensors. 9% filmmakers said they are not sure whether or not HDSLRs would be future of filmmaking in India.

Chart -6



7. Conclusion

A staggering 78 % of filmmakers say that the image quality of HDSLRs is similar to that of HD Camcorders. 5% filmmakers found it to be better than HD Camcorders. 48 % of filmmakers acknowledged that they have not encountered jell-o or focusing problems while using HDSLRs. Whereas 42% filmmakers faced jell-o and focusing problems, but they overcame these by using accessories. 58% of filmmakers did not encounter any codec related issue while editing footage shot on HDSLRs. 28% faced such issues but they negotiated these well after some troubleshooting. 64% of filmmakers would recommend HDSLRs if there is a budget constraint involving the shoot, whereas 18% of filmmakers would recommend HDSLRs even if there is no budget constraint involving the shoot. 76% of filmmakers think that HDSLRs are a boon for regional film industry of India. An incredible 55% of filmmakers think that HDSLRs could be future of low budget filmmaking in India.

HDSLRs could be the first choice of filmmakers in regional film industries which is flustered by small budgets. HDSLRs are clearly a boon for Documentary Filmmakers who always want to cut on budget without compromising on quality. With major initial technical hitches successfully triumph over, HDSLRs have a bright future.

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Indian Advertising and Teenage Consumers: A Study on Snob Appeal as a Driving Force for Buying Decisions

Pashyanti Shukla*
Abhishek Kumar Srivastav**

ABSTRACT

Teenagers comprise a great section of market utilization. Their consumption behavior is motivated by their surroundings up to a great extent. The consumption of luxurious goods and exclusive articles satisfies their desire to be unique. Advertising companies encash on their 'desire' and make a smart utilization of the same for creating artificial needs. These artificial needs range from something as petty as the newest ball point pen to the latest smart phone. Being impulsive in nature, risk takers and with the rapid changing needs, the teenagers want to own anything that would make them stand out in the crowd. This snob appeal i.e. the projection of goods with the feeling of exclusiveness, works like a driving force in influencing the buying decisions of teenage consumers.

This research is focused on finding out the evolving associations between the buying decisions of teenagers and their motivations due to snob appeal. The results of this study signify a direct relation between snob effect of an advertisement and the acquiring of the product by teenage consumers.

Key words: Snob Appeal, Teenagers, Product, Buying Decisions, Motivation, Advertisements

1. Introduction

The buying decision and the motivation to own a specific product are connected in more than one ways. When a consumer purchases a product or spends for a service there is something, which drives him to do so. It could be a genuine want or could be a created one, for example, to have a mobile phone is a genuine necessity of current time but to have an expensive branded phone is not always a genuine need of many, especially of teenagers. But, when we observe our surroundings, it's a common phenomenon that the costly product consumption revolves around the teens generally. The fact of the matter is that the teens are not much rational in their buying decisions as adults, because of their impulsive behavior and immature attitude. Their choices change continuously. Due to this behavior and attitude they get attracted towards the goods easily than adults. It is their weakness that the advertising companies encash on and make their product a successful. Advertisements project the product like a unique item and an exclusive asset that belongs to elite class only. Such projections make teenagers feel superior after having the same.

Teenagers - kids in the age group of 13-19 years currently spend \$150 billion per year globally. Since 1990, globalization changed the Indian market trends. The relationship between supply and demand has changed,

and these two have become complementary to each other. This changed relationship can be easily understood by analysing the fact that a new product hits the market and becomes popular in a couple of days despite the fact that there was no demand for the product. Globalization changes method of satisfying buyer requirements and acquisition manner (Zmija, Pejas & Szarfranska, 2010). Before the era of modernization, teens used to do shopping with their families but with the change in time, teens go alone or with friends for purchasing goods. Shift in buying pattern is also bringing change in buying behaviour from compulsive shopping to impulsive shopping (Salim Javed, 2013). The social factors behind this change, which are well explained in Kotler and Keller (2006). Their research reveals that wants and needs depend on cultural, social and personal factors. Cultural factors are fundamental determinants of a person's wants and behaviour. Social factors, such as peer pressure influence consumer behaviour implying behaviour influenced by outside forces. Personal factors such as sensitivity to peer pressure and economic conditions may be seen as counter forces in a rational world.

Advertising is one of the most effective force governing the behaviour of teenagers who are most technology friendly and massive media consumers, and hence can be easily targeted. The teenagers take an ample amount of pocket money from their parents and supplement it by means of

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part time jobs, work from home and summer internships etc. By these tactics, they are able to acquire expensive goods, exclusive gadgets and branded apparels.

Advertising companies design the advertisement on the basis of snob appeal to attract the teenagers. In the snob appeal people are induced to buy a certain product so that they can stand out from the crowd. It is often indicated that buying product will make them look different from the rest. It is indicated that the product is not affordable for common people. A sense of exclusivity is attached to the products(Oak, 2013).

2. Literature Review

Teenagers do have one crucial kind of power: the power to create an informal social world in which they evaluate one another. That is, they can and do create their own status systems usually based on criteria quite different from those promoted by parents or teachers. Predictably, their status in the eyes of their peers becomes very important in their day-to-day lives (Milner 2006). Probably this is the very feeling which force them to be a standout in the crowd. And to attain this exclusive position among their peers, many times they come in the grip of commercials claiming the status of being number one, better than ever, always better etc.

Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996). A very recent research conducted in 2012 explores how consumers get governed with market and advertising world just to acquire or to project a high class social status. The advertising can influence brand image when consumers value social status. It considers a setting where consumers diner in their wealth, and where a monopolist produces a conspicuous good that allows consumers to signal their wealth through their purchases" (Vikander, 2012).

Many researchers have revealed how commercials control teenagers' desire, need and non-necessities. "Persuading the consumer to buy is the ultimate aim of the seller. Hence, it is by means of the simultaneous use of verbal and non-verbal communication, linguistic and non-linguistic acts, that advertising reaches us and uses its power to attempt to control our desires, necessities and non-necessities" (Diaz, 2011). The same author concluded in his research that advertising changes and manipulates the acquiring habits and desires of teen consumers. It has also found that television advertisements have the potential to influence the teenagers. According to Dubey and Patel(2004), a young child in the age group of 13-19 years is a teenager. Almost every child and teenager in India is a regular viewer of television. They spend most of their free time in front of television, watching programmes

and channels of their choice. It is also reported that a teenager watches around 20-25 thousand commercials a year. A large section among them believe in advertisements and respond to these favourably.

3. Objectives

1. To understand the need and demand of teenage consumers.
2. To understand the role of snob appeal in influencing the buying decisions of teenagers.

4. Research Methodology

The study is based on self-administered questionnaires completed by 500 teenagers (age 17-19) of Delhi-NCR, during the spring of 2013. The questionnaires were equally divided between males (250) and females (250).

The following parameters related to snob appeal have been examined in this study: sources of information for a product, perceived credibility of advertising, factors of attraction for a particular product, role of exclusiveness in purchasing, impact of lavish and technologically upgraded goods on buying decisions, matter of status consciousness, factor of affordability, process of desire generation to need creation, and rational of purchasing.

Questionnaire is based on the Likert scaling and response to each of the questions has been analysed separately.

4.1 Likert Scale

The Likert scale is a psychometric scale commonly used in questionnaires and is the most widely used scale in survey research.

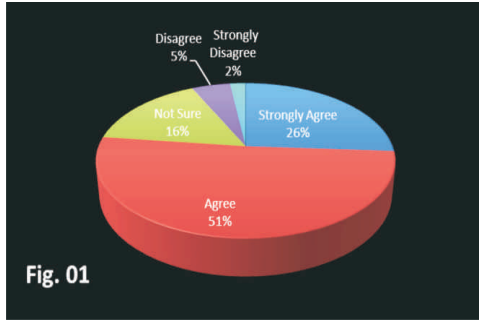
In this study following five-level Likert Scale has been used to record the responses in the questionnaire.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

5. Analysis & Findings

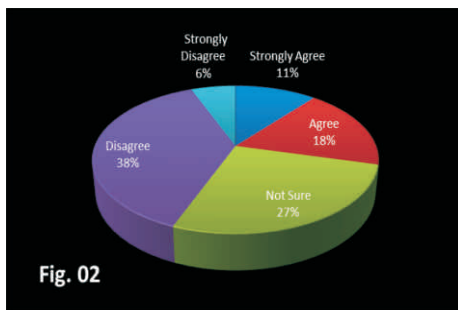
20 questions have been asked to the teens related to their source of information, inclination, need and desire due to snobbery content and presentation of advertisements. Question wise analysis is presented below.

1. On the question of the role of Advertisements in providing teenagers the knowledge and information about the product, as depicted in Fig. 01, 77% individuals responded favourably. They strongly agree or agree with this perception, and accepted that they receive the information and knowledge about any product through the advertisements only. This indicates that advertisements are the very first door for the orientation of the mind-set of teenagers. It shows



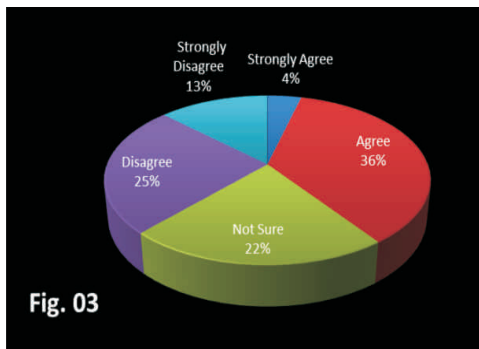
that the advertisements build the perception of individuals towards the products available in the market.

- II. On the issue of brand loyalty, as depicted in Fig.02, 44% individuals expressed that they are not loyal towards any particular brand as against 29% who are loyal for a brand. This seems to indicate that the individuals tend to focus on quality rather than on

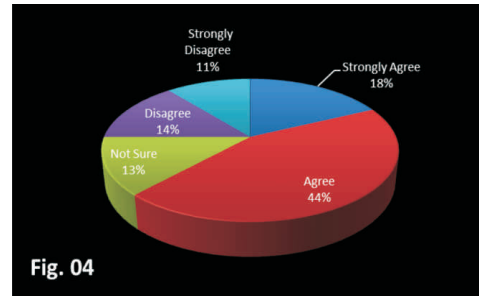


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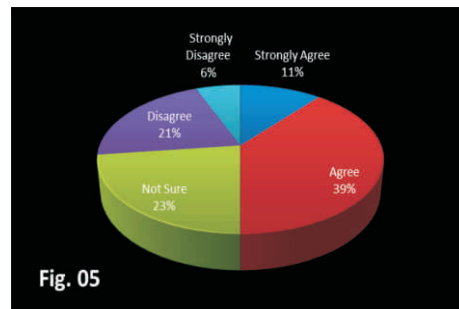
- III. As depicted in Fig. 03, 40% individuals admitted (4% strongly agree plus 36% agree) that costlier products capture their attention, and 37% have not shown any inclination towards costlier product. It seems to indicate that cost factor does influence buying behaviour of some teenage customers.



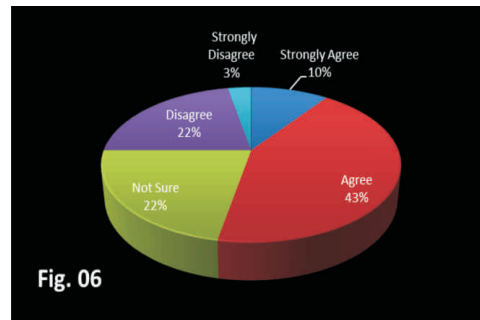
- IV. On the question of liking lavish and stylish products, as depicted in fig. 04, 62% of respondents agreed and admitted that they always prefer stylish product as against 25% who felt that style did not matter for them. This implies that lavish and stylish products do attract teenage customers



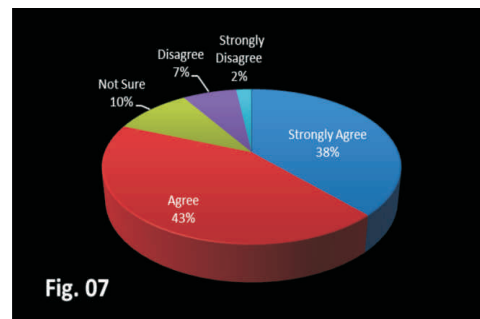
- V. Figure 05 depicts that 50% (11% strongly agree plus 39% Agree) of teenage customers get attracted towards the claims of advertisers that their product are better than ever, as against 27% individuals who were not influenced by such claims. It indicates that advertisements that claim their products are better than ever do draw more attention of teenagers.



- VI. Fig. 06 depicts that 53 % individuals agreed that they are always looking for an international flavour in the

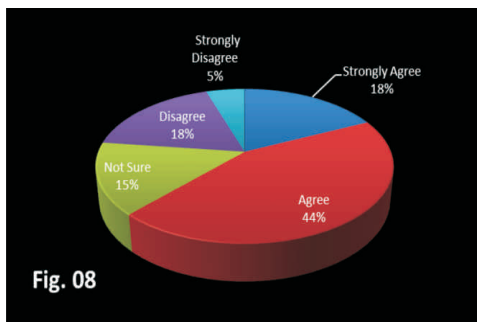


products that they intend to buy. It indicates that international flavour does attract more teenager customers.

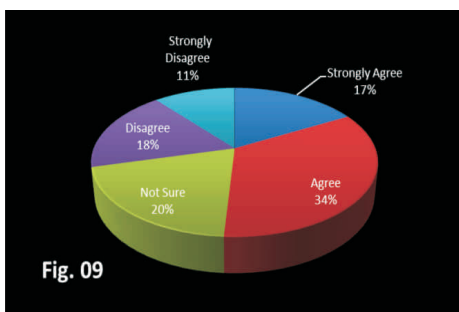


VII. On the issue of highly advanced technology, as depicted in Fig.07, 81% (38% strongly Agree and 43% Agree) of individuals prefer to buy the most modest product in terms of technology. This indicates that high-tech products would attract more teenager customers.

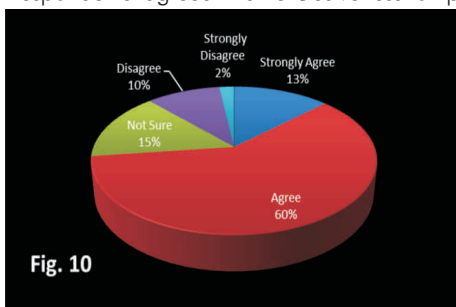
VIII. Fig. 08 shows that majority of individuals got attracted not only towards the advertisements which displayed snobbery of the product but also got inclined by the image they projected of the product e.g. superiority, high class, elite people etc. Total 62% of population agreed that they were attracted towards the products because of snobbery presentation of advertisements. This implies that advertisers can significantly influence the demand of product by teenage customers.



IX. The study shows that teenagers try to resolve their identity crisis and establish their image through possession of products. Fig. 09 depicts that 51% teenagers believe that individual can build their image by acquiring exclusive products.

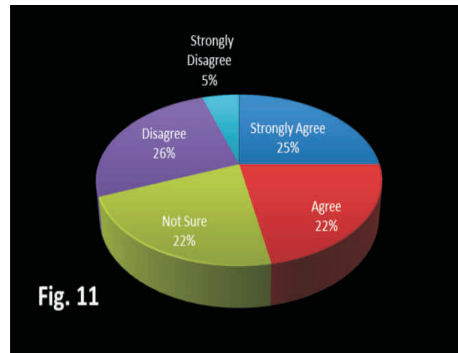


X. On the issue of Exclusiveness, the Fig. 10 shows that 73% of respondents agreed that exclusiveness of products

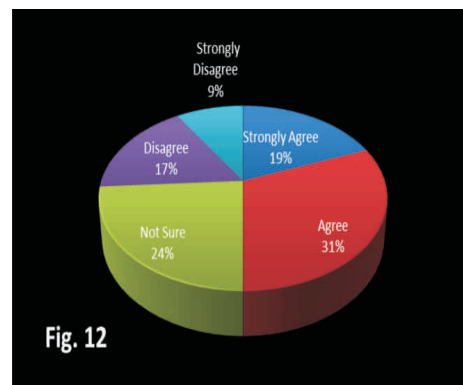


provokes their desire to purchase. This suggests that demand by teenage customers of the products could be influenced by producing exclusive products such as only one piece of limit length of a style, colour of print.

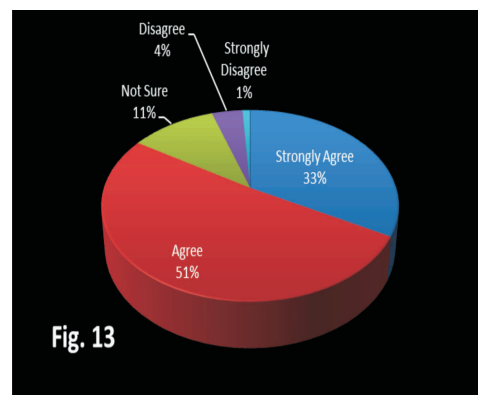
XI. The Fig. 11 shows that 47% of teenagers like to spend on electronic gadgets. This indicates wide scope for electronic gadgets.



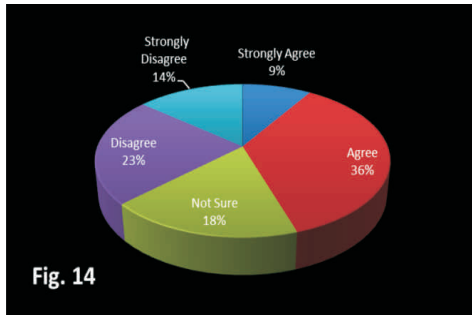
XII. On the issue of spending on apparels and accessories, the Fig.12 shows that 50% of the sample population liked to spend on apparels and accessories.



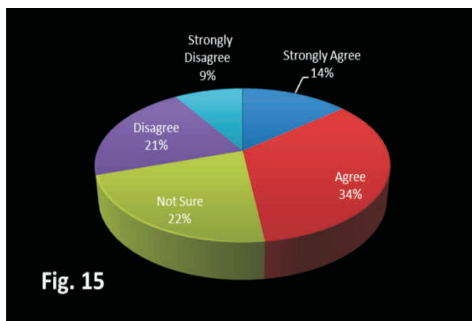
XIII. Fig.13 shows that 84% of respondents told that they buy a product if it seems to satisfy their need. This indicates that everyone looks for a product which satisfies his or her need.



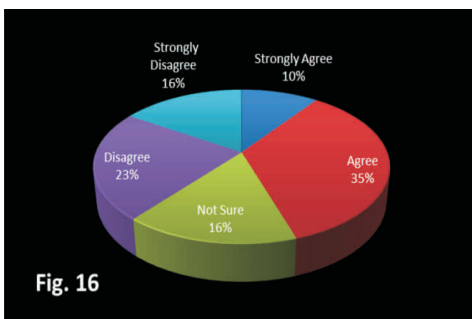
XIV. In response to a question of getting considered as stylish by their peers because they have a particular product, the Fig.14 shows that 45% teenagers (9% strongly agree and 36% agree) gave their nod in favour, and 37% against it.



XV. On the question of buying product which satisfies their needs and fulfil their desire of being superior to others, Fig. 15 shows that 48% of individuals said yes they do. However, 30% of individuals did not feel so.

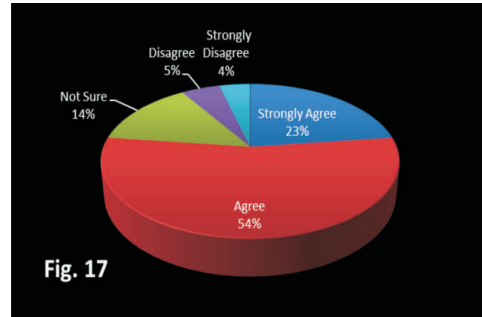


XVI. Fig. 16 depicts that 45% of individuals preferred to purchase products to maintain their status only. 39% of individuals told that they never purchase any product for the sake of their status only. It implies that some teenage customers may buy certain products for maintaining their status only.

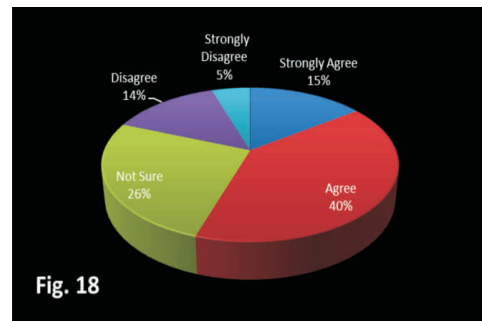


XVII. Fig. 17 shows that 77% of teenagers (23% strongly agree and 54% agree) purchase the product out of the desire of having an exclusive one. Only 9% are disagree and not willing to purchase any product because of exclusiveness only and 14% are not sure.

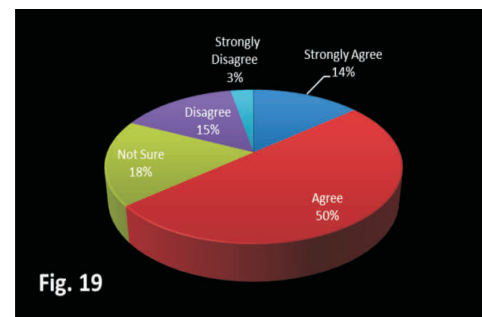
After relating this result with previous results the researcher get a conclusion that most of the time teenagers want to build their identity through the exclusive products available in the market.



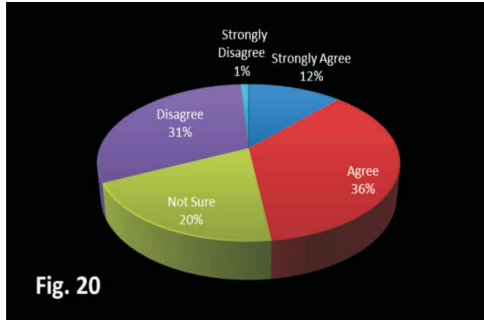
XVIII. Fig.18 shows that 55% of teenagers buy products because of their desire not due to their need. Only 19% of teenagers did not agree with this perception. This suggests that many times snobbery advertisements build strong desire amongst the teenagers leading to purchase without any kind of need.



XIX. The fig. 19 shows 64% of the teenagers sometimes purchase product because of their desire not due to any need. Only 18% of teenagers are not taking purchasing decision due to their desire only and 18% of teenagers are not sure. This study actually breaks the earlier concepts of relation between need and purchases, now buying decisions are not bound to any need. Desire is the major element which forces teenagers to purchase any product.



XX. The Fig. 20 shows that 48% of teenagers would like to go with desire irrespective to affordability factor. This implies that in the case of teenagers, desire plays an important role for which they tend to ignore other important aspects of buying.



6. Conclusion

This is a new phase of market revolution. Now, teenagers are not following just 'brands', rather they are going after the exclusive, costlier, lavish and stylish products that promise an international flavour. In order to stand out from the crowd and project themselves as truly unique and the best, they are willing to spend on electronic gadgets, apparels and accessories. The consumption of these 'superior products' gives them a feeling of exclusiveness and happiness (derived from the belief that they are a cut above the rest.).

Advertising agencies have very clearly gauged and measured this prevailing trend amongst the teenagers. An analysis of the commercials reveals how this trend has been capitalised to gain maximum attention from the teenagers.

The content and presentation of commercials today is aimed at generating a desire amongst the teenagers that leads to artificial needs. The commercials provide them the maximum possible exposure and knowledge about a product, the market and the technology. The content and presentation of commercials give those ideas of how to possess certain products for being rich, stylish and a

consumer of the international market. Driven by this artificial need or desire, the teenage consumers do not hesitate in deciding to purchase a product, even when they might not actually need it. One amazing thing is that they do not want to bother their parents in order to fulfill their desire to become an exclusive one. Many a times, this decision to purchase an expensive item leads them to spend their pocket money 'savings' on such exclusive products. Eventually, it would not be wrong to say that snobbery presentation of a product is responsible for changing and affecting the buying behaviour of teenage customers.

By and large, the study has revealed that snob appeal of any product gets the attention of the teens in a number of ways. The factors that work like catalysts in attracting the teenagers to purchase these products can be anything like; wanting to find a way out of their identity crisis or to be superior amongst their peers.

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Media Censorship in China: A Status Report

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ABSTRACT

Freedom of expression and of the press, along with freedom of association, are critical to promoting accountable and transparent governance and the development of an independent and flourishing civil society. Immediately following the New Year of 2013, the The Chinese censors' meddling with the New Year's Greetings of Southern Weekend based in the southern province of Guangdong in China, appears to have been the last straw, in as much as, it trampled upon the newspaper's sense of journalistic integrity, already weakened through more subtle methods of censorship spiralling into a rare public backlash against media censorship. In order to win press reforms, undertake investigative journalism, and truly function as Chinese society's watchdogs, Chinese media still have a very long way to go. Economic reforms and an open-door policy introduced market logic into the Communist party-controlled news media system of China. At present, there is a mixing of party logic and market logic, forging the tension, contradiction, and uncertainty that is the unique hallmark of China's media system.

Keywords: Freedom of expression, Media Censorship, Sina Weibo, Propaganda Department, Great Firewall.

1. Introduction

Freedom of expression includes freedom of speech, religion, media and internet censorship. The right to freedom of expression is recognized internationally under Article 19 of the Universal Declaration of Human Rights(UDHR) which states "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any type of media, regardless of frontiers". Ironically enough, Article 35 of the Constitution of the People's Republic of China claims that citizens enjoy the freedom of speech, press, assembly, association, procession and demonstration. The Chinese government still censors freedom of expression in mainland China, thus violating human rights.

According to the Council on Foreign Relations of China, there are more than 2,000 newspapers, 8,000 magazines, 374 television stations and an estimated 500 million Internet users and some 200 million micro-bloggers in China, and all these media outlets and media consumers are subjected to government gatekeeping and censorship. From a foreign perspective, the juxtaposition of China's remarkable technological advancement,

business savvy and cultural influence to its continued control of the media is astonishing, in many ways.

Editorial freedom in China came to a complete end in 1949. Intellectuals, including journalists, lived in permanent fear of arbitrary repression orchestrated by the regime until Chairman Mao Zedong's death in 1976. Many journalists were killed or "committed suicide" and for decades the public had to endure mind-numbing propaganda. Some journalists abandoned professional ethics and participated actively in the all-out promotion of the Party's interests. "The role and power of newspapers consist in the ability to present the Party's line, its specific policies, goals and work methods, to the masses in the most effective and rapid of ways." This is how Mao explained in 1961, why journalists and intellectuals had to take their orders from the Communist Party of China(CPC).

In 2013, the Communist Party continues to be attached to Mao's theory of the "mass line." The CPC's leaders rule the masses. They are not accountable to the people but to the Party as they are not elected by the people. When the theory is applied to journalism in China, the press becomes the means of communicating from top to bottom, the Party's tool for "educating" the masses and mobilising popular will in support of socialism. The mass

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media are, therefore, not allowed to cover the internal processes by which policies are developed and, in particular, the debates within the CPC. The official Chinese press is not only the CPC's "mouth and tongue" but also its "eyes and ears." Many of the reports penned by Xinhua's journalists are never published but they are sent to the Party's leaders.

In January 2013, a dramatic week-long standoff between Chinese journalists and their state censors evoked a torrent of public discussion on issues such as freedom of speech, it may have heralded a new era for civil dissidence in China. The journalists at Southern Weekend, a newspaper based in the southern province of Guangdong, staged a high-profile protest against their censors, who had watered down the paper's New Year editorial urging greater respect for constitutional rights and certain reforms. The rare protests against press censorship which spread online and offline were triggered by the front-page pre-reform editorial, "China's dream, the dream of constitutionalism" which was censored and re-written under pressure from Tuo Zhen, the chief of the Guangdong Propaganda Department. The new editorial, titled "Dreams are our promise of what ought to be done" was published on January 2, 2013. It included excessive praise for the Communist Party and it took place after the editors had signed off on the final proofs. The intervention resulted in collective action from journalists and staff in the newsroom. They demanded an open investigation. A group of journalism students in China also expressed their support for Southern Weekend.

Later, the propaganda department ordered Sina Weibo (China's biggest Twitter-like social media platform), to suspend accounts of Southern Weekend's editors and journalists, and filter and delete all news related to the censorship incident. On January 7, the propaganda department forced the newspaper's top management to seize Southern Weekend's official Sina Weibo account and issue a misleading statement saying that the New Year's editorial was actually the collective work of the editorial team and the special topic teams.

In retaliation, about 100 staff members from Southern Weekend issued a joint statement and the economic news desk announced a strike. The newspaper staff demanded the resignation of Tuo Zhen, the propaganda chief of Guangdong province, and threatened to go on strike, and their moves have galvanized tens of thousands of Chinese free speech advocates. On Sina Weibo, countless users rushed to post and repost messages about Southern Weekend in an effort to thwart online authorities. Crowds gathered outside the newspaper's headquarters, carrying slogans demanding freedom of expression and other constitutional rights.

Later, an instruction notice to all the media outlets from China's propaganda authorities was leaked. The notice

prevent citizens from learning about alternative systems of governance and demanding similar systems. China also bans materials showing history that conflicts with the official Chinese version, with particular sensitivity to depictions of Japan and Tibet in history.

There are several different types of prior restraints used to silence critics of the Communist Party and maintain control over political information such as given below.

- Legislative Prior Restraints - Administrative barriers to control freedom of speech, for instance the requirement for Chinese citizens to receive permission to publish information (licensing schemes).
- Political Prior Restraints - Forbidden topics are sent to editors by the Communist Party regularly. Common forbidden topics include constitutional amendments, political reform and the Tiananmen Square events.
- Psychological Prior Restraints - The Chinese government uses vague and broad laws on censorship to control opinions and expressions and encourage self-censorship.
- Technological Prior Restraints - Authorities in China use technology to block, filter and monitor information and opinions in various media outlets, including the internet, satellite television and radio.

The Chinese authorities suppress freedom of expression through various government agencies:

- The General Administration of Press and Publication (GAPP) is responsible for various administrative activities, including enforcing China's prior restraint, or censorship, regulations and screening books. The GAPP has the authority to screen, censor, or ban any printed or electronic materials.
- The State Administration of Radio, Film and Television controls content of all broadcasts in China, including radio, television, satellite and Internet.
- The Ministry for Information Industry regulates the telecommunications and software industries. It is also responsible for the licensing of all internet content providers, anyone providing information to the public via the internet.
- The State Council Information Office is the central administrative agency in China, which promotes Chinese media to the world, including China's policies, business development, and history. Further, the office restricts news posts on the internet.
- The Central Propaganda Department is responsible for monitoring content to ensure that news publishers do not print anything that is inconsistent with the Communist Party's policies.

- The Ministry of Public Security is responsible for filtering and monitoring the Internet.
- The General Administration of Customs confiscates any publications that are purchased outside China that may contain harmful information about the government.
- The State Secrecy Bureau exploits China's state secret laws and designates certain government, economic and military information as a state secret. The Chinese citizens, however, are responsible for maintaining these secrets and not the government.
- China's Judiciary system does not engage in actual censorship but the judges imprison people who violate censorship.

In the run-up to the 2008 Beijing Olympics, the government allegedly issued guidelines to the local media for reporting during the Games. Political issues not directly related to the games were to be downplayed. Further, topics such as Pro-Tibetan independence and East Turkestan movements and food safety issues such as "cancer-causing mineral water" were not to be reported at all. When the 2008 Chinese milk scandal broke in September 2008, some western media evoked suspicions that China's desire for a perfect games may have been a factor contributing towards the delayed recall of contaminated infant formula although the government denied this.

On February 13, 2009, Li Dongdong, a deputy chief of the General Administration of Press and Publication, announced the introduction of a series of rules and regulations to strengthen oversight and administration of news professionals and reporting activities. The regulations included a "full database of people who engaged in unhealthy professional conduct" who were to be excluded from engaging in news reporting and editing work. Though the controls were ostensibly to "resolutely halt fake news", it was criticized by Li Datong, editor at the China Youth Daily who was dismissed for criticizing state censorship. Li Datong said "There really is a problem with fake reporting and reporters, but there are already plenty of ways to deal with that."

In January 2011, Li Changchun, the Politburo member responsible for the Propaganda Department, issued instructions for the Chinese media to downplay social tensions on issues such as land prices, political reform and major disasters or incidents, and to ensure reporting does not show the Communist party negatively. The Party warned that media must "ensure that the party and government do not become the targets or focus of criticism", and any mention of political reforms must reflect the government in a favourable light.

In recent years, censorship in China has been accused of being used not only for political protectionism but also for economic protectionism. In February 2007, the website of the French organization Observatoire International des Crises containing solely French-language economic data as its content was banned in China after it posted an article on the risks of trading with China.

China has a large diversity of different foreign films broadcast through the media and sold in markets. Curiously enough, it has no motion picture rating system, and films must therefore be deemed suitable by Chinese censors for all audiences before allowed for screening.

For foreign-made films, this sometimes means controversial footage must be cut before such films can play in Chinese cinemas. Examples include the deletion of scenes showing hanging laundry in Shanghai during *Mission: Impossible III*, the removal of a reference to the Cold War in *Casino Royale*, and the omission of footage containing Chow Yun-fat that "vilifies and humiliates the Chinese" in *Pirates of the Caribbean: At World's End*. Prior to the 2008 Summer Olympics, the Chinese administration announced that "wronged spirits and violent ghosts, monsters, demons, and other inhuman portrayals" were banned from audio-visual content. Regardless, Chinese censors still clear only 20 foreign films a year to show within the country. Access to the 12,000 movie screens in China is a powerful incentive for foreign film makers, especially those producing films such as *Kung Fu Panda 3* to consult and cooperate with Chinese censors. Taking a Chinese partner, as was done in the case of *Kung Fu Panda 3*, can bypass the quota.

Films with sexually explicit themes have also been banned, including *Farewell My Concubine*, *Brokeback Mountain* and *Memoirs of a Geisha*. Warner Brothers of Hollywood never submitted *The Dark Knight* for censors, citing "Cultural sensitivities in some elements of the film" due to the appearance by a Hong Kong singer whose sexually explicit photographs leaked onto the internet. Films by Chinese nationals cannot be submitted to foreign film festivals without government approval.

Notwithstanding, the official ban on most foreign films, almost all internationally released foreign films are freely available in Chinese and English language versions through the counterfeit trade in DVDs. This allows Chinese to view such films while keeping their money within the domestic economy. Interestingly enough, the 2D version of the blockbuster film *Avatar* was also pulled from screens in the country; reportedly for taking in too much money and seizing market share from domestic films.

It is alleged that the Chinese ban on Facebook, Twitter, and YouTube may have been done in part to grant a business advantage to the websites' Chinese competitors. Similarly,

China has been accused of using a double standard in attacking Google for "obscene" content that is also

through a few providers, in China it is fractured across hundreds of local sites. Much of the responsibility for censorship is devolved to these internet content providers, who may be fined or shut down if they fail to comply with government censorship guidelines. To comply with the government, each individual site privately employing up to 1,000 censors. Additionally, approximately 20,000 to 50,000 Internet police and an estimated 250,000 to 300,000 "50 cent party members" (wumao dang) at all levels of government-central, provincial, and local-participate in this huge effort. According to the World Press Freedom Index 2012 released by the Paris based Reporters Without Borders, China stands at 174th rank. On the other hand, according to the Freedom of the Press 2012 Report of the Freedom House (USA), China overall is tied with Myanmar at 187th of 197 countries on a scale of press freedom.

Many average Chinese users, isolated from international social media platforms and primarily exposed to a manipulated online information landscape, have limited knowledge of key events making news around the globe, including the publication of diplomatic cables by the antisecrecy group Wikileaks or anti-government protest movements sweeping the Middle East. Still, a growing community of Chinese Internet users is so determined to access Twitter and hold uncensored conversations with people around the world, that it has acquired the technical skills to circumvent this blocking system.

According to Reporters Without Borders, China has over 2,800 Short Message Service (text messaging) surveillance centers. As of early 2010, cell phone users in Shanghai and Beijing risk having their text messaging service cut off if they are found to have sent "illegal or unhealthy" content. In 2003, during the severe-acute-respiratory-syndrome (SARS) outbreak, a dozen Chinese were reportedly arrested for sending text messages about SARS. Skype reported that it was required to filter messages passing through its service for words like "Falun Gong" and "Dalai Lama" before being allowed to operate in China. During protests over a proposed chemical plant in Xiamen during the summer of 2007, text messaging was blocked to check the rallying of more protesters.

3. Conclusion

The challenges presented by systemic information control and censorship in China are complex, ongoing, and especially difficult in the face of China's growing international influence and presence. Globalization and advances in communication and information technologies will help eventually bring democracy to China. How long this will take depends on the moves the government and the democratic opposition make in the game of chess they are currently playing. The key factor will be whether China's newspapers and television stations will be able to

win freedom of the press. The simple truth is that democracy is impossible in a country where news is censored. By "reporting only the good news, not the bad," the Chinese media also keep the government in the dark. News censorship ultimately stops information from reaching the higher authorities and prevents them from understanding what is really happening in the society.

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Economics of Green Communication: The Indian Scenario

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ABSTRACT

Climate change due to biodiversity depletion is impacting on our lives to a great extent. The scars it leaves on society might be invisible yet, but sooner or later the impact will manifest itself in several ways. It is at this juncture that proactive leadership is of great importance to avert the looming dangers caused by rainfall and temperature variability and also climate change. There is a need to educate the masses about the impact of climate change. India as a nation is most likely to suffer the worst impact of climate change, with rise in sea level, droughts, floods, and depletion of the tourism industry. The country's dependency on climate for the activities like agriculture, tourism complicates its capacity to adapt and be ready for any mitigation project. This is also compounded by the fact that the nation is poverty stricken, has weak budgetary funds and also weak policies and institutions to effectively deal with the impact of climate change. This paper seeks to examine those factors which make awareness a cause of concern in India. Green communication as an information discourse is faced with multiple challenges in its efforts to disseminate media messages that can bring forth social change and make people appreciate and acknowledge the imminent problems posed by climate change in their societies. The role of the media as agents of social change is the corner stone of this paper. The media as a cultural industry have the power to change socio-cultural and political cognitions and re-direct people's choices and attitudes. This paper argues that India is at the receiving end of worst climatic changes and also at the same time the least aware of the term and its repercussions. This article carefully examines factors that stand on the way of green communication. A handful of elite in towns have access to the internet and have the technical know-how. This has also seen further divisions along the digital divide. Further, the media practitioners are untrained to report on climate change issues, they hardly know anything about the subject, making green communication nothing more than a dream for India.

Keywords: Green Communication, Climate change, State Monopoly.

1. Introduction

Green Communication is the vehicle through which information regarding the presence, impacts, adaptation and mitigation of climate change can be disseminated efficiently. Green communication is a new media genre that is directed towards climate change awareness, with the main agenda being to conscientize communities on the presence of climate change and educate them on how they can adapt and mitigate the negative impacts of climate change. This in a broader sense helps to sustain the present and future generations against the traumatizing dangers posed by the change in climate. Green communication will give people more power to control nature and lead in the transition from controlled change to changed control. Shifting the role of the media from its orthodox roles in society involves a lot of work from the side

of scholars and policy makers. There is a need for a complete paradigm shift from the way climate change issues are reported and interpreted in the media that is, if they are given the green light to be reported about. It is even more difficult in India to mainstream the green communication genre itself among media practitioners before moving to mainstreaming climate change. India in its totality is the least prepared to embark on an environmental evangelism and preach the climate change discourse, but at the same time the worst affected by the climatic hazards. It is critical and important for us to realize the role of the media in making the climate change discourse alive. The majority of people in the rural India are increasingly ignorant citizens who are unfamiliar with the climate change story; still it is a relevant and current subject. There is a greater need for Asian countries to look

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at challenges in the way of green communication and design strategic policies to overcome it. This must be done to consolidate the economic, political and social harmony brought about by a green society. Time has come for the nation to identify the critical role of information, information not only in terms of the print media, but also other communication mediums such as broadcasting and the internet, and also the emerging usefulness of narrowcasting in shaping development agendas in the world, for example the use of the telephone network to send development messages to diversified subscribers. These mediums must be made accessible to the people who are at the heart of missing the climate change story. The paper's point of departure is that the media is central to climate change awareness as a primary source of public information and also as an agent of representation and social change. The news media function specifically as an authoritative version of reality that specializes in orchestrating everyday consciousness for the public. Green communication as discourse practice requires an informed citizenry that is capable of interpreting climatic and weather patterns that will enable them to take informed decisions with regard to their environmental actions as individuals, groups and greater communities. The media is regarded as the most effective means for regularizing the green revolution in a society. The accessibility, immediacy and intrusiveness associated with the media is critical to the effective mainstreaming of the climate change story.

widening of the digital divide. In such circumstances, it is only logical to dream of green communication because

2. Availability of Communication Infrastructure

Communicative action requires that the communicator reaches as a certain audience in order to make the whole communicative process a success. Reaching the target audience is predetermined by the availability of the means of communication that best suit the essence of that communication. This may include broadcasting signals, satellite signal transmission infrastructure, cable transmitters, and fiber optic networks. India's communication infrastructure is a concern in achieving positive climate change and mainstreaming goals. As a developing country, India is still lagging behind technologically. Communication networks are located in urban areas where only about 17 per cent of the total population stay in these areas.

2.1 The State of Broadcasting in India

In broadcasting, the television signals are only accessible within certain limit, marginalizing most of the rural areas. This is notwithstanding the fact that broadcasting has proved in other parts of the world to be useful as a channel for mainstreaming climate change. In India, on an average the television signals are only accessible to 60 per cent of the population. There has been seen the further

developed a negative perception with regards to the way they interpret and internalize international news. The green texts from the international news media have tended to signal ideological standpoints of the originator and disqualified other oppositional beliefs. This paper notes that green communication has immensely emerged as an alternative global sphere where the supra-impositions of ideological superiority have acquired a sharp presence.. There is now a green global clash between the architects of the current global order and the anti-system protagonists. The relationship between transnational media and their multinational industrial corporations in India is also a cause of concern. The media have tended to keep a blind eye to the environmental damage caused by these giant corporations as this would compromise their operations in India. Instead the media have portrayed the activities of these corporations as eco-friendly. This has effectively worked in regularizing their stay in business.

3.1 Economic Advancement and Environmental Conservation

It is essential to note that the rhetoric of enlightenment and industrialization have also made climate change communication a cumbersome task. The developing countries are more concerned with the development of their communities and much of this development is centered on those activities that are anti-environment. The proliferation of industries in India complicates the whole situation. More green-house gas emissions are being emitted by these industries that are hugely manufacturing, agriculture and mining in nature. This has been further compounded by the use of outdated manufacturing and farming methods that worsen environmental destruction. The proliferation of industries also meant the clearing of more forests to accommodate these developments which in the long run destroyed the ecosystems and is slowly but surely leading to desertification. So, the drive to development should also be seen from the same lens as a factor impeding the green communication initiatives as people are preoccupied with economic progress at the expense of environmental concerns. Some industrial corporations' images are compromised because of the effects they have on the environment when exploiting natural resources, energy sources and manufacturing. In fact most of these companies have become pillars of the environment. This make-up is normally well-backed up by the so-called Corporate Social Responsibility (CSR).

4. Economic -Political Structure of the Media in India

The operations of the media are always over determined by their relationship with the existing mode of production and their ownership and control structures. This relationship among the system, owners and the media practitioners influence the texts to be produced and hence

direct society towards the preferred angles of the owners. This is also evident when analyzing the impact of ownership of the media and the green revolution. There are basically two kinds of media in India, that is, public and private.

4.1 Government Owned Media

Government media institutions are those media institutions that are public owned and funded. The dumping of these media are to serve the interests of the public. However, this idea of public media in India remains idealistic from an Indian point of view. The so-called "public-media" is in actual sense "state media" that basically serve the interests of the government of the day. These media are generally funded by the state and are usually put under the control of the ministry or department of communications and information. The state and not the public has more power over the editorial policy of these media houses. The Boards of Directors are normally appointed by the Minister responsible for communications. Indian governments discovered the enormous use of the media in centralizing their hegemony. They have, through the rhetoric of public media remit, sought to neutralize and pacify counter-hegemonic forces in society by bottlenecking the available media space. These strategies have worked in making citizens subjective and view their rule as legitimate to extend their stay in power. Through draconian media laws and regulatory mechanisms those in power have controlled what people can read, listen to or view thereby controlling public consciousness. This kind of monopoly has serious green communication implications.

4.2 Private Owned Media

Private owned media posits that the private media are those media institutions that are privately owned and are commercial in nature. These media are also believed to be the ones who should act more as the public watchdog, guide dog and guard dog. Due to their independence from the state they are perceived to have more liberty to independently report on issues of public interest like environment. As with the private media the situation is more or less the same with their state run counterparts. The so-called independent media in India including "private media" are funded by western donor communities that disqualify them from being independent. Most private media institutions are owned and funded by Western donors and some global media institutions. These ownership structures created and established news factories which brought under their control the power to decide what the public of each nation would be allowed to know of other nations and in what shade of meaning. The private media have danced according to the tune of the multinational companies and seem to preach the environmental evangelism preached by the global media.

Media are yet to appreciate that the main cause of climate change is Capitalism. They are yet to portray the capitalist historical and development contradictions of development and environmental protection. The construction and selection of news strategies deployed by the private media is intrinsic with their monetary marriage with the fathers of capitalism. This has greatly impacted the development of green communication, a fundamental unit in mainstreaming the green revolution and effective communication for sustainable development as per the modification by Serves (2006). In this scenario, it is appropriate to invoke the critical political economy of the media as a useful paradigm in demystifying media green representations.

the climate change problems through relevant sources of information. The commoditization of the media causes the

5. Commercialization of Media and Green Communication

Media have shunned their traditional roles of interpretation, representation and fourth estate role in a society in favour of more trivialized news flavours that tend to be more sensational and entertaining. This has been made rampant by competition for audiences. This also is a product of a suspicious relationship between the media and business. Most media organizations have acquired a commercial character that subjectivised them to the economic tenets of business especially the need for profit maximization. This also made possible the commoditization of the news. News contemporarily is now a commodity on which a commercial value is attached. This development re-directed the media to cover the most selling stories that will help keep them in the news market place. This also gave birth to filthy journalism such as tabloid journalism that only focuses on the sexual, the sensational and scandal and in some instances sports. Even the traditional media have been forced into this route in order to remain economically relevant and viable. The tabloidization of the media is another contributing factor towards the cooling-off of the eco-cultural façade.

6. Concluding Remarks

Entertainment and lifestyles are important matters in the Indian media, while more serious information is filtered through expressions and formats that make the media lose value and impact in articulating issues that are in the public interest. More serious issues such as the changing climate are reduced to entertainment through edutainment which has become pervasive in the Indian and the general media landscape. Their critical judgments are under developed and they show less signs of reflection over what they see in their public space. The stimulating awareness is greatly diminished by sensationalistic news media contents and poorly outlined media practices. Mainstream media now employs a pattern of reality presentation similar to that in the earlier era would have been labeled sensationalism. The media do not address

Political Economy of Community Radio in India

Mohd. Shariq*

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ABSTRACT

The concept of mass communication is incomplete without the reference to technology that is to say 'No technology no mass communication'. In due course of time radio has turned into a vital agent of socio-cultural and political change. It is instrumental in creating social awareness and is a device of empowerment as well. No doubt the influence of radio on Indian society is phenomenal Radio has impacted on Indian society in big way. When the area covered by a radio station is reduced to just ten kilometres of aerial distance then we come across a unique concept known as Community Radio (CR). CR operates using Frequency Modulation (FM). In the realm of media and communication studies 'Political Economy' is generally referred to the studies that seek to correlate economic and political aspects of a communication system that operate in a global capitalist structure. It is concerned with understanding how communication figures in political economic formations more generally. It investigates how changes occur in the array of forces that exercise control over cultural production and distribution or liberate the public sphere. Encouraged by the unparalleled and extraordinary demand for the CRS, the government of India plans to set up a large number of CRS all across the nation with a special focus on educational institutions.

Key words: Political Economy, Community Radio, FM, Broadcasting, Ministry of Information and Broadcasting, All India Radio

1. Introduction

The concept of mass communication is incomplete without the reference to technology that is to say 'No technology no mass communication'. It cannot be denied that among all means of mass communication radio is the most economical and by far the most readily accessible medium. Radio broadcasting comes with an inherent potential to penetrate deep into the mind and heart of the people which creates an intimate bond between the broadcaster and the listener. Radio according to Zulfiqar Ali Bukhari the first Director General of All India Radio (AIR), is the "Mirror of the Society". In due course of time the radio has turned into a vital agent of socio-cultural and political change. It is instrumental in creating social awareness and is a device of empowerment as well. No doubt the influence of radio on the Indian society is

phenomenal Radio has affected Indian society in big way. The advent of television and the subsequent ICT Revolution has given tough competition to radio. However, the dawn of the present century has proved to be extremely productive.

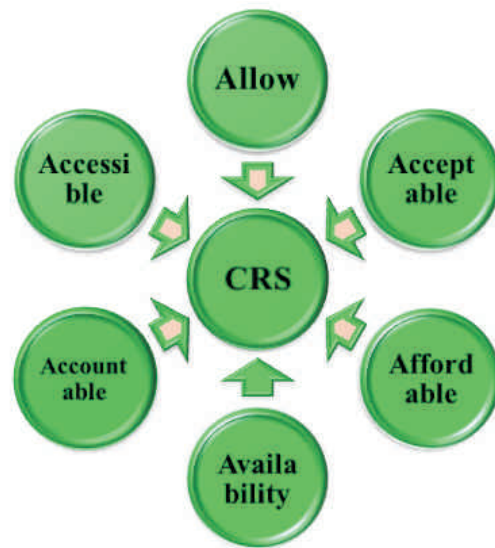
2. Community Radio: Concept and Definition

Community radio can be defined in varied terms. Actually, when the area covered by a radio station is reduced to just ten kilometres of aerial distance, then it is known as Community Radio (CR). The CR operates on the technique of Frequency Modulation (FM). It was invented by Edwin Howard Armstrong and has completely revolutionised the radio industry. CR can truly be described as a medium "of the people, for the people and by the people". In fact, in a typical CR set up the members of the target community

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are involved not only in the organisation, administration and production of programmes but also in the development and shaping of its contents. Therefore, the CR can rightly be termed as the third model of radio completely distinct from public service and commercial services. UNESCO defines CR as 'a medium that gives a voice to the voiceless, which serves as the mouthpiece of the marginalised and is at the heart of communication and democratic processes within societies'. CRS are usually non-profit organisations that provide a public platform to individuals and groups to connect to the target community thus in the process they turn into the creators, contributors as well as consumers of the media messages.



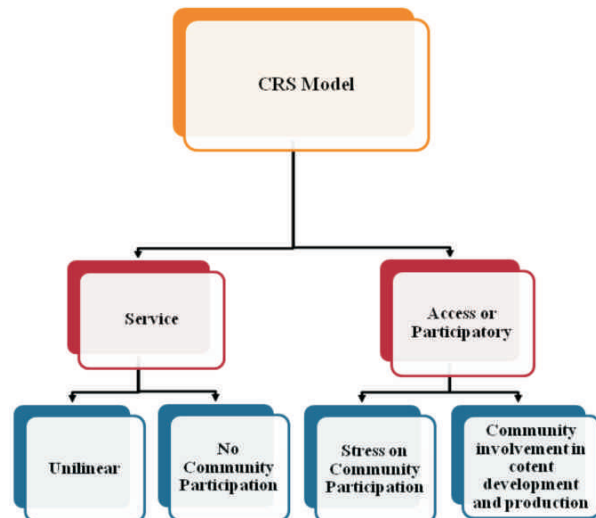
3. 6A CRS Approach

We can evolve a '6A Approach' for the operation in order to yield maximum dividends from a CRS which is elaborated as under.

1. **Availability** to communities for participation in programme design and contents
2. **Accessibility** to communities by providing a participatory medium of communication
3. **Affordable** by its communities by adopting ways to encourage the poorest members to participate fully through whatever means they can afford including sweat equity.
4. **Acceptable** to communities by catering to their needs and interests.
5. **Accountable** to its communities through constant feedbacks that insists upon interactive dialogue and mechanisms for addressing and responding to complaints. Suggestions and concerns.
6. **Allow** or catalyse social, economic, cultural and spiritual development

Model of CR

CRS Model can be described as:



4. Political Economy of Media: Theoretical Framework

According to Scruton (1983), "In contrast to domestic economy, political economy studies the economic behaviour and interest of the entire state (p.359). Political Economy is a significant feature "of the science of government". Engel (1843)

See Zulfiqar Bukhari's autobiography in Urdu titled Sarguzisht, Sange Meel Publications, Lahore, 1960

believes, "Political economy came into being as a natural result of the expansion of trade, and with its appearance elementary, unscientific huckstering was replaced by a developed system of licensed fraud, an entire science of enrichment" whereas Johnson (1994-2005) elucidates Political Economy as "a branch of the social sciences that takes as its principal subject of study the interrelationships between political and economic institutions and processes. That is, political economists are interested in analysing and explaining the ways in which various sorts of government affect the allocation of scarce resources in society through their laws and policies as well as the ways in which the nature of the economic system and the behaviour of people acting on their economic interests affects the form of government and the kinds of laws and policies that get made". In the realm of media and communication studies 'Political Economy' is generally referred to as the studies that seek to correlate economic and political aspects of communication system that operate in a global capitalist structure. The political economy paradigm of media has its foundations in the post industrial capital economies of that led to emergence of nation-states in the late eighteenth century. Political economy of communication, Graham (2007) claims is, "concerned with understanding how communication figures in political economic formations more generally" (pp.226-245). In fact, Canadian Economist Harold Innis is credited with adopting, for the first time, this term to demonstrate the "fact that throughout history certain privileged groups (priests, kings, bureaucrats, soldiers, scientists, etc) have enjoyed a monopoly of access to certain kinds of knowledge". Golding & Graham (2000) maintain, "A focal question for the political economy of communications is to investigate how changes in the array of forces that exercise control over cultural production and distribution or liberate the public sphere. This directs attention to

two key issues. The first is the pattern of ownership of such institutions and the consequences of this

Graham, P. W. (2007). Political Economy of Communication: A Critique. Retrieved. *Critical Perspective on International Business*, 3 (3), 226-245.

Golding, P., & Graham, M. (2000). Culture, Communications and Political Economy. In J. Curran, & M. Gurevitch (Eds.), *Mass Media and Society* (3 ed.). New York: Oxford University Press. p.60-83 Ibid

Broadcasting, government of India for setting up CR, the permission seeker ought to specifically mention the target community. It is also obligatory for the CR license holder to offer CRS services absolutely on free-to-air basis. The CRS is a best example of the democratisation of media because it is owned the people, run by the people and for the people. Encouraged by the unparalleled and extraordinary demand for the CRS, the government of India plans to set up a large number of CRS all across the nation with a special focus on educational institutions. Currently there are five functional CRS in the national capital of Delhi including DU Community Radio of School of Open Learning (Delhi University), Apna Radio (Indian Institute of Mass Communication), CR of Jagan Institute of Management (Rohini), CR of Jagan International Management School (Vasant Kunj) and Jamia Community Radio 90.4FM of Jamia Millia Islamia.

6. Conclusion

Notwithstanding the technological and policy challenges the CR movement in India should be provided with necessary impetus so as to flourish. However, a huge country like India – with a mosaic of religions and socio-cultural – there is a pressing need to broaden the horizons of CR so that it really turns into a “people’s medium”. Herein comes the crucial role of the government of India to not only evolve but also to formulate effective CR policies that would be helpful in strengthening as well as consolidating and expanding the CR network in the country.

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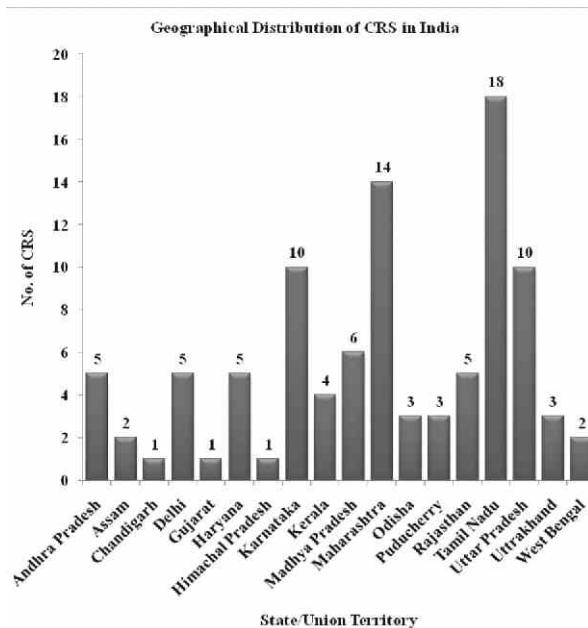
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S. No.	STATE/UNION TERRITORY	No. of CRS
1.	Andhra Pradesh	05
2.	Assam	02
3.	Chandigarh	01
4.	Delhi	05
5.	Gujarat	01
6.	Haryana	05
7.	Himachal Pradesh	01
8.	Karnataka	10
9.	Kerala	04
10.	Madhya Pradesh	06
11.	Maharashtra	14
12.	Odisha	03
13.	Puducherry	03
14.	Rajasthan	05
15.	Tamil Nadu	18
16.	Uttar Pradesh	10
17.	Uttarakhand	03
18.	West Bengal	02
TOTAL (NINETY EIGHT)		98

GEOGRAPHICAL DISTRIBUTION OF CRS IN INDIA

Table 2



www.everything2.com:

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