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Pragyaan: Journal of Mass Communication

From the Editor

Mass Media is a significant force in modern culture and society. It has the power to mobilize mass movements. WhenMass Media has become one of the most dynamic and fastestgrowing disciplines of our times, particularly in India,Pragyaan: Journalism of Mass Communication (Pragyaan: JOMC) has the responsibility to explore all the significant changes and developments and to provide insightful research on new trends in the area of mass media and communication.Pragyaan: JOMC is a bi-annual, peer reviewed, open access Journal. The Journal welcomeshigh quality research papers/articles, review articles and case report describing original research in the fields of communication and mass media studies. This issue of Pragyaan: JOMC presents six research papers/articles covering diverse areas of Mass Communication.

In this issue, the first paper on "Social Media Adoption and its Impact: A study of SNS Usages among the Youth"reveals how social media misinform the people and functions against the democracy. This study has explored the SNS usage by the youth in India and the implications for interpersonal communication networks. Second Paper"Impact of Health Messages on Facebook Users: A Case Study" analyzes the role and impact of facebook on the users in special reference to health massages. How facebook is providing information on health issues and creating health consciousness among the youth? A Third study on "Role of Television in Empowering Farmers in Western Uttar Pradesh"explores the important role of television in the dissemination of agricultural information among farmers to empower them especially in the field of agriculture. Fourth paper on "Media Framing of the Political Parties' Stands on Palk Bay Conflict" attempts to understand the print and social media construct and coverage of Bharatiya Janata Party (BJP), Congress, Dravida Munnetra Kazhagam (DMK) and other political parties' stand on Tamilnadu fishermen and Sri Lankan Navy conflict at Palk Bay region. Fifth article entitled "Establishment of a Formula of a Successful Movie by Using J48 Data Mining Algorithm" aims to evaluate that how the Rule Base Model guides the filmmaker to produce a successful film. Sixth paper on "Alternative Media: New Perspectives and Dimensions"analyzes the conceptual understanding of alternative media and its strength, different dimensions and perspectives.

We are thankful to the authors for their scholarly contributions to the Journal. We express our gratitude to our panel of referees for the time and thought invested by them into the papers and for giving us sufficient insights to ensure selection of quality papers. We would like to acknowledge the valuable contributions of Dr. Rajendra Kumar Pandey (VC), Mr. Deepak Uniyal (Associate Editor) and all the faculty members of School of Mass Communication in preparing the reader friendly manuscript for the Press.

We hope our readers find the contents, findings and suggestions contained in this issue of Pragyaan: JOMC as informative, stimulating and of practical relevance. We welcome comments and suggestions for further improvement in the quality of our Journal.

Thanking You

With Best Wishes

Dr. Sushil Rai

Pragyaan: Journal of Mass Communication

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Research Papers/Articles

Social Media Adoption and Its Impact: A Study of SNS Usage Among the Youth

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ABSTRACT

Social media has opened up new avenues for expression leading to democratization of media. Through publication of fake and unverified content, social media platforms also misinform the people, eventually doing harm to democracy. The world of online communication is offering immersive experience to the young generation to live their life. It offers new opportunities for self-expression, personality development and relationship building. But, Social media addiction on the other hand are subjecting the youth to cyber traps, crimes, psychological problems, identity issues and a lot. This study explores the SNS usage by the youth in India and the implications for interpersonal communication networks.

Keyword : SNS, SMS, Virtual Character, New Media, Information Revolution

1. Introduction

Communication is an inherited need of human being through which one strives for strengthening the contact with family, friends and others in the society. Media, an inevitable part of this communication, provides companionship to those who are deprived of social relationships through various presentations. Infact, numerous viewers go to the extent of developing the feeling of kinship with the characters portrayed in these presentations.

Social Media; a phenomenon which is nothing but a dazzling world especially for the youth, providing them an opportunity like: Kar lo duniya mutthi mein. The users of social media are often found reacting violently as if merely any particular 'status-update,' 'picture-upload' or 'opinion of an individual' is end of the world. Various users are seen reacting to media performance or characters in the manner as if 'virtual character' is their own actual acquaintance/ friend (regardless of the degree of familiarity).

The development of the Internet as a global network of communication has created a communication boom in the cyber-age. The Internet is scale free in nature that every day the network is expanding itself by adding new clients. The addition is happening through legacy network like conventional wired telephone line, modern network like Cellular Telephone Network and Broadband Wireless Network, Wi-Fi and others. The internet has expanded its reach faster than any other media, has integrated various modes of conventional communication channels, such as radio, television, telephone, SMS and has also converted it into a vast interactive network.

In addressing cyberspace as the new virtual world, Ostwald explains that 'the urban' itself has become virtualized, simulating the social function of the place as a potential 'site of cultural seepage'; a place to where user can escape to find comfort in a virtual environment.

The Internet has evolved as New Media through the development of Social Networking Sites like Facebook, Twitter, LinkedIn, and others. These give new horizon of human communication in comparison to the conventional media. Here, user creates his or her own 'page' or 'group' or community. These social networks have promoted Relation Communication rather than simple message communication.

The feature of communication through Social Networking Site is the convergence of different forms of earlier communication and interaction that helps in blurring the lines between one-to-one and public communication. The communication feature of Social Networking Sites is 'mass self – communication'. The user's profile serves multiple purposes and builds huge connections on Social Networking Sites. These connections represent networks of social relationship, which constitute social capital. These 'mass – self communication' and 'connections' are creating a great impact in personal, social, political as well as in global relation.

These people technically known as being in 'para social relationship' want to avoid other human being, by sub-merging themselves in the media of their choice. This avoidance is termed as withdrawal; getting oneself cut off from social existence.

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One can't deny; the mass media or the social media in particular provides a common ground for social conversation. It makes people think; "we have read, seen or heard, say topic 'X', when talking to other online social acquaintance or even with a stranger.

M.V. Rodriquez has defined the term communication as "an exchange and exact replication of thoughts, feelings, facts, beliefs, and ideas between and among the individuals through a common system of symbols to cause some actions or changes in behavior."

On the one hand the mass/social media has played a vital role in 'shrinking distance' but on the other, despite having one of the best communication technologies we are not able to communicate; i.e. Keith Davis perception for communication "the process of passing information and understanding to one person to another."

Here, vagrant exchange of information is taking place but understanding is lost somewhere. To put it other way "human ability to think and innate capacity to communicate has become dormant, especially in the age group of 18-30 years i.e. youth," which ultimately results in shrinking distance and rising conflict.

2. Objectives of the Study

☒ To understand the human psyche i.e. impatience towards other's opinion and rigidity towards not understanding other's point of view.

☒ To find out that to what extent social media promotes iconic communication. i.e. one chooses to post contents having potentiality to fuel bigotry having derogatory remarks on issues ranging from individual's life, opinion on religion/ faith etc.

3. Review of Literature

This chapter reviews the relevant and available work on social network sites and their impact on youth. However, not much of research work is available in the context of youth especially in the age group of 18-25. Literature from India and other countries as well with same experiences are discussed here.

3.1 Understanding 'Information Revolution' and 'New Media'

In their book New Media: Key Concepts Nicholas Gane & David Beer (2008) have commented "Rapid changes in Information and Communication Technology are creating a new pace and a new communication mode by promoting new abilities among individuals. These

changes are creating many pressures on businesses and individuals all over the world."

The excessive use of technology might be a shock to the future generation as was stated by Toffler.

Alvin Toffler (1970), in his book 'Future Shock,' explains. We may define future shock as the distress, both physical and psychological, that arises from an overload of the human organism's physical adaptive systems and its decision-making processes. Put more simply, future shock is the human response to over-stimulation (p. 326).

Toffler dealt with biggest human dilemmas like widening differences between rich and poor in society, ever-growing human population and limited resources, polluted food chain and over whelming of information. The term "future shock" refers to a situation where humans fail to cope rapid change thereby getting a shock. As for example, Toffler illustrated an incident regarding his daughter. His daughter went to a shop in New York but she did not find that in its previous place.

In 'Future Shock 'Toffler raised judgmental and basic questions about the impact of technologogy induced innovations within traditional society.

Alvin Toffler (1990) in his one of the radical books "Powershift: Knowledge, Wealth and Violence at the Edge of the 21st Century" reviews all the aspects of information revolution. Toffler argues that our society is facing the era of global 'power shift' which is very new in nature. Toffler identifies the new and unnamed phenomenon of our technology based changing society where mass media and its pluralistic approach are also taking a big role.

According to Toffler the new system for making wealth is totally dependent on the instant communication, dissemination of data, ideas, symbols, and symbolism. The new super symbolic economy will be very dependent on the rapid flow of information and the people who will take an active part in information flow will be the decision makers in future world. So he much emphasizes on the massive and speedy information flow.

In the book "The World Is Flat", Thomas L. Friedman (2006) divides the age of globalization into three phases. These are,

1.0 (in this age countries and governments were the main protagonist),

2.0 (where the role of multinational companies are remarkable in respect of global integration) and

3.0 the present age in which the world becomes flat by the rise of convergence of personal computers and optic

fiber cable and obviously by the help of work flow software.

Referring to the widows powered personal computer and eventual networking technologies, Friedman writes,

The flat – world platforms enable you to take your own local culture and upload it to the world. It means you are not stuck downloading Mickey Mouse and McDonald's. No, no, no. You can now write your own song, create a podcast version in any language you like, and share it with the world on some podcast site, and if people like it, it will spread.

3.2 Social Networking Site (SNS)

According to Nichole B Ellison and Danah Boyda social networking site is a networked communication platform in which participants have:

1) "Uniquely identifiable profiles that consist of user supplied content, content provided by other users, and/or system provided data;

2) Can publicly articulate connections that can be viewed and traversed by others;

3) Can consume, produce, and/or interact with streams of user generated content provided by their connections on the site."

3.3 Social Networking Site (SNS): Communication and Interactivity

Social networking site based communication has its root in the famous insight from McLuhan- The medium is the message. McLuhan considered the advent of a new communication technology itself as a message rather than what information or message that the new Communication Technology or medium transmits. McLuhan also differentiates between conventional media and New Media by terming the former as an extension of the human body and the latter as extension of the human nervous system.

While communicating each other on social media platforms like Facebook, the most popular one, the way two persons place themselves before each other proves their emphasis on building a relation rather than giving a particular message. They present more of their personality traits and gestures through- like, comment, share; rather than message communication. So, it is 'Relation Communication', rather than 'Message Communication' and it is more 'We Media' than 'Mass Media'.

3.4 Social Networking Sites and the Youth

Internet usage data reveals that around the world that the youth are the main users of new media.

Youths in the age 18-25 tops as the users of Social Networking Sites. Self-control being limited in this age group, the youth is vulnerable to negative influences of social media. Becoming a victim of cyber crime, fraud, sexting are common.

Through analysis of the youth and their behavior in their study 'New Media as a Tool for Civic Learning', E Middaugh and J Kahne (2013) claim that youths may face risk with social media because they have limited capacity for self-regulation and are more vulnerable to peer-pressure. Very often, they forget the difference between online and offline behavior and there happens online expressions of offline behaviors. Addiction and depression have emerged as new psychological phenomena among the youth.

But, these limitations and possibility of adverse psychological effect, new media has many positive effects on a youth's life. The most important one is that through new media the youth are able to express their views what they do not usually express due to social taboo. Youths always want them to be heard. They do it as individuals or by forming online community.

The best thing new media does for the youth is transforming them into active and engaged citizens rather than passive one. It helps them to critically think about social issues and respond.

In the study 'Social Media's Influence On Youth 'Brittany Grube (2012) shows the relation between improvement of technology and the ease access of different social networking sites.

The very common problem of social networking sites is that the users are facing different types of cyber-crime, also known as cyber bullying, which is less faced by the non-social media users.

The article deals with the problem of age bar of social media users. How the youth below thirteen are using Facebook while the age criterion is minimum thirteen. Some other social networking sites like Twitter have no age bar. Times spent by the youth in the Internet and social media are increasing day by day due to proliferation of smart phones, tabs and game consoles.

A potential problem with new media is lack of parental control over social media unlike TV or Web browsing; monitoring youth online is becoming more difficult for parents.While under parental care, to ensure controlled content is imperative to set positive behavior about new media.

Madhur Raj Jai, Palak Gupta, Nitika Anand (2012), in a paper, "Impact of Social Networking Sites in the Changing Mindset of Youth on Social Issues' - A Study of Delhi-NCR Youth", found that Social Networking Sites are taking an important role on mobilizing the public view. People, especially youth, are feeling free to raise their voice on various social issues.

Further, Face book increase awareness among the people, but people hardly discuss the issues with others.

B. L Chawada et.al (2010) in a study on 'Addiction to Social Networking Websites and its Effect on Life course of College Going Students in Surat City, have concluded that:

"Youth- the life stage of creativity, innovation, exploring of social and cultural life, cheerfulness, physical activity, shaping of personality and social skills etc. seems to be eroded by the evils of of social networking websites."

The study says: "the youth are becoming addicted to these sites, which is likely to impact their mental health".

In a study titled "New media and society: A Study of the Impact of Social Networking Sites on Indian Youth"M Neelamalar and P Chitra (2009)have found that "the techno- savvy digital natives see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact".

The study also found that "the users are aware of the danger and risk involved in these sites."

Thoene, Whitney Sue in a study titled "The impact of social networking sites on college students' consumption pattern"found that"both Facebook and Twitter are being used to obtain sales information and promotion. The higher the frequency of social media usage the more likely customers are to shop at the business they have befriended."

O'Brien, Kendall (2015) in her study "The cultivation of eating disorders through Instagram" examined the cultivation theory via Instagram and its users. The study found that "an increase in media exposure leads to an internalization of these media messages as reality."

O' Brien cited; "media is most pervasive in propagating numerous socio-cultural influences (Tiggemann& Slater, 2013)" and "media images plays a role in both formulating and reinforcing society's view of idealized physical appearance for both women and men (Wykes and Gunter, 2005)."

She concluded; "the interviewees felt more free while spending less time on Instagram which is closely tied with the severity eating disorders."

Khedo K.K, et. al (2013)in their study titled 'Impact of Online Social Networking On Youth: Case Study of Mauritius', found that Online Social Networking Sites have a great impact on social relationships. There is also a parental monitoring regarding the use and sharing of personal information on Socials Networks, among the youth. 63% of total respondents who are teenagers said that they had faced negative experience on online social networks, like, use of slang language, being bullied by strangers, sharing of inappropriate pictures and videos and spreading of threat.

4. Research Questions

The research work is designed and conducted to answer following questions:

1. Are Social Networking Sites gradually becoming a popular mode of communication across different sections of population?

2. Does the usage of Social Networking Sites influence adversely to the conventional pattern of interpersonal communication, relatively, more among younger generation?

3. Are Social Networking Sites gradually emerging as a strong instrument in forming public opinion on socio-political issues (public participation)?

4. To what extent usage of acronyms, emoticons etc. hinders the exchange of ideas?

5. Research Design and Methodology

For the present research, primary survey based approach has been adopted to examine the answer basic research questions related to pattern communication through Social Networking Sites. Youth in the age group of 18-30 years has been included in this study. The samples have been carefully selected to represent different sexes, economic status and educational levels.

The medium of access to Social Networking Sites and time spent and changes in the habit of users in their leisure time is core to the research. Their responses regarding Social Networking Sites, such as, its adverse effects, changes in personal relations, in comparison with their spending time with family and friends, social issues and need of legal restrictions have been analysed. Qualitative analysis also forms part of the study, despite quantitative analysis being the core methodology.

To collect primary data, the analytical survey method is applied. The primary instrument of data collection was a pre-designed questionnaire, which consists of twenty questions relating to usage of social networking sites and arranged in a logical order. For the survey, 50 samples were selected applying convenient sampling(sometimes known as accidental, grab or opportunity sampling).

The sample comprises students in the age group of 18-30 years, selected from six different courses of studies in AMU and four other colleges of Aligarh. From each departments and colleges five students have been approached for the survey. Care has been taken to ensure that departments with varying density of SNS usage are included within the study.

6. Data Analysis and Interpretation

The researcher was able to get back fifty questionnaires, complete in all respects, which are analysed using simple statistical tools.

Personal data of S N S users

Having selected from SNS users six departments of Aligarh Muslim University and four other colleges of Aligarh, the respondents are mostly youth in the age group of 18–30 years. Prevalence of the youth S N S users is 75% in average. Interesting finding is that overall 10% of SNS users are below 18years.

Table-1: Profile of Respondents

CHARACTERI-STICS NUMBER	TOTAL	PERCENTAGE
1) GENDER		
Male	27	54%
Female	23	46%
Total	**50**	**100%**
2) AGE		
18-21	7(F)+10(M)= 17	34%
22-25	08(M)+10(F)=18	36%
26-29	07(M)+02(F)=09	18%
30+	02(M)+04(F)=06	12%
Total	**50**	**100%**
3) EDUCATION		
Graduate	11(F)+11(M)=22	44%
Post-Graduate	11(F)+15(M)=26	52%
Ph. D	1(M)+1(F)=02	04%
Total	**50**	**100%**

Table-2: Frequency of Participation in Social Network

Option	Response	Percentage
Regularly (at least once every day)	29	58
Often (at least once in a week)	06	12
Occasionally (only on B'days, festivals etc.)	05	10
Never	10	20

As shown in the above table, 29 respondents that amounts to the 58% of the total sample are regular user of social networking websites, and with a little surprise 20% told about their distance i.e. they never prefer using such options.

Table-3: Preference of Social Media Platforms

Option	Response	Percentage
Facebook	19	38
WhatsApp	22	44
Twitter	00	00
Instagram	04	08
LinkedIn	04	08
Google Plus	01	02

WhatsApp tops the list having 44% of share among 50respondents followed by 38% i.e. of Facebook. Linked In and Instagram stands on equal platform i.e. having 8% of share whereas only one user i.e. 2 % prefers Google Plus. Surprisingly no respondent uses Twitter.

Table-4: Perception on Social Networking Sites

Option	Response	Percentage
Platform for self-promotion	39	78
Gamming Platform	03	06
Platform for social-networking	08	16
Platform for knowledge sharing	--	--

As far as perception is concerned; 78 % of the respondents opined that they use these websites for self-promotion followed by 16 % who use it for social-networking.

Table-5: Purpose of Using in Social Networking Sites

Option	Response	Percentage
Collecting local and international news	22	44
Presenting myself (self-promotion)	08	16
Strengthen social interaction	15	30
Expressing my ideas on emerging social issues	05	10
To gain knowledge from others	--	--

As shown in above table, 44% participation is aimed at collecting local and international news followed by 30% of respondents i.e. strengthening social interaction. Here too, 16% respondents participate for self-promotion. It is pertinent to understand that 78% people perceive it as a platform for self-promotion but users are merely 16% which owes to either their social media illiteracy.

Table-6: Motivation for Using Social Media

Option	Response	Percentage
Interactivity	33	66
Interface (appearance)	02	04
Technical flexibility	08	16
Entertainment	07	14

As far as motivation behind use of social media is concerned 66% of the total respondents are motivated because of Interactivity.

Table-7: No of Friends on Facebook

Option	Response	Percentage
1-50	04	08
51-100	16	32
101-200	12	24
201-300	10	20
More than 300	08	16

It is evident in the above table that 32% of the total samples have friends between 51-100 followed by 24% i.e. having 101-200 over virtual platform.

Table-8: Came into Contact with Social Media through

Option	Response	Percentage
Friend's Suggestion	23	46
Acquaintance Suggestion	06	12
Professional requirement	11	22
None of these	10	20

On the question of coming in contact maximum i.e. 46% replied that friend's suggestion drove them to join social media followed by 22% respondents who opined; "it is professional requirement."

Table-9: Preference for Interaction with friends

Option	Response	Percentage
Interaction through physical presence	39	78
Virtual Interaction through online media	11	22

On the question of preferred way of interaction 78% opined "they prefer to be physically present for interaction rather than interacting virtually i.e. 22%".

Table-10: WhatsApp and other Social Media have Encroached Personal Space of Life

Option	Response	Percentage
Yes	33	66
No	17	34

On the question of impact of social media 66% opined that these options have also encroached their personal space as well.

Table-11: Support Legal Control on Social Media

Option	Response	Percentage
Yes	40	80
No	10	20

It is interesting to see that among Youth 80% favours some legal regulation on social media which owes to the vagrant conflicting or derogatory remarks being posted on these platforms.

Table-12: Perceived Impact of Social Media on Life and Relationship

Issue	Strongly agree	Agree	Dis agree	Strongly disagree
Feel disturbed/upset or disconnected in case of technical disturbance	07(14)	24(48)	16(32)	03(06)
Social networking sites influence the thought process and affects social harmony	05(10)	26(52)	11(22)	08(16)
I know online people better than knowing them offline	05(10)	15(30)	21(42)	09(18)

48 % of the total sample agreed with the statement that they feel disturbed in case of technical disturbance, whereas 32% disagreed-with.

On the question of influence on thought process and social harmony 52% nodded in agreement followed by 22% who disagreed with the statement.

On the question of knowing the people better; 42% disagreed-with the statement followed by 30% who nodded in agreement.

Table-13: Time Spent on Visiting Social Networking Sites in a Day

Option	Response	Percentage
Less than 60 minutes	16	32
60 to 90 minutes	16	32
90 to 120 minutes	11	22
120-150 Minutes	00	00
More than 150 minutes	07	14

Usage of social networking sites in a day equally ranges interestingly between 60-90 minutes and also less than 60 minutes i.e. 32% both, followed by 22% of total respondents whose time ranges between 90-120 minutes.

Table-14: Place of Browsing the Social Network

Option	Response	Percentage
At Home	12	24
At workplace	10	20
At cyber café	05	10
From Mobile / Tablet	23	46

As far as place of browsing is concerned, maximum of 46% preferred browsing from mobile/ tablet followed by 24% of the respondents who chose to browse the social network at home.

Table-15: Activities in which Leisure Time was Spent before using Social Networking Sites

Option	Response	Percentage
By meeting friends	13	26
With relatives and family members	07	14
By reading newspaper, magazine and novel	10	20
By watching television	13	26
By attending social functions	03	06
By listening to music	04	08

On the question of preferred leisure time before social media, 26% opined that they preferred meeting friends and watching television followed by 20% of respondents who opted for reading news-papers, magazines and novels.

Table-16: Impact of Social Networking Sites on Young People

Option	Response	Percentage
Corrupt them	11	22
Waste of time	11	22
Open cultural dialogue	10	20
Personal issues are made in public domain	18	36

On the question of evident impact of social media, 36% opined that social media helps them in bringing out their personal issues in public domain whereas 22% believed; 'it is waste of time and it also corrupt them in terms of their inclination towards materialism.

Table-17: Social Media Promotes

Option	Response	Percentage
Public participation	27	54
Diffusion of Information	14	28
Unethical socialization	08	16
Unhealthy personal attracts	01	02

On the question of role of social media, majority of 54% opined that social media promotes public participation and 28% opined about diffusion of information.

7. Findings and Conclusions

Social media has become integral part of modern life. Their role in altering the social value system is being debated among new media users. Arguments in favour of social networking sites and against are abundant. However, India presents a paradoxical picture of digital scope. Though the country is acknowledged as a powerhouse of software, but a huge population is still digitally illiterate across the country. The impact of SNS on youth all over the world is quite significant. The findings of the present study are presented here:

7.1. Sex ratio among social networking site users

In various courses of study, percentage of male respondents is more than female respondents. The ratio of male-female is 27: 23. The male concentration among social networking site user is 54% and female concentration is the rest i.e. 46%.

7.2. Age wise distribution of social networking site users

22-25 age group happens to be the most widely users of social networking sites followed by the 18-21 years age group.

7.3. Educational qualification

The range of educational qualification among the users of social networking site is from 'pursuing graduation' to 'post-graduate' and above. Maximum of 52 % are either pursuing PG courses of are Post-Graduate. 44% of total respondents are graduates.

7.4. Frequency of SNS Visit

As shown in the above table, 29 respondents that amounts to the 58% of the total sample are regular user of social networking websites, and with a little surprise 20% told about their distance i.e. they never prefer using such options.

7.5 Active Social Networking Sites

In almost all agegroups, WhatsApp tops the list having 44% of share among 50 respondents followed by 38% i.e. of Facebook. Linked In and Instagram stands on equal platform i.e. having 8% of share whereas only one user i.e. 2 % prefers Google Plus. Surprisingly no respondent opted for Twitter.

7.6 Perceived use of Social Networking Sites

As far as perception is concerned; 78 % of the respondents opined that they use these websites for self-promotion followed by 16 % who use it for social-networking.

7.7 Participation

According to 44%, participation is aimed at collecting local and international news, 30% for strengthening social interaction. 16% respondents participate for self-promotion. It is pertinent to understand that 78% people perceive it as a platform for self-promotion but users are merely 16% which owes to either their social media illiteracy.

7.8 Motivation:

As far as motivation behind use of social media is concerned 66% of the total respondents are motivated because of Interactivity.

7.9 Friendship Network

32% of the sample respondents have friends between 51-100, 24% in the range of 101-200 the over virtual platform.

7.10 Legal Regulation

80% of the youth favour some legal regulation on social media which owes to the vagrant conflicting or derogatory remarks being posted on these platforms.

7.11 Social Media Contact

46% respondents came into contact with social media through friend's suggestion followed by 22% respondents who joined social media due to professional requirement.

7.12 Virtual or Real

On the question of preferred way of interaction 78% opined "they prefer to be physically present for interaction rather than interacting virtually i.e. 22%".

7.13 Encroachment of personal space

On the question of impact of social media 66% opined that these options have also encroached their personal space as well.

7.14 Technical disturbance

48 % of the total sample agreed with the statement that they feel disturbed in case of technical disturbance, whereas 32% disagreed-with.

7.15 Social Networking Sites, thought process and social harmony

On the question of influence on thought process and social harmony 52% nodded in agreement followed by 22% who disagreed with the statement.

7.16 Average time spend on Social Networking Sites

32 percent of the respondents spend less than 60 minutes on an average on social networking sites in a day and

same number of spent between 60-90 minutes in a day. 22% spent between 90 and 120 minutes, and only 14 percent spent more than 150 minutes on social networking sites in a day.

7.17 Place of Browsing the Social Network:

As far as place of browsing is concerned, maximum of 46% preferred browsing from mobile/ tablet followed by 24% of the respondents who chose to browse the social network at home.

7.18 Leisure time before using Social Networking Sites

On the question of preferred leisure time before social media, 26% opined that they preferred meeting friends and watching television followed by 20% of respondents who opted for reading news-papers, magazines and novels

7.19 Perceived Impact of Social Networking Sites

36% of respondents belief that social media helps them in bringing out their personal issues in public domain, whereas 22% believed think 'it is waste of time and it also corrupt them in terms of their inclination towards materialism'.

7.20 Social media promotes

On the question of role of social media, majority of 54% opined that social media promotes public participation and 28% opined about diffusion of information.

8. Conclusions

When it comes to the final analysis, even though most respondents feel that use of social networking site is made for bringing personal issues in public domain. On one side, we have respondents considering it as a tool of socialization and on the other, fears are there that it promote sun ethical relations among the users.

It Jalso proves that new media also follows the rules of conventional media when it comes to the basic values of news and its treatment. In tune with modern times and tastes, the social networking site is mostly a plat form for brief communication.

As days pass by, these will become more popular and also prompt more debates as to their effects, especially on the youth. In away, any increase in cyber crimes will create a need for techno police who can resolve complex cyber issues. The issue of ethical hacking as unethical tracking will also become serious in the days to come.

The public sphere in the digital world in unlimited and the public participation for democratic debates has an enlarged scope. However; this may produce digital anarchy in the name of democratic cyber world.

As every development has its own positive and negative aspects as well, the new media is not an exception. On the question of legal restriction on social networking sites, the opinionisin favour of some regulation looking at the current scenario i.e. recent past regardless of the fact that the digital universe is uncontrollable and any at tempt to control it will be difficult, if not impossible form the technical view point.

9. Suggestions

1. The ethical issues generated by social networking site should come under social codes.

2. The union government should bring in an Information Technology law, which is more comprehensive than the present law in existence.

3. Socially concerned citizens and policy makers canal so think of a moral code for the users.

Since Facebook and the like social media is becoming all perceive, it needs a monitoring mechanism.

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Impact of Health Messages on Facebook Users: A Case Study

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ABSTRACT

There is a tremendous increase in the social media users in India. Nowadays, people depend on new media as a source of information, education and entertainment. The social media plays an important role in sharing information on various issues including Health. One can often see health related messages being posted/shared on Facebook.

The objective of this research paper is to study the influence of such health messages on Facebook users. The researcher will conduct a survey to find out influence of health communication received via Facebook. The content analysis of the messages circulated via Facebook pages on 'Health' will be done.

This study will help in understanding the importance of health communication done using Facebook. It will answer following research questions: Do users take health messages seriously and follow health tips? Do users believe/trust heath messages circulated on Facebook? Is Facebook helping in increasing heath literacy among users?

Keywords : Health Messages, Social Media, Facebook, Health Tips

1. Introduction

1.1 About Social Media

There is an ongoing increase in the use of social media globally. Kaplan and Haenleinde fined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content". They suggested that social media can be classified as two components: media-related and social dimension.

(Boyd DM, Ellison NB, 2008) Social media provides opportunities for users to generate, share, receive, and comment on social content among multiusers through multisensory communication.

Social media is changing the nature and speed of health care interaction between individuals and health organizations. The general public, patients, and health professionals are using social media to communicate about health issues. (Thackeray R, Neiger BL, Hanson CL, McKenzie JF, 2008).

Public Health Organizations are using Facebook and other social media platform to share health related information. FB Users like, comment, share information on Facebook and generate engagement and interactions.

In this paper, 'health messages' refer to content related to health tips, dietary information, medical fitness tips, food habits, illness, etc. The researcher will study the health messages circulated on Facebook.

Facebook is a widely used social media platform globally. According to a media report "Facebook users in India have crossed 240-million mark, becoming the largest audience country for the social media giant". In this study researcher will analyse the use of Facebook in circulating health information.

1.2 About Facebook

Facebook was introduced by Mark Zurkerberg in 2004, a student at Harvard University (Mohd Zaidi Mahmud and Bahiyah Omar, 2013). Facebook is a social networking site that most people are using. According to Richter and Koch (2008) (cited in Mohd Zaidi Mahmud and Bahiyah Omar, 2013), social networking sites are used to manage identities, finding experts, context, manage contacts and exchange of information. Facebook is a social networking site (SNS). Social networking site such as Facebook has become one of the most important social trends since it introduced to the public in 2006. It is available in 70 different languages making it widely used throughout the world (Caers et al.,2013).

Facebook is a social networking site which allows users to post, comment, like, share, content. The content is user generated which means that content can be created by

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end-users or consumers online and is available for public. User-generated content is also called consumer generated media (CGM).

As mentioned on Facebook website "Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them."

Another type of content on FB is shared on FB Groups. "These groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. Anyone having FB account can create a group. A group can be publicly available for anyone to join, anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group."

1.3 Objectives:

1. To study the origin and authenticity of the health content posted

2. To analyse type of content posted/shared related to health information on Facebook

3. To determine whether Facebook is helping in increasing health literacy in India

4. To find out the influence of health messages on Facebook users

2. Literature Review

There have been increase in usage of social media for circulating health information. As a result, scholars and researchers of new media studies and medical studies are involved in research study related to use of social media in health communication across the globe. The scholars have studied benefits, uses, advantages of social media on health communication. Some of the studies have covered blogs, websites, Youtube, twitter etc.

The researcher in this study have tried to review relevant literature related to the subject of the paper.

In a study conducted in 2010 on Online Social

Networking by Patients with Diabetes: A Qualitative Evaluation of Communication with Facebook, the researcher has concluded that "Facebook provides a forum for reporting personal experiences, asking questions, and receiving direct feedback for people living with diabetes. However, promotional activity and personal data collection are also common, with no accountability or checks for authenticity."

Moreover, it appears the public is generally receptive to receiving health messages through social media. (Uhrig J, Bann C, Williams P, Evans WD, 2010)

Woolley and Peterson (2012) noted in their study that "Facebook is useful in maintaining and promoting a healthy lifestyle in two ways. First, the content of the information posted, the message is to be told, motivate and remind the user to give emphasis on health behaviour. Second, the post of users who look for health related information."

In their study also noted "Facebook may also be used to send messages and provide materials which can help health-oriented individuals from observation to prepare and ultimately take action. For individuals who already have health attitudes, Facebook can be an effective reference for reminders, tips and useful information to avoid repeated failure of healthcare."Some of the key benefits of using social media for health communication include: the ability to make health information more available, sharable, and tailored; to provide peer, social, or emotional support; and to influence health policy. (Moorhead SA, Hazlett DE, Harrison L, Carroll JK, Irwin A, Hoving C. 2013)

Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., &Hoving, C. (2013). Seven main uses of social media for health communication were identified, including focusing on increasing interactions with others, and facilitating, sharing, and obtaining health messages. The six key overarching benefits were identified as (1) increased interactions with others, (2) more available, shared, and tailored information, (3) increased accessibility and widening access to health information, (4) peer/social/emotional support, (5) public health surveillance, and (6) potential to influence health policy. Twelve limitations were identified, primarily consisting of quality concerns and lack of reliability, confidentiality, and privacy. Social media brings a new dimension to health care as it offers a medium to be used by the public, patients, and health professionals to communicate about health issues with the possibility of potentially improving health outcomes. Social media is a powerful tool, which

offers collaboration between users and is a social interaction mechanism for a range of individuals. Although there are several benefits to the use of social media for health communication, the information exchanged needs to be monitored for quality and reliability, and the users' confidentiality and privacy need to be maintained. Eight gaps in the literature and key recommendations for future health communication research were provided. Examples of these recommendations include the need to determine the relative effectiveness of different types of social media for health communication using randomized control trials and to explore potential mechanisms for monitoring and enhancing the quality and reliability of health communication using social media. Further robust and comprehensive evaluation and review, using a range of methodologies, are required to establish whether social media improves health communication practice both in the short and long terms.

According to House, Borycki and Kushniruk (2014), patients can utilize social media where they can connect with others in the effort of sharing and exchange knowledge related to diseases. Adzharuddin, N. A., & Ramly, N. M. (2015) noted that "Social media turns out to be cheaper and dissemination of information overload can be done very quickly. It is rapidly increasing in the delivery of health promotion and capable of changing consumer attitudes. Social media has a great opportunity for health promotion to the public health community, allowing medical practitioners to communicate directly with the public about health-related issues and at the same time providing advice in reducing the adverse consequences of a health practice that is not correct."Adzharuddin, N. A., & Ramly, N. M. (2015) in healthcare information sharing, healthcare providers will try their level best in providing information and healthmatters to their followers. Based on content analysis of Facebook administered by the healthcare providers, lots ofhealth-related information can be found beneficial for virtuous health development yet does not compromise to anyunhealthy lifestyle.In the context of health communication through Facebook, various health-related information is shared through thepages and groups which are administered by organizations and practitioners. This information is intended specificallyto educate the public, to educate, empower and to spread the knowledge of health care concerns. This information isneeded, especially for the less health-related knowledge and additional knowledge for those who are concerned abouthealth. Through Facebook, this information can be

accessed easily and it is constantly updated according to the quickpassage of time. Providing examples of information related to nutrition and health care with the veracious methodscan help in avoiding chronic diseases such as hypertension, diabetes, heart attack and impairment of internal organs.

3. Research Methodology

3.1 Content Analysis of Facebook Pages on Health

On Facebook (FB), there are numerous pages and groups related to 'Health'. The objective of these pages or groups are to post and share content related to Health. These can easily be searched by writing 'health' word in search box.

On Facebook, there are two options for users to generate content and share information. One is by creating FB pages and another is to by making a FB Group.

Facebook groups are created for small group communication wherein people share their common interest and express their opinion. According to Facebook, "FB groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content." The advantage of FB group over pages is that groups can be made "invite only" that means users can become member by invitation only and administrator has right to control the membership. Another advantage is FB groups allows members to send messages directly to the other members' inbox. Some of the groups ask questions that why one is joining the group. The answers are reviewed by administrator before allowing users to become member. The FB groups can be linked to the FB pages by the administrator. Some of the FB groups on 'health' are:

https://www.facebook.com/groups/698462530221085/

https://www.facebook.com/groups/DietfoodD3/

https://www.facebook.com/groups/healthsehat/

Facebook Pages can be created by individuals/ companies/public figures etc to create authentic and public presence on Facebook. It helps in increasing visibility of their brand/product/organization. The FB pages are visible to everyone. One can become a fan to receive updated in News Feed and interact with owners of the pages.

For the purpose of study, the FB pages on health are classified into three categories:

1. Pages by identified brands- The Facebook pages which are administered by identified brands or

organizations. These pages are verified by Facebook and are considered authentic and reliable. The content generated by them is original and can be trusted as they take responsibility of the information posted. These are run Health Magazines, Health Websites, Health Organizations, Media Organization etc. The objective of these pages is promotion of the brand as they are using FB as a PR and Marketing tool.

Links of some pages are given below:

https://www.facebook.com/Health/

https://www.facebook.com/healthdigest/

https://www.facebook.com/punjabkesarihealthplus/

2. Pages by individual users - The other pages are created by individuals. The content posted is not generated by them. The content they share are the post from other websites, blogs, links etc. They are just circulating the information available. The aim of these pages is to provide a platform to post, discuss, share information related to health.

    Links of some pages are given below:

    https://www.facebook.com/Tamil-Food-and-Health-1895549864100258/

    https://www.facebook.com/pg/kannadahealth/about/?ref=page_internal

    https://www.facebook.com/IndiaDailyHealthTips/

3. FB Pages by Public Health Organizations/NGOs: The Public Health Organizations and NGOs are also posting content related to health information. The idea is to inform and educate users about health messages, illness, preventions and cure of a disease. They also run health campaigns to generate public opinion.

    https://www.facebook.com/National-Rural-Health-Mission-NRHM-259386227444501/

    https://www.facebook.com/DHFWKA/

    https://www.facebook.com/pg/HealthOverProfit.org/about/?ref=page_internal

The content analysis of these FB pages and group shows that there are two types of content posted or shared on these pages and groups.

1. Original Content – The content which is created by the page/group owner is called original content. This is not copied from anywhere. The information provided is generated by the owner. The information

posted is their copyrighted content. They have posted it on their website or YouTube channel and then shared on Facebook. These pages are by the identified individuals/companies/organizations etc.

2. Shared Content – The content which is shared from other sources like some news article, website page (owned by someone else), blog posts etc. The links are shared on the pages for everyone to view.

3. Interaction - The FB groups allow users to share their problem, ask query and other people in the group reply to that post. The FB groups provides platform for discussions to the group members.FB groups create scope for interactive conversations.

3.2 Survey

A survey using questionnaire was conducted by the researcher to determine whether Facebook is helping in increasing health literacy in India and to find out the influence of health messages on Facebook users.

A Simple Random Sampling technique was used for sampling. The sample size was 200 respondents. Out of which 26 questionnaires were incomplete and were rejected. Sample Size taken for the study is 174 respondents. The questionnaire contained 16 questions. The dichotomous scale was used with two possible answers Yes/No.
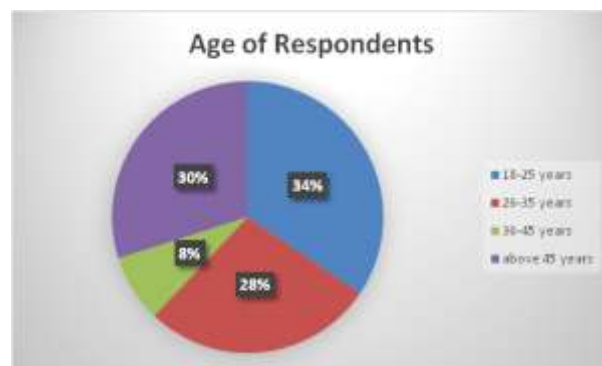
Figure 1: Age of Respondents

The respondents were above 18 years of age and active Facebook users. 34% were in the age group of 18-25 years, 28% were in the age group of 26-35 years, 8% were 36-45 years of age and 30% respondents were above 45 years of age.

Gender of Respondents

Figure 2: Gender of Respondents

There were 57% males and 43% females in the respondents.

Marital Status of Respondents
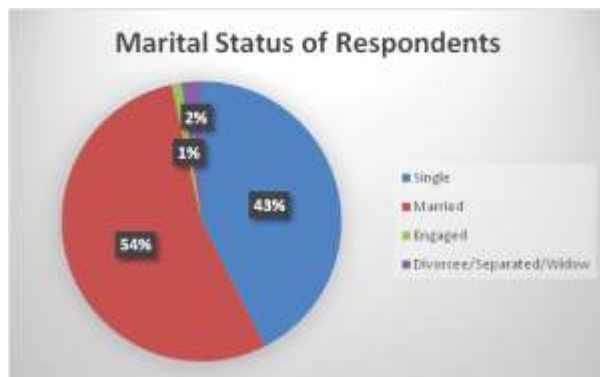
Figure 3: Marital Status of Respondents

The 43% respondents were single, 54% were married, 2% were divorcee/separated/widow/widower and 1% were engaged.

Occupation of Respondents

Figure 4: Occupation of Respondents

The 61% respondents were working as professionals, 24% were students, 12% were retired and 3% were homemakers.

Q.1 Average Time Spend on Facebook daily
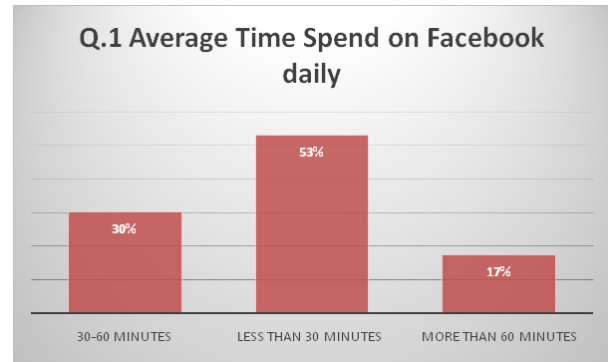
Figure 5: Average time spend on Facebook daily

The average time respondents spend on Facebook is 53% respondents use Facebook for less than 30 minutes, 30% use it for 30-60 minutes and 17% use it for more than 60 minutes in a day.

Q. 2 DO YOU CONSIDER YOURSELF A HEALTH-CONSCIOUS PERSON?
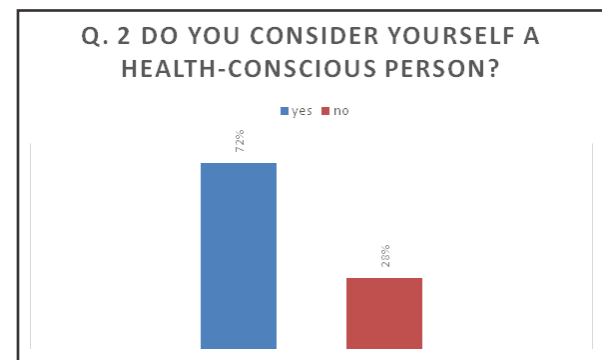
Figure 6: Do you consider yourself a health-conscious person?

On question related to whether the respondent consider himself/herself a health-conscious person; majority of respondents 72% said Yes and 28% said No.

Q. 3 ARE YOU MEMBER OF ANY FACEBOOK GROUP RELATED TO HEALTH?
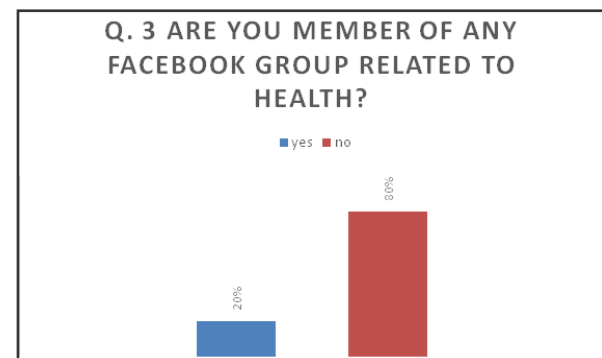
Figure 7: Are you member of any Facebook group related to Health?

80% of respondents were not member of any group related to Health on Facebook.

Q. 4 HAVE YOU FOLLOWED OR LIKED ANY PAGE ON FACEBOOK RELATED TO HEALTH?

yes ■ no

53%
47%
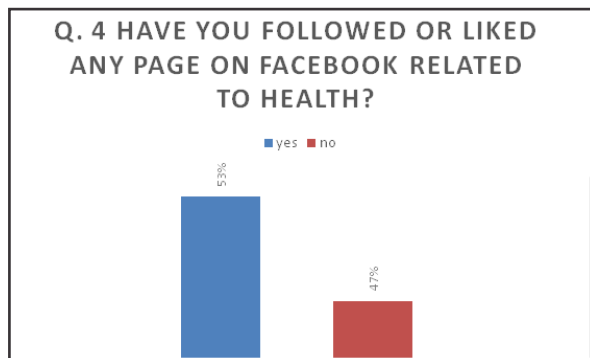
Figure 8: Have you followed or liked any page on Facebook related to Health?

53% respondents said they are following or have liked FB Pages related to Health. 47% said they are not following any such page.

Q. 5 DO YOU AGREE THAT SOCIAL MEDIA IMPROVES PATIENT'S ACCESS TO HEALTH CARE INFORMATION?

yes ■ no

82%
18%
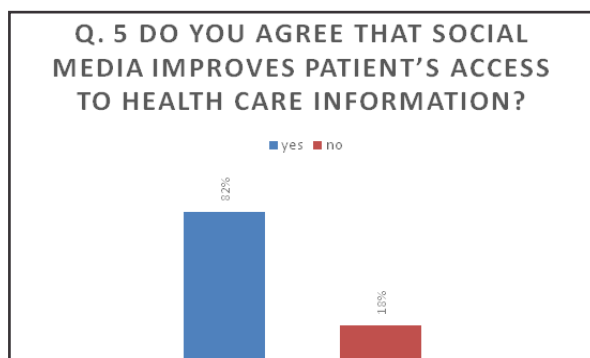
Figure 9: Do you agree that social media improves patient's access to health care information?

82% respondents agree that Social Media improves patient's access to health care information.

Q. 6 HAVE YOU EVER FOLLOWED ANY HEALTH TIP/ADVISE WHICH YOU GOT FROM FACEBOOK?

yes ■ no

48%
52%
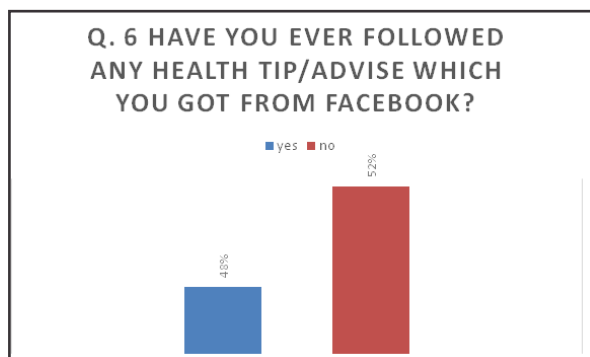
Figure 10: Have you ever followed any health tip/advise which you got from Facebook?

52% respondents said that they have never followed any heath tip or advise received through Facebook.

Q. 7 HAVE YOU EVER INTERACTED WITH ANY DOCTOR/EXPERT DIRECTLY ON FACEBOOK?

yes ■ no

92%
8%
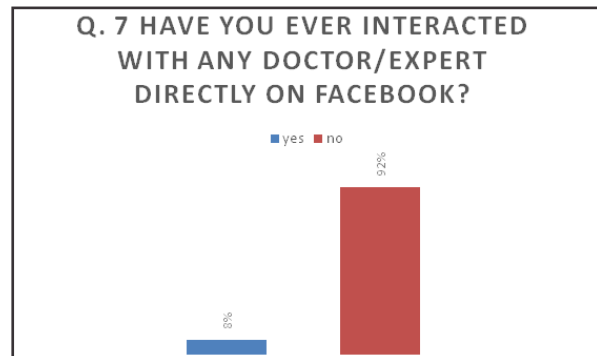
Figure 11: Have you ever interacted with any Doctor/expert directly on Facebook?

Only 8% of respondents said that they have interacted with any expert/Doctor on Facebook.

Q. 8 HAVE YOU EVER ASKED ANY QUERY/ADVICE RELATED TO HEALTH ISSUES ON FACEBOOK GROUP?

yes ■ no

87%
13%
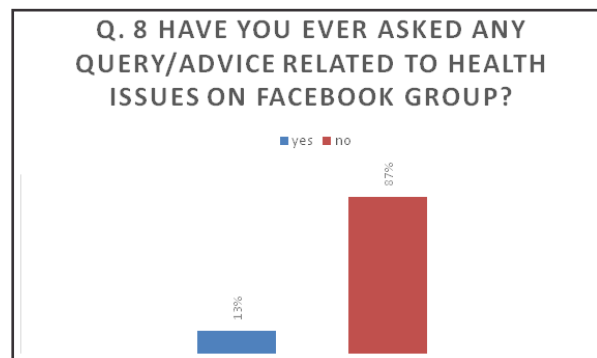
Figure 12: Have you ever asked any query/advice related to health issues on Facebook group?

Only 13% respondents agree that they have asked health related query on Facebook group.

Q. 9 DID THE POST/INFORMATION RECEIVED VIA FACEBOOK IMPROVED YOUR HEALTH CONDITION?

yes ■ no

63%
37%
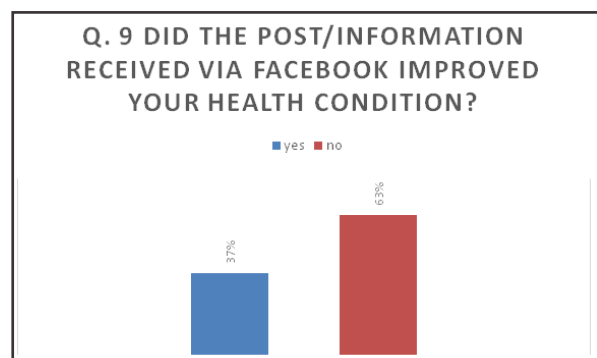
Figure 13: Did the post/information received via Facebook improved your health condition?

37% respondents agree that their health condition improved after using information received via Facebook post on Health.

Q. 10 DO YOU THINK FACEBOOK PROVIDES IMPORTANT INFORMATION ON HEALTH?

yes ■ no

71%

29%
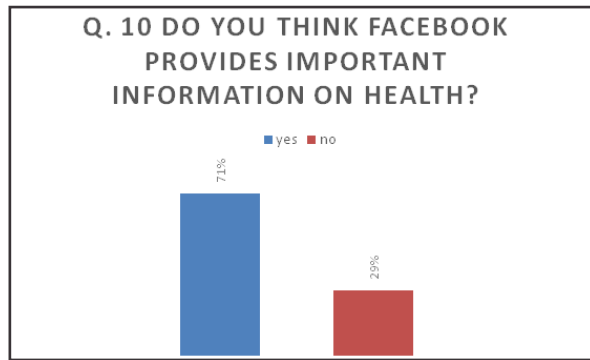
Figure 14: Do you think Facebook provides important information on health?

71% respondents think that Facebook provides important information on Health.

Q. 11 DO YOU TRUST THE CONTENT SHARED ON FACEBOOK RELATED TO HEALTH?

yes ■ no

53%

47%
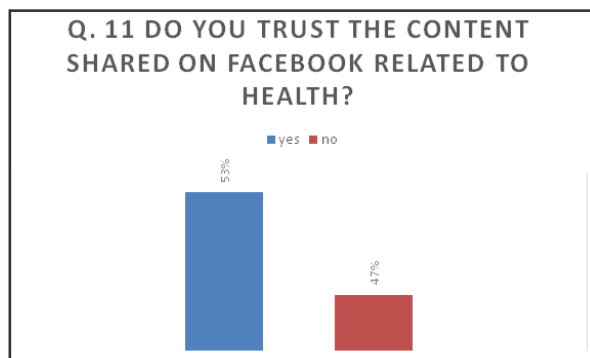
Figure 15: Do you trust the content shared on Facebook related to Health?

53% respondents agree that they trust the content related to Health shared on Facebook

Q. 12 DO YOU CROSSCHECK/VERIFY CONTENT SHARED ON FACEBOOK RELATED TO HEALTH?

yes ■ no

33%

67%
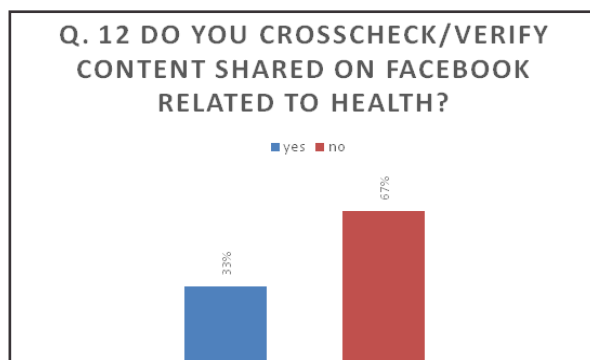
Figure 16: Do you crosscheck/verify content shared on Facebook related to Health?

33% respondents agree that they cross check/verify content shared on Facebook related to health.

Q. 13 IS FACEBOOK AN EFFECTIVE REFERENCE FOR REMINDERS, TIPS AND USEFUL INFORMATION TO AVOID REPEATED FAILURE OF HEALTH CARE?

yes ■ no

43%

57%
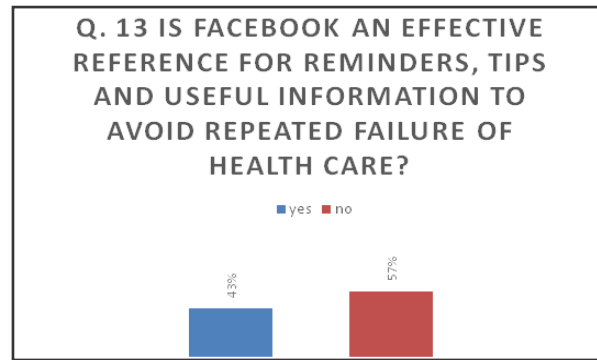
Figure 17: Is Facebook an effective reference for reminders, tips and useful information to avoid repeated failure of health care?

43% respondents agree that the Facebook is an effective reference for reminders, tips and useful information to avoid repeated failure of health care.

Q. 14 DO YOU 'SHARE' POST RELATED TO HEALTH ON FACEBOOK?

yes ■ no

62%

38%
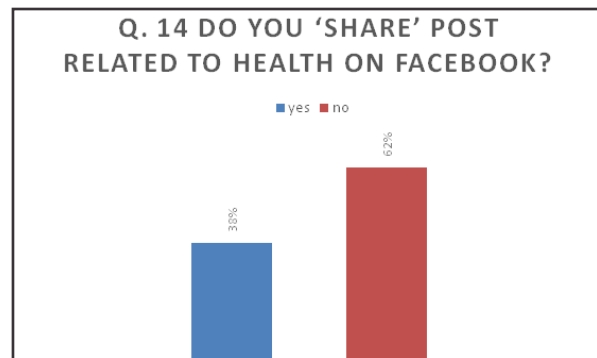
Figure 18: 15 Do you 'share' post related to Health on Facebook?

38% respondents said that they 'share' post related to health information on Facebook.

Q. 15 HAVE YOU EVER COME ACROSS ANY FAKE POST/ WRONG INFORMATION RELATED TO HEALTH ON FACEBOOK?

yes ■ no

64%

36%
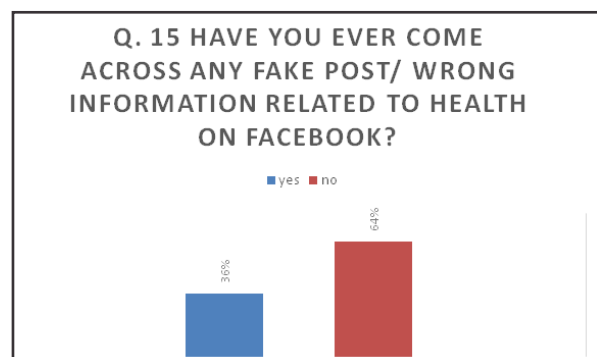
Figure 19: Have you ever come across any fake post/ wrong information related to Health on Facebook?

36% respondents said that they have come across wrong information on Health issue posted on Facebook.
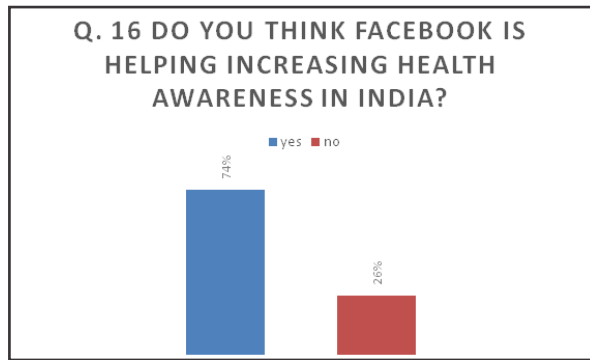
Figure 20: Do you think Facebook is helping increasing health awareness in India?

74% respondents said that they think that Facebook is helping in increasing Health Awareness in India.

4.   Results and Discussions

Facebook is the most widely used social media platform across the globe. The public health organisations have tried using Facebook for health promotion and behaviour change campaigns and activities. This study has tried to find out the influence of Health Messages circulated on Facebook. The study has been able to understand the role and significance of health messages posted on Facebook, the users reaction to such messages and credibility of health messages shared on Facebook has been discussed.

The researcher did content analysis of the Facebook posts to study the origin and authenticity of the health content posted and to analyse type of content posted/shared related to health information on Facebook. A survey using questionnaire was conducted to determine whether Facebook is helping in increasing health literacy in India and to find out the influence of health messages on Facebook users.

The content analysis showed that there are number of 'Pages' and 'Groups' on Health on Facebook. A large amount of content on Health is posted, shared and liked by Facebook Users. The content shared is related to daily lifestyle, health tips, medical advice, information related to any disease etc. The objective is to inform and educate users about the issue.

These Facebook pages or groups are the owned or administered by: a) Individuals b) Organizations c) NGO/ Public Health Organizations. The content posted on FB pages owned by individuals is not original content. They don't generate content rather share post from other websites, blogs, links, Youtube etc. The original content is posted on FB pages owned by identified organizations. They provide original articles, information, videos etc. The

information is credible and authentic as the onus of content is on the organization administering the FB page. The FB pages created by Public Health Organizations/ NGO are informative in nature. The content is created by them and at times shared content is also posted. The objective is to educate users or create awareness amongst the users.

On Facebook Groups also, similar kind of content is shared. There is no significant difference between the information shared or posted on the groups. The advantage for creating Facebook group is that one can have restricted membership. One can become member by invite only. There are many groups on Facebook related to Health.

The survey results show that majority of respondents are health-conscious. 53% respondents have followed/liked page related to Health. Majority of respondents agree that Social Media improves Patient's access to Health Care information. The 71% respondents agreed that Facebook provides important information on Health. Only 53% said that they trust the content related to health shared on Facebook. 43% respondents agree that the Facebook act as an effective reference for reminders, tips etc on health matters. 74% respondents agreed that Facebook is helping increasing health awareness in India. 48% respondents said that they followed the health tip/advise received through Facebook.

Only 20% respondents are member of any Facebook group related to Health. Only 8% respondents agreed that they have interacted with doctor/expert directly on Facebook. Only 13% respondents agree that they have asked query/suggestion related to Health on Facebook. 63% respondents said that their condition did not improve from the suggestion/advice they received through Facebook. A majority of users (67%) said they do not cross check or verify content shared on Facebook. Only 38% respondents said that they share post related to Health on Facebook. 36% respondents said that they have come across fake post/wrong information related to Health on Facebook.

5.   Conclusion

The study shows that Facebook is widely used for circulating Health Messages. The messages are posted/shared by individual users, health organizations, companies in the business of health products, health magazines, health websites etc. Social media has provided a platform to inform, educate, share and discuss health related content. The majority of users are health conscious and they are eager to get daily health tips which they can use to improve their health conditions. The Facebook

provides a complete package to its users by providing all such information in form of text, visuals, videos, etc. It is an easy and convenient channel to circulate health messages. Facebook provides opportunity to interact with doctors and experts. The trust factor remains main concern of the users.

The biggest challenge is how to ensure the credibility of the information posted on Facebook. Although there are pages which are administered by verified users and even Facebook has verified them, but at the same time there are many pages which are sharing and posting health content which are fake or wrong.

One needs to be very careful before following any health tip or advise received through Facebook from unidentified source. Facebook has potential for spreading misinformation related to health at a faster rate.

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Role of Television in Empowering Farmers in Western Uttar Pradesh

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ABSTRACT

In India, the widespread availability and convergence of information and communication technologies (ICTs) – computers, digital networks, telecommunication, radio, television etc. have helped the masses for obtaining the necessary information about different issues , problems and their solutions . In the field of agriculture, information and communication technologies have played an important role in developing countries by dissemination of knowledge and information to the rural population. In this age of Communication and Technology, Television is an important medium that is widely used to disseminate information to its viewers. Ever since the introduction of television in India in 1959, the expansion of television network has been phenomenal, because television is one of the powerful channels of the mass media which transmit information very fast. It serves the people by disseminating the information in different areas like agriculture, health and hygiene, news and entertainment and national integration etc. Television is an ideal and useful medium to convey information to everyone in urban and rural areas on whom it would have profound and fruitful impact. Television is playing an important role in the empowerment of farmer's by disseminating agricultural information and techniques among them. Krishi Darshan, is an Indian television program on Doordarshan aimed at disseminating agricultural information to rural, farming audiences. On the same line There is another very interesting programme on ETV channels except ETV Urdu titled "ANNADATA", which airs daily at 6:30 am for the farmers of the country in Hindi and regional languages like Telugu, Oriya, Bangla, Kannada ,Gujarati and Marathi. As the name suggests it is a programme for the farmers and it is a unique farm and agricultural centric Television show which enjoys a wide viewership among farmers of the country and plays an important role in the dissemination of agricultural information among farmers thus helping them in the empowerment in the field of agriculture.

Agriculture, with its allied sectors, is the largest livelihood provider in India and it has been backbone of Indian economy since ancient times. Near about 70 percent of population in India is dependent on agriculture for its livelihood. To some extent agriculture sector in India is lacking the use of information technology hence farmers struggle hard to overcome their financial problems. Although the Government at Centre and state are taking care in developing agro based information technology facilities for farmers so that agricultural production and economy of the country can be boost

This paper attempts to find out the "Role of Television in empowering farmers in Western Uttar Pradesh (A Study Based on "ETV U.P /Uttrakhand Channel Annadata Programme. The methodology used in this study is descriptive (what is going on) and explanatory (why it is going on) in nature for evaluating message oriented information related to dissemination of Agricultural information by Annadata Programme on ETV U.P/ Uttrakhand. The research method involves data gathering through closed-ended questionnaire of multiple choices from the farmers of two districts of Western Uttar Pradesh. Purposive sampling is used to select the participants for this study. Two hundred (200) farmers residing in Saharanpur and Muzzafarnagar were selected as the sample. Quantitative approach by means of survey questionnaire was adopted to generate the primary data of the study. Most of the respondents were personally contacted either by the researcher himself or through the students / friends assigned for the purpose. However, a size able number of respondents were contacted on telephone and were asked to reply about the questionnaire through telephone /mobile. The collected data is analyzed by using SPSS software.

Key words: Impact, Television Channels, Annadata Programme, Agriculture, Empowering farmers, ICT, Krishi Darshan, Enada Television (ETV)

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1. Introduction

Information and Communication Technologies (ICT) are for everyone and farmers have to be an equal beneficiary to the advantages and benefits offered by the technology. In the 21st century communication in agriculture is not only about to inform and create awareness among the farmers but also to implement new ideas that change the mode of farming The term ICT which stands for "Information Communication Technologies", refers to technologies that provide access to information through tele-communications. Various Information Communication Technologies such as Community Radio, Television, Mobile Phone, and Internet are used for empowering farmers via spreading awareness, education, soil fertility and sowing season etc. The term information and communication technologies could use for multitude of stand including telephone, television, video, voice information systems, and fax (Warren, 2002). Information and communication technologies have transferred most important information about agriculture in developing countries like India Pakistan, Malaysia, and China etc. These developing countries now are connected with developed nations and getting the latest information and technologies regarding weather, natural resources and other related information (Rao, 2007). Among different forms of ICT, television is an effective medium for introducing innovativeness and also for reinforcing messages. TV is the most superficial medium of all and transmits information very fast. Its popular power comes from the strength of its images, not the amount of words or number of ideas you are trying to convey. Television Channels are playing an important role in creating agricultural awareness and in the dissemination of agricultural information and practices among farmers. Through the use of this medium agriculture related information can be transferred easily to the farmers (Irfan, et al., 2006). Television remains the most effective traditional medium for disseminating information to the masses (Hassan et al. 2011; Obidike, 2011; Chhachhar et al, 2012).

Krishi Darshan one of the longest running show on Indian Television, succeed in establishing an effective link between scientific issues and the viewer's interest, by means of communicating science in an interesting and understandable manner. It airs on Doordarshan and is aimed at disseminating agricultural information to rural, farming audiences. Private TV channels like ETV (EENADU TELEVISION) started telecasting daily programmes on agriculture titled "Annadata" , on 27th August 1995.The programme was brain child of Media baron Shri Ramoji

Rao. The show airs daily from 6:30 to 7:00 am on Five (5) ETV Hindi Channels (namely ETV Rajasthan, ETVM.P/Chhattisgarh, ETV Bihar/Jharkhand, TV U.P/U.K and ETV Himachal/Haryana) ETV Telugu, ETV Marathi, ETV Oriya, ETV Gujrati, ETV News Kannada and ETV News Bangla. On ETV UP/Uttrakhand the show was started on 27th January 2002. The show is meant to provide information to farmers about crops, new farming techniques, water conservation, organic farming weather and other facilities the target group of the programme is farming community, patronage of agriculturists and policy makers of target state.

Table 1: Indicators for Availability of ETV Uttar Pradesh /Uttarakhand on DTH Platforms

	DISH TV	TATA SKY	RELIANCE DIGITAL	AIRTEL	VIDEO-CON
ETV U.P/U.K	823	153	416	289	782

Source: Satellite & Cable TV, Channel Guide

2. Literature Review

ICT offer powerful channels for communicating agricultural messages and related information which can enhance the capacity building of farmers. The development in the agriculture field in developing countries mostly depends on the use of information and communication technologies which help the farmers in different ways because broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly most famous channel among farmers (Nazari & Hassan, 2011). Television disseminates scientific and agricultural knowledge among farmers and provides latest information with the help of discussion among agriculture experts. In the context of India television has played a most vital role as a medium of diffusion information about agriculture. It was observed that farmers can get easily information by watching the agriculture related programs on television (Murty and Abhinov, 2012). Television has created awareness and knowledge among farmers about the use of technologies in farming television, which produce such kind of programmers that create interest among masses and mostly the masses depend on media for getting the information regarding education, health and agriculture (Age, 2012).

The television in India began modestly on September 15, 1959 by a UNESCO grant to study the use of T.V. as a medium of education, rural uplift and community

development. In the year 1965 entertainment programmes were started and in the year 1967, Indian T.V. went into rural programmes and 'Krishi Darshan' programme for farmers in 80 villages of Delhi and Haryana were started. During the last 60 years, Television, one of the greatest inventions of the scientific world has contributed immensely to the development of mankind.. Realizing the potential and power of Television to act as means of Educational Knowledge Dissemination., different Television shows are used to expose high proportions of agricultural based programmes for the dissemination of agricultural knowledge among farmers thus helping in their empowerment. Using media inform the farmers about weather forecast as well as use of pesticide an indicate about flood situation and environmental changes in area (Muhammad, 2005). There is a need of using the new farming technologies to enhance the productivity of agriculture in India with the use of television media, because television is an effective medium to prepare the ground for introducing innovativeness and also for reinforcing messages. In countries where literacy level is very low especially in rural areas the choice of mass media is very important. In this context the television play very important role in transfer modern agricultural technology to educated and uneducated farmers within a short time for farmer communities (Nazari, & Hasbullah, 2008). The experts of agriculture extension believe that mass media can bring the positive changes and growth of agriculture in developing countries by using the communication technologies in their countries (Salleh, 2010).. The transfer of science to rural people in India and gradual inoculation of scientific attitude in their everyday life, need to demonstrate in the language which will be understood and appreciated by the rural people and television is the best medium for this noble cause. In different countries such as India, Pakistan, Bangladesh and Srilanka the farmers' education is low therefore television is one of the best and favorite medium of communication where farmers can watch and get the information about use of different techniques and pesticides in short time (Nazari and Hasbullah, 2008).In the perspective of agriculture development television producers and directors should make the objectives for the development of agriculture by producing the different programs for growth of agriculture (Age, 2012).

Different television channels produce many agriculture programs for the rural communities in their local languages. Annadata is a programme for farmers which

invite agriculture experts to suggest on new techniques and methods which are of importance in day to day practices of farmers like soil information, harvesting, seasonal crops, information about diseases of animals, , harvesting and seeding the crop apart from this different short stories on other important topics are also aired Television can provide an illiterate person valuable instruction and education in agriculture, health population control, sanitation and other important aspects of day to day life (Rahman, 1999). Television as an audio-visual medium of communication offers immense potential for disseminating the technological information to remote corners of the country Television is considered as a credible source of information and is taken as authentic, trustworthy and prestigious medium of communication.

3. Research Design

The present study was conducted in Western Uttar Pradesh by selecting two districts namely Saharanpur and Muzzafarnagar. Out of these two districts four blocks and eight villages. The total sample comprised 200 respondents who watch Annadata programme on ETV U.P/Uttarakhand. The methodology used in this study is descriptive in nature for evaluating message-oriented information related to Dissemination of Agricultural Information among farmers. The researcher through a well-trained group of friends and relatives had approached the respondents to fill the questionnaire.. Only those farmers were selected who have viewed the programe "Annadata" on ETV U.P/U.K. The impact of the programme was studied by studying different constituents of awareness of farmers with regard to name, time and duration of farm telecast i.e. Annadata Programme (KDP); frequency of viewing , adaptation of the techniques , method and frequency of preservation of farm information and with whom and how frequently they discussed the content of Annadat with others. The collected data was analyzed using SPSS software. The software name stands for Statistical Package for the Social Sciences (SPSS), and it is widely used for Statistical analysis.

4. Findings & Discussions

Table 2: Demographic data of the respondents

Respondent's Variable	Demographic	Number	(%)
Gender	Male	174	8
	Female	26	13
	Total	200	100

Marital Status	Single	66	33
	Married	134	67
	Total	200	100
Age Group	15-25 years old	47	23.5
	26-35 years old	73	36.5
	36-45 years old	39	19.5
	46-55 years old	25	12.5
	56 years old & above	16	8.0
	Total	200	100
Educational Qualification	Non Formal	22	28.0
	Primary	56	24.5
	Matriculation	49	19.5
	Intermediate	39	10.0
	Graduation & Above	20	7.0
	Illiterate	14	11.0
	Total	200	100
Household Monthly Income in Rupees	Below 5000	54	27.0
	5001-10000	119	59.5
	Above 10000	27	13.5
	Total	200	100
Land holding	Own Agriculture land	122	61
	Land on Rent /Lease	78	39
	Total	200	100
Television Ownership	Yes	176	88
	No	24	12
	Total	200	100
Occupation /Profession	Agriculture	117	57.5
	Agriculture & Allied Activity	44	22.0
	Agriculture & Business	09	04.5
	Agriculture & Job	30	15.0
	Total	200	100

As far as the respondent's demographic data is concerned, the data presented in Table 1 illustrates the distribution of the respondent's gender, marital status, age group, educational qualification, household month income, land holding, television ownership and occupation/profession of the respondent. This demographic information was very important and significant in this study because of the fact, that the demographic variables mentioned above were assumed to have a significant relationship with the extent of influence and impact of Television viewing habits among the respondents of the study

It is clearly mentioned from the table 2, that the respondents of the study were mainly male. Out of the 200 selected population 87 % were male and only 13% were female, out of which 67% were married and 33 5 % were single. In terms of the age distribution of the respondents, the data shows that majority of the respondents (36.5 %)

are aged between 26 – 35 years old followed by (23.5 %) who are between the age group of 15 – 25 years, (19.5 %) in the age group of 36-45 years, (12.5 %) in the age group of 46-55 years and only (8%) in the age group of 56 and above. As per the data a majority of the respondents has got primary level education i.e. 56 individuals (28.0%) followed by (24.5 %) matriculation, (19.5 %) Intermediate, only (10 %) graduation while (11 %) has got formal education and only (7%) are illiterate. The table also indicates that (59.5 %) respondents has a monthly income of Rs. 5000-10,000 , while (27 %) has a monthly income below Rs.5000 and only (13.5 %) has a monthly income above Rs.10000/-. A majority of the respondents (88%) have television sets at their homes while only (12%) don't have television sets. It is clearly mentioned from the table that the main occupation/ profession of the respondents is agriculture i.e. (57.5%) , while (15%) are doing job with agriculture and only (4.5%) are doing business along with agriculture.

Table 3: Television viewing behavior of the respondents

Viewing behavior	Frequency	Percentage
Low	65	32.5
Medium	50	25.0
High	85	42.5
Total	200	100

According to table no. 3 it is observed that a majority number of the respondents 85 (42.5%) had high level Television behavior followed by low level 65 (32.5) and 50 (25%) who had medium level of television viewing behavior.. From the data it can be seen that (42.5%) of the respondents had high level of television viewing and it might be due to their liking and interest towards entertainment based shows like serials.

Table 4: Awareness level of the respondents regarding Annadata programme

Viewing behavior	Aware		Unaware	
	No.	%	No.	%
Name of the show	152	76.0	48	24.0
Duration , Frequency & Time of the telecast	139	69.5	61	30.5
Format of the show	117	57.5	83	41.5

According to table no. 4, awareness level of the respondents regarding Annadata programme can be understand clearly. Here it was tried to know from the

farmers regarding their awareness of name, duration, frequency and time of telecast and format of the show. The data presented in the table shows that (76 %),(69.5%) and (57.5%) of the total farmers contacted were aware about the name of the show ,duration ,frequency and telecast time and format of Annadata programme. On the other hand only (24 %) ,(30.5%) and (41.5%) of the total farmers contacted were unaware about the name of the show ,duration ,frequency and telecast time and format of Annadata programme.

Table 5: Annadata viewing frequency of the respondents

Viewing frequency of Annadata	Frequency	Percentage
Daily	85	42.5
Frequently	73	36.5
Weekly	30	15.0
Never	12	6.0
Total	200	100

Table 5 shows the viewing frequency of Annadata show among farmers. It is very much clear about the popularity of the show because 85 (42.5%) of the respondents watch Annadata programme daily followed by 73 (36.5%) who watch it frequently, 30 (15%) who watch it weekly and only 12 (6%) who never watch it. This finding is in conformity in the findings of *Devraj et al. (2014),* whereas, *Patel and Chauhan (2013)* reported that 40.0 per cent of the farmers were regular viewers of farm TV programme.

Table 6: Relevance of Annadata Content

Content relevance	Frequency	Percentage
Very relevant	63	31.5
Relevant	81	40.5
Partially relevant	40	20.0
Not relevant	16	8.0
Total	200	100

Table 6 shows the relevance of the content of Annadata programme among farmers. The table shows that 81(40.5%) of the respondents find the content of the show relevant followed by 63 (31.5%) very much relevant, 40(20%) partially relevant and only 16 (8%) not relevant.

Table 7: Yield of result after applying the knowledge after watching Annadata Programme

Yield of result	Frequency	Percentage
Very High	56	28.0
High	84	42.0
Moderately High	39	19.5
Same as before	21	10.5
Total	200	100

According to table no. 7 majority of the respondents 84 (42 %) admit that yield of result after applying the knowledge in the field what they have learnt after watching Annadata show is high followed by 56 (28%) who say it is very high, 39(19.5%) who say it is moderately high and only 21 (10.5%) who replied that it was same as before.

Table 8: Respondents who discuss Annadata show content with others Persons with Regularly Frequently Never Total whom they discuss

	Regularly	Frequently	Never	Total
Family Members	98 (49 %)	60 (30%)	42 (21%)	200
Fellow farmers	39 (19.5 %)	59 (29.5%)	102 (51%)	200
Extension workers	27 (13.5 %)	29 (14.5%)	144 (72.0%)	200
Farm scientists	2 (1 %)	8 (4.%)	190 (95.0%)	200

The data given in table 8 indicates that majority of the farmers 98(49%) , 60(30%) and 42(21%) of the farmers discuss the content of the Annadata show with their family members regularly ,frequently and never respectively followed by 39(19.5%) , 59(29%) and 102(51%) of the farmers discuss the content of the Annadata show with their fellow farmers regularly ,frequently and never respectively while only 27(13.5%) , 29(14.5%) and 144(72%) of the farmers discuss the content of the Annadata show with extension workers regularly ,frequently and never respectively., A very small number 2 (1%) of the farmer 'regularly' discuss the content of Annadata programme with the farm scientists while 190 (95%) had never discussed it with them. One of the reason for this may they can't approach farm scientists easily

Table 9: Regarding Annadata as a source to disseminate agricultural related information

Responses	Frequency	Percentage
Yes	99	49.5
No	54	27.0
Sometime	47	23.5
Total	200	100

According to table no. 9 majority of the respondents 99 (49.5 %) admit that Annadata is a good source to disseminate agricultural related information among farmers followed by 54(27%) who say no to it , and 47(23.5%) say that sometime it is a source to disseminate agricultural information among farmers.

Table 10: Regarding respondents opinion about Annadata programme

Responses	Frequency	Percentage
Yes	99	49.5
Very useful	47	23.5
Useful	73	36.5
Moderately useful	39	19.5
Need Improvement	41	20.5
Total	200	100

According to table no. 12 majority of the respondents 47 (23.5 %) admit that Annadata programme is very useful followed by 73(36.5%) who find it useful, 39(19.5%) moderately useful and a good percentage of the respondents 41 (20.5%) had the opinion that it need improvement.

5. Results & Conclusions

From the findings of the study, it can be concluded that majority of the respondents are male, married, age between 15-45 years, possessed secondary and tertiary education ,posses own agricultural land and are experienced in farming. Based on the results of the study it can be concluded that majority (88%) of the respondents have their own television sets. From the data it can be seen that (42.5%) of the respondents had high level of television viewing and it might be due to their liking and interest towards entertainment based shows like serials. More than half of the farmers were aware about exact name, time, and duration of telecast. Results shows that majority of the farmers contacted (76 %) ,(69.5%) and (57.5%) were aware about the name ,duration ,frequency and telecast

time and format of Annadata programme , however only 42.5 percent of them watch Annadata daily and 36.5 percent frequently. Further the results shows that 81(40.5%) of the respondents find the content of the show relevant followed by 63(31.5%0 very much relevant, 40(20%) partially relevant and majority of the respondents 47 (23.5 %) admit that Annadata programme is very useful followed by 73(36.5%) who find it useful, in disseminating agricultural information among farmers. Majority of those who watch Annadata programme respondents 99 (49.5 %) admit that Annadata is a good source to disseminate agricultural related information among farmers followed by (23.5%) say that sometime it is a source to disseminate agricultural information among farmers. This shows that contribution of TV towards the dissemination of information about agriculture was high in the study area. Majority of the respondents who viewed Annadata programme. The results of the study further show that most of those who viewed Annadata programme had discussed the content of the show with family members and fellow farmers and friends. The discussion with scientists and extension workers was found very less and it shows a communication gap and lack of collaboration between researchers, scientists, extension personnel and farmers. Therefore, there is an immediate need to improve farmers' capacity building and communication skills that could be done by promoting group viewing of the show and by improving farmer to farmer communication of telecast messages and by linking them with agricultural extension agencies and research organizations for clearing doubts, seeking clarifications and other necessary information that can be useful to them. By seeing at these finding it can be concluded that "Annadata programme" is playing an important role in creating agricultural awareness and in the dissemination of agricultural information and practices among farmers thus helping in their empowerment.

6. Recommendations

Television is an effective medium to prepare the ground for introducing innovativeness and also for reinforcing messages and "Annadata programme" is playing an important role in creating agricultural awareness and the empowerment of the farmers in the area of study.There is an urgent need to produce more agricultural based programs like "Annadata" on other television channels and they should be telecast in appropriate time slot where farmer can watch them and can be benefited.. Local bodies and regional channels can produce the programmes for the farmers in the local language, so that they can easily understand the content of the show. The

development of the farmers will ensure the development of entire country and will help in the economy of the country. At present "ANNADATA", which is aired daily at 6:30 am for the farmers of the country on ETV Hindi Channels and in regional languages is a show which enjoys a wide viewer ship among farmers of the country and plays an important role in the dissemination of agricultural information among farmers thus helping in their empowerment.. As a result, farmers of the country are getting the valuable information on agriculture through "Annadata". Like ETV other TV channels can produce more agricultural information based programmes for the farmers to create awareness and agricultural knowledge among them so that they can put their best efforts towards the development of the agriculture sector which will enhance the development of the country as well as the economy of the country. Government also should take initiatives for the development of agriculture and provide trainings and latest information by using the communication technologies tools in rural areas.

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Media Framing of the Political Parties' Stands on Palk Bay Conflict

*C.J. Ravi Krishnan

ABSTRACT

This research article aims to understand the print and social media construct and coverage of Bharatiya Janata Party (BJP), Congress, Dravida Munnetra Kazhagam (DMK) and other political parties'stand on Tamilnadu fishermen and Sri Lankan Navy conflict at Palk Bay region. An attempt has been made here using the Quantitative framing analysis methodology to investigate how political parties' stands were constructed in Indian print media (Dinamani and The Hindu) and socials media (Twitter).

Keywords: Framing, Conflict, Palk Bay, Tamilnadu fishermen, Sri Lankan Navy, BJP, Congress, DMK

1. Introduction

With the help of trawlers, nearly 2000 fishermen from Rameswaram district, Tamilnadu state, India gone for fishing on March 7, 2017 hoped to get good fish catches. They had fished near Indo Sri Lankan sea borders, a short distance of Katchatheevu islet at Palk Bay. According to Tamilnadu Fisheries Department Assistant Director Kulanchinathan, Sri Lankan Navy persons, who arrived at a spot, open fired against Indian Tamil Fishermen without any warning.

22 year old fisherman Bridgo of Thangachimadam area in Rameswaram district Tamilnadu, India was shot alleged by Sri Lankan Navy persons in the neck and died on the spot. Another fisherman Saravanan (22) from same district received bullets on his leg. Fortunately, other fishermen in Bridgo's boat escaped unhurt from the gun firing. They returned to the shore on March 7, 2017 midnight. Bridgo body was brought to Rameshwaram Government Hospital. Fishermen gathered in front of hospital and staged massive protest to condemn Sri Lankan government and its navy inhuman attacks against innocent Indian Tamilnadu fishermen. Tamilnadu government had raised this issue with Central Government. In letter to Prime Minister Mr.Modi, Tamilnadu Chief Minister Mr. K. Palanaisamy said that without any warning from Lankan Navy, they open fire against the innocent fishermen. He also said that he was deeply saddened by the death of innocent fisherman. Central Government also expressed its deep concern over the killing of innocent fisherman. Meanwhile, Indian High Commissioner at Colombo has taken up Sri Lankan Navy shooting issue with its government. Sri Lankan government ordered enquires on navy shooting incident.

DMK and other political parties such as Marumalarchi Dravida Munnetra Kazhagam (MDMK), Desiya Murpokku Dravida Kazhagam (DMDK), Pattali Makkal Katchi (PMK), Viduthalai Chiruthaigal Katchi (VCK) condemned incident and staged protest against the human right violations caused by Sri Lankan Navy.[1] Meanwhile, Tamilnadu state Rameswaram District Jetty police filed case regarding Sri Lankan Navy shooting incident.[2]

The arrest, torturing, shooting are becoming order of the day for Tamilnadu fishermen at Palk bay. The causes are the instances of Indian fishermen being prevented from fishing, facing harassment and arrest by the Sri Lankan Navy. According to Dinamani Tamil Daily (July 16, 2008 issue) Sri Lanka Navy had shot and killed 250 Indian Tamil Fishermen in past two decades.

When Tamil fishermen case came up for hearing in Madurai High Court on August 18, 2012, Tamilnadu Government had submitted details of the attack made by Sri Lanka Navy for the last two decades. According to Tamilnadu Government reports, Sri Lankan Navy involved in 167 shooting incidents against Indian fishermen from 1991 to 2011. Totally 85 fishermen lost their lives in the conflict and 180 critically injured during the attacks, which occurred inside Indian waters.

DMK and other political parties of Tamilnadu constantly reiterated that Indian fishermen, particularly those from Tamil Nadu, have traditional rights to fish near

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[1] https://www.ndtv.com/tamil-nadu-news/anger-over-fishermans-killing-allegedly-by-sri-lankan-navy-family-refuses-to-take-body-1666905

[2] http://indianexpress.com/article/india/sri-lankan-navy-firing-indian-fishermen-killed-tamil-nadu-protests-4558044/

Katchatheevu, though BJP and Congress parties have taken stand that Katchatheevu is an integral part of the Sri Lanka. As conflict between Tamilnadu Fishermen and Sri Lankan Navy intensified, Palk Bay region witnessed firing and assaults with stones and bottles against Indian fishermen by Sri Lankan Navy persons.[3]

Conflict between Indian fishermen and Sri Lankan Navy over cross border fishing issue in Palk Bay region have repeatedly been subject of newspapers headlines in India and Sri Lankan for the last 30 years. Even Pakistan Navy, which considered as a more hostile country of India are not involved in firing or assaulting against Indian fishermen, who were involved in cross border fishing in Arabian Sea. Though Sri Lanka has good and strong foreign relationship with India government, its navy is committing serious of Human Right Violations against Indian Tamilnadu fishermen[4] at Palk Bay region.

During 2014 May parliament election campaign, BJP senior leaders were accused then Congress led Indian government for the mismanagement of Tamilnadu fishermen crisis in Palk Bay region. After BJP party came to the power in country, they also like then Congress central government maintain good relationships with the Sri Lankan government. Nearly three-decade long armed conflict between Sri Lankan forces and LTTE came to an end on May 2009. During civil war, India Government supported the Sri Lanka government to act against Tamil rebel forces.[5] Then Sri Lankan President Mahinda Rajapaksa visited New Delhi in May 2014 to attend the swearing-in ceremony of the Mr. Modi led BJP government.[6] Though both governments have good and strong foreign relationship between them, arresting and assaulting against Indian Tamilnadu fishermen and capturing of the trawlers by Sri Lankan Navy persons continued still date. Sri Lankan government accused that Indian Tamilnadu Fishermen are involved in trans-boundary fishing on their sea water. Indian Tamilnadu fishermen argued that they are fishing in their traditional sea regions.

Sri Lankan Prime Minister Ranil Wickramesinghe said that the Navy has rights to shoot any Indian fishermen, who ventured out into the Lankan water.[7] Tamilnadu political parties strongly reacted and condemned Sri Lankan Prime Minister political statement and asked Central Government should react strongly against island nation.[8] But still date the arrest and assault against Tamilnadu Fishermen continued at Palk Bay by the Sri Lankan Navy. Sri Lankan government tried to portraits Indian Tamilnadu fishermen are robbers of their sea resources.

For many centuries, Tamil populations of Tamilnadu, India and Sri Lanka have been living side by side peacefully sharing the resources that abound the surrounding waters of the Palk Bay. The people of Tamil Nadu and those living in the northern part of Sri Lanka share a common history, heritage and language.

1.2 Pre Independence History of Sri Lanka

During 12th Century, Cholas from Thanjavur brought Lanka under their rule. According to Mahavamsum, the holy book of Sinhalese, Vijayan, son of king Signgabagu, came from West Bengal. Vijayan and his 700 followers came to Lanka in boats. He married queen Kuvani of Lanka. Vijiyan's followers called themselves as the 'Sons of Lion'. Later, the word 'Sinhala' was coined. Before Vijiyan's era, the people who lived in the island were called Nagas or Eyagiyar. Nagas are ancient Tamil people who lived there before Vijiyan's visit. After Lanka came under the rule of Sinhalese kings, its population increased. Soon, the Tamil people became a minority.

In the island nation of Sri Lanka, Tamils and Sinhalese have been living together for almost 9 centuries now. While their co-existence is said to have begun at around 12th century BC, Hindus form a major part of the Tamil community. By and large, Tamils and Sinhalese are the two largest ethnic groups in Sri Lanka. Based on their origin, the Tamils are divided into two groups (Sri Lankan Tamils and Malayaga Tamils). Malayaga Tamils are tea-estate labourers, who decent from Tamil Nadu. They were brought to Sri Lanka during the 18th century during the British rule.

According to a census taken by the Sri Lankan Government in 1990, 16.5 million people live in the island nation. Of which, 74 per cent are Sinhalese, 18 per cent are Tamils and 7 per cent are Muslims.

3   http://www.dailythanthi.com/News/State/2017/03/25220640/Sri-Lanka-Navy-attack.vpf

4   http://www.ndtv.com/tamil-nadu-news/sri-lankan-navy-allegedly-attacks-throw-stones-at-tamil-nadu-fishermen-1469217

5   http://www.thehindu.com/news/international/india-helped-us-in-war-against-ltte-ranil/article6966953.ece

6   http://mea.gov.in/portal/foreignrelation/sri_lanka.pdf

7   http://timesofindia.indiatimes.com/india/Indian-fishermen-will-be-shot-if-they-cross-border-says-Sri-Lankan-PM-Ranil-Wickramesinghe/articleshow/46480824.cms

8   http://www.dailythanthi.com/News/State/2015/03/18043940/Political-Leaders-GKVasan-and-DrRamadoss-Condemns.vpf

1.3 Post-Independence History of Sri Lanka

On February 4, 1948, this island nation got freedom from the British rule. In the same year, ethnic problems between Sinhalese and Tamils communities started to crop up. At the time of independence, a majority of ruling elites were Tamils. In 1948, Sri Lankan Parliament had 40 per cent of Tamil members.

In December 1948, the Citizenship Act was enacted in its Parliament. Malayaga Tamils were termed "intruders" in this Act and the Lankan Government started to enforce this Act with full force after its enactment. Thousands of Tamils fled, and entered Tamil Nadu as refugees. At the same time, violence against Tamils erupted. In 1949, the Election Reforms Act was enacted in its Parliament. This Act reduced the reservation for elected Tamil representatives from 40 to 20 per cent. These two Acts were the main cause for the ethnic conflict in Sri Lanka.

Struggles against these Acts began in Tamil areas very early. Jaffna Tamil University students agitated against these Acts. The Lankan Government tried to suppress these protests by deploying police and Army forces. In 1970, the World Tamil Conference was held in Colombo. But the Sri Lankan Police attacked the participants of this conference, many of whom sustained serious injuries.

This apart, the world-renowned library of the University of Jaffna was also reportedly set ablaze by the police. This violent incident rapidly changed the face of the Tamils' struggles from peaceful means to armed struggle. Meanwhile, in a bid to suppress armed groups that were mushrooming, the government enacted the Prevention of Terrorism Act 1978 (PTA). This Act armed the police and Army with a broader range of powers to thwart the movement—for example, they could arrest any person without a court warrant and the Army could detain any person without inquiry for as long as 18 months.

After this Act came into force, people belonging to the Tamil community, reportedly, started to disappear in huge numbers. It was alleged that this Act curbed the basic freedom of Tamil people. Hence, the Tamils started to support armed fight. Soon, violence spread to all parts of the country, and the Sri Lankan army and armed groups began to engage in pitted battles. Among the armed groups, Liberation Tigers of Tamil Eelam (LTTE) gained prominence. At the end, this violence snowballed into a civil war between the LTTE and Army, with the former growing to be a full-fledged separatist militant organisation.

Tamils and Sinhalese had evolved from different ethical groups. Both the people had been trying to protect their own culture and tradition through the ages. Buddhist Monks had full control over the Sinhalese political movement, and had continuously been encouraging Sinhalese fundamentalism.

Sri Lanka became a Sinhala country with the introduction of the Sinhala Law. This law gave a lot of employment opportunities to Sinhala youth. At the same time, the government was not providing employment to people who studied in Tamil medium. Unemployment among Tamils became a serious social problem. Youth from this section supported armed struggle.

The Eelam war took place in four phases from 1983 to 2009. During civil war, Sri Lankan government imposed ban on fishing activities. When the Sri Lankan army defeated LTTE in May 2009, war came to an end. Since then, hundreds and thousands of Sri Lankan Tamils had been detained in camps. After the war, Sri Lankan government lifted restrictions on fishing in many areas of Northern Province and normal fishing operations have commenced. The fishermen, who displaced due to the war returned to their villages and resumed their regular fishing activities by re-investment in fishing equipment, both privately and by various donor-supported rehabilitation programmes. This has led to an eclipse of the virtual monopoly the Indian boats had in Sri Lankan waters and the emergence of competition.

During Eelam war and the peace period, Sri Lankan government accused that Indian Tamilnadu fishermen were helping Liberation Tigers of Tamil Eelam (LTTE) for arms and essential commodities smuggling. During war times, Sri Lankan Navy persons turn their guns against the Tamilnadu Fishermen. After Eelam war came to better end, Sri Lankan army defeated LTTE outfit, which give hope to the Tamilnadu fishermen that the conflict between Sri Lanakan Navy and Fishermen would came to end. In contrast, Palk Bay conflict amplified many folds after the end of the Eelam war. Now, Sri Lankan government accused that the Indian Tamilnadu fishermen are involved in sea resource poaching in their sea area and causing damage to their Sri Lankan Tamils fishing gears. Now Sri Lankan government tried to portraits that Palk Bay conflict actually conflict between Sri Lankan Tamil fishermen and Indian Tamil fishermen. Palk Bay conflict took a new dimension, since the end of Sri Lankan Civil War. In absence of the suspicious acts, the Sri Lankan Navy open fired against the Indian Tamilnadu fishermen.

In the name of the safeguarding Sri Lankan fishermen welfare and the sea resources, Sri Lankan navy persons

were inflicting violence against Tamilnadu fishermen. Fishing rights bring conflict to a near crisis point, with serious ramifications for bilateral relations between the India and Sri Lankan government. These issues include ongoing disagreement over the territorial rights to the island of Kachchatheevu.[9]

When Sri Navy persons involved in firing or assault or arrest against the Indian Tamilnadu fishermen, Tamilnadu government, political parties' leaders and fishermen associations strongly reacted and condemn human right violations. This research article aims at evaluate the social and print media construct and coverage of Palk Bay conflict in the post Eelam war period between Indian Tamil Fishermen and Sri Lankan Navy.

In this scenario, while exploring as to how to research contention issues, the researcher come across numerous ethnographic empirical and discourse studies per se on the conflict, however studies of media paradigm mostly relies on content analysis and framing methodologies. I have selected frame analysis methodology to analyse print and social media content which related to Palk Bay conflict. This is a thesis about media and social media framing on how the media and social media can portray conflict like Palk Bay conflict in many different ways. This is important because the media can affect how people come to understand conflict.

2. Theoretical Frame Works

Entman states that framing was essential selection of a perceived reality and present them saliently and forcefully in a communicating text. Typically framing involves a diagnosis tone with an evolution and prescription in the textual analysis with a causal interpretation. In yet another interpretation, Tiung looks at framing as a media capacity to visualize and present a reality till the perceived meaning reaches the target groups. Framing is otherwise the content coverage of the media with phrases and linkages in order to crease a desire public opinion . Though framing theory assumes mass media as potential tools in the public opinion building, it also needs to be contextualized by the political orientation and cultural indicators of the audience characteristics .

Rebecca Bruu Carver is comparing photography with the framing analysis. According to him, photographer has to select the perspective (it may be wide angel or close up shoot), he decide what to focus on, what to include and what to omit. After taking photo, he may edit the photo's

color, shape and size. He may emphasize certain aspect in the photo. Likewise, how photographer frames the photo to emphasize certain realities, media frames certain perspective on an issue. Media decide what to focus and how to emphasize certain issues. By using catchy phrases and metaphors media are trying to bring attention of public to certain aspects of the story. The news editor may sharpen the focus of news or features. All these works from reporting to editing news stories in media interpret the story in a particular way to the readers. According to editorial policies, the story interpretation may differ.
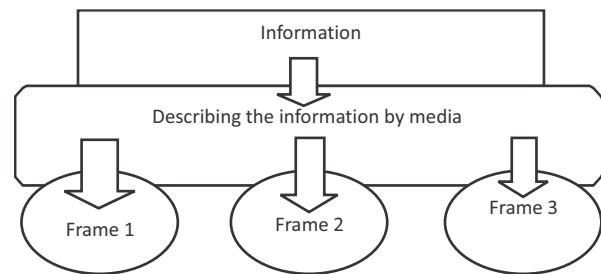
According to Michael J. Carter, frames are organizing principles which convey certain meaning to events. People reliance on the media is important to address as news stories are essentially narratives and interpretations - By focusing on one aspect of an event and presenting it to an audience, media outlets construct reality. This construction operates by making certain aspects of stories more salient than others. This salience then "frames" an event and provides a reference point for viewers in which all subsequent information is judged upon.

Baldwin Van Gorp described that frames has the journalistic approach of shaping the news within a frame. It has power to stimulate the public to adopt these frames and to view reality from the same perspective as the journalists do. Most framing research is oriented towards generic news frames such as the economic frame, the conflict frame, the powerlessness frame.

In this context, the researcher adopted frame analysis methodology to investigate as to how the Indian print media (National English daily The Hindu, the regional Tamil language daily Dinamani) and social media (Twitter) looked at the Palk Bay conflict during the Congress and BJP regime. Before we are entering into research part, we have understood the fisheries sector and fishermen from Tamilnadu and Sri Lanka.

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9   http://carnegieindia.org/2016/09/09/india-sri-lanka-fisheries-dispute-creating-win-win-in-palk-bay-pub-64 538

2.1 Understanding Indian Fisheries

According to V. Suryanaranyan, totally 60 percent of world population is living in the coastal areas. This number will grow up to 75 percent by the next generation. Fisheries are playing vital role in coastal economic of India and Sri Lanka. Fisheries are fulfilling nutritious food needs of public. They also provide employment opportunities young people, who belong to coastal districts of both the countries. They also earn foreign exchange through fish exports. More than 6 crores people depending on sea and inland fishing in India. 70 lakhs people are involved active fishing in Sri Lanka. Gross Domestic Product (GDP) contribution of fisheries sector is 1.4 percent during 1998-99.

India has a long coastline of 8,118 km; it has an Exclusive Economic Zone (EEZ) extending to 2.02 million sq km - 0.86 million sq km along the west coast; 0.56 million sq km along the east coast and 0.60 million sq km around the Andaman and Nicobar Islands. These endowments are highly favourable for developing capture and culture fisheries. With absolute rights over the EEZ, India has also acquired the responsibility to conserve, develop and optionally exploit the living marine resources within this area.

2.2 Tamilnadu Contribution to the Fisheries Developments

The Bay of Bengal and the Palk Bay in the east, the Gulf of Mannar in the southeast and the Indian Ocean and the Arabian Sea in the southwest, border Tamil Nadu. The State is one of India's leading marine fish producers and ranks first in the east coast. For India as a whole, Kerala is the leading producer of marine fish, followed by Gujarat, Maharashtra and Tamil Nadu.13 Tamil Nadu has 1,076 km of coastline (13 per cent of the country's coastline), 0.19 million sq km of Exclusive Economic Zone (9.4 per cent of the country's EEZ) and a continental shelf of about 41,412 sq km. The marine fisheries potential of the State is estimated at 0.719 million tonnes from less than 50 m depth and 0.35 million tonnes beyond 50 m depth, as against the all-India potential of 3,934 million tonnes.

The State has a fisherman population of about 0.69 million, of whom 0.262 million fishermen are actively engaged in fishing horn 591 marine fishing villages located all along the east coast. Currently, 10,278 mechanised fishing boats and 49,000 I additional craft including 20,000 craft motorised. Tamil Nadu's share of marine fish production of the country was about 13.4 per cent in 1999-2000. As against the total fishery potential of 0.965 million tonnes from both inland and marine

resources of the State, the present fish production is 0.475 million tonnes, which is about 49.5 per cent of the total potential. The export of marine products from the State during 2001-2002 is 58,483 metric tonnes, valued at Rs 20,164 million.

2.3 Sri Lanka

Sri Lankahas 1,585 kilometre coastline along with many villages. Most of people residing in these villages are actively involved in fishing for many centuries. According to V. Suryanaranyan, Sri Lanka has 270,000 active fishers who operating nearly 50,000 boats. Fish also is ensuring food security for Sri Lankan people who belong to rural areas. Nearly three decades civil war ended on 2009, now Sri Lankan fisheries are in recovery mode. During the Sri Lankan internal war, most of the print media and social media in India have given attention to ethnic conflict. After the war came to an end on 2009, media attention shifted to Tamilnadu fishermen Sri Lankan Navy conflict.

Fishermen conflicts have major implications on livelihood of fishermen in Tamil Nadu and Sri Lanka. The focus of this paper is to study how the print media and socials media constructed political parties stand frames.

2.4 Political Parties' Stand as the Frames

With the above premise, the Palk Bay conflict coverage of Government stands on Palk Bay conflict in a National Daily 'The Hindu', regional daily 'Dinamani' and the Social Media 'Twitter' is explored in this investigation. The Hindu and Dinamani have given wide coverage and discussed the issue in terms of news, columns and editorials and hence they are chosen for the analysis, whereas Twitter a social media offered wider opinions of the public and to the point, reflecting and reacting to not only to reality but also to other media and thus chosen for the investigation.

The emergence of Social media has thrown unlimited scope for the convergence and disposition of the media content, mutually benefited and in the process evolving a new media audience environment in this global scenario. This inter correlation and social interaction strike a unique mediation process that needs to be deconstructed and described for its sheer penetration. The present work is such an attempt to unearth the Print and the Social media coverage of political parties stands on Fishermen conflict at the Palk bay.

Most of academicians consider Twitter as easily accessed open source network site, which provide amble amount of tweets and those represent their political orientation. Twitter has more than 190 million registered users and processes about 55 million tweetsperday. The number of

users and tweets keep on increasing ever days. The events have political significance were debated widely in twitter. . Twitter seems to provide a ready source of data for researchers interested in public opinion and popular communication. As an increasing amount of everyday social interaction is mediated by these systems, servers actively aggregate vast storage of information about user behavior. In comparison to Facebook, which is largely closed-off to the academic community, Tweets are small in size, public by default, numerous, and topically diverse.

When Sri Lankan Navy arrested or assaulted the Tamilnadu fishermen at Palk bay, it becomes the headlines of the regional and national newspapers. Meanwhile, the media houses twitted the news in Twitter, which triggers the debate over the fishermen conflict. The twitter users freely expressed their views about the conflict, without any country barriers. Twitter is an open source. So the researcher has selected social media Twitter as ready source of information to get the political orientation of the general public. People from all around the world expressed their opinion in the twitter regarding the Bharatiya Janata Party (BJP), Congress, Dravida Munnetra Kazhagam (DMK) and other political parties such as Marumalarchi Dravida Munnetra Kazhagam (MDMK), Desiya Murpokku Dravida Kazhagam (DMDK), Pattali Makkal Katchi (PMK), Viduthalai Chiruthaigal Katchi (VCK) stand on Palk Bay conflict.

3. Review of Literature

Many Indian and foreign scholars conducted research on the Palk bay Indian fishermen – Sri Lanka Navy conflict and they tried to understand the conflict nature and its impact on society. The print and social media in Tamilnadu have become part of the social institutions that influence events through their coverage and reportage. The print media is giving importance to fishermen conflict and it reflected in social media. However, sufficient attention has been devoted to frame the fishermen conflict by the print and social media, which attracted attention from the researchers.

Hettiarachchi said that the poaching of fishery resources by Indian Tamilnadu fishermen on the Sri Lankan side of the Palk Bay resulted not only in significant losses to the economy of the Sri Lanka, but also in severe political problems to their Government. He recorded that the fishermen of North, who were prevented by the security agency, recommenced the fishing after 20 years. He observed that the root cause of this problem was the uncontrolled expansion of the trawler fleet of Tamil Nadu during the period of restricted fishing by Sri Lankan fishers

in the Bay region.

Suryanarayan argued that the Palk Bay has never been a barrier. Nutrients rich this sea region has been a bridge to link fishermen from both the countries. Few decades beck, they have bonds through marriages, language and ethnicity. Tamilnadu becomes the sanctuary for the people who fled from Sri Lanka during the ethnic conflict.

He also said that with the end of the ethnic conflict a new situation has arisen on the Sri Lankan side of the Palk Bay. The Sri Lankan Tamil fishermen, who were banned from fishing because of security considerations, have resumed fishing operations. They find poaching by Indian fishermen is having a very negative impact on their livelihood. He also said that bottom-trawling fishing practices which followed by Indian fishermen causing irreparable damage to marine ecology.

J Scholtens observed that since the end of the civil war in Sri Lanka the nature of the conflict in the Palk Bay has changed from one in which Indian trawler fishermen were faced with the Sri Lankan navy, to one which sets them primarily in opposition to the technologically less advanced Sri Lankan fishermen. He said that the governmental and fisher-based efforts to settle the conflict are ineffective as long as Indian parties do not acknowledge the nature of the conflict and the Sri Lankan authorities do not bring the fishermen and their government closer together.

Suryanarayan and Swaminathan argued that the India-Sri Lanka Maritime Boundary Agreement of 1974 and 1976, concluded between the India and Sri Lanka Governments in the spirit of good neighbourly relations, have severely affected the livelihood of thousands of Tamil Nadu fishermen. The rich fishing grounds of Palk Bay have become a bone of contention between Tamil Nadu fishermen and the Sri Lankan Navy. Since the conclusion of the maritime boundary agreements, a number of fishermen have been killed in incidents of firing; some have been detained; others have been intimidated and harassed; their fishing boats destroyed and their catch dumped into the sea. They said that the agreements have been country centric and ignored the ground realities of the livelihood of Tamilnadu fishermen.

Vivekanandan also argued that the India-Sri Lanka Maritime Boundary Agreement of 1974 and 1976 did not reflect the sentiments of Tamil Nadu fishermen. The agreement gave room for confusion among the fishermen. He said that the lack of proper navigation equipments on board the Indian trawlers may accidentally crossing borders. Some Fishing vessels are involved in intentional

border crossings and travelling deep into Sri Lankan waters.

He said that since the start of the civil war in Sri Lanka in 1983, the Palk Bay has been a troubled location. The civil war has had a deep impact on the fishing operations on both countries. Till 1983, the fishermen of both sides, who share a common language and a long history of contact, fished harmoniously in the Palk Bay with only occasional problems. After sea borders was demarcated in 1974, fishing across the border was not uncommon and rarely an issue. Due to the civil wars, the Sri Lankan government implemented severe restrictions on fishing operation at Palk Bay. On the Indian side, Tamilnadu fishermen faced arrest and assaults from the Sri Lankan Navy.

Maarten Bavinck observed that the Palk Bay conflict closely connected to the Blue Revolution instigated by the Government of India after Independence. It has increased size of the fishing population through natural growth and immigration. Though the Ramanathapuram fishermen were fishing in resource rich Palk Bay, he said that the specific patterns of poverty and riches.

Charu Gupta argued that there is a need to rethink questions of security in the context of people, environment and resources at Palk Bay. His research moves beyond looking at environmental crisis as the sole reason for this conflict. Rather, the research links it to other arenas of society such as economics and politics and attempts to understand coastal conflicts from several overlapping but distinct standpoints including identity, nationalist anxieties, ecology, role of capital, fisherfolk.

Dr. N.Manoharan, from Department of International Studies, Christ University, Bangalore argued in Beyond the Borders article that if adequate fish population through extensive fish farming is maintained in Palk Bay and Gulf of Mannar, most of the fishermen would not find the need to venture into other's 'territories' in search of a 'big catch'. India may also consider leasing fishing blocks, especially those identified as 'surplus total available catch', from Sri Lanka.

The Palk Bay fisheries conflict has serious implications in the Indo-Lanka relations as the escalation of this conflict also polarizes Sri Lanka and Tamil Nadu, resulting in difficulties for strengthening relations between Colombo and Delhi. The socio-economic implications of this conflict have resulted in the tremendous suffering of the fisher-folk in the Northern Province of Sri Lanka. Arresting fishermen has been an option in recent years, but has led to immense political fallout and appears to have little potential for an eventual solution. In this context, a credible approach for

negotiations with both interim measures and a long-term vision of a solution are required, which necessarily entails downsizing the trawler sector.

Cem Sefa carefully analyzed using opinion mining methods on social media like Twitter. They investigated contents of news about a jetfighter incident in 2012 between Turkey and Syria from nine national newspapers and compared them with over 100,000 messages containing reference to the incident from more than 34.000 people on Twitter to find whether messages on Twitter mirror the opinions in newspapers. Using content analysis and semi-supervised opinion mining method, their results show that agendas of newspapers and Twitter users widely differ on the incident, indicating a possible agenda mismatch. .

4. Research Questions

The literature review in this article endeavored to enquire into areas that were seen as relevant and would contribute to a better understanding of the framing government stand in the fishermen conflict at Palk Bay which lead to the following research questions.

RQ 1: Is there any difference among the political parties stand on Indian Fishermen - Sri Lankan Navy conflict at Palk Bay?

RQ 2: Is there any difference between Congress party stand and BJP stand on Indian Fishermen - Sri Lankan Navy conflict at Palk Bay?

RQ 3: Is there any difference between Congress party stand and DMK party stand on Indian Fishermen - Sri Lankan Navy conflict at Palk Bay?

RQ4: Is there any difference between Congress party stand and other parties stand on Indian Fishermen - Sri Lankan Navy conflict at Palk Bay?

5. Methodology

The study focused on framing of the Indian fishermen - Sri Lankan Navy conflict at Palk Bay in selected two newspapers Dinamani and The Hindu and Social media Twitter using quantitative frame analysis method. Traditionally, the content analysis method used to understand the media content by categorizing them "pro or con", "favourable or unfavourable", or "negative or positive" towards a certain issue. The researchers are making assumptions based on analysis the categorizing content. The content analyses would treat all negative or positive terms as equally influential, thus ignoring the salience of different text elements and how these combine to influence audience thinking.

According to the Rebecca Bruu Carver, Frame analysis on the other hand, is attentive to the salience of various elements embedded in a text, so that it is possible to pick out the dominant meaning as well as the more subtle ones. It therefore has the potential of getting beneath the surface of news coverage, exposing any "hidden" meanings, and often comprises many different categories in a coding scheme.

Further, he argued that Quantitative approaches in the frame analysis tend to be more reliable because they are often based on a predetermined list of categories. Quantitative frame analyses tend to match media content to already-established frame categories and then map the frequency of occurrence of these categories. A quantitative approach is therefore generally more applicable to deductive frame analysis, although quantitative computer-assisted approaches are becoming popular for inductive analyses. .

An attempt has been made here using the frame analysis to investigate how Congress, BJP, DMK and other parties' stands were constructed by Indian print and social media. The study period for this work is two years, the last one year of the then Congress Central Government regime and the first one year of the BJP regime, from May 2013 to May 2015. These dates are significant because the country witnessed major change in policies of the government from the economic to the foreign relations.

Dinamani, The Hindu, Twitter generated totally 48 news items related to Congress party stand on Tamilnadu Fishermen and Sri Lankan Navy conflict at Palk Bay from May 2013 to May 2015. Totally 170 news items were published in Dinamani, The Hindu, Twitter regarding BJP stand on fishermen conflict. Above media published 50 news items related to DMK stand. They also published 42 news items regarding other political parties stand. By adopting the quantitative frame analysis method, we have analyzed these articles and measured them with the help of the 5 point likert scale. The Key Words generated from these news articles used to extract the tweets from the social media Twitter pertain to the fishermen conflict. The keywords are Congress and Tamil fishermen, BJP and Tamil fishermen, BJP, Congress, DMK, PMK, MDMK, VCK, DMDK. Keyword search method adopted to extract the tweets, which related to the governments' stand. The public responses in social media (Twitter) carefully analyzed by using qualitative frame analysis method, where political deliberations are heavily made. Here, likert scale analysis used to quantify the data.

6. Result

The N value of Congress party stand is 48 as seen in the above table (1). The mean value of the Congress regime is 1.98. The N value of BJP stand is 170. The mean value of the BJP stand is 3.21. The N value of other parties stand is 42. The mean value of the BJP stand is 3.60. The N value of DMK stand is 50. The mean value of the DMK stand is 3.38. There is Difference between the mean values is high in this table.

Descriptives

Table -1

Political parties		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound
Congress Stand		48	1.98	1.436	.207	1.56
BJP Stand		170	3.21	1.709	.131	2.95
Other Parties Stand		42	3.60	1.211	.187	3.22
DMK Stand		50	3.38	1.469	.208	2.96
Total		310	3.10	1.642	.093	2.91
Model	Fixed Effects			1.573	.089	2.92
	Random Effects				.372	1.91

Table 2

ANOVA

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.424	3	25.475	10.302	.000
Within Groups	756.672	306	2.473		
Total	833.097	309			

The result of one way ANOVA as seen in the above Table (2) for the Dinamani, The Hindu, Twitter Media related Palk Bay conflict during the Congress and BJP regime + (000) = 76.424, p < 0.5 provided evidence that there is a high significant difference at 5 % level.

Post Hoc Tests

The result of Post Hoc Tests as seen in the above Table (3) for the Dinamani, The Hindu, Twitter Media data related the Palk Bay conflict + (000) = -1.227, p < 0.5 provided evidence that there is a high significant difference at 5 % level between Congress party stand and BJP stand.

The result of Post Hoc Tests as seen in the above Table (3) for the Dinamani, The Hindu, Twitter Media data related the Palk Bay conflict + (000) = -1.616, p < 0.5 provided evidence that there is a high significant difference at 5 % level between Congress party stand and Other political parties' stand.

The result of Post Hoc Tests as seen in the above Table (3) for the Dinamani, The Hindu, Twitter Media data related the Palk Bay conflict + (000) = -1.401, p < 0.5 provided evidence that there is a high significant difference at 5 % level between Congress party stand and DMK stand.

Means Plots

7. Discussion and Conclusion

By adopting the Quantitative frame analysis approach, the news data collected from the Regional Tamil News daily 'Dinamani', Nation daily 'The Hindu' and Social Media 'Twitter' during the period of May 2013 to May 2015, last
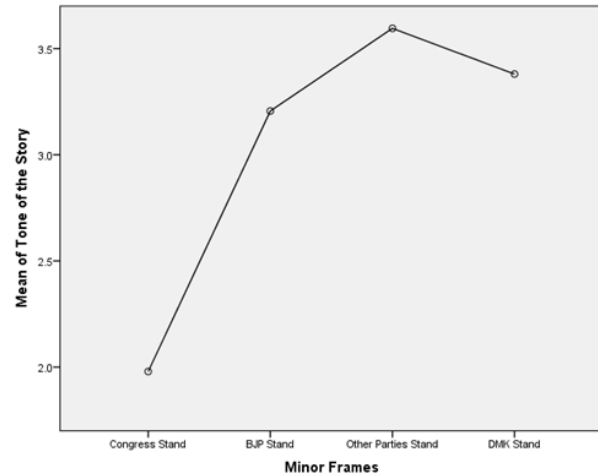
one year of Congress regime and the first year of the BJP regime. The one way ANOVA analysis of the political parties stand which constructed by Dinamani, The Hindu, Twitter revealed that there is a high significant difference among political parties regarding Palk Bay Fishermen conflict. Further investigation by Post Hoc Tests revealed that there is significant difference between the Congress stand and BJP stand. Congress party stand has significant difference with DMK stand and other parties stand.

After the BJP led NDA alliance came to the power in the central, it changed many policies from economy to foreign relations. It also changed many foreign policies according to their ideologies of the party. Though the Indian government during Congress and BJP regimes has cordial relationship with the Sri Lankan government, the data from media reflected that there is significant different between

Table 3

(I) Minor Frames	(J) Minor Frames	Mean Difference (I-J)	Std. Error	Sig.
Congress Stand	BJP Stand	-1.227*	.257	.000
	Other Parties Stand	-1.616*	.332	.000
	DMK Stand	-1.401*	.318	.000
BJP Stand	Congress Stand	1.227*	.257	.000
	Other Parties Stand	-.389	.271	.477
	DMK Stand	-.174	.253	.902
Other Parties Stand	Congress Stand	1.616*	.332	.000
	BJP Stand	.389	.271	.477
	DMK Stand	.215	.329	.914
DMK Stand	Congress Stand	1.401*	.318	.000
	BJP Stand	.174	.253	.902
	Other Parties Stand	-.215	.329	.914

Congress party stand and other parties towards the Palk Bay conflict. Media framed that the BJP led central government took several steps to address the fishermen problems and helped the fishermen, who serving imprisonment at Sri Lankan prisons. In contrast to the general Tamilnadu perspectives of Palk Bay conflict, Congress party took stand in favour of Sri Lankan government. Analysis of data revealed that DMK, BJP, other political parties supported Tamilnadu fishermen stand in Palk Bay conflict.

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Establishment of A Formula of A Successful Movie by Using J48 Data Mining Algorithm

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ABSTRACT

Cinema ,especially in India is known to be a big deal. Bollywood boats of being one of the largest film producer in the world and it is without doubt that we Indians acknowledge it as being one of the best forms of entertainment known to us. Audience watch films to make them entertain, they segregate them in grades in seconds without considering that a film maker worked hard to prepare one film. As film making is a very risky and expensive business, and there is no such rule to make a successful movie. The film maker is always confused with all elements which he/she can incorporate in film to make them successful adventure. Recently lots of big budget movies were made but washed out. Some of them were adopted from a famous novel like Half girl friend or a remake of super hit film like Soley. In this paper, Data Mining is applied to select the for film elements selection of a successful movie in present scenario. It is also deployed for generation of rule bases. The result shows that this rule base guides the film maker to produce a successful film.

Keywords: Film, Film making, Rule base Model, Genre, Cinema FIT, FM.

1. Introduction

Films are considered as seventh kind of art. It entertains the audience of all segments in 21st century. They are perfect combination of technology and art. A good movie, which is produced by intermingle of theater, music and visual art in appropriate combination, will entertain audience in greater extent.

The film making consists of various phases like search in idea, idea development, script writing, pre-production, production and post production. The making of film is start when a film maker (FM) thought an idea or an idea clicks in his mind, he/she worked hard to develop that idea, he/she put different elements to make it successful.

Films were not really subjected to genre analysis by film historians until the 1970s. All films have at least one major genre, although there are a number of films that are considered crossbreeds or hybrids with three or four overlapping genre (or sub-genre) types that identify them. Films are divided into many genres like- Action film, Adventure, Comedy, Crime, Epic, Horror, Musical, Science fiction.

Genre decides the target audience of film and they are broad enough to accommodate practically any film ever made, although film categories can never be precise. By isolating the various elements in a film and categorizing them in genres, it is possible to easily evaluate a film within its genre and allow for meaningful comparisons and some

judgments on greatness, and in film industry the whole system will base on the audience reaction. The budget of film, promotional strategy, marketing strategy, revenue collection everything is based on audience's reaction. Therefore, it indirectly increases the chances of success of film and gives more stability and confidence to FM. But the audience without considering background effort of FM within seconds rejects or accepts the film.

Therefore, it is essential to develop a system which will guide a FM to choose elements in a balance proportion for their script. In this work, we deploy data mining (DM)to help the director to incorporate those elements which will decide the genre of a film.

2. Review of Literature

From last decade a large number of expert systems for a variety of domains have been developed and are in practical use. In which one system is Movie lens online movie recommendation system is based on the user recommendation for certain films and the system use them as bench mark and mix it with collaborative filtering based on ratings by similar, above two approaches are combined to create personalized recommendations. The Group lens research group has also designed a kind of Movie lens for use with a mobile device for example PDA.

A Japanese video service provider uses a recommendation method in which they used the actor and keyword information of the users films. They also the time

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of the day the users watch TV. They used the ratio of the number of times a user watched a movie with a certain feature (such as actor, keyword) to the number of times the feature is observed in all the movies.

FIT recommendation is little different from context-aware recommendation, it recommend TV program to family members, they prepare a recommendation data based on each family member profile. TiVo television is a show collaborative recommendation system based on list of different items which is of two types explicit and implicit.

The collection of review of literature has been drawn upon the availability of International films. Approximately 30 film cites have taken into consideration to analyze the impact of different elements like positive message, sex, drinking drug and smoking, positive role models, consumerism and violence to decide the genre of film. The details of films are shown in Table 1.

Films Name	Year	Elements of Films					
		PM	S	D	PRM	C	V
The adventure of Robin hood [9]	1938	0	1	0	0	0	3
Gone with the wind [10]	1939	0	3	3	1	0	3
Casablanca [11]	1942	4	0	3	4	0	2
North by Northwest [12]	1959	3	2	3	2	0	2
some like it hot [13]	1959	1	3	3	1	0	2
Psycho[14]	1960	0	3	0	0	0	3
The apartment [15]	1960	2	2	2	2	1	3
The thing [16]	1962	0	4	1	1	0	4
Dr. Strangelove [17]	1964	0	3	3	0	0	3
Bullitt [18]	1968	1	2	1	2	0	3
The exorcist[19]	1973	0	3	3	0	3	5
Jaws [20]	1975	1	2	2	1	0	4
Alien [21]	1979	2	0	3	2	0	5
Airplane [22]	1980	1	4	3	2	2	3
The shining [23]	1980	0	5	3	0	3	5
Raiders of the lost ark [24]	1981	2	2	3	2	1	3
Hannah and her sister [25]	1986	1	4	3	1	0	1
Die hard [26]	1988	0	4	4	0	1	5
When harry met sally [26]	1989	0	3	0	2	0	0
The last of the Mohicans [27]	1992	0	3	0	0	0	5
Forrest Gump [28]	1994	3	3	3	2	1	3
Titanic [29]	1997	2	3	3	1	0	3
Good Will hunting [30]	1997	4	3	3	3	0	2
Annie hall [31]	1977	2	3	3	2	0	3
10 things I hate about you [32]	1999	0	3	3	2	0	0
The Insider[33]	1999	0	0	3	0	3	2
Crouching tiger hidden dragon [34]	2000	0	2	0	2	0	3
The notebook [35]	2004	1	4	3	0	0	2
The lady killers [36]	2004	0	3	3	0	0	3
Borat [37]	2006	2	5	3	0	1	3
A Mighty Heart [38]	2007	0	3	3	0	0	3
The conjuring [39]	2013	2	1	1	2	0	4

1. Research Methodology

Approximately 30 film cites have taken into consideration to analyze the impact of different elements like Positive message(PM),Sex (S),Drinking drug and smoking (D), Positive role models (PRM), Consumerism (C) and Violence(V) as shown in Table 1 to decide the genre of film. The details of films are shown in Table 1.

PM is further divided into five levels:0(no positive message), 1 (very low positive message), 2 (low positive message),3 (average positive message), 4(high message), 5(very high message). S is divided into five levels: 0 (no sexual scene),1 (very low sexual scene),2 (low sexual scene), 3 (average sexual scene), 4 (high sexual scene), 5 (very high sexual scene). D is divided into five levels: 0 (no drinking drug and smoking),1 (very low drinking drug and smoking), 2 (low drinking drug and smoking), 3 (average), 4(high sexual scene), 5 (very high sexual scene). Cis divided into five levels: 0(no sexual scene),1 (very low sexual scene), 2 (low sexual scene),3 (average sexual scene),4(high sexual scene), 5 (very high sexual scene).V is divided into five levels: 0(no violence scene), 1 (very low violence scene), 2 (low violence scene), 3 (average violence scene), 4(high violence scene), 5(very violence sexual scene).

J48 algorithm

J48 algorithm is the java implementation of C4.5 algorithm which generate decision tree (DT).It is a classification technique of DM implemented in Waika to environment forknowledge analysis (WEKA) tool. J48 construct univariate DT (Bharhava et al.,2013) with the information gain process (IGP). Entropy of any p can be measured with equation (1) and equation (2) (Bharhava et al., 2013).

$$Entropy\ (p) = -\sum_{j=1}^{n} \frac{|pj|}{|p|}\log\frac{|pj|}{|p|} \qquad (1)$$

$$Entropy\left(\frac{p}{j}\right) = \frac{|pj|}{|p|}\log\frac{|pj|}{|p|} \qquad (2)$$

where 'p' is the total number of elements and ' pj' is number of left and right instance. At

each node of tree, J48 choose that attribute of data that most effectively splits its sample in to subset (Patil and Shereker, 2013). The attribute with the highest information gain is selected to make decision set as node. Finally, information gain is calculated by equation(3) that is subtraction of equation (1) and equation (2).

Gain(p, j) = Entropy (p − Entropy(j \p)) (3)

The J48 algorithm of data mining was implemented using Weka tool. The decision tree (DT) and the rule genrated using J48
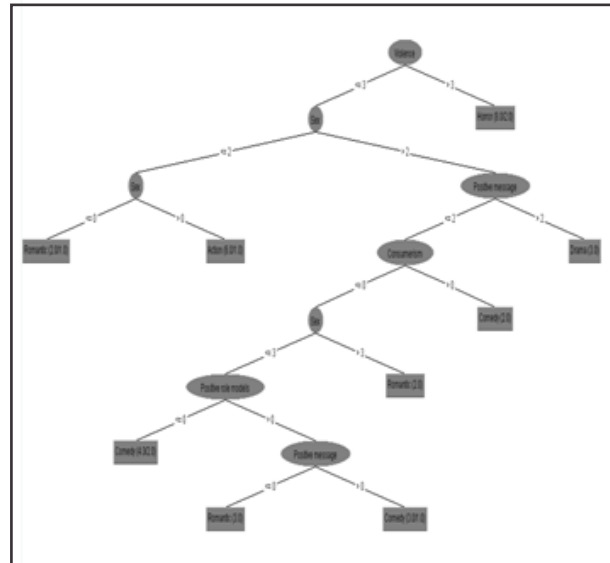

Figure 1: Decision tree genrated using Weka tool

```
J48 pruned tree
------------------

Violence <= 3
|   Sex <= 2
|   |   Sex <= 0: Romantic (2.0/1.0)
|   |   Sex > 0: Action (6.0/1.0)
|   Sex > 2
|   |   Positive message <= 2
|   |   |   Consumerism <= 0
|   |   |   |   Sex <= 3
|   |   |   |   |   Positive role models <= 0: Comedy (4.0/2.0)
|   |   |   |   |   Positive role models > 0
|   |   |   |   |   |   Positive message <= 0: Romantic (3.0)
|   |   |   |   |   |   Positive message > 0: Comedy (3.0/1.0)
|   |   |   |   Sex > 3: Romantic (2.0)
|   |   |   Consumerism > 0: Comedy (2.0)
|   |   Positive message > 2: Drama (3.0)
Violence > 3: Horror (8.0/2.0)

Number of Leaves :      9

Size of the tree :      17


Time taken to build model: 0.03 seconds


=== Evaluation on training set ===
=== Summary ===

Correctly Classified Instances        26          78.7879 %
Incorrectly Classified Instances       7          21.2121 %
Kappa statistic                     0.7333
```

3.1 Performance Evaluation

In this work, we have devided 20 students into two groups. Both group has made films on genres Romantic, Action, Comedy, Drama and Horror.

1-First group Group1 followed Rule Base Model for their short film

2-Second group Group2 has not any guidence regarding the elements of genre.

Rule Base Model genrated from Data mining

Rule 1: If violence is less than or equal to 3(60%) and sex is less than or equal to 2(40%) then the film will lie in Romantic genre. Figure 2: Rules genrated using Weka tool
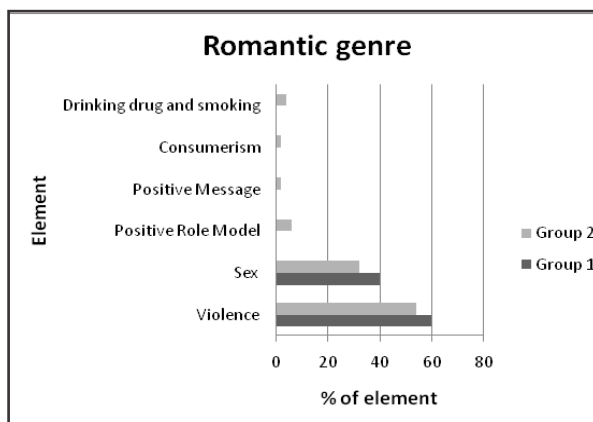
Figure 3: figure shows the percentage of element chosen by Film maker (Group 1) using rule 1 of rule base and Film maker (Group 2) do not follow the rule for making Romantic film.

Rule2: If violence is less than or equal to 3(60%) and sex is greater than zero(0%) then the film will lie in Action genre.
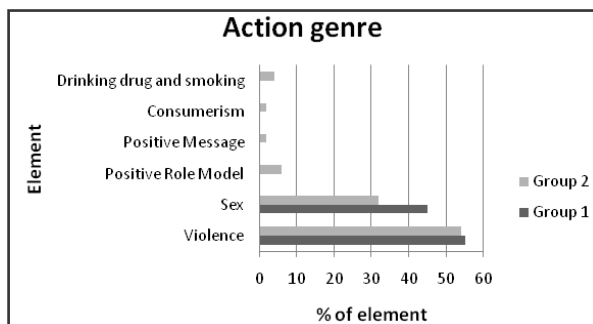

Figure 4: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 2 of rule base and Film maker (Group 2) do not follow the rule for making Action film.

Rule 3: If violence is less or equal to 3(60%) and sex is lies between2to 3(60 to 40%) and positive message is less than or equal to 2(40%) and is consumerism less than or equal to zero and positive role model is less or equal to zero(0%) then the film will lie in Comedy genre.
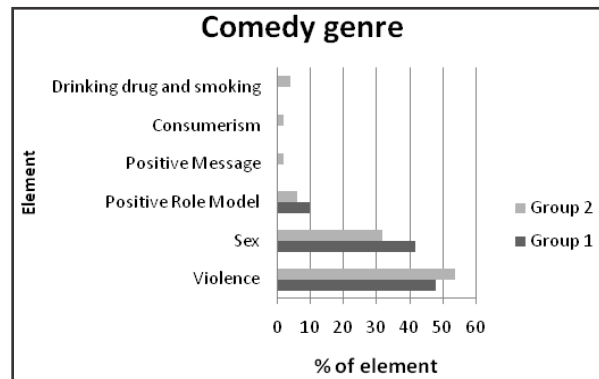

Figure 5: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 3 of rule base and Film maker (Group 2) do not follow the rule for making Comedy film.

Rule 4:If violence is less than or equal to 3(60%) and sex is greater than 2(40%) and positive message is less than or equal to zero and consumerism is less than and equal to zero and sex is less than or equal to 3(60%) then the film will lie in Romantic genre.
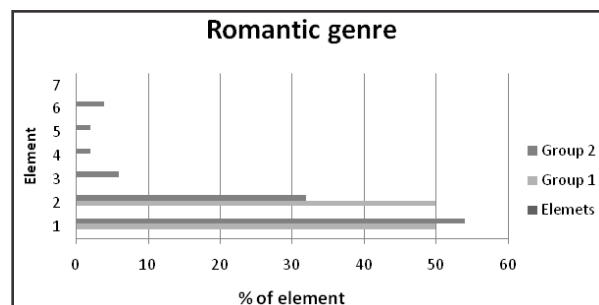

Figure 6: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 4 of rule base and Film maker (Group 2) do not follow the rule for making Romantic film.

Rule 5: If violence is less than or equal to 3(60%) and sex is greater than 2(40%) and positive message is greater than zero than the film will lie in Comedy genre.
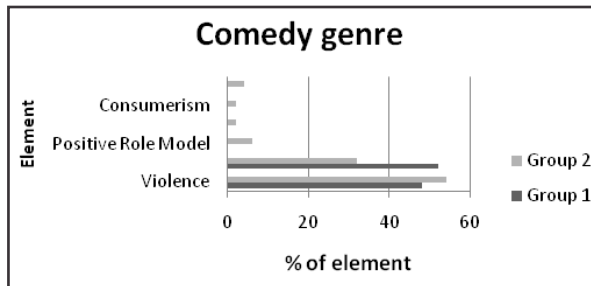
Figure 7: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 5 of rule base and Film maker (Group 2) do not follow the rule for making Comedy film.

Rule 6: If violence is less than or equal to 3(60%) and sex is greater than 3(60%) than the film will lie in Romantic genre.
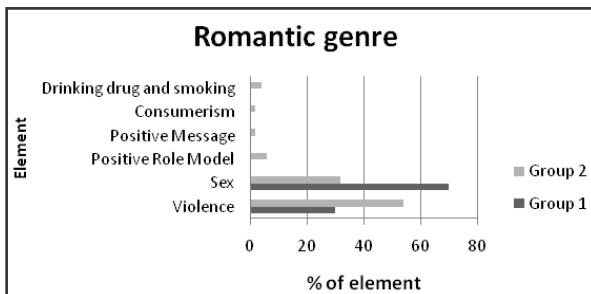

Figure 8: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 6 of rule base and Film maker (Group 2) do not follow the rule for making Romantic film.

Rule 7: If violence is less than or equal to 3(60%) and sex is greater than 2(40%) and positive message is less than or equal to 2(40%) and consumerism is greater zero than the film will lie in Comedy genre.
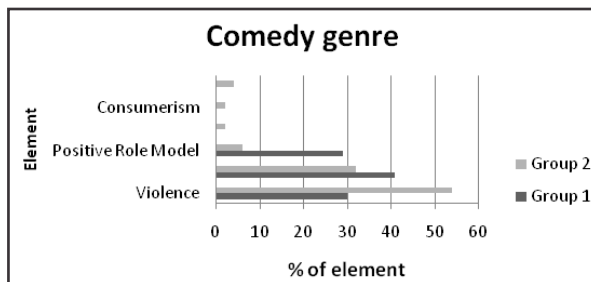

Figure 9: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 7 of rule base and Film maker (Group 2) do not follow the rule for making Comedy film.

Rule 8: If violence is less than or equal to 3(60%) and sex is greater than 2(40%) and positive message is less orequal to 2(40%) and consumerism is greater than zero and positive message is greater than 2(40%) then the film will lie in Drama genre.
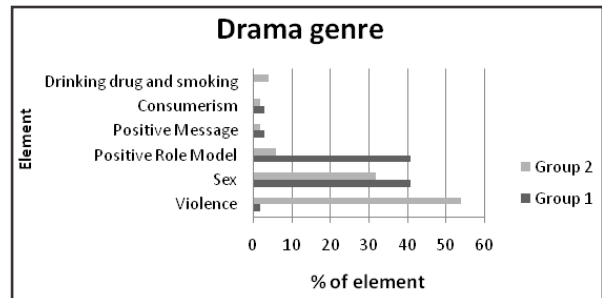

Figure 10: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 8 of rule base and Film maker (Group 2) do not follow the rule for making Drama film.

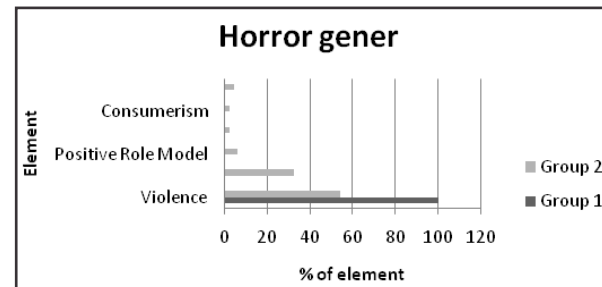Rule 9: If violence is greater than 3(60%) then the film will lie in horror.

Figure 11: Figure shows the percentage of element chosen by Film maker (Group 1) using rule 9 of rule base and Film maker (Group 2) do not follow the rule for making Horror film.

Later on when all the movies have prepared it was show cased to 100 number of audiences and get their feedbak in terms of like by voting process. 2nd and 3rd column of Table 3 shows the no of votes given to the film that follow the rule base model and not follow the rule base model respeciely.

Table 3: No of votes for film by audiance

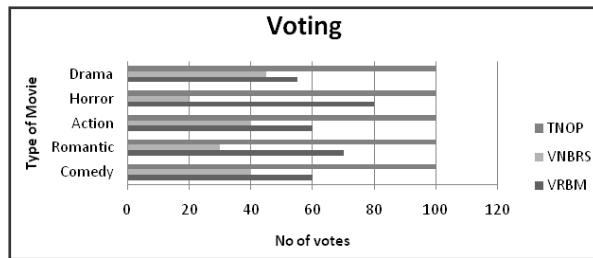| Genre	No of votes to films that follow the Rule Base Experience (VRBM)	No of votes to films that do not Fallowed Rule base model (VNRBM)	Total number of audience participated in survey (TNOP)
Comedy	60	40	100
Romantic	70	30	100
Action	60	40	100
Horror	80	20	100
Drama	55	45	100

Figure 12: Voting process

From Figure 12 it is clear that in the voting process audiance prefere those movies whic his made by film maker following RBM concept. From Figure 3-11 is is clear that first group (G1) which have kept different elements acording to RBM, they were sucessfully achived their decided genre and they also got the audenice attention, but the other group was completely confuced on the different elements of story at the stage of developing story and failed to achive decided genre.

1. Conclusion

In this paper, a rule base model has been developed to help the film maker to decide the genre of a film. In many cases the genre of film will decide the success of film. Basically different elements of script will decide the genre of film. Like sex, positive role model, positive message, romance and consumerism has taken in above rule modal. The result shows that the RBM is very effective in deciding the genre and also the film produced using this model gain the good response from audience. This model is applied in the film Bahubali and got the result 100% positive. In Bahubali the whole film was based on the positive role of the main actor, so in today's scenario if the director shows positive role of an actor who has properties which are absent in present society like loyalty towards mother and wife will get a huge success.

Application of RBM rule on Bahubali

Films Name	Year	Elements of Films					
		PM	S	D	PRM	C	V
BAHUBALI –II THE CONCLUSION	2017	5	0	0	5	0	5
THE M.S AN UNTOLD STORY	2016	5	0	0	4	0	0
HINDI MEDIUM	2017	4	0	0	2	5	0

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13. https://www.commonsensemedia.org/movie-reviews/psycho

14. https://www.commonsensemedia.org/movie-reviews/the-apartment

15. https://www.commonsensemedia.org/movie-reviews/the-thing

16. https://www.commonsensemedia.org/movie-reviews/dr-strangelove-or-how-i-learned-to-stop-worrying-and-love-the-bomb

17. https://www.commonsensemedia.org/movie-reviews/bullitt

18. https://www.commonsensemedia.org/movie-reviews/the-exorcist

19. https://www.commonsensemedia.org/movie-reviews/jaws

20. https://www.commonsensemedia.org/movie-reviews/aliens

21. https://www.commonsensemedia.org/movie-reviews/airplane

22. https://www.commonsensemedia.org/movie-reviews/the-shining

23. https://www.commonsensemedia.org/movie-reviews/indiana-jones-and-the-raiders-of-the-lost-ark

24. https://www.commonsensemedia.org/movie-reviews/hannah-and-her-sisters

25. https://www.commonsensemedia.org/movie-reviews/die-hard

26. https://www.commonsensemedia.org/movie-reviews/when-harry-met-sally

27. https://www.commonsensemedia.org/movie-reviews/the-last-of-the-mohicans

28. https://www.commonsensemedia.org/movie-reviews/forrest-gump

29. https://www.commonsensemedia.org/movie-reviews/titanic

30. https://www.commonsensemedia.org/movie-reviews/good-will-hunting

31. https://www.commonsensemedia.org/movie-reviews/annie-hall

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33. https://www.commonsensemedia.org/movie-reviews/the-insider

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Alternative Media: New Perspectives and Dimensions

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ABSTRACT

Alternative media is playing a major role in our society. In today's world, it has become essential and influential media to attract the people towards the issues which are untouched by mainstream media. Alternative media are more engaging and interacting with readers. In current scenario, alternative media is so popular, is due to the fact that it goes past the 'what, when, and where' of news reporting and focuses on the 'why, who, and how'. This pattern is attracting the audience at higher level. Social media has also become the playground of alternative media. The nature of alternative media leads to more in-depth engagement on various topics – and it is this engagement on a personal level that readers want. However, Mainstream media as a watchdog of the society is still playing the vital role – but the areas in which mainstream media is lacking, are the places alternative media achieves so much. Alternative media distinct from established or dominant types of media in terms of its contents, production and distribution. The article aims to highlight the conceptual understanding of alternative media, its strength, different dimensions and perspectives.

Keywords: Alternative media, Mainstream media, Media literacy, Radical media, Citizen Media, Media culture

1. Introduction

The last twenty-five years have seen the rapid transformation into media world which are predicated upon the use of Information communication digital technologies, such as the Internet and multimedia. In last few years, the communication revolution has experienced a speedy expansion of new media. Previously, distinct boundaries have been blurred. Even newspapers have their own websites, audio, twitters, blogs, etc, which are transmitted through a range of media – phones, tablets, etc. With each new development, the corporate media monopolies wish to move in and extend their monopoly control but the internet has made it more difficult. The media has also become far more interactive – not just letters to the editor, but real time comments through emails, sms, whatsapp, facebook, messenger etc.

There is an element of democratization and accessibility that did not exist before as the communication revolution. Now it has opened up new opportunities for more voices to be heard, the voices of the people. The cost of internet-based and other digital media has become relatively cheap. The speed and reach of communication has opened up new avenues for social activists, leaders, workers, trade unions, environmentalists, peace and many other activists and groups. It is being used very effectively to not only disseminate information but as an organizing and campaigning instrument with some great victories. In fact, media have become one of the most powerful business enterprises on the face of the globe. However information, education and entertainment are traditionally announced of as the main objectives and functions of the media, following global patterns, Indian media have allowed entertainment to dominate almost entirely. Low cost entertainment propelled by commercial interests rule the mainstream media at every stage. Although, TV channels have mushroomed, most of these have cheap film-based programs merely to attract viewers and thus increase and revenue.

2. Alternative Media

Alternative media is a new form of media that may be understood as a radical challenge to the professional mainstream media. Alternative media privileges a journalism that works closely with the notions of social responsibility and replaces the ideology of objectivity with overt advocacy and oppositional practices. According to Atton and Hamilton (2008), alternative Media is a broad and comparative term which embraces not only a "journalistic act of politics and empowerment" but also "those of popular culture and the everyday". Furthermore, it is produced "outside the mainstream media institutions and networks" by amateurs "who have little or no training or professional qualifications as journalists". In fact,

alternative media journalists may write their news as "citizens, activists or as fans".

Alternative media has quality of more accessible and participatory, and less obligated by officials or commercial interests than the mainstream media. In adopting a horizontal approach to organization, alternative media try to empower the means for dialogue and are usually financed by noncommercial sources.

Therefore, the core idea of alternative media includes all nonmainstream practices in an extended manner. These qualities differentiate alternative media from mainstream media. Although alternative media practices which express no political tendencies are positioned within the alternative context. But, it is true that few things appear as bias and the absence of balance in the alternative media is to be considered not only as a set of absolute truths; it comprises a set of accounts told from different perspectives (Atton, 2004). Lack of interest in balanced reporting makes alternative media inherently distinct from mainstream media, which promise to do objective reporting.

Alternative media generally work as a form of undermost public sphere hosting voices that are not necessarily represented in the mainstream news media. They have a significant role for introducing new ways through which people can find others who are otherlike them (Jordan, 2002).

Bailey et al. (2007) clarify alternative media with community media, mainstream media and civil society. They differentiate between the essentialist and relationalist approaches and position them with respect to media-centered and society-centered aspects. Referring to the essentialist framework, the "serving the community" approach focuses the significance of communities, and the other approach in the same framework tries to recognize alternative media as a "part of civil society." In the relationalist framework, alternative media are either taken as "an alternative to mainstream" or as "a component to supplement the mainstream".

3. Different Dimensions of Alternative Media

Alternative media have reached a wide audiences because of rapidly changing new communication technologies since last twenty five years in India. On the other side, the nature of this expansion and the production of the news include many themes relating to democracy, freedom of expression, social issues and subjects. Whereas the borders of individual freedoms are expanded, the principles of professional journalism are questioned in terms of the requirements of a pluralist democratic society. It is also possible to express this idea as a tension that exists between the rationality of democratic communication and the rationality of news production. New trends emerging in journalism have altered the relationship between news, views and readers. The readers and audiences have taken the position of journalist and in this way, the new concepts such as alternative media, civic journalism, citizen journalism and peace journalism have been introduced. The common issues of these alternative reporting methods are to give the opportunity of participation for the individual and a variety of communities to the production process of the news and the assessment of their meanings. Media is the most important part of the reproduction of political, cultural, ideological and social structure and it moves according to the rules of commodity production. The formation of news items framed by the limited public awareness and power relations lacks a critical questioning and an analysis of the dominant ideology that tends to exclude pluralist and egalitarian understanding.

Alternative journalism practices have emerged from the constraints of the pluralist news media. Alternative media is also regarded as citizens' mediaor radical media comprising a wide range of media production activities embedded in everyday struggle by communities and individuals (Couldry and Curran, 2003). Fuchs (2010) argues that alternative media that questions dominative society can be regarded as the communicative dimension of the counter-public sphere. Alternative media challenges the dominant capitalist forms of media structures, productions, distributions and receptions and is characterized by critical perspective and content. Furthermore, alternative media has the potential to stimulate the public on special issues for open debates. Therefore, it is frequently connected to protest movements that make use of these media for information, communication, coordination and cooperation processes. There is such oppositional content that forms alternatives to the dominant repressive approaches reflecting the rule of capital, patriarchy, racism, sexism, nationalism and so on. Such content includes oppositional ideas, argument and counter-information that represent the voices of excluded social groups.

Alternative media provides the participation of the members of a community in the content-production. "Ordinary people" are given the opportunity to raise their issues in full voices and to take responsibility for distributing their ideologies. The mainstream media plays a very importantrole for the justification of the dominant

forms of public discourse. Media activism contributes to media democracy by developing conflict thoughts that go beyond established politics. Alternative media attempts to create an environment that has liability to the public and to produce a content independent of the ownership and control relationships. For this purpose, alternative journalism is crucial to inter-nationalizing the values of democracy.

Mass media is also involved in all different dimensions of the social life due to the on-going technological changes. Media texts reach audiences via different form of communication tools such as movies, television, newspaper, Internet, video clips and advertisement. With all these changes, the media plays an important role in people's ideas, thoughts, opinions, behaviors and the formation of value judgements. Developments in the fields of technology and media require a critical media literacy to improve the capabilities of students and citizens as active participants in a democratic society (–Kellner and Share, 2007). The critical media literacy approach is based on both the critical theories in social research and the critical pedagogy in the field of education. Binark and Bek (2007)state that a radical approach dealing with the concepts of criticism and citizenship requires an education of media literacy. A harmful content does not only consist of violence and vulgarity.

4. Alternative Journalism and Media Power

Alternative media build a reality that appears to oppose the representations of the mainstream media. Participatory, amateur media production contests the concentration of institutional and professional media power that challenges the media monopoly on producing symbolic forms. Therefore, to speak of alternative media and alternative journalism is to recognize the relationship between dominant, professionalized media practices and marginal, amateur practices. The struggle between them is for 'the place of media power'. Alternative journalistic practices present ways of re-imagining journalism and not only of adopting media practices for purposes of self-education and community empowerment. They offer a challenge to professional practices through their very recognition of those practices.

5. Characteristics and Challenges of Alternative Journalism

Alternative media have been characterized by their potential attributes and features. Alternative media production can be thought of as providing the constituents of an alternative public sphere, where agendas are set and discussion is developed through the journalism of social

movements and communities. Alternative media put more effort to interact with common people to highlight their neglected or ignored issues from mainstream media. Many alternative media audiences do not trust mainstream media, or believe they ignore certain stories or details in the news. Some people prefer to tune into both mainstream and alternative media to get a variety of perceptions with different perspectives.

Alankuş (2009) says that alternative media is the voice of those who are not represented in the core media and the "others" who do not have a news value in mainstream media. Therefore, the "others" need an "other" media to be the subject of news without any negative situation and incident. She also points out the role of a public sphere created by alternative media and democratic project that takes the antagonistic circumstances of the public sphere into account. Such a public sphere arises from discriminated other, the unequal, the oppressed and those who are prevented from expressing themselves and their position being counter to public gain and negotiation power.

Atton and Hamilton (2008) expresses that alternative media is characterized by its potential for public participation. Compared to the mainstream media being the province of elite, centralized organizations and institutions, alternative journalism offers possibilities for individuals and groups to create their own media "from the periphery". The term "alternative journalism" is not limited to the reporting of political projects but also involves the radical forms of organizing, development of social movements and individual or collective consciousness. Alternative journalism creates journalists who are working for the interest of their communities and produce news that is relevant to those communities' interests together with public collaboration and support.

The practices of alternative journalism are opposed to the dominant, professionalized media practices, which tend to marginalize or misrepresent the majority of social actors. Participatory media production can be thought of as providing the constituents of an alternative public sphere, where agendas are set and discussion is developed through the journalism of social movements and communities. Alternative media are rapidly overtaking mainstream media especially print media with having the characteristics offreedom, Independence, Immediacy, easily accessible, target communication, creativity, exposure and speed. But simultaneously, Alternative media also a potential place for deception, threatening the privacy, sharing and disclosure of absurd things.

6. Conclusion

Undoubtedly, alternative media includes democratic environment, every people have right to talk with each other. Sometimes it seems that alternative media is dominant than mainstream media especially in India as it supersedes the monopoly of mainstream media. Alternative media has a big area which includes networks between people who lives different parts of the society, or country and they aren't prevented and they are so free to express their opinions in alternative media. This media is also becoming more interactive, accessible and participatory. It is providing a big space where people are having a high level of participation. They are being associated with the content-production, raising their issues in full voices and distributing their ideologies.

In fact, there are different versions of alternative media which have different characteristic one another but mutual characteristic of them is unfolding new world for people to not only to say and share something but also become a part of communication process. Therefore,Alternative media is also attempting to improve consciousness of social feeling and social activism ranging from common people, under-represented and disadvantaged social groups to high class society. The alternative media has definitely triggered the radical democratic transformations in both society and mainstream media culture.

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