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Padmaavat: A Case Study**

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Dr. Sushil Rai*

**Online Journalism: A New Paradigm and
Challenges**

Dr. Sushil Rai

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Sri Padmavati Mahila Visvavidyalayam
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From the Editor

Mass Media is a significant force in modern culture and society. It has the power to mobilize mass movements. When Mass Media has become one of the most dynamic and fastest growing disciplines of our time, 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 welcomes high 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 “Contradictory Perspectives on Freedom and Restriction of Expression in the context of Padmaavat: A Case Study” attempts to understand “laws related to freedom of speech and expression and perspectives of different stakeholders of the multicultural society. Second Paper “Significance of Media in Strengthening Democracy: An Analytical Study” analyzes the linkages between Media and Democracy and the role of media in deepening democracy. A Third study on “A Study of Reach, Form and Limitations of Alternative Media Initiatives Practiced through Web Portals” explores the understanding the reach and limitations of the alternative media in Indian media scenario. Fourth paper on “Employer Branding: A Talent Retention Strategy Using Social Media” analyzes the role of employer branding in acting as an effective talent retention strategy using social media. Fifth Paper entailed “Online Information Privacy Issues and Implications: A Critical Analysis” analyzes pressing online information privacy issues and their implications to the users of the Internet as India moves towards digitization. Sixth paper on “Online Journalism: A New Paradigm and Challenges” examines the functioning and influence of online journalism on the other forms of media. It also highlights the development of online journalism and new modes of communication platforms (like MoJo, social media etc.), new dimension of online reporting and various challenges of online Journalism.

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

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Contradictory Perspectives on Freedom and Restriction of Expression in the context of Padmaavat: A Case Study

*Ms. Ankita Uniyal

**Dr. Rajesh Kumar

ABSTRACT

In the ever evolving human society, contradictory perspectives have time and again led to conflict. There are several fields where such contradictory perspectives lead to differences of opinion. One such area of conflict is the field of expression; the boundaries of which are often debated. Constitutionally too freedom and restriction on expression is guaranteed that too in the same Article. The paper is based on the study of movie Padmaavat that remained in tight spot for more than a year. The objective of the study is to understand the contradictory perspectives that arise in a multicultural society. While understanding how it arises it is also important to understand how this perspective becomes functional here. An analysis of the media reports and articles published on the movie was done. The writings that were selected dealt with: a) the events that unfolded in the controversy, b) the views that were expressed by the stakeholders involved in the conflict. The basic reference to the study include cinematographic laws, laws related to freedom of speech and expression, literature of conflict in multicultural society, and reports and articles published on the subject. The study reveals that several contradictory ideas arose in the Indian society while each stakeholder was trying to preserve his/ her point of view as the Padmaavat controversy went along. The study also found multiple reasons responsible for this conflict situation in the Indian society.

Keywords: Freedom of speech and expression, Restriction, Padmaavat, contradictory perspectives, Indian society, stakeholders.

1. Introduction

The movie *Padmaavat* remained an issue of debate since the direction of the movie started in Rajasthan under *Sanjay Leela Bhansali*. Some people view it as an issue of freedom of speech and expression, others as an issue of distorting history, while others see it as a part of the fabric of the society. Society in itself is a complex phenomenon which cannot be seen in black and white and where several ideas exist and conflict with each other. The movie *Padmaavat* is a perfect example of how different perspectives conflict yet remain together in the ever evolving society.

It all started in January 2017 when *Sanjay Leela Bhansali* was slapped by a member of Karni Sena from among those protesting about the making of the movie at Jaigarh fort in Jaipur. The idea that had spread around was that he was shooting a romantic sequence between *Padmavati* the revered queen and Alauddin Khilji. Later in March 2017 when he shifted his base to Kohlapur in Maharashtra his set was vandalized and burnt there.

According to the reports published in several newspapers on the trail of events in the *Padmavati* controversy, after this incident, the director wanted to make peace with the protesting organisations. In a letter that he posted on

Twitter, the filmmaker clarified that there is no "romantic dream sequence or anything objectionable" between Rani Padmavati and Alauddin Khilji in the movie ("*Padmavati* and the long trail of controversies," 2018). The controversy did take a back seat for some time before the poster of *Padmavati* was released in September 2017. Karni Sena started the protest again and their stance, despite the clarification by Viacom 18 was still the same that romantic scene was being shown between the revered queen *Padmavati* and Alauddin Khilji.

Political leaders, Courts, CBFC, Bollywood Personalities and many other organisations and personalities became a part of the contradictory perspectives that thus arose. After a lot of drama and violence that unfolded with schools and colleges remaining closed, news channels debating for hours on the issue, multiplexes refusing to showcase the movie, it was finally declared by the Rajputs and the beholders of their pride that the movie did not hamper their pride, rather it showed them in a good light.

2. Literature Review

It is a widely accepted fact of history that the story of *Padmavati* was for the first time immortalized by Malik Mohammad Jayas of Oudh. Malik Mohammad flourished under Sher Shah in 1540 AD. He was probably the first

*Research Scholar, School of Communication, Doon University, Dehradun, UK, India.

**Associate Professor & HoD, School of Communication, Doon University, Dehradun, UK, India.

person to have put the tale in written form. After which many versions of it were reconstructed. Grierson and Dvivedi (1896) in their book *Padmavati of Malik Mohammad Jaisi* writes that story of the poem Padmavati has been a favourite amongst many eastern scholars. It has been recreated several times. Some of those who recreated it include, Husain Ghaznawi wrote a Persian poem on the subject, entitled *Qisiae Padmavati*. Rai Gobind Munshi in 1652 A.D. wrote a version in Persian prose, called (after the chronogram of its date) *Tukfatu-l-Kulilb*. Asain Mir Ziyau-d-din 'Ibrat, and Ghulatn 'Ali 'Lshrat wrote a joint version in Urdu verse in 1796 A.D. Malik Muhammad's poem was written in 1540 A.D.

The poem remains a part of popular culture in Rajasthan and among the Rajputs of Northern India. So much so that Ramchandra Baryanji Dwivedi (1954) has used the plot in one of his popular song 'Aao bachon Tumhen dikhayen'. The lyrics are such

Eh Hai Apna Rajaputana Najlse Talavaro Pe
Isane Sara Jivan Kata Barachhee Tir Kataro Pe
Yeh Pratap Kaa Vatan Pala Hai Aajadee Ke Naaro Pe
Kud Padee Thee Yaha Hajaro Padminiya Angaaro Pe
Bol Rahee Hai Kan Kan Se Kurbanee Rajasthan Kee
Iss Mittee Se Tilak Karo Yeh Dharatee Hai Balidan Kee
Vande Mataram Vande Mataram Vande Mataram Vande
Mataram

British scholar Col. James Todd (1829-32) says, the *Annals and Antiquities of Rajasthan* has also mentioned the story of Rani Padmavati. The book follows the narrative of Malik Muhammad Jayasi's poem 'Padmavati'. Elaborating the mirror incident, it states: "According to Muhammadan historians, Ratan Sen was the ruler of Chittor during the reign of Alauddin, and the husband of Padmini... At length, he restricted his desire to a mere sight of this extraordinary beauty."

The article titled, ("Rani Padmavati history: Know the complete story of Rani Padmavati,"2017) writes that the story has been told by the likes of Yagneshwar Bandyopadhyay in *Mewar* (1884), Jyotindranath Tagore in *Sarojini Ba Chittor Akraman* (1875), Kshirode Prasad Vigyavinode's *Padmini* (1906) and many others like them. In fact many plays and opera performances have been constructed on the storyline.

The story is very much a part of the popular culture in North India. References to the story are also made by the first Prime Minister of India Jawaharlal Nehru in his book "The Discovery of India." The book in itself is a reflection of India, being a historical and cultural narrative in India.

Shyam Benegal who recreated the book into a tele-series also portrayed the character of Padmavati in his serial *Bharat Ek Khoj*.

The controversy of Padmavati has once again given rise to the International debate of 'Freedom of Expression' and 'Restrictions'. In the paper 'Restricting Freedom of Expression: Standards and Principles,' Mendel (2010) writes:

"The European Court of Human Rights has noted: [F]reedom of expression constitutes one of the essential foundations of [a democratic] society, one of the basic conditions for its progress and for the development of every man. At the same time, freedom of expression is not absolute and every system of law provides for some limitations on it."

3. Research Questions

- ☒ To Find the Stakeholders involved in the Padmaavat Controversy
- ☒ To Find the Contradictory perspectives of freedom and restriction of expression that arose as the Padmaavat Controversy went along.
- ☒ To find out how these contradictory perspectives evolve and become functional in the society.

4. Methodology

To understand the phenomena of freedom and restriction in our society, case study method has been used. A case study method involves in depth study of the case from several sources. It is used to understand the issue that has arisen now and is used as a precedent in similar cases that might occur in the future. The case of Padmavati has been picked up to understand the several contradictions that arise in a multicultural society due to freedom and restriction of expression. The case also helps us to understand how these perspectives become functional in a society. To analyse the case twenty reports and articles published in various national and international dailies in India were selected. A thematic analysis of the text was conducted to find out the contradictory perspectives, its stakeholders and how it became functional in the society.

5. Findings

The Padmaavat controversy involved a number of personalities on both ends of the spectrum.

First up, it included *Sanjay Leela Bhansali* who has been at the centre of controversy from day one, and then it included the female lead in the movie, *Deepika Padukone* who took a stand against those threatenings to curb their

artistic freedom. As she voiced her opinion on the issue, she was threatened by the Karni Sena and its members, which is yet another important stakeholder. One of the party members, Mahipal Singh Markana threatened to do to her what Lakshman did to Surpanakha in Ramayana. (Markana, 2017). The two male leads Shahid Kapoor and Ranbir Singh stayed almost out of the controversy.

In direct contention with the makers of the movie came Karni Sena under the leadership of Lokendra Singh Kalvi and Sukhdev Singh Gogamedi. They claimed that history is being distorted by Bhansali and other involved in the movie. In the protests that were backed by the party, malls were looted, effigies were burned, schools and colleges were brought to a standstill. In fact, a school bus with children was also stoned in Gurgaon. ("Padmaavat' stir: Gurgaon school bus with children stoned," 2018)

Many other famous Rajputs also protested against the movie, these include Heena Singh Judeo, daughter –in-law of Dilip Singh Judeo of Chhattisgarh's former royal family, she said, "History has witnessed that none of the Rajput maharanis has ever danced in front of anyone, and they cannot play with history." according to NDTV. Divya Kumari, whose grandfather was the last ruler of Jaipur, said "The women of Rajasthan are very upset with this film made on a queen who is the epitome of sacrifice." "Rather than highlighting Padmini's sacrifice, the film-maker has sought to highlight the romantic angle in this film," she said. ('Padmavati' to 'Padmavat' to Padmaavat: The controversial journey," 2018)

Marching under the banners of Jauhar Kshatrani Manch, Shri Rajput Karni Sena and Jauhar Smriti Sansthan, the women gave government officials memorandums addressed to the President, Prime Minister, Rajasthan Governor, and Chief Minister. "They gave us the memoranda seeking a countrywide ban on the film," said Suresh Kumar Khatik, sub-divisional officer of Chittorgarh. ('Padmavati' to 'Padmavat' to Padmaavat: The controversial journey," 2018)

Besides the leaders of the Karni Sena many other political leaders – some holding constitutional positions also gave rise to the controversy. These included the Rajasthan Chief Minister Vasundhara Raje, Uttar Pradesh Chief Minister Yogi Adityanath, Chhattisgarh, Gujarat Chief Minister Vijay Rupani, Madhya Pradesh Chief Minister Shivraj Singh Chauhan, Bihar Chief Minister Nitish Kumar and Punjab Chief Minister Amarinder Singh. Even the Supreme Court reprimanded them. They objected to the movie because of reasons such as hurting sentiments or citing law and order problem, or distortion of history.

The Constitutional bodies that played a role of an important stakeholder in the controversy were the Central Board of Film Certification, the Courts and the Parliament of India. The Central Board in this case received petitions from several quarters to ban the movie as it distorted history, and showed the revered queen in poor light. The courts also received petitions to ban the movie and the Parliament of India got involved as two Parliamentarians expressed their concerns about hurting sentiments of the Rajasthanis in front of the Parliament. The Parliament thus summoned Prasoon Joshi, the Chairman of the CBFC for clarification on the matter along with Sanjay Leela Bhansali, the Director.

A number of contradictory perspectives arose during the time the controversy went along. The first and foremost: is Padmavati a historical or fictional character.

Those on the side of Sanjay Leela Bhansali and the Bollywood industry claim that she is a part of a fictional character weaved by poets such as Malik Mohammad. He and the Viacom Media group had issued a letter claiming that the character was fictional, but the protests went on. Exhibit 1. This is when many Bollywood personalities had to come in support of Sanjay Leela Bhansali and artistic freedom Exhibit 2.

However, those belonging to Rajput side claiming a ban on the movie very much believe her to be their ancestor, thus she becomes a part of history for them and not a figment of imagination. Her stories are part of the popular lore, culture and ancestry of Rajasthan. Her portrayal by Bhansali is being objected by several segments of the Rajput Community on several grounds Exhibit 3. The character has been recreated many times by the poets, storytellers and dramatists in not only different regions of India but also in different parts of the world. The idea of the Rajput side also finds support in the theory of Michel Foucault who explains that as discourses are developed in a society they give rise to systems that gain currency of truth, become the accepted norms of the society and thus create power.

The second controversy that arose was that who has the right to ultimately decide whether the film can be put for public display or not, whether it is the Central Board of Film Certification, Courts, Government, Politicians, or Leaders from different sections. The Central Board of Film Certification was not directly involved in the controversy but can said to have been dragged into it by the sections of the society that wanted it to ban the movie or cut any controversial scenes from the movie. The courts took a stand for artistic freedom and right of CBFC to decide

whether the film could see the light of the day or not. The Chief Justice of India answering the writ that was filed by Mr. Manohar Lal mentioned, "In the course of hearing, we have been apprised that the film in question, i.e., 'Padmavati' has not yet received the Certificate from the Central Board of Film Certification. In view of the aforesaid, our interference in the writ petition will tantamount to pre-judging the matter which we are not inclined to do. The writ petition is accordingly disposed of." (Manohar Lal vs Sanjay Leela Bhansali, 2017). The several state governments specially the chief ministers wanted to ban the movie in their state citing law and order issues or the issue of distortion of history or the issue of preserving our rich cultural heritage. Thus, they supported the groups that wanted to decide to ban the movie.

The third controversy that arose was, do we understand artistic freedom or do we understand community sentiments that are hurt. This is a highly debatable issue as some groups demand artistic freedom which has also been supported and demanded by artists and scholars around the world. The Indian courts have time and again defended artistic freedom. It has done so in the case of Padmavati too when the Supreme Court upheld the freedom and ignored all demands for bans on Padmavati despite the ruckus that was being created and state governments banning them. The Supreme Court in its orders declared, "We Direct that there shall be a stay of operation on the notification and orders issued and we also restrain other states from issuing such notifications or orders in this matter... Once Parliamentary legislation confers the responsibility and power on a statutory board and board grants certificate, non-exhibition of it by states will be contrary to statutory provisions." ("Freedom of expression supreme, give security for Padmaavat release: SC to states", 2018)

The fourth controversy – does hurt of one's sentiment mean that you can disrupt others right to expression, take to violence and outrage and disrupt normal life. It has clearly been seen in this case of Padmavati movie that Karni Sena took law and order in their hands and burned buses, vandalized malls and disrupted normal life. In a democratic society that has to follow a rule of law should and can such things be allowed remains the big question after this whole controversy.

6. Conclusion and Discussion

In a multicultural democratic society like India, we have seen time and again controversies like Padmavati have arisen, with artists creating what they want to and those demanding restriction either resorting to protests or

violence in such cases.

The research suggests that such a controversy arises in the society due to several factors. It arises due to Article 19 (1) (a) that explicitly mentions freedom of speech and expression and Article 19 (2) that restricts the freedom in case it hampers sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality or in relation to contempt of court, defamation or incitement to an offence.

In the case of India, the controversy regarding film censorship has remained as citizens have multiple authorities to apply to in case they find the content offensive. These include censor board, courts and off course the politicians.

The governments and the politicians in India are also responsible for such controversy, as the governments seem to be incapable of stopping any kind of violence by protesters who are demanding restriction. The ultimate sufferer in the case is either those expressing themselves or the general public or both public and private property. The situation of governments and politicians worsen when the executive that should be responsible for providing law and order becomes part and parcel of any such controversy by taking sides which should be completely a mandate of judicial authorities or bodies identified for the same.

There seems to be no way that such controversies can be stopped from arising in a society like India. However, the way they shape up can surely be controlled if the law regarding them follow a strict definition and implementation. .

Exhibit 1

Viacom 18 and Bhansali Pvt. Ltd Clarify

Bhansali Production Pvt. Ltd As discussed with you, this is to specifically clarify that there is no romantic dream sequence or any other objectionable/romantic scene between Rani Padmavati and Alauddin.

Exhibit 2

The Bollywood Industry in Support of Artistic Freedom

anuragbasu@basuanurag It's bizarre!! the whole #Padmavati row is based on

just presumptions. Protestors have not seen a single frame of the film yet, but they know that history has been se tampered! How!

1:06 PM - Nov 19, 2017

Hansal Mehta
✓@mehtahansal

So SLB should show the film to those who threaten to have him beheaded? And get their approval?

4:27 PM - Nov 19, 2017 ·

Nikhil Advani
✓@nikhiladvani

First they came for... And I did not speak out... For I was not a... Finally they came for me and there was no one left to speak out for me...

#shameful#PadmavatiFight

4:02 PM - Nov 19, 2017

Deepika Padukone
✓@deepikapadukone

Absolutely heartbreaking to see the recent attack on artist Karan and his artwork! Disgusting and appalling to say the least!

3:35 AM 18 Oct, 2017

Shyam Benegal in an Interview to Indian Express

These threats have been issued publicly on TV and other mass media. Such threats are unheard of in a democracy. Are threats of mutilation and death allowed to be made without rebuke? Will the government remain a mute spectator? This is a shocking state of affairs. The government has an obligation.

Exhibit 3

The Claims of Rajputs Regarding, The Queen Padmavati

Heena Singh Judeo, daughter-in-law of Dilip Singh Judeo of Chhattisgarh's former royal.

History has witnessed that none of the Rajput maharanis has ever danced in front of anyone, and they cannot play with history.

Divya Kumari, whose grandfather was the

The women of Rajasthan are very upset with this film made

last ruler of Jaipur,

on a queen who is the epitome of sacrifice. Rather than highlighting Padmini's sacrifice, the film-maker has sought to highlight the romantic angle in this film

MK Vishwaraj Singh, a scion of Padmavati's family

With this film they have attempted to appropriate the name and history of my family and use the same for their commercial gain

Devayush Singh Shahpura, prince of the erstwhile royal family of Shahpura result,

Films become a form of history and the coming generations rely more on visuals than books. As a

they'll accept what's depicted in the film as the reality.

Lokendra Singh Kalvi, Rajput Karni Sena

We will gather in lakhs, our ancestors wrote history with blood we will not let anyone blacken it; will call for Bharat bandh on 1 December

Exhibit 4

Violence by Protestors to Demand Ban



Sanjay Leela Bhansali being slapped



Set of Padmavati burned in Kohlapur



The painting of Padmavati being Vandalised in Gujarat



School Bus with Children being attacked in Gurgaon

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Significance of Media in Strengthening Democracy: An Analytical Study

* Dr. Harsh Dobhal

** Mukesh Chandra Devrari

ABSTRACT

Known as the fourth estate following the Executive, Judiciary and the Legislative, media play a very crucial role in nurturing, preserving and deepening democracy and its various institutions and processes. The media also play a tremendous role in negotiating and democratizing the public sphere and expanding it to a wider segment of society. It is in the complex set of dynamics a democracy offers that the role of media assumes utmost significance and media and democracy enter a symbiotic relationship. Without a free media that is accessible to and representative of all, there can be no democracy, and without democracy, media can never get adequate space for proper functioning. This paper deals with four interrelated themes. Building on the assumption that a free media and democracy are inseparable, the first part discusses the linkages between and the role of media in deepening democracy. The second part deals with the freedom of the press, increasing attempts by the State to curb this freedom and the need to further democratize media. The third segment deals with the concept of public sphere and media as a critical constituent in the process of creating and furthering this public sphere for ensuring representation and voices to citizens towards shaping political power in a democracy. An attempt is made to construct an argument in favor of an expansion of freedom and the role of media in a democracy. Rather than perceiving the expansion and freedom of media with a sense of 'skepticism', this paper argues that the media should be treated as a powerful tool towards furthering a vibrant participatory democratic process.

(**Keywords:** media and democracy, communication rights, public sphere, digital media)

1. Introduction

The power of the media in a democracy comes from it being the 'watchdog' of society, the 'fourth estate', supplementing the other three pillars of democracy - the Executive, the Legislature, and the Judiciary - by providing the necessary checks and balances on issues that concern the masses. (Saeed, 2009, p. 67)

This is how the idea of democracy and the free press as an integral part of this process has been conceptualized and articulated by political scientists and the founding fathers of modern democracies. According to Thomas Jefferson, "If it were left to me to decide whether we should have a government without a free press or a free press without a government, I would prefer the latter" (Choi & James, 2007, p. 23). Freedom of expression in India is guaranteed by the constitution and it is reasonably reflected in the functioning of national and international media. One of the founders of modern India and the first Prime Minister of the country who shaped a number of democratic institutions in the country, Pandit Jawaharlal Nehru also said that he would prefer to face chaos and other related problems arising out of functioning of free and independent press than having a peace and discipline at the cost of enslaved press. In India, the movement for

freedom from British rule injected certain values for democratic institutions and political leadership of the time was cautious enough not to leave any scope for authoritarian tendencies to spring up. However, things are slowly changing in India.

The noble idea of the independent free press is withering away. Mainstream media outlets are becoming town criers, cheerleaders, abettors, apologists and an advance guard of news hounds clearing the way, preparing the ground for totalizing ideology and agenda of the right-wing forces. (Kumar, 2017, p. 76)

Ideally, democracy is a structure where individual's dignity is fully respected and maintained; at the same time, collective interests of the community are also protected. The greatest part of modern democracy is the creation of acceptable structure where though the ruling elite has the legitimacy to govern the masses, it provides a platform, although in a limited sense, to every citizen to argue for and attempt to realize her/his interests. It allows individuals to shape the nation-state in unique ways.

India as a nation state may have the most modern model of political governance, but the idea of a full-blown democratic society can't be realized without respect for concepts like equality, liberty and social justice. These

*Visiting Professor, School of Communication and Media Studies, Doon University, Dehradun and Uttarakhand – (harshdobhal@gmail.com)

**Assistant Professor, School of Communication and Media Studies at Doon University, Dehradun, and Uttarakhand-(devrari@gmail.com)

needs are natural to human beings. They must be inculcated among the masses. This need to infuse value system among the masses makes the role of media significant in democracy. There are many other tools to do it. Apart from this, there are several reasons why the equality provisions in the Indian Constitution appear stronger and more extensive than in American (Beteille, 1999, p. 193). An eminent political scientist Achin Vanaik argues, India has had an overdeveloped State in an underdeveloped civil society and historically the country faced a unique problem of implanting a liberal democracy in a predominantly illiberal society (Vanaik, 2007, p. 1079). The emergence of this unique structure ensures competing versions of the truth, each claiming its validity by aligning itself with the larger public interest in a democratic setup.

'Public interest' and 'public consent' are sources of validation in a democratic setup. Ironically, it is this 'public interest' that is generally referred to overcome any opposition to proposed policy or scheme by any government in modern times. It is in this context of the complex set of dynamics a democracy offers that the role of media assumes utmost significance. Media and democracy are therefore essential to each other's existence having a symbiotic relationship. Without a free media that is accessible to and representative of all, there can be no democracy, and without democracy, media can never get adequate space for proper functioning. Historically, the State has had the tendency to see newer developments – social and political -- with a lot of skepticism. Particularly in nascent democracies, nationalist ideologues feel that unbounded and unlimited space to media can pose an existential threat to nation-state.

The ultimate objective of all human institutions is to create a better society where individuals are allowed to pursue and excel in activities of their choice. Media also has the same objective. Democracy also has such an exalted status as it creates a semblance of such desirable place. However, the greatest, as well as the most complex thing about democracy, is that it works on behalf of its citizens and executes their collective will, if not exactly the same, then at least it claims to work on behalf of its citizenry and executes decision taken for the collective interests of society. Media of all shades makes a similar claim. It claims to represent the wishes of masses and most often if not a popular will, then surely general will. Free press and humane democracy are compatible with each other.

But the representative democracy has its own limits. In the 21st century, world powers from global north claim to be operating on behalf of their citizens while their actions on

many times adversely impact other countries. However, the modern democratic system gives them the space that they have the consent of and therefore they act on behalf of their people. In this complex interplay between various dynamics of democracy, the role of media assumes further critical significance. In democratic states, governments are expected to act in accordance with the socially accepted norms and customs which could be national or international. The democratic governments need justification to act aggressively or harm others. Because of this media and its role again becomes very critical in balancing various directions that democracy can be manipulated into. Media has to assist democratic processes, at the same time, it has to ensure that democracy does not turn into a tyranny of the majority.

2. Freedom of Press and Democracy

Freedom of expression constitutes a basic building block for an open and free society. It is necessary for the empowerment of citizens. It is necessary for the state, civil society and the international community to work for its protection. Though the freedom of the press has not been expressly provided in the Constitution of India, it is implicit in the Fundamental Right pertaining to the Freedom of Speech and Expression guaranteed to the citizens under article 19 (1) (a) of the Constitution of India. And arguably, the vibrant press has played a crucial role of frequently criticizing governments, mighty and powerful. Freedom of expression means freedom to express not only one's own views but also the views of others and, by any means, including printing (Basu, 2001, p.103). In recent times, a number of media outlets expose and sting operations provided the public with the information which would otherwise have remained hidden from public sphere but for the press. And undoubtedly this had a powerful impact on checking corruption, restricting politicians and officials from misusing official power and contributing to the strengthening of the ongoing democratic process. As compared to other countries of South Asia, the media in India continue to play this role of deepening and defending democracy. However, it is important to note that this freedom of speech and expression is increasingly coming under gradual attacks in a variety of ways. This attack is coming from both within and outside the media trajectory.

If we look at the media landscape from within, what unfolds is a phenomenon of unabashed corporatization of the media. Increasingly newspapers, magazines, television channels and news websites are designed as pure business enterprises with the sole aim of the media tilting towards profit-making at the cost of public interest. As the

corporatization of media increases every passing day, instead of providing a forum for public good and voicing public concerns, a large section of Indian media today represent the interest, aspirations and concerns of rich people. Though an integral part of democratic process, the Indian media is evolving in a corporatized and anti-democratic direction, in turn, deeply compromising its functioning for public interest, betraying its own rationale and undermining its credibility (Bidwai, 2011).

But the assault on media freedom and journalists is also inflicted by the State and non-state actors. The right to freedom of speech and expression implicit in the Constitution of India is subject to restrictions under subclause (2) whereby this freedom can be restricted for reasons of "sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, preserving decency, preserving morality, in relation to contempt of court, defamation, or incitement to an offense."

However, the legal system has quite often been used by powerful vested interests to curb freedom of speech and expression. More and more journalists have come under attack for pursuing their stories against government, powerful section of society or political parties, resulting in severe restrictions on their functioning with freedom. While uncompromisingly pursuing their stories, many journalists investigating reports against the powers-that-be have been killed, media offices have been attacked, ransacked and journalists have been assaulted with criminal defamation cases filed against many of them. Many journalists are facing trial, others have had contempt of courts cases slapped against them, Parliament and state assemblies have issued breach of privilege motions against many others, while cases are also filed using Official Secrets Act, sedition and outdated notions of obscenity (Sharma, Tomlinson & Finn, 2009).

The freedom of media in India's conflict zone appears to be further compromised, particularly in areas like Kashmir, part of northeast Manipur and part of central Indian states of Chhattisgarh, Jharkhand and others where journalists are routinely caught in the crossfire between state security forces and militants or extremists of different hues and other non-state actors (Shutler, Chapman & Dobhal, 2011). Thus the attack on the freedom of speech is under assault both from within and outside.

3. Media, Public Opinion and Public Sphere

In a democracy, the most important voice belongs to the citizenry. Role of the individual citizen is extremely insignificant, but collectively their opinion is extraordinarily

significant. Democracy has been conceptualized in such a manner across the world that governments should reflect the interests of the larger population and work for the betterment of all. Public welfare essential is at the centre of all of this. A government can pursue draconian policies against other nations and against a section of its own population if public opinion demands it or expects this undemocratic behavior from its leadership or permits it.

In the struggle for power individuals and political institutions, means political parties, remain more than eager to pursue any agenda which might fetch votes for them. That is why role of human discretion will never end, irrespective of the progress human societies make. Democracy cannot be automata. It cannot be by default position in any society. This constant challenge to exist as a democratic state and pursue policies in the best interests of people has always been understated. The government should act according to the public opinion, but at the same time democracy also needs checks and balances. Independent judiciary and media have a responsibility to act as a watchdog. Shape and evolution of public opinion are essential for the evolution of democratic society.

Habermas argues that during the seventeenth and eighteenth centuries the emergent Western European middle classes created a public sphere. It is a communicative space where rational-critical debate could take place. For Habermas the creation of such a sphere where real debate could take place led to the something unique in human history – namely for a brief period, political action was driven by authentic public opinion. (Habermas, 1989, p. 160)

The emergence of new media gave a hope that same public sphere will emerge again due to the technological advancements, but it could not happen yet. Western societies are facing newer challenges of post-truth, post-fact, fake news and fabricated news through the new media platforms. Hopes of free, independent, impenetrable public sphere are no longer visible.

Mass communication spreads manufactured, steered and manipulated public opinion. Effectively, Habermas suggests that, for a brief period, a type of 'ideal communication' emerged – in the form of a perfect dialogue wherein status did not determine the outcome of the debate. Instead, this bourgeois public sphere allowed the best argument to win, based solely on the merits of the argument. (Louw, 2010, p. 45)

The role of propaganda is increasing as statecraft. It is able to mobilize a consensus among the elite, frame public debate within elitist perspectives and at the same time,

provide an appearance of democratic consent (Thakurta, 2012, P.43).

This role of manufactured public opinion has double implications, one at the level of a nation-state and other is at a transnational level. In the 21st century, the hard power possessed by Western world might have been declined as many Asian countries particularly China has filled the gap between the economic might of west and east, but the situation has not changed much when it comes to soft power. American power is not totally dependent on the state machinery in the United States. Its soft power and cultural influence on the world community is more evident and powerful. American soft power means its ability to persuade others for co-option rather than command. It rests on intangible resources: culture, ideology, the ability to use international institutions to determine the framework of debate (Nye, 1990). For manufacturing consent and public opinion in any society hard power as well as soft is essential.

There are two origins of public opinion. In totalitarian regimes, the consensus is built from the top. Multiple stakeholders with divergent views do not get an opportunity to participate and influence the formation of public opinion. Totalitarian regime keeps strict control over all forms of mass media. They have to keep firm control over new media.

In democracies exactly opposite happens. Media plays a crucial role in the formation of public discourse. If it does not happen, then it seriously undermines the democratic culture and structure. Generally, it has been believed in Eastern societies that truth prevails and untruth loses in the face of free and fair debate. It is important to scrutinize the role of media here.

Changing nature of mass media has yet to replace the traditional role assigned to media in democracies. New media have not reached the significant portion of the population in developing world in a meaningful way. Traditional mass mediums like newspaper and television are central to Indian media ecosystem also. It has also been noted that messages and perspectives making rounds in new media platforms are generated in the traditional media outlets. People can have broader perception, but common citizenry has no time to pursue and research the reality behind the western and national propaganda by the powerful forces working for objectives other than larger public interest. India as a democratic nation needs to learn from western societies, but at the same time also ensure that we must not import the terrible falsehood and hypocritical practices and weaknesses of

western media ecology.

The free and fair marketplace of ideas yet to emerge in India as has been by the Supreme Court Justice Oliver Wendell Holmes who wrote in his dissent in *Abrams v. United States* in 1919, "the best test of truth is the power of the thought to get itself accepted in the competition of the market." In the digital world, this is even truer — the internet is amplifying the free exchange of and competition between ideas and opinions. (Pitruzzella, 2017)

4. Conclusion

Humanity is not following a predestined and pre-described path. It is a collective responsibility of human society that right values, right principles and a genuine sense of moral right and wrong must be inserted into our collective consciousness. Otherwise, life will be torturous and dehumanizing for weaker among us. The world has seen enough injustice and brutality over the centuries by one set of homogeneous individuals over the other set of individuals.

Communication is only weapon mankind possess to defeat the regressive forces. Free and independent media gives an opportunity to each individual to attack the extremes preached by society. A certain section of society might feel a sense of loss in dismantling their long-held beliefs on certain aspects of human life, but that sense of loss is misplaced. Societies have done it in the past. It is a continuous process.

As James Mill has said, "Ages are no more infallible than individuals, and every age having held many opinions which subsequent ages have deemed not only false but absurd; and it is as certain that many opinions, now general, will be rejected by future ages, as it is that many, once general, are rejected by the present. (Mill, 1859, p.45)

Media and democracies are interlinked with each other in many complex ways. Without democracy, independent, impartial and objective media outlets cannot be imagined. At the heart of democracy lies the liberty and welfare of citizens. All branches of government are geared to achieve this single objective. How to make the life of citizens bigger and better? How to make it more meaningful and fulfilling?

In developing nations, societies are walking on multiple paths at a single point in time. One the one hand, citizens are struggling for the right to pursue interests arising out of sexual orientation in a free and fair manner without any interference from the state. On the other hand, large masses are struggling for basic needs of life like food,

shelter and clothing. In Europe, economic needs of citizens have already been fulfilled. Citizens in developed states are demanding a different set of rights, which represents their evolved social realities.

In an ideal situation, media should present varied opinions. It cannot afford to function as a campaigner. If it continues to do it, it may lose its legitimacy as an impartial observer of contemporary history. Things have come to such a low as media, particularly mainstream, is trained to function in campaigning mode. Not necessarily for democratic goals or to make sure that truth prevails. It has historically acted as a propaganda tool in the western world. It already has no credibility in the East, but in the absence of choices and platforms to point at its follies, people in the developing world continue to tolerate the force-feeding of western perspectives. However, in India, mainstream media is neither liberal nor left oriented. It is totally subservient to the larger corporate interests and power brokers.

Democracy can be strengthened only by encouraging media to remain free. It must not only necessarily pursue the narrow interests of the liberal elite, or narrow interests of majority working class or poor, but become the true and impartial career of multiple thoughts and perspectives.

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“A Study of Reach, Form and Limitations of Alternative Media Initiatives Practised Through Web Portals”

* Ms. Geetika Vashishata

ABSTRACT

Alternate media are crucially about offering the means for democratic communication to people who are normally excluded from media production. In past it was visible in the form of pamphlet, newspapers, tabloids, zines, magazines, now in the form of community radio, documentaries, websites, social media and blog also. This research study is aimed to explore the form, reach and limitations of Alternative Media. It is studied through a survey using alternate media web portals with a twofold aim: (1) making conceptual sense of the phenomenon like alternative journalism in the framework of journalism research, and (2) understanding the reach and limitations of the alternative media in Indian media scenario. Respondents here valued alternative media initiatives in terms of its content and form.

Keywords: Alternative Journalism; news production; online media; participatory journalism; public communication.

1. Introduction

It is proven time and again that whenever mainstream media has faltered from its objective of true and critical news; the radical news has found its manifestation in some or other form of media that is called Alternative Media. The term covers a wide gamut of media forms that challenge the status quo and stand opposite to established or dominant types of media in terms of their content, production, distribution and hierarchy. Chris Atton explicates: “Alternate media are crucially about offering the means for democratic communication to people who are normally excluded from media production”. In past it was visible in the form of pamphlet, newspapers, tabloids, zines, magazines, now in the form of community radio, documentaries, websites, social media and blog also.

Historically, alternative media have been crucial for all social movements and revolutions in the world. In India too, revolutionary newspapers helped ignite the independence movement against the British. A dynamic abolitionist press kept alive the anti-slavery movement in the US for decades. Similarly, a raging working class press was seminal to the burgeoning labour movement. An underground press helped sustain the civil rights movement in the 1960s in the US. During 2011, social media catalysed Egyptian revolution resulted in the overthrow of the Hosni Mubarak Government.

In the Indian scenario, concentration of media resources into fewer hands has led to lack of media diversity and many issues go unnoticed in the mainstream journalism. This paved way for a different kind of media that give voice to voiceless people and issues. Fortunately, the advent of

internet has lowered the barriers to enable new network-based forms of media collection, production and distribution. In the broader sense there is a wider distribution of non-mainstream political points of views on these platforms like social sites, news websites and blogs. This paper will analyse the reach and limitations of Alternative media practised through these new initiatives of web portals in India in comparison to the mainstream Media.

2. Conceptual Framework

“Alternative Media” is a wide term with multiple forms and parameters. It covers a wide gamut of media forms ranging from pamphlet to community radio to news websites that challenge the conventional and conservative notions. Victor W. Pickard (2007) says there are at least two general definitions of media. In its most simplistic use, the term “media” suggests all media that are somehow opposed to or in tension with mainstream media” in another definition, James Hamilton argues that most definitions of media casts mainstream media as “...maximizing audiences by appealing to safe, conventional formulas, and [media] foregoing the comfortable, depoliticizing formulas to advocate programs of social change.”

However, the radical media theorist John Downing (2001) argues that to consider media in this way is almost “oxymoronic”. “Everything, at some point,” he notes, “is to something else.” “Today’s alternative media be co-opted and re-appropriated to become tomorrow’s mainstream. Even the commercial penny press was initially a medium to the partisan press.” Pickard says.

* Assistant Professor, Department of Communication Studies, Jagannath International Management School, New Delhi.

But these are too simplistic definitions where the real conceptual understanding of alternative media is still limited. Complex definitions talk about the "various modifiers" that frequently are used interchangeably with alternative media, including: radical (Downing, 2001), citizens (Rodriguez, 2001), and activist (Waltz, 2005), as well as independent, autonomous, tactical, horizontal, dialogic and participatory.

Despite this there are some generic qualities across all competing definitions that allow for a more specific explanation. For example, several prominent theorists of alternative media define it by their organizational processes. They put as much emphasis on the ways in which the alternative media are produced as on the final media product.

Often, these are participatory processes and there are lot of community involvement in this. Chris Atton speaks about this: "media are crucially about offering the means for democratic communication to people who are normally excluded from media production."

In similar vein, many media producers believed that their financial structures and decision-making processes should be different from the main stream institutions (Albert, 1997). It should not be in consonance with the established order, the capitalist system, and the mainstream view of a subject, not the conventional way of doing something (Comedia, 1984).

The main outstanding features of Alternative media against mainstream media are their being "small-scale and oriented towards communities' welfare. Favour possibly disadvantaged groups, respecting their diversity; independent of state and market; horizontally (or non-hierarchically) structured, allowing for the facilitation of audience access and participation within the frame of democratization and multiplicity; carriers of non-dominant (possibly counter-hegemonic) discourses and representations, stressing the importance of self-representation." (Atton 2002: 8)

However, alternative media can take one or more opposite positions on these matters. At the same time, these category are considered to be porous, flexible, blended, and hybrid by many theorists (Atton, 2002a; Atton, 2003; Couldry & Curran, 2003; Downing, 2001; Downing, 2003a; Harcup, 2005), and many see main stream media as a "continuum" (Harcup, 2005) or a "converging spectrum" (Kenix, 2012).

Now new doorways of Alternative media are further opened by new digital technologies as it has put a dent in the "hierarchy of access" (Glasgow, 1976). "Digital

networks seem to afford many empowering practices that proponents of media have long supported." (cf. Atton, 2004; Juris, 2008). Now anyone can write, broadcast, share and produce media content. Thus, new media developments seem to be the new face of media.

This paper will analyse the reach and limitations of media practised through these new initiatives of web portals in India in comparison to the mainstream Media. For this, four Alternative media websites The Wire, Scroll. in, The Quint and Alt News, have been chosen. All these sites claim to work independently and give critical and radical views to the audience and talk on issues which are untouched in the mainstream media. They provide convergent media platform to the readers where they offer news reports and videos. Scroll. in and The Quint have organised production teams and accept ads as part of their revenue, rest sites work on the donations and funds given by the people and the different organisations.

However, they have visible community involvement in the form of users' interaction and feedback on the websites. The Quint launch on the Facebook itself made it the most participative websites which churn out stories on the demand and liking of the readers. Most of the stories written on these websites appeal to readers for its radical and critical stand.

3. Research Methodology

This study explored what is the reach of "alternative media" in the audience by survey of participants who were active in social media in the Jims College, Vasant Kunj, Delhi. The research was divided into two parts. In the first part, a questionnaire was given to 250 students (17-20 years) to ascertain their news reading habits. Do they consume news? Do they use online sites? Which media site they use and whether they are aware of any alternative media sites?

In the second part, selective group of 150 people who showed maximum online news reading habits, were exposed to the four Alternative media sites and sites of established newspapers like the TOI and the HT for 15 days and asked what difference they felt about Alternative Media and what they like and dislike about the Alternative Media.

It was a convenience sample appropriate to research goals. The majority was male (55%) and female (45%) aged 17-20 years.

The survey began with an open-ended item asking participants to name their "favourite media/ online media source" and the frequency of their use; the results for this question are shown in Table 1.

Indicating how fragmented this audience is, six media outlets were mentioned by more than 70% of the respondents: The Times of India (45%), Hindustan Times (29.3%), The Indian Express, NDTV (20%), Scroll. in (10%), The Wire(12%).

Table 1
Frequency of Use and Time Spent With Media

Type of Media	Used regularly	Used some times	Spend more than an hour daily	Know the term "Alternative Media"
Mainstream Media	55%	35%	36%	---
Alternative Media	25%	20%	60%	10 %

Note. Percentage of respondents who said they used mainstream media "regularly", "some times" and spend time "more than an hour per day" with each type of media (n=250).

After examining the use of media, and conducting a small experiment where the selective people were exposed to the Alternative media and Mainstream sites at the same time, some observations came to the fore in the second part of the survey where people were asked to rate how important they consider the characteristics of alternative media content in comparison to mainstream media.

Majority of responses demonstrated in Table 2 showed that the people believed that alternative media cover issues and events not discussed elsewhere (80.2%); It allows people to express their voices and opinions (80%), and encourage people to get involved in civic life (60.5%). People also supported its initiatives to support social justice (82.0%). It also analyse the work produced by mainstream media (81%). Around 74.5% people believed that alternative media promote activism and mobilize people to participate (70%). This list illustrates the content values gained through this survey.

Table 2
Most Important Attributes of alternative as per the surveyed audience – Media Content

Attribute	%
Coverage of issues and events not discussed in mainstream media	80.2

Participatory in nature: Allow people to express their voices and opinions	80
Encourage people to get involved in civic life	60.5
Pursue goals of social justice	82
Criticize and analyse the work done by the Mainstream Media	81
Promote activism and mobilize people to participate	70
Promote a certain political point of view	74.5

28.3

Note. Percentage of respondents who rated each attribute as "important" or "very important" (n=150).

After looking at respondents' conceptions of media content, the study asked people how much they agreed with certain ideas about Alternative media form. Table 3 shows that majority believed that Alternative media use new and interactive technologies to gather, access and share info. More than three-fourths agreed that here people are more connected (80%). They believed that it should be produced by small organizations and no big companies to avoid bias and politics of owners (90%). More than half respondents feel that it is good to non-commercial (60%) and 57% feel that it's content appeal to small or niche audience.

Table 3
Most Important Attributes of-Media Form

Attribute	%
Use of new and interactive technologies to gather, access and share info	91.5
More connected to people at ground level	80
Produced by small organizations, no big companies are involved	90
Produced by professional journalists	70
Aim to be non profit	70
Produced by amateur and citizen journalists	40
Be non-commercial or advertising-free	60
Appeal to a small or niche audience	57

Note. Percentage of respondents who rated each attribute as "important" or "very important" (n=150).

However, there are certain limitations and problems as well. Around 90 per cent felt that Alternative media do not provide a wide and diverse content as the mainstream

media and 88.3% feel that its fate depend upon donations which may not be the healthy in future run. In fact 80% people also agreed that there are galore of anti-government stories.

Table 4

Most Important limitations with Alternative Media

Limitations	%
Don't give and cover wide issues like mainstream media	89.3
Depended too much on donations	88.3
Does have proper revenue system	85.4
Too much anti-government	80

Note. Percentage of respondents who agreed "strongly" or "somewhat" with each statement (n= 150).

4. Conclusions:

Initially, low penetration of Alternative Media was observed as compared to the Mainstream Media. Only 25% were using media and only 10% were aware of the term.

However, after exposure to the Alternative media sites, the respondents liked and supported the distinct value system and practices of Alternative Media. Though it has some inconsistencies but people supported it. People agreed that corporate-commercial practices and motives were a problem for media outlets—but not for the sites they considered "alternative." In light of the high value they placed upon content, it can be said that audience viewed Alternative media having the potential good and has power to mitigate any potential harm done by the mainstream form. In other words, they are open for more

participative and critical media that can promote social good. The limitation was that the people are not aware of alternative media term and showed lower reach. They are bound to consume mainstream outlets. Another limitation is that people crave for more diversity in the Alternative media sites.

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Employer Branding: A Talent Retention Strategy Using Social Media

* Dr. Minisha Gupta

** Dr. Usha Lenka

ABSTRACT

In today's competitive business scenario, skills and talent shortages require new staffing and retention strategies. Among various retention strategies, employer brand is highlighted as buzz word for attracting and retaining talent in the organizations. Research problem of this paper is to explore the role of employer branding in acting as an effective talent retention strategy using social media. Purpose of this study is to examine field of employer branding in the context of talent retention. The study examines questions of how and why employer branding is implemented in firms and what role it plays in context of retention process. This study represents a conceptual framework by reviewing the literature. Implications for organizations have been suggested.

Keywords: Employer Branding, Social Media, Talent Retention, India

1. Introduction

Talent management is considered as an important managerial function including attraction, retention, development and engagement of talented employees in organizational activities. However, it has never happened earlier that, HR managers are so concerned about talent retention. It states a greater impact of dynamism and globalization, that talent retention has emerged as a challenge for organizations. Talented and potential employees are considered a core competence of organization and to attain sustainable competitive advantage, organizations leverage their core competence. This can only be attained if organizations will be able to manage and retain talent effectively.

In recent times, due to the interference of multinationals and their policies, employees' expectations from employers have changed a lot. In the world of industrialization and commercialization business models are transforming drastically and accordingly a change is natural in employees' expectations. Thus, it is important for employers to identify factors due to which employees are shifting loyalties. In the past, talent management has been considered as a prevention strategy to retain and manage talent. However, to match with the new pace of change, it has become necessary to change human resource strategies to match the requirement of the prospective employees. Although, organizations have utilized various strategies to retain talent. Few of them are described as under:

Table 1: Companies implementing retention policies

S.No	Company	Talent Retention Strategy
1	Vedanta	Technical Accelerated Competency Tracking and Upgradation Programme (Technical ACT-UP).
2	Hinduja Global Solutions	Personality and skill development program 'Agrima
3	Wockhardt	'Engagement Beyond Work'.
4	Proctor & Gamble	Share the load
5	Snapdeal	Fathers can be mothers too
6	Jaguar Land Rover, Lufthansa and Sberbank	Updated HR Technology, Cloud HR
7	HDFC Bank	Skill training and career counselling Centre
8	YES BANK	YES Professional Entrepreneurship Programme (YPEP)
9	Hindustan Unilever Limited (HUL)	HUL's training programmes
10	Microsoft	Workplace Analytics
11	Landmark Group Company	Internal Job posting, Landmark Education Assistance Programme (LEAP)

Source: HR Katha (2016)

* (Assistant Professor, IMS Unison University, Dehradun)

** (Associate Professor, Indian Institute of Technology, Roorkee)

Table 1

Even though initiating latest strategies and formulating HR policies, companies are unable to retain talent for a longer tenure. Employees at every level including, middle level and top level managers are switching workplaces swiftly (Gupta & Haque, 2015).

Table 2: Employers Shifting their Loyalty

S. No.	Company	Executive	Designation	Reason
1	Philips	Krish Shankar	Head HR	Low job satisfaction
2	Pepsico	Samik Basu	Chief People Officer	Unknown
3	Accenture	Madhavi Lall	Head HR	Unknown
4	Flipkart	Ravi Vora	Head Strategy	Long working hours
5	Adobe India	Somnath Baishya	Director & Head HR	Unknown
6	Dell	Roit Sandal	HR Director	Own Startup
7	Snapdeal	Amitabh Misra	CTO, Chief Architect	Own Startup
8	Vodafone	Ashok Ramachandran	HR Director	Unknown
9	Ola Cabs	Setharam	Developer of Mobile Interface	Low Salary
10	Zomato	Alok Jain	Marketing Head	Disatisfied with salary
11	Infosys	Rajiv Mittal	Chief Finance Officer	Unknown
12	Glenmark	Vinod Shetty	Vice President HR	Better work opportunity
13	Amazon India	Kinjal Choudhary	HR Head	Unknown

Source: Gupta & Haque (2015).

Table 2

From the above table, it has been identified that, monetary measures are not important for retaining talent. Rather, understanding expectations of employees, work life balance, better employee relations, encouraging social and professional life, soothing work culture, and to initiate new ideas, is a crucial factor for employees to remain attached to their organization. It has also been identified that among other generations like Gen X (Born after 1961), Gen Y (Born after 1981), and Gen Z (Born after 1996), Gen Y is the most demanding and expectation oriented workforce. Since Gen X is about to retire and Gen Z has been considered as big destructors for working industry, Gen Y is the future workforce (Faraz, 2014). As per an estimation, by 2020 Gen Y will comprise 64% of Indian workforce, then too they are considered as toughest to retain (Schwable, 2013). Hence, it is necessary for organizations to develop effective retention strategies, failing to do so will lead to poor return on their investments and lagging behind competitors to acquire talent. Since, in today's scenario, almost everyone is active at social media and feel it privileged to be associated to well-known brands therefore, organizations can use social media and employer branding as an effective retention strategy.

In a survey conducted by Job Buzz, a Times job rating platform, 900 employees have participated. Their responses to the questions were as under:

Table 3: Responses of Employees Regarding their Expectations

Questions asked from respondents	Excellent	Satisfactory	Very poor
Management Leadership skills	25	35	40
Necessary resources	40	0	60
Use of available social media resources	20	0	80

Employees interaction with top management	5	0	95
Problem handling by top management	10	0	90
Public Relation	35	0	65
Work culture	25	45	30
Scope of improvement like Workplace Flexibility	0	35	65
Scope of improvement like Compensation scheme	0	25	75
Scope of improvement like Work environment	0	20	80
Amendment in leadership style	0	15	85

Source: HR Katha 2017

Table 3

During these critical times, where attrition rate is increasing at a very fast pace, organizations need to initiate employer branding as a talent retention strategy. It assist companies in attracting and retaining potential talent. Employer branding well connected by social media can act as an image of organizations which is considered best to attract and retain talent. It is a combination of psychological and organizational policies which facilitate employees to work flexibly and let them develop their core competence. Employer branding is a blend of functional, economical, and psychological benefits provided by the organization (Lenka & Chawla, 2015). Career planning and development is the part of functional benefits provided to the employees. Competitive salary, performance appraisal, and other monetary benefits are the components of economic benefit. Facilitating entrepreneurship and flexible work environment is a part of psychological benefits.

2. Talent Retention

Scholars come up with different ways of explaining talent. It is considered as aptitude, skill, ability, and proficiency possessed by the individual to perform a particular task (Ibidunni, Osibanjo, Adeniji, Salau & Falola, 2015). Highly valuable and unique individuals are also termed as talent (Gupta & Haque, 2015). Talent is an aptitude of an individual to continually encourage others (Joubert, 2007). It is considered as ability, competence, education, and experience of an individual coupled with job engagement, satisfaction, and development (Glen, 2007).

Job satisfaction is an effective process of giving positive signals to employees regarding their job experience (Robbins & Coulter, 2008). It is considered as a psychological response explaining employees' encouragement to complete their task as per

organizational objectives (Ibidunni et al., 2015). Herzberg's (1966), theory of human needs had been identified by Luthans (1998) as an important requirement to be met for a job. Working conditions, HR policies, salary and benefits, job security, recognition, achievement, career growth and development, responsibility, and challenging work situations are few of them. Amenities like golf courses, swimming-pools, aerobics centres, gymnasiums, paid sabbaticals, sponsoring employees for carrying out management programmes, are all carried out in Indian organizations (Bhatnagar, 2003; Bhatnagar 2007). It develops a sense of pride and belongingness among employees which drives job satisfaction and aids in attaining retention.

Technological advances, commercialization, and global competition has caused organizations realize the importance of attracting and retaining talented employees (Osborn-Jones, 2001). Staffing acts as a strategic opportunity to gain sustainable competitive advantage (Ployhart, 2006). Increasing rate of attrition, competition, and scarcity of talented employees has forced organizations to find ways of attracting and retaining skilled employees (Flegley, 2006). Acquiring talent has drawn the attention of researchers on human capital theories which examine conditions for making profitable investment in staffing. Human capital theory give attention on the direct economic effects of human capital investment (Romer, 1990). Evaluating all the effects of human capital investment, employer branding is considered as a key strategy to attract and retain talent who work with dedication and devotion (Brewster, Sparrow, & Harris, 2005).

3. Employer Branding

The theoretical viewpoint of employer branding is related to human capital theory and resource-based view of organization. It opines that attracting talented employees

is equally necessary as procuring any other resource that develops sustainable competitive advantage (Sohal & Morrison, 1995). Signalling theory explains that, prospective employees view the organizational information as a featuring signal for them (Berthon, Ewing, & Hah, 2005). The more positive the signals are, the more talent is attracted through employer branding. Thus, higher the positive signal better the quality of prospective employees (Backhaus & Tikoo, 2004). Therefore, employer branding is a tool to make an organization attractive for its prevailing and prospective employees by providing opportunities to learn and grow in a positive work culture.

Certain factors have been identified which make an employer attractive such as, employee relations, top management support, total quality management, information and knowledge sharing and learning practices, infusing risk taking and intrapreneurship, work setting, learning and development, employee friendly work culture, flexible HR policies, corporate social responsibility, legal and ethical work practices, fairness and organizational justice (Sohal & Morrison, 1995; Celani & Singh, 2011; Bhatnagar & Srivastava, 2008). It is necessary for companies to fulfill above stated factors to make the remaining and forthcoming potential employees stay in the organization. Employees who are trustworthy and dedicated, remain committed to firms by developing a sense of belongingness to the firm. If employees are motivated by the organization then their interest and acceptance towards learning and development increase which result in continuous learning and sharing information.

Indian students were analyzed to study the impact of employer branding on their intention to join the respective organization. It has been analyzed that, students want to be associated with organization with strong employer brand (Katoen & Macioschek, 2007). Another study conducted on 125 students from 5 Indian B-schools has identified that, students are willing to work at even low pay-structures in organizations with strong employer brand (Agrawal & Swaroop, 2009). Therefore, a strong employer brand is a good strategy for attracting and retaining talented employees in the organization. A strong employer brand helps in improving talent recruitment and reducing the attrition rate through employee job engagement.

Miles and Mangold (2004) argued that the key to effective employer branding is an understanding of the relationship between an organization and its employees. In order to

describe this relationship and to explain its importance in the context of employer branding, they turned to the theory of psychological contracts. In addition, Backhaus and Tikoo (2004) defined employer branding as a set of subjective beliefs regarding an exchange agreement between an individual and the organization. According to this, an employee's perception of and response to the employment experience is significantly influenced by his prior expectations. Employer branding has been a popular subject for research in different studies. Although it is a widely used term in empirical research, its common definition is still not available (Bondarouk & Ruel, 2009). In marketing research, for example, organizational attractiveness is mostly measured in terms of branding (Cable & Turban, 2001; Mosley, 2007). Employer branding has been portrayed as the organization's endeavors to demonstrate to the current and prospective employees that it is an alluring workplace (Lloyd, 2002) as it shows the identity of an employer. The identity reflects the presumption of the organization's value as an employer. Employer branding is comprised of things that the company offers, for instance, work environment, benefits and others. Further, Ambler and Barrow (1996) defined employer branding as, "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company." Increasingly, it is likely to also be used to build and sustain employment propositions that are compelling and different. Just like a traditional brand, an employer brand has both personality and positioning (Berthon et al., 2005). Berthon et al. (2005) gave a point of view of a scheme of five measurements of employer brand that are applicable to employees which are, interest value, social value, economic value, development value and application value. Interest value is in view of the perception that an organization conveys an encouraging and enthusiastic workplace, inventive company policies and procedures, and uses the creativity of its employees to develop the prestigious products and services. On the other hand, social value alludes to the degree to which the organization offers the employees a friendly, enjoyable and pleasant working environment and promotes collegiality an employer acknowledges the accomplishments of his employees, and gives career-enhancing experiences that act as a commencement for future employment. Finally, application value is in light of the perception that the employer offers employees the chances to apply their knowledge and skills at work and teach others through training, coaching and mentoring opportunities.

4. Social Media: Transforming Communication

Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. In recent times, social media has impacted many aspects of human communication, thereby impacting business. Social networking has become daily practice in some users' lives.

Social networks have evolved over the years to the modern-day variety which uses digital media. However, the social media isn't that new. In addition, it did not start with the computer but instead the telephone. During the 1950s, phone phreaking, the term used for the rogue searching of the telephone network, began. This process was accomplished through the use of homemade electronic devices that facilitated unauthorized access to the telephone system to make free calls. During the 1960s, the public saw the advent of email (Borders, 2010). However, the internet was not available to the public until 1991. Email was originally a method to exchange messages from one computer to another, but both computers were required to be online. Today, email servers will accept and store messages which allow recipients to access the email at their convenience (Rimskii, 2011; Ritholz, 2010).

Many social networking sites were created in the 1990s. Some examples include Six Degrees, Black Planet, Asian Avenue, and Move On. These are, or have been, online niche social sites where people can interact, including sites for public policy advocacy and a social network based on a web of contacts model. In addition, blogging services such as Blogger and Epinions were created.

In 2000 social media received a great boost with the witnessing of many social networking sites springing up. This highly boosted and transformed the interaction of individuals and organizations who share common interest in music, education, movies, and friendship, based on social networking. Among those that were launched included Lunar Storm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were launched, and in 2003, My Space, Linked In, last FM, tribe.net, Hi5 etc. In 2004, popular names like Facebook Harvard, Dogster and Mixi evolved. During 2005, big names like Yahoo!360, YouTube, cyword, and Black planet all emerged (Junco, Heibergert, & Loken, 2011).

Facebook is a social networking website launched in February 2004, and it is privately operated by Facebook, Inc. (Facebook, 2004). Facebook was founded by Mark

Zuckerberg and others when he was a student at Harvard; though when the site was initially launched, it was restricted to Harvard students only. Later the privilege was extended to high school students and later to everyone that is 13 years or older (Boyd, 2007). As of July 2010, Facebook has more than 500 million active users. In January 2009, Facebook was ranked as the most used social network worldwide.

5. Role of Social Media in Retaining Talent

Social media provides a platform to both employers and employees to come at same place. It enables the interaction and communication between the two parties. They discuss and talk to each other and determine each others' requirements and skills needed and approach accordingly. Sometimes doing it in person becomes difficult and time consuming. Therefore, these issues can be easily solved by using social media. Employees who are looking for change or want to switch can easily look for their required options on social media. Employers who want to attain talented employees or want to retain talented professional can feel it at ease to brand themselves on social media. With the fancy designs and prospects of social websites, employers can easily highlight their orientation and achievement along with their companies' accomplishments which encourages youth or prospective employees to join them.

Most of the startups or new entrepreneurs use social media to fetch their prospective talent and use various social media tools like twitter, facebook, linkedin, blooging and all to highlight their activities and attract talent for their companies.

6. Communicating Employer Branding Through Social Media to Retain Talent

Organizations are realizing that, increasing rate of attrition will raise a question of survival and sustainability. They need to come up with strategies through which they can retain talented and potential employees. Therefore, they are initiating strategies like employee engagement, learning processes, knowledge sharing and intrapreneurship. However, to retain talent it is equally important to make them feel that they are the part of the company. Employees should develop themselves a sense of belongingness with the company. Thus, it is the need to develop strong employer brand where employees can associate themselves with the company and are willing to work there.

Employer brand is considered as a positive image of the organization which acts as a strategy to attract and retain

right kind of talent where employees align and work with great brands (Brewster et al., 2005). Employers like Ratan Tata (Tata Group), Narayan Murthy (Infosys), Sunder Pichai (Google), Sachin Gupta (Hacker Earth), Mukesh Ambani (Reliance Group), Kumar Mangalam Birla (Aditya Birla Group), Sam Walton (Walmart), Michel Dell (Dell), and Bill Gates (Microsoft), were considered as the best known employers developing brand image for their companies. An employer brand image is the image associated with the organization acting as a tool to attract talent. Developing a positive image helps organizations to communicate a large pool of candidates. Providing safe and stable work environment, providing entrepreneurial opportunity to employees, promoting a culture of reward and recognition help employees in connecting with organization.

Thus, organizations should emanate as strong employer brand by offering certain economical, technological, and psychological benefits to the employees. Motivating and encouraging employees to learn new skills and develop their core competence so that, it can be leveraged to face the pressures of globalization. In the context of recruitment, employer branding can make the process more effective. For the employer brand to be trustworthy and successful the consistency between the internal values and the external image is vital.

Employer branding is also crucial for staffing as in interview process employer brand can be easily reinforced to make sure that interviewers live and breath company's brand values. A strong employer brand isn't just for attracting new talent, it also provides a compelling reason for current and existing employees to stay in the organisation. With extensive knowledge and developed skill sets, existing employees are an invaluable asset to any organisation and it's therefore worth investing time in building stronger relationships with this key set of stakeholders.

7. Implications

The main contribution of this work is for the academicians, researchers, and society. Academicians can focus on developing organizations to emerge as a strong employer brand through which new applicants will be attracted. This will also help an organization to improve its profitability and attaining core competence. Researchers can further take up this study in exploring more facts of talent retention through employer branding in depth. The study is also beneficial to the society as potential employees including both Gen Y and Gen Z look for the organizations holding strong employer brand. This study is also helpful in

reducing the voluntary attrition occurring in Indian organizations. An organization that offers advancement in learning opportunities and by transforming employees into core competence, the value of being considered as strong employer brand increases. This ensures reduction in attrition rate and more quality applicants being considered in the organization.

8. Conclusion

From the above discussion, it has been found that HR managers are struggling with the issue of attrition at all the levels of management. Better pay package, work life balance, generation gap, urge to start own business, and layoff are the major reason due to which organizations are unable to retain talent for long term. It is affecting their profitability and competitive advantage. Thus, it becomes important for organizations to focus on identifying strategies for retaining potential employees in the organization. This article has discussed employer branding as a talent retention strategy. Branding is a name or symbol attached with goods or services which differentiate themselves from other in competitive scenario. Customers want to be associated with brand for enhancing their standard of living and attaining quality. Similarly employees want to associate with those brands or employers who are distinguish from others. Companies like, Apple, Google, Pepsico, Britannia, Cadbury, CNN, Dharma Productions, Ranbaxy, Hero Honda, Infosys, Microsoft, Tata, Reliance, Birla, Biba, Fast Track, all are brands in their fields whether it is an IT, steel, entertainment, textile, pharmaceuticals, media, FMCG, or any industry. Every potential employee wants to be associated with one of the brand to attain a secured future, a growth oriented career, challenging job situation, and to infuse creativity and innovation. Therefore, if an organization emerges as a strong employer brand, then it will be highly beneficial for existing as well as potential employees.

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Online Information Privacy Issues and Implications: A Critical Analysis

* Ms. Varsha Sisodia

**Prof. (Dr.) Vir Bala Aggarwal

***Dr. Sushil Rai

ABSTRACT

The birth of the Internet was hailed by the international community as the beginning of a new era for democracy and freedom of expression. Its role was that of facilitator of open and honest intellectual discourse and healthy debate, besides that of being a repository of knowledge and information. But are we too close for comfort today? There are increasing accusations against the Internet of invasion of the sanctity of the home and our private lives. Large corporations are collecting enormous amounts of data from their users. This data is being passed on from one party to another without the consent of the owner of the data. Privacy invasions such as cyber stalking, cyber bullying, identity theft, ad tracking (a form of cyber stalking that online businesses are resorting to), information/ document leaks, spam mails, trolling on social media, financial fraud, wiretapping, doxing and phishing have become rampant.

On an individual level, the biggest threat that monitoring and analysis of personal data to identify behavior patterns pose is the death of the wonderful gift of free will. The danger here is that we might become corporate stooges even without knowing it. Also, the point of discussion is not just Internet privacy or the absence of it but who is reaping the rewards of the data that we generate and what are its implications for Internet users? Making this question the basic premise of the study, the paper critically analyzes pressing online information privacy issues in this day and age and their implications to the users of the Internet. The study of privacy issues and their implications assumes an even greater importance as India moves towards digitization.

Key Words: Cyber bullying, cyber stalking, identity theft, ad tracking, trolling, wiretapping, phishing, doxing, CNE, ISP, GPS, Big Data, metadata, sentiment analysis, Wikileaks, Aadhar

1. Introduction

The invention of the Internet is indisputably the greatest finding of modern man. With communication being so vital to life, an invention such as the Internet has not only revolutionized the way we communicate but also the way we live and conduct our daily affairs. Besides being a repository of knowledge and information, the Internet serves as a facilitator of open and honest intellectual discourse and healthy debate.

The origin of the Internet can be traced back to the Advanced Research Projects Agency (ARPA). In the backdrop of the Cold War between the US and former state of USSR, and triggered by the launch of SPUTNIK 1 in 1957, scientists from ARPA and Massachusetts Institute of Technology (MIT) joined computers to be able to communicate safely without interruption and the fear of being intercepted. This was the birth of the Internet which has today revolutionized data transmission and information sharing.

Today, the Internet is our go-to place for 'all' things. Most people end up spending a considerable amount of time on the Internet. Youth and adults both alike spend a large part of their day on social networking sites like Twitter, Facebook, Instagram, Musical.ly etc. A quote by the American inventor Steve Wozniak is popularly doing the rounds these days: "All of a sudden, we've lost a lot of control. We can't turn off our Internet; we can't turn off our smart phones; we can't turn off our computers. You used to ask a smart person a question. Now, who do you ask? It starts with g-o, and it's not God..."

As is evident, the Internet has emerged as a really potent and all- pervasive entity in the life of the modern man. It looms over us as a force almost much larger than ourselves. It has made its presence felt in all aspects of life. From communication to business, from shopping to planning our travel itinerary, from booking movie tickets to getting online notes and news, from healthcare to banking and online bill payments- our lives have been taken over

* Assistant Professor, School of Mass Communication, IMS Unison University, Dehradun

**Former Professor, & Chairperson, Dept. of Mass Communication, Himachal Pradesh University, Shimla

***Head, School of Mass Communication, IMS Unison University, Dehradun

by the Internet. Increasingly we are relying on the Internet for all our needs and sometimes to even make decisions like where will we go next or what we will buy? It is, therefore, safe to say that the Internet is an irreversible change that is here to stay for good or for worse.

1.1 Privacy

Imagine a world where everything is monitored. Well, surprising as it may seem, we are in fact living in a world where every move is not only monitored but analyzed and scrutinized using sophisticated technology. With these advanced technologies and complex algorithms, those watching us can predict our behavior even before the thought crosses our minds. They know more about us than we ourselves do. Recent advances in information and communication technology have made data collection so easy that anybody's data can be collected and used for commercial gain.

This brings us to the question of privacy. What is privacy and is there any privacy at all in the Online World? Why is this debate on privacy pertinent? Privacy means different things to different people. There are several philosophical approaches and theoretical views of privacy's value within a society. Quite simply put privacy is an individual's right to be left alone when he so desires. It is his claim over a space both physical and psychological in which he is free to conduct his business without the fear of being watched, judged and scrutinized. It is not the mere absence of a prying eye; it is fundamental respect for a person's right to be.

Kumiszczka (2012) defines Privacy as the right to withhold some information about oneself from other people. He classifies this information as either Personally Identifying Information (PII) or non-PII. In addition to obvious data like name and address, PII information refers to data which can be used to identify a person directly or indirectly like the name of the company you work in and your job title, credit card number, fingerprints etc. Non-PII is information refers to information such as one's favorite books, web history, products they bought etc.

It is important to understand that privacy is vital to survival. A certain level of privacy is essential in a free society for individuals to manifest their creativity and potential. An important point to understand for the user is that nothing is free on the Internet. There is a cost involved with every music download, every seemingly free horoscope reading or research paper download. This cost is the valuable personal data you enter while signing up. The information is further sold to retailers who add the users to their mailing lists. Ever wondered how spammers get hold of our email id?

1.2 Importance of Privacy In Cyberspace

Privacy is a crucial asset. A simplistic view of privacy would define privacy as freedom from interference. However, in the technological age, privacy is not merely the right not to be disturbed, but it is also an essential prerequisite while treading through the online world. As we have seen, the cost of data is immense and the cost of loss of that data, even bigger.

Presently, there is a huge shift in the data generation paradigm. The user who was at one time only the recipient of data, is today its producer. We are producing large amounts of data on a daily basis. Some of this data is voluntarily being put online, like in the case of social media posts, emails, videos and audio that are shared, online chats, online shopping and bank transactions etc.; and the rest is collected from us by means of surveys that we choose to fill out, ratings that we give to products and services, our search histories, the global positioning system (GPS) and location services that we use.

Even though one may find it hard to believe, all this data that billions of people all over the world are producing every single minute, is being stored and analyzed. Both governments and large corporations are involved in gathering data from the users of the Internet about every aspect of their lives. This colossal amount of data that Internet users collectively generate is known as Big Data.

Many users of the Internet argue that they do not care if someone living thousands of miles away is collecting information about them or even reading their emails and private conversations. However, one could not be more wrong. The Internet was invented to make the world a smaller place. So, a Kolaveri Di or Gangnam Style can go viral throughout the world within a matter of minutes. The Internet knows no boundaries of time and space. Social media platforms like Facebook and Twitter have made the world more localized.

A leak of the medical records of an HIV positive person can be devastating to his social life. Similarly, a groundbreaking research that one has emailed to her colleague for his review may get published on the Internet with somebody else's name because let's say XYZ email provider was scanning through the user's mail. Sometime ago an airline was fined heavily because it was tracking users' machines to determine the tariff of their flight i.e. if a user had an Apple MacBook, s/he would be shown a higher price for the air ticket than a user surfing the Internet with a Windows machine. When tried in court, the airlines said that they assumed if the user could afford a MacBook Pro, s/he could pay a premium price. If this is not enough,

Google Chrome was recently accused of automatically turning on the microphone of users' devices, every time it was opened for browsing. Sadly, this is how businesses are fingerprinting consumers based on the technology we are using.

The Internet has increased to unprecedented levels the ability of businesses to gather enormous amounts of information about consumers and their activity online (called metadata). Businesses are able to track consumers on Web sites and observe their browsing behavior. This information is used to target suitable offerings to consumers but the potential for abuse is obvious. (Pitt and Watson 2007).

Based on an analysis of our browsing history and the links clicked by us (which some browsers and search engines are selling to businesses), we receive customized ads and tailor made search results. This is called targeting.

Bailey (2014) explains that traditionally, online tracking was done with cookies- small text files downloaded to and shared with your device from visiting a website which help the website to identify and learn about the user's earlier activities on the site and across other websites. Today, sophisticated means of device fingerprinting such as super cookies (cookies difficult to get rid of), flash cookies, beacons, as well as hidden third party elements (TPEs) embedded in websites are being widely used. Taken together, these instruments can be used to track virtually everything we do online.

Quite simply put, data is money. In a country like India, where privacy literacy is still a far- fetched idea, consumers hardly understand that their privacy is up for sale. As Paterson (2014) has said, "The economics of privacy is a relatively new theoretical area for online communications, in which the users of personal data claim that the economic benefits of traffic controls, surveillance, targeted ads, etc. can trump traditional privacy concerns. If someone owns information and someone else wants to buy it, this is a legitimate business transaction."

At the 2011 IGF, Christopher Soghoian asserted that protecting the user's privacy is in fundamental conflict with the business models of social media giants like Google and Facebook. As Soghoian explained, "when a company is monetizing your data to provide you with a free and useful service, it's difficult for them to justify not saving your data by default." (Epstein, Roth and Baumer 2014)

2. Online Privacy Stakeholders

The revelations made by Edward Snowden regarding the large scale surveillance undertaken by the National

Security Agency (NSA) of United States of America and the Government Communications Headquarters (GCHQ) of United Kingdom, and the publication by WikiLeaks of several highly confidential documents triggered the debate on privacy worldwide. Governments are spying on governments and citizens, and corporations are spying on consumers. This has created a global environment of distrust and suspicion. It was revealed that these security agencies have stolen encryption keys used to protect the privacy of cellular phone communications all over the world.

The governments of most, if not all countries across the world are involved in massive Computer Network Exploitation (CNE). Sometimes intermediaries like telecom service providers, network providers, Internet Service Providers (ISPs), web hosting service providers etc. are aware of this phenomenon, and more often not.

Corporations like Google, Facebook, Twitter, Microsoft, Apple and the like are collecting enormous amounts of data from their users. This data is being passed on from one website to another without the consent of the owner of the data. Lengthy and hard to understand Terms of Use and privacy policies and are being made use of, to confuse and delude the user. The sale and purchase of this data has led these corporations to become some of the fastest growing companies in the world.

Our data that we voluntarily give away on the Internet and the metadata that large corporations are collecting and analyzing without our consent is the primary source of revenue for online businesses. Thanks to Google's location services and GPS data, the businesses now know where to send their products after us. Google probably knows what clothes one is likely to wear, which colors one likes the most, what foods one is likely to order at a restaurant, how much disposable income one has at hand, which property one will invest in and probably even what diseases one is likely to develop in the next fifteen years, and all this based on one's activity in the online world, using technologies like Big Data Analytics and sentiment analysis.

3. Online Privacy Issues

Given below is a list of privacy invasions that any user of the Internet may have faced at one or the other time in his life:

- **Cyber stalking:** the continued use of electronic forms of communication to follow someone in cyberspace that results in instilling fear in and harassment of the person being stalked.

- **Cyber bullying:** Attempting to intimidate, threaten or bully a person in cyberspace by the use of electronic means of communication.
- **Identity Theft:** the act of using personally identifying information (PII) of other people in order to impersonate them and commit monetary frauds or other crimes in their name or to simply harass them.
- **Ad Tracking:** a form of cyber stalking that online businesses resort to by the use of device fingerprinting techniques such as cookies, flash cookies and super cookies. It helps web portals to identify their visitors and show customized advertisements in their feed.
- **Information/ Document leaks:** The unauthorized release of closed information/documents to third parties who are not supposed to be the intended recipients of the information.
- **Spam mails:** Junk emails sent in bulk with the aim of commercial advertising of products/services. They may contain suspicious links by phishers and frauds or may result in installation of malware on your computer.
- **Trolling:** Intentionally putting out annoying messages on the Internet with the aim of harassing/ troubling and intimidating a person. For eg., A political opinion that is personal gets circulated online and becomes life-threatening as in the case of Gurmehar Kaur.
- **Financial fraud:** An unlawful deceptive action aimed to dupe people monetarily using electronic means of communication especially by hacking into their online banking accounts or stealing credit and debit card information.
- **Wiretapping:** the interception and monitoring of electronic communications such as telephone lines, telegraph and Internet communications with the aim of extracting confidential or sensitive information.
- **Phishing:** A practice in which frauds attempt to gather confidential information such as bank account/credit/debit card numbers, passwords, pins etc. by pretending to be from reputable organizations.
- **Doxing:** the act of researching and publishing personally identifying information about someone on the Internet particularly with a malicious intention.

4. Online Privacy: Implications

The recent expose of Facebook selling data of millions of its users to Cambridge Analytica (a London-based election

consultancy) took the world by storm and brought to centre of the data privacy discourse the issue of data leaks. Facebook that supposedly allows its users to customize their privacy settings to varying degrees had blatantly and unabashedly indulged in a business transaction involving the use of data of its unsuspecting users for several purposes including manipulation of voters during election campaigns. With the use of a third party app called 'this is your digital life', the firm had harvested psychological data of nearly 300000 users and profiled that data to understand their political leanings. The scale of this data leak can be understood by the fact that it is said to have shaped the results of US Presidential polls of both 2012 and 2016.

Disturbingly, Cambridge Analytica also had a client in India in a famous national political party that asked the firm to gather and process data of Indian voters to be able to devise its campaign strategy for the 2014 Lok Sabha elections. The data collected from the profiles of users and their entire friend lists helped the party to skillfully and deviously exploit the emotions of the voters. Interestingly, it was not only Facebook but also the micro blogging site Twitter that sold its user data to Cambridge Analytica for such analysis.

While data breaches are almost a daily occurrence in the big bad world of the Internet, Cambridge Analytica is generally regarded as one of the biggest data breaches of the 21st Century. In addition to a profitable business transaction it also constituted a breach of trust of millions of users of a corporation that prided itself in providing a safe and secure platform for unhindered communication.

The medical records of thousands of patients are being sold online to pharmaceutical companies and insurance firms for billions of dollars. Besides the financial costs, there are psychological costs involved in the loss of our data. There have been cases where personal information such as health records, pregnancy and abortion records came out in the open due to the over enthusiastic marketing strategies of businesses and lead to socially embarrassing and sometimes even traumatic and stigmatizing experiences for the user.

Back in the year 2014, Yahoo admitted that it was a victim of one of the biggest and most infamous data leaks in history wherein the data of millions of its users was compromised. The attackers here were state agencies who accessed personally identifying information of nearly 500 million Yahoo users without their consent. Other corporations that have been victims of data leaks in the past are retail giants, banking institutions and social

networks like ebay, Target stores, JP Morgan Chase, SBI in India and Adult Friend Finder.

In India, the most appalling data leak scandal came to light in the year 2018 when the government's ambitious AADHAR scheme was shown to be vulnerable to attack by hackers who made available biometric details of nearly a billion people from UIDAI after a payment of mere 500 rupees. The entire process took not more than ten minutes and the mode of payment was Paytm. The service was offered by anonymous sellers over Whatsapp. This served as a huge blow to the government who claimed that AADHAR data was strongly encrypted and immune to any breach attempts.

The implications of such data breaches are far and wide. Rastogi, Gloria and Hendler (2015) compared a database located in the cloud to an information bank in which many customers, and cyber criminals are interested, using this data malevolently or in other unauthorized ways. The privacy of data is a huge concern in the context of Big Data. There is a lack of strict laws governing what can and cannot be done with data barring electronic health records. There is great public fear regarding the inappropriate use of personal data, particularly through linking of data gathered from multiple sources. Instead of being at the center of the data debate, the consumers are placed at the periphery. Once our data is on the Internet, we automatically lose ownership of it and it becomes the property of the company who invested on collecting it.

Complex algorithms are being used to predict our every move. This means that if an algorithm predicts that one is likely to commit a crime because of the searches s/he has made on the Internet on terrorism and guerilla warfare, the police may most likely end up at one's doorstep and hold one accountable for something one isn't remotely associated with. For now, we seem to be on the losing side of the battle for volition and spontaneity

From the perspective of understanding consumer behavior, large corporations are undertaking the overwhelming task of Big Data Analysis so that they can create for the user an experience that is uniquely designed to match her/his behavior patterns. The motive is gaining insight into consumer behavior. Big Data is widely being used to obtain trend analysis on particular subjects. The biggest benefit of this is a shift in how corporations plan their growth.

Sentiment analysis is being widely done on microblog data from Twitter, on which users post real time reactions to and opinions about "everything". Tweets with positive and negative emoticons are analyzed to understand the

general sentiment on a particular issue, product or service.(Agarwal, Xie et al 2011) Whether it is a movie review, an opinion on the Prime Ministerial candidates or a comment on one's experience with a product- all these form valuable information for stakeholders in order to understand public sentiment.

Juan Enriquez recently said at a TEDx talk that our online lives are like a permanent tattoo. Everything we put on the Internet stays there forever. This implies that in the cyber world, there is no forgetting and sometimes as a result no forgiving. This problem is referred to as the 'Problem of Digital Eternity' in the online world.

The problem here is that the users whose data both governments and corporations are exploiting for their own benefit are left out of the discussion completely. They are rarely consulted nor are they informed of what is happening with their data and that there may be implications for privacy, either intended or unintended. (Paterson 2014).

The study of privacy issues and their implications, therefore, assumes an even greater importance as India moves towards digitization with the government spearheading initiatives like Digital India with the aim of preparing India for the future.

6. Conclusion

The issue of privacy has attracted much debate. Only recently was Privacy recognized as a fundamental right in India in a landmark judgment by the Supreme Court of India. With privacy literacy being low in India, Internet consumer needs to actively engage in the debate for a secure experience in the cyberspace given the high stakes. And here's why. With all the data that we are voluntarily providing online, we have bared not only the facts about our lives to corporations but also given them the tools with which to read and manipulate our minds.

Pitt and Watson (2007) stated that "The Internet makes it possible for malfeasants not only to steal what's "in minds," such as strategies or plans, but also the products "of minds," such as software code and creative work". We may soon be heading towards an oligarchic world with gross power imbalances and inequality- a position completely antithetical to the very idea behind the invention of the Internet.

The basic objective of gathering information about Internet users is to know what and how people think. For businesses this knowledge translates into revenue and therefore, they are employing advanced technologies to collect and make sense of user data. The technologies that support targeting are slated to get more powerful in the coming years. What

this means for the lay Internet users is that they are placed in a filter bubble where their search engine decides what results are to be displayed and the ones that are to be left out. This kind of customization defeats the very purpose of the Internet i.e. the free flow of information, and is akin to censorship done by autocratic governments.

On an individual level, the biggest threat that monitoring and analysis of personal data to identify behavior patterns pose is the death of the wonderful gift of free will. The danger here is that free-thinking people might become corporate stooges even without knowing it. Also, the point of discussion is not just Internet privacy or the absence of it but who is reaping the rewards of the data that we generate and what are its implications for Internet users?

Our web browsing histories, financial data, email, social networking accounts and data on the cloud, all are being scanned by corporations for information they can use and eventually monetize. This implies that we are no longer the masters of our own will. Our behavior is being watched so closely that we can be made to act as the corporations watching us desire. By monitoring our behavior in the past, businesses are innovating keeping us in mind, even before we have asked for the product. This may also spell the death of small business that cannot invest in such advanced technologies to sustain themselves.

In peace time, the maximum harm that this spying can do is to our wallets. However, in the times of unrest, with technologies like street-level mapping, we may become easy targets of a nuclear attack (in the worst case scenario). The beauty of humans is that they change over time. However, the controlled environment that we are currently living in negates this change.

Data is incredibly valuable. Every technology that we use today from the mobile phone to computers is creating data. This data is being gathered, analyzed and monetized by big companies and sometimes even governments. Unfortunately, we have no share in this market that is organized around our own data. Those dealing with our data lack the sensitivity to protect it. Only when we begin to view data as an asset will we think about protecting it in all seriousness. Some researchers in the field of security have even suggested that data be treated as a human right.

Managing privacy at a technical and a sociological level is a problematic issue that must be conveyed to the users of the Internet without delay. In view of the current situation, it becomes extremely necessary to invest both time and effort in understanding the magnitude of the threats we are faced by. Equally important is the understanding of how the knowledge of loss of privacy will alter our behaviors in communicating, conducting business online or simply navigating through cyberspace.

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Online Journalism: A New Paradigm and Challenges

**Dr. Sushil Rai*

ABSTRACT

In the past two decades, the world has been revolutionized and now, we are seeing a new world before our eyes. In online journalism, the growing convergence of multiple technologies, services and practices is changing the approach to gather, present and consume the news items. The journalistic profession has gone through radical changes and transformations, progressively adapting to the contemporary global trends in news-making. Traditional understanding of journalism as a profession has changed significantly due to digital media which has brought new opportunities and challenges related to the journalistic practice. An attempt has been made in this paper to examine how online journalism is functioning and influencing the other mode and form of media. The study also focuses on the development of online journalism and new modes of communication platforms (like MoJo, social media etc.), basic disciplines of online reporting and various challenges of Online Journalism.

Key Words: Online Journalism, Traditional and Electronic Media, Mainstream Media, Multimedia, Digital Media, MoJo, Social Media, Cyberspace.

1. Introduction

In the past two decades, we have seen the revolution in the field of technology and now, a new world is taking a place and shape before our eyes. The Internet, via technological potential has become a powerful communication tool which has converted the whole world into a Global Village. In this process, the Internet has become an essential element of the so-called interconnectedness and interdependence of cultures, economies and politics. But one thing is important here that this process is not a new but the extent to which the world has been shrunk and the promptness of this interconnection, with the Internet as its enabler, has brought consequences to the social and political areas, as well as for journalism. For the journalism profession, globalization and the Internet have created a totally new medium, as well as new processes of gathering information, preparing, storing and presenting news.

Online Journalism is perhaps the medium where the compression of time and space can be most clearly observed, with its 24/7. It has made the potential to reach the audiences without any boundaries. It has also created a unique opportunity for citizen participation in the news process (Reese et al, 2005). However, journalists enter this new media with the past tenets of the profession, as online news is still in its maturation stage. Online Journalism indicates to the news content produced and distributed via the Internet which is also considered as an alternative

media. This means any news coming from the Internet may or may not be published in the mainstream media (television, radio and newspaper).

It is generally accepted that the 'traditional' press and online journalism have coexisted for more than two decades. This time period has been marked by publishers' skepticism towards the digital media and pessimist visions of the newspapers' future significantly. The predictions by various media professionals claiming that 'the digital turn' would result in decreasing readership of the press, or even in 'total extinction' of the print newspapers, have appeared repeatedly. It is therefore no surprise that publishers have been forced to take various steps leading to preservation of their then-existing readership bases. However, the current situation does not advise that the state of matters will change radically in the near future. On the contrary, it is rather reasonable to expect further decrease in sales of daily newspapers. Paradoxically, some print newspapers and magazines published in the United States and in the countries of Asia and North Africa are slowly but steadily-increasing their circulation. Despite this development online news portals will most probably strengthen their contemporary market position of highly profitable information sources. Development of journalism in the sphere of social media and digital applications will, undoubtedly, expand further as well.

In few recent years, online journalism has entered and

*Head, School of Mass Communication, IMS Unison University, Dehradun, Uttarakhand

occupied places where Internet users spend a lot of their free time, e.g. social networks. Online media have also made their mark within development of various dimensions of alternative news dissemination and so-called citizen journalism. Reacting to the current situation in the field of professional news production and distribution, Gant says that the century which preceded the emergence of the Internet—a period dominated by large news organizations, increasingly controlled by profit-oriented corporations—appears to have supported an artificial distinction between journalists and everyone else: 'In a sense, we are returning to where we started. The institutional press no longer possesses the exclusive means of reaching the public. Anyone can disseminate information to the rest of the world'. The emergence of specialized production practices and new tools for disseminating journalistic information indicates that the publishing houses' and editorial offices' primal distrust of the Internet, so typical for the second half of the 1990s, has slowly vanished, mostly due to the quick technological improvements and possibilities offered by the online environment. The Internet has become a good partner but also a strong competitor of the 'traditional' media. It is currently securing its position of an extremely popular communication means bound to young and middle-aged generations of media audiences. It also functions as a particularly important tool for improving education, as a space for conducting a wide spectrum of work, business and marketing activities. The traditional media are very well aware that they cannot ignore these aspects. Reacting to the trends in digital communication, the conventional ways of producing journalistic content are trying to use the Internet's many advantages for their own benefit.

Ongoing changes in the journalistic profession are obvious also in the case of emerging digital actors who identify themselves as journalists even though they often lack the 'standard' professional training and institutional background completely. Eldridge sees this new kind of news producers as those who, through pursuing journalistic work, 'have irritated and blurred the traditional boundaries of the journalistic field'. Knight and Cook also point out that the individual journalist has become much more visible and the traditional media landscape is fragmented, and that is why the voice of the individual becomes clearer in a social media landscape. Journalists—those working inside media organizations as well as those operating 'outside' the mainstream media industry—are able to establish direct contact with audiences, and they also have more options as to where to search for (and publish) their news stories.

2. Online Journalism and Its Development

Online Journalism' refers publishing journalistic content and news stories—in all their sorts—on the Internet. Oxford Dictionary of Journalism by Harcup defines that 'online journalism' includes various kinds of news that are disseminated via websites, social media, RSS channels, e-mails, newsletters and other forms of online communication. Online journalism, being in sharp contrast with the more traditional ways of journalistic information dissemination related to the press, allows the producers to present news in a non-linear way; the recipients are able to choose when and how they want to receive the news. Russell favours the term 'networked journalism' and observes that it is 'about more than journalists using a digitally equipped public as a kind of new hyper-source. It is also about a shift in the balance of power between news providers and news consumers. Digital publishing tools and powerful mobile devices are matched by cultural developments such as increased skepticism towards traditional sources of journalistic authority'.

The electronic or rather digital form of publishing and offering journalistic products through the Internet thus can be seen as a basic attribute which allows us to distinguish between 'traditional' and 'new' journalism. However, we cannot ignore the fact that the creative principles of journalism, which result in specific activities of processing and shaping information in order to create journalistic products, are—very much like in the case of 'traditional' journalism—associated with employment of strictly determined procedures. The overall framework of creative activities related to products of online journalism as well as its final forms is, however, different from the 'traditional' outcomes of journalistic work, often to a great extent.

The growth of online journalism in India, noted that the online phenomenon showed its face in 1994 when India's first electronic newspaper, India Newsnet, was launched in October 1994. It was launched via Business India's Online Service aXcess that provided Business India, Computer Mart (yellow pages) and Airline timetables (domestic airlines) free of charge to its e-mail subscribers. The Hindu was the first Indian newspaper to go on the Net in 1995; soon the Net had The Times of India, The New Indian Express and the Deccan Herald by early 1996. Kannada evening, Sanjevani has the credit of going on Net much before other newspapers, the Nai Duniya was the first in Hindi and Kesari was the first Marathi newspaper on Net. Initially some language publications (weeklies such as Kumudam and Vikatan) hoisted their contents as images rather than in the text form since the browsers did not then support non-English fonts. Now, non-English publications make the fonts available as free downloads at their sites to

view the pages in respective languages. There are about 150 newspapers, magazines and online-only publications from India that have entered the cyber world. Besides, many television channels and All India Radio have launched their sites, and are offering text and audio-visual contents on the Net. Press Trust of India (PTI) was the first news agency in India to launch a web site.

While websites of leading English dailies provide an entry point for any news or information on India, newspapers that have a strong hold in their respective states have also entered cyberspace. The Deccan Chronicle (Andhra Pradesh), Deccan Herald (Karnataka), The Telegraph (West Bengal), The Tribune (Punjab and Haryana), The MP Chronicle (Madhya Pradesh), The Gomantak Times (Goa), The Kashmir Times (Jammu and Kashmir), and the Mid-Day (Mumbai) have all gone on Net. In case of language newspapers, however the activities of online editions are dominated by the Systems Department, rather than by Editorial staff. This indicates the quality of the online editions of vernacular newspapers. Most of them just dump the day's newspaper on the Net without any updates till the next day's edition comes in. Most of the newspaper publishers launched their online editions because of the 'me-too syndrome', to be with the latest Information Technology and as an investment for the future.

But it was on January 3, 2001 that The News Today.com India's first e-newspaper was launched, revolutionizing news dissemination through personalized interactive and up-to-the-second news. Many purely online newspapers (which did not have a print or broadcast counterpart) came up at around the same time. 'tehelka.com', 'samachar.com' and 'webdinuya.com' were among those few that became quite popular. The Times of India went a step further and started not only a Net edition, but a full-fledged portal indiatimes.com, which has become one of the leading portals in India. As Dubey, (2002) pointed out, rediff.com, launched in 1996, sify.com launched in 1998, indiatimes.com launched in 1999 and yahoo.co.in and msn.co.in launched in 2000 are either backed by parents with deep pockets, or are riding on money raised from stock markets during the boom.

Online journalism uses various multimedia and interactive elements containing texts, photographs, videos, hyperlinks and users' comments that are often simultaneously published on social networks in order to be exposed to for larger groups of target audiences. Czech publicist and sociologist Bednar says that the following features of Internet journalism: real-time access, interactivity, instant comparison with competition, interconnection of information through hypertext and blending formats.

It is quite obvious that each new medium has, at least to a certain extent, adopted and modified previously existing genres in order to expand its own possibilities of processing and disseminating information. Understandably, genres of online journalism are based on genre typology used in the press. On the other hand, the presence of audio-visual content and other graphic, multimedia and interactive aspects on the Internet functions as a framework for creation and establishment of specific genres which are typical for the online environment. Online publishing's influence on content is a significant factor of Internet journalists' work and thus determines activities of the online news media as such. Besides taking into account its own topics and formal specifics, online journalism also complies with economic imperatives, as it is possible to rather precisely define the target audiences and thus present advertisements quite effectively. Another economic strength of the online journalism is related to minimizing costs of printing and distribution. However, as noted by van der Wurff, costs associated with creation of any new product (a newspaper, a magazine, a television show, etc.) are still considerably high. Production of a new piece designed to be published on the Internet is as expensive as if it was to be published in the press.

Once again it is necessary to stress out that the Internet has brought a significant breakthrough in terms of accessing information. It would be hardly deniable that the users are now able to choose from a plethora of information from all spheres of social life, including public institutions, state authorities and government, business entities, etc. As of the news media, their key objective is to select events of the social reality and process them into the form of media contents, to give them certain added value. The journalistic practice has shown clearly that media has been rather reluctant to take into account the ongoing transformation processes of the online environment. One of the reasons causing this quite low primal trust towards the Internet is the fact that media organizations have had a lot of trouble finding optimal business models able to provide additional profit from Internet content (advertising revenues, premium services, etc.). Paradoxically, unspecified prejudices of the 'traditional' media towards the Internet have played their part as well.

Considering the influence of the Internet on the press, i.e. on those media that process information and publish news in textual forms predominantly, it is, on the one hand, visible in the sphere of reception activities related to accessing information; on the other hand, the Web also significantly determines the ways today's journalists and editorial staffs do their work. Media convergence and

economic issues of the press, mostly those associated with circulation and advertising revenues, lead to 'rationalization' of specific creative activities.

Traditional and time-tested routines in the journalistic practice are thus, under the influence of 'multimediatization', becoming weaker, which leads to blurring the boundaries between two once strictly separate platforms—the editorial office of a newspaper and the editorial office of an online news portal. After all, the notable changes are visible in terms of the journalistic profession itself; nowadays it is not enough to be a highly skilled writer; one must also be able to effectively work with the Internet, 'smart' devices, video cameras, editing software, etc. Moreover, it is necessary to admit that the academic discourse is just at the beginning of conceptualization of journalism in the new contexts related to digital technology and its use. Heinrich offers a thorough reflection on the issue: 'A multi-platform structure of journalism is evolving in which boundaries between the traditional media outlets of print, radio and television are blurring. Print, audio and video are increasingly merging online as the lines between formerly distinct media platforms are becoming indistinct. Network technologies have triggered processes of convergence impacting the management of cross-platform news flow processes in day-to-day news production. Maybe the most significant positive features of the Internet in relation to the press are inevitable creation of new ways of distributing content to the readers, new forms of this content's processing and the use of hypertext.

Compared to media such as radio or television, the press is far less demanding in terms of the use of digital technologies; the Web was, after all, primarily created in order to record and transfer textual information. Moreover, computers are not the only devices providing Internet access. The Internet is also available via television screens, tablets and mobile phones. The most significant positive attributes of the Internet in the context of its 'relationship' with the press are the possibility of updating information in real-time and standard publication of audio-visual materials but also providing access to digital archives and interactivity (the readers' reactions may be received through e-mails or in the form of discussion contributions placed below the published materials).

3. Mobile Journalism: A New Form of Journalism

The newest responsibilities designated to the communicating device are much bigger and broader in sphere. Mobile industry has witnessed a new dawn and the new days have brought with itself new roles to play. Mobile

is now a tool of social change and is bringing knowledge within the reach of the masses. It has a reach which no other resource has and companies dealing in communication and knowledge sharing are placing their bets on this very idea. According to a study by *Pew Internet*, 59% of the adult population has access to internet through handsets.

'Mobile Journalism' (MoJo) is a specific type of journalistic activity and production where news in various forms (text, audio-visual recording and the like) are disseminated through the Internet and displayed on screens of portable devices, mostly mobile phones and tablets. Increasing importance of mobile journalism is associated with development of the mobile Web and innovative products offered by global telecommunication operators.

"Mobile Journalism means different things to different people, but generally it involves journalists using mobile devices so they can tell stories anywhere, anytime, and in any way they choose," says Mark Egan, an expert on the subject. Elaborating on the genre, he says "In essence, mobile journalism is about overcoming the technical obstacles of the past to provide a more nimble form of journalism." Technology is at the heart of MoJo. Sweeping advancements have opened up scope in previously unimaginable ways. This implies a paradigm shift in the concept of news itself, its gathering and its dissemination. Yesterday's news, is, well, yesterday's news. The smartphone has overtaken the morning newspaper and, to an extent, the television news channel, because it can deliver live news on the go. Mobile devices have been used in news gathering for some years, but recent advances in technology, combined with the swelling reach of social media has made mobile journalism, or MoJo, a genre in itself.

The emergence of mobile journalism is related to development and the wide public use of the mobile Internet and wireless network connection, respectively. Reacting to the new trends in mobile publishing, Murar states that there are significant differences between designing a 'traditional' and a mobile Web—these result from technological specifications of mobile devices and take into account the ways of using portable means of communication. The decisive criterion here is simplicity, in terms of data visualization, navigation and the content itself. The visual processing of the mobile Web is predominantly determined by displays of portable devices which are significantly smaller than desktop monitors and laptop screens of the standard size of 15.4 inches. The mobile Web also demands special forms of navigation as the readers are not able to use computer hardware such as mice. Another notable change brought by the mobile Web

is the utter end of 'paper folding' that is so typical for the daily press. We are nowadays unable to unambiguously identify the 'priority' Web content, since it is impossible to predict whether the users will read the news via desktops, notebooks, mobile phones or tablets. Moreover, it is also hard to estimate what type of document orientation ('landscape' or 'portrait') a specific user of a mobile device prefers.

The most typical feature of the mobile Web is the possibility of using mobile applications. These are specific parts of software designed to comply with operation and the use of mobile devices such as smart phones and tablets. A mobile application is typically downloaded and installed by a device's user. Mobile applications of newspapers and news portals are, in terms of typology, called 'mobile Web apps'. Their content is—in sharp contrast with the traditional press—multimedia and often also interactive; besides, the readers may filter the news in accordance with their own preferences. Access to the newest information is therefore instant and continual.

It is obvious that the use of mobile phones has influenced the journalistic work significantly. In relation to this matter, Harcup observes that a mobile phone is a journalist's work tool of high importance, just as a pen and later a portable computer used to be important in the case of previous generations of journalists. The journalistic practice employs mobile phones in relation to many everyday activities, mostly to search for information sources, record interviews and videos, create photographs as well as edit and send them. Of course, the effective use of mobile devices in the journalistic production requires new media competences: mainly the ability to seek and verify information online; editing skills associated with processing photographs, recorded sounds and videos; knowledge of online social networks and their functions and, last but not least, experience with web copywriting. However, these trends are influencing not only journalistic production but also distribution and reception of news content as well. The trends of increasing amount of mobile phone users and the portable devices' general popularity have led newsrooms and editorial staffs towards developing their own mobile applications. The emergence and widespread use of 'intelligent' mobile phones have also influenced the current forms of 'citizen journalism'.

The British elite newspaper The Guardian first acknowledged the meaning of mobile communication as a way of obtaining information in 2002, by starting its service Mobile Alerts designed to inform interested readers via short text messages (SMS) related to breaking news from politics or sports. In November 2005, website of the elite British newspaper Daily Telegraph started to offer a

project involving audio recordings of the most important daily events (prepared and read by professional journalists), becoming the first news portal to do so in the United Kingdom. The content was provided for free and its length was between 25 and 30 min. The data could be downloaded and listened to via computers, iPods or MP3 players. To expand its mobile and online services, a year later (in 2006), the renowned British news portal associated with the daily newspaper The Guardian decided to develop a project of publishing analyses and commentaries related to recent news and events on their website. The aim was to offer the readers as wide spectrums of opinions as possible. More than 100 commentators and experts from all fields of social life were involved. Moreover, www.theguardian.com started to offer a service named GuardianWitness in April 2013, providing its users with a space for publishing their own audio-visual content related to eye-witnessing experience. Another example of publishing user-generated media content is the platform YouTube Direct operated by the streaming giant www.youtube.com. This service allows professional editorial offices to browse, obtain and—after receiving owners' agreements—also publish user-generated videos and other audio-visual materials. The users are no more perceived as ordinary recipients; many of them are turning into reporters or photographers instead.

In India, NDTV had firstly reorganized its newsroom and resources to focus on mobile journalism. NDTV has always been an early adopter of new technology and we are the first major network in India whose reporters are all trained in using mobile phones to shoot stories. Pranoy Roy said, this is not just about cost-cutting, though that is certainly, for us like any other responsible business an important factor in operations. Mobile journalism means reports are lightning-quick and much more efficiently produced – a priority for any news company. After NDTV's switch to this new model, other news networks in India are now experimenting with similar training.

4. Social Media as News Sources

Development of online social networks was marked by technological advancements and employment of Web 2.0 in 2004. This new dynamic type of providing Web content allowed the users to create their own products and thus became very attractive also in relation to business activities. At present, a wide spectrum of social networks is available. These media 'unite' their users on basis of different communication platforms. As a general rule, we may talk about 'universal' social networks without any specific thematic (content) orientation that provide communication among individual users: Facebook,

Google+, Twitter, Instagram may be categorized here. However, there are also various specialized social media that integrate users in accordance with their common interests and hobbies. For example, LinkedIn offers communication activities related to professional growth, human resources and doing business.

The fact that social media may be defined as tools for interaction between journalists and recipients was also confirmed by research findings. The 'traditional' forms of feedback (e.g. letters, phone calls) have been replaced by SMS, e-mails and reactions received through Facebook or Twitter. The social media also positively influence the overall quality of the published content as it is closely watched by the public and media producers are very well aware of that. The tendency mostly leads towards further development of journalistic reporting style and thus aims to better meet the readers' expectations and preferences, e.g. by creation of attractive headlines, shorter sentences, interesting subheads, etc. However, it is still very important to offer added value of the published news in relation to the reader—this added value decides whether a specific contribution will be discussed further or not. After all, The Guardian's digital chief Aron Pilhofer says: 'I feel very strongly that digital journalism needs to be a conversation with readers. This is one, if not the most important area of emphasis that traditional newsrooms are actually ignoring. You see site after site killing comments and moving away from community—that's a monumental mistake. Any site that moves away from comments is a plus for sites like ours. Readers need and deserve a voice. They should be a core part of journalism'.

The virtual environment created by online social media is also special because of the ways it encourages people to 'join in', to participate in various activities bound to the social network. Albinsson and Perera see this issue from the perspective of consumer activism: 'The virtual world has undeniably revolutionized consumer activism. Not only is there a vast amount of information at the tip of one's fingers, there is also the capacity to send out mass e-mails, share videos and sign petitions with the click of a button. Thus, with the advent of template e-mails and the 'share' or 'forward' buttons, consumer action has become much less costly in terms of resources, including time, money, and thought'. These facts must be acknowledged by companies selling their products through social networks but also by those who financially rely on additional dissemination of their contents thanks to massive 'sharing'.

These new ventures are only a few examples of how the social networks compete to attract other media producers, advertisers and, most importantly, media audiences deciding whether to look for news and opinions related to

the current affairs predominantly on Facebook, Twitter, Snapchat or other popular social networks. It is beyond any doubts that the online media and Internet-connected communication forms are transforming the traditional patterns of journalistic production bound to the press and information offered by radio or television. The evolution of media and technologies they use is taking a huge part in the emergence of new forms of arranging and disseminating the media content.

5. Online Reporting: Basic Disciplines

There are some basic rules pertaining to this online journalism especially from a journalist's point of view while reporting online. The media has emerged up for the busy people mostly, and for its global reach just with the help of a click. While reporting online an online reporter should abide by the following rules: The news story has to be short and precise if it has to sustain the browser's attention. A story that runs into two or more screens is not likely to hold readers attention for long. Word count continues to be an important yardstick in the case of net. The internet reporter must keep this fact in mind while writing the story. He must ensure that it runs across the minimum number of screens in the format chosen by the site editors.- The Internet reporter must adopt the inverted pyramid format. It is the most rational storytelling format. The most crucial point is hosted, right on top of the story, the less important points follow. This saves the user the need to plough through to the last paragraph to find out what happened. The information is available in the first few paragraphs; with facts arranged in their decreasing order of importance. The story must be updated as it breaks. The reporter cannot sit back and wait for events to unfold. The reporters writing for web media must learn to write short sentences using simple, common, everyday words that a browser will have no difficulty in understanding. Paragraphs should be short. Long paragraphs create fatigue and push browsers to reach for the mouse. The Internet reporter must develop the ability to break a story into short, fascinating side stories. The side stories enhance browser's interest, and give more hits and clicks for the site. The net journalist must go through log reports carefully. He must understand which stories are being read on the net. This will help him work on stories that are likely to be read more. Successful sites are those that share browser behavior with their staff members. The web journalist must understand that a mistake, even if it is corrected after it is omnipresent on the site, does not offer much comfort to the individual or the company that has already suffered loss of face on account of the error. A mistake will be deemed as a blunder in case of incorrect information.

Editing is also a very skilled job and responsibilities in the

field of online journalism. The first and foremost precondition for internet editing is economy. A story must be reported in as few words as possible. The sentences should be short, easy to read and understand. There are few rules that are prominent for editing in print. All the rules are invariably crucial for editing on the net as follows: Use short sentences. Avoid modifiers. Substitute wordy phrases with simple small words. Remove relative clauses. Avoid starting a sentence with a subsidiary clause. One sentence, one idea. Use active voice. Delete clichés. Proper synchronization of names and designations. Simple, short and familiar words. Avoid abstractions.

6. Challenges of Online Journalism

Despite the numerous advantages of online journalism, there are also challenges and limitations. The benefit of immediacy can give rise to some serious ethical issues. The desire to publish brand new information and the ease of which it can be altered may cause information to be made accessible before it is verified. This undermines the journalistic principle of accuracy and can lead to misinformation. Another potential problem is the dilemma of breaking a news story immediately on the internet and therefore alerting rival news outlets, or waiting to break the news in another medium and have an exclusive story (De Wolk, 2001).

The immense size of cyberspace and the extent of information available may intimidate audiences and cause information overload (Hall, 2001). Furthermore, it may be difficult for audiences to distinguish between credible news websites and other non-official news websites. This can lead to confusion and misinformation. There are also limitations in online journalism regarding the issues of surveillance, censorship and privacy.

The new media landscape is also impacting on media financing. Whereas subscription used to be a solid source of income, free access to Internet media has reduced the willingness of users to pay subscription fees. Likewise, advertising revenue has shifted from advertising in print media or broadcasting to target Internet advertising which uses the profiled personal data of Internet users. In the wake of this shift in resources from media outlets to Internet service providers and social media, the Assembly is much concerned by the weakening of professional media as well as by an exponential growth in Internet media which do not adhere to professional standards of journalism.

Online media have enabled the global public to become aware of human rights violations and human suffering in places far away with little media attention. On the other hand, the number of online media campaigns designed to misguide sectors of the public through intentionally biased

or false information, of hate campaigns against individuals and also of personal attack, often in a political context, with the objective to harm democratic political processes.

Malicious use of information has become today a powerful tool to destroy the reputation of opponents or competitors. This happens widely within social networks, and the shocking examples of cyberbullying²⁴ which from time to time are brought to the attention of the public (also for their dramatic outcomes) are just the top of the iceberg in this field. This happens in business, e.g. with orchestrated campaigns against concurrent products. This happens in politics too with targeted attacks against political rivals. Of course, the question of credibility of information and "character assassination" is there since ever, but with online media such practices take a different scale, because of speed in dissemination and the consequent exponential effect, aggravated furthermore by the objective difficulty to delete or correct wrong information.

This has led to new work requirements for journalists. With fewer journalistic staff, each staff member has to produce within a much shorter timeframe more media content. As online media are interactive nowadays, online journalists must seek to have their media content multiplied through cascades of social online networks. Text, headlines and pictures have to correspond to the demands of Internet search tools and news aggregation services in order to have a market impact. These work changes require additional professional competencies and skills.

7. Conclusion

Focusing on journalism and its place in the globalized society of the twenty-first century, it can be said that the processes of making news and publishing opinions on public affairs are transforming radically. It is affecting the sphere of public, society and journalistic acts in many ways. The other forms of journalism, e.g. those related to the so-called citizen journalism, have changed as well. It seems that almost anyone who is able to access the Internet is also free to publish and share their opinions and may thus provide a certain (critical) alternative to the dominant mainstream media. Many Internet users belonging to younger and middle-aged generations have adopted the products of citizen journalism as their key and regular information sources.

The society is witnessing the evolution of new media outlets; these development tendencies are manifesting themselves across all spheres of the industrial segment of journalism, on a global scale. Worldwide economic indicators associated with the press market, most of all newspaper circulation and advertising sales suggest that

the crisis scenarios, according to which the traditional press will cease to exist completely, are most likely exaggerative. It is a true fact that the dominant position of newspapers as the most prominent information sources is gone. Along with analyzing the technical and technological shifts in news-making, it is also necessary to constantly reconsider the readers' preferences. While the traditional press is still popular with the middle-aged and older generations of media recipients, the young people seem to abandon the long-existing means of mass communication in favor of small screens of their mobile phones or tablets; almost all of them watch or follow digital information sources and accounts of the mainstream (and often also alternative or citizen) media producers available via social networks. Therefore the importance of online journalism and communication is growing significantly along with the limitations.

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Our Contributors

Ms. Ankita Uniyal

Research Scholar, School of Communication, Dehradun, UK, India.

Dr. Rajesh Kumar

Associate Professor & HoD, School of Communication, Dehradun, UK, India.

Dr. Harsh Dobhal

Visiting Professor, School of Communication and Media Studies, Doon University, Dehradun and Uttarakhand – (harshdobhal@gmail.com)

Mukesh Chandra Devrari

Assistant Professor, School of Communication and Media Studies at Doon University, Dehradun, and Uttarakhand-(devrarix@gmail.com)

Ms. Geetika Vashishata

Assistant Professor, Department of Communication Studies, Jagannath International Management School, New Delhi.

Dr. Minisha Gupta

Assistant Professor, IMS Unison University, Dehradun

Dr. Usha Lenka

Associate Professor, Indian Institute of Technology, Roorkee

Prof. (Dr.) Vir Bala Aggarwal

Former Professor, & Chairperson, Dept. of Mass Communication, Himachal Pradesh University, Shimla

Dr. Sushil Rai

Head, School of Mass Communication, IMS Unison University, Dehradun

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Pragyaan : Journal of Mass Communication

IMS Unison University, Dehradun

Makkawala Greens, Mussoorie Diversion Road

Dehradun - 248009, Uttarakhand (India)

Phone: 0135-3000600, 3000801/3

E-mail: pragyaan.masscomm@iuu.ac

Mobile: 9897873575

The Editor

Pragyaan : Journal of Mass Communication,
IMS Unison University, Dehradun
Makkawala Greens, Mussoorie- Diversion Road,
Dehradun, Pin- 248001, Uttarakhand
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Mobile: 9897873575
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