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Consumers' Perception of Visual Communication in  
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of Delhi-NCR  
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Behaviour During COVID-19  
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and Digital Media  
*Meenakshi Mishra*

Role of Women Journalists in Development of Society  
during Covid-19  
*Namita Mishra Pandey, Dr. Akashdeep Muni*

# Pragyaan: Journal of Mass Communication

Volume 19, Issue 1, June 2021

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## From the Editor

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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 times, particularly in India, Pragyaan: Journalism of Mass Communication (Pragyaan: JOMC) has the responsibility to explore all the significant changes and developments and provide insightful research on new trends in 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 reports describing original research in the fields of communication and mass media studies. This issue of Pragyaan: JOMC presents five research papers/articles covering diverse areas of Mass Communication.

In this issue, the first paper on 'Consumers' Perception of Visual Communication in Lingerie Advertisements: A Qualitative Approach' attempts to understand how Lingerie ads tend to focus on the mottoes of 'sensuality' whereas sports underwear ads talk more about 'power and strength'. Second Paper 'A Study of Print Media Coverage Related to Human Rights Violation Issues: A Content Analysis of Lucknow District Newspapers' aims to understand the impact of political context in the process of political socialisation of the youth of Bihar during general election, 2020 in Bihar. A third study on 'A Study of Print Media Coverage Related to Human Rights Violation Issues: A Content Analysis of Lucknow District Newspapers' attempts to find out the print media coverage of human rights violations that are linked with males, females and children are covered by the fourth pillar of democracy. Fourth paper on 'Change in Consumer Behavior and the Use of Online Media during the COVID-19 Pandemic in the Region of Delhi-NCR' intends to identify these behavioral changes in consumer's habits during this COVID-19 pandemic. Fifth paper entitled 'Impact of Animation Cartoon Programs on Children's Behaviour During COVID-19' highlights that during COVID-19 lockdown, despite the digital medium of communication played the role of "digital nanny" in children's life but watching these shows for long hours made children anxious and aggressive too. A sixth study on 'Judicial Process: Role and Effect of Social Media' analyses the instances wherein social media have grossly affected the rights of the accused and created an embarrassing situation for people in authority. Seventh paper on 'Challenges of Reporting in Insurgency-Affected Areas and Digital Media' explores the major challenges for journalists in Maoists hit areas of Bastar in Chhattisgarh and how they manage to work in such situations. Also, analyses the emerging possibilities of digital media as a platform to echo the voices of the marginalized community and its future scope. Eighth paper on 'Role of Women Journalists in Development of Society during Covid-19' aims to evaluate the work and role of the women journalists who performed their duties efficiently as media persons and responsible professionals during the toughest time of the Covid-19 pandemic.

We are thankful to the authors for their scholarly contributions to the Journal. We express our sincere gratitude to our panel of referees for giving their valuable time, thought and sufficient insights to ensure the selection of quality papers for the journal. I would also acknowledge the valuable contributions of Prof. Gautam Sinha (Vice-Chancellor), Dr. Vikash Singh (Associate Editor) and Dr. Varsha Sisodia (Associate Editor) of the Journal 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 Kumar Rai**

# Pragyaan: Journal of Mass Communication

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Volume 19, Issue 1, June 2021

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## CONTENTS

### *Research Papers/Articles*

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- |    |   |    |
|----|---|----|
| 1. | <b>Consumers' Perception of Visual Communication in Lingerie Advertisements:<br/>A Qualitative Approach</b><br>Mayuresh V. Belsare  | 1  |
| 2. | <b>A Study of Political Socialisation of Youth in Bihar Election 2020</b><br>Dr. Renu Singh   | 9  |
| 3. | <b>A Study of Print Media Coverage Related to Human Rights Violation Issues:<br/>A Content Analysis of Lucknow District Newspapers</b><br>Arun Pratap, Prof. A.R. Dangwal | 14 |
| 4. | <b>Change in Consumer Behavior and the Use of Online Media during COVID-19<br/>Pandemic in the Region of Delhi-NCR</b><br>Bushra Siddiqui, Prof. (Dr.) Maithili Ganjoo    | 21 |
| 5. | <b>Impact of Animation Cartoon Programs on Children's Behaviour during COVID-19</b><br>Swati Pant, Dr. Arvind Kumar Pal   | 29 |
| 6. | <b>Judicial Process: Role and Effect of Social Media</b><br>Shradha Baranwal, Dr. S.K. Chaturvedi   | 34 |
| 7. | <b>Challenges of Reporting in Insurgency-Affected Areas and Digital Media</b><br>Meenakshi Mishra   | 39 |
| 8. | <b>Role of Women Journalists in Development of Society during Covid-19</b><br>Namita Mishra Pandey, Dr. Akashdeep Muni  | 44 |

# Consumers' Perception of Visual Communication in Lingerie Advertisements: A Qualitative Approach

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\*Mayuresh V. Belsare

## ABSTRACT

The portrayal of women in advertisements has been an important topic of research across the world in light of the objectification of sex. In the Indian context, advertising of women's lingerie has come a long way from being non-existent up to the late eighties to being all over the media in the present day and time. Like elsewhere, the post-liberalisation era saw a gradual rise in this sector too, as symbolised by the now iconic Liril soap advertisement of the bikini-clad girl in the waterfall on the theme of refreshing take on life. This change truly reflects the paradigm shift in Indian society's acceptance of the basic needs and rights of a woman to exercise her choice with dignity. This transformation has also reshaped the interaction between consumers and brands and enabled the depiction of different themes in lingerie advertising. The phenomenon of the depiction of a woman as a symbol of strength in print and online single-frame advertisements of inner sportswear for women, which is the main focus of this study, is one of the most remarkable examples of high-level awareness of the consumers about adopting a healthy lifestyle. Earlier studies have focused on analysing the image of women as a commodity, or an object of desire as projected in all types of advertisements (Tanuja Singh & Densie Schoenbachler, 2008). However, sportswear lingerie advertisements in India are not much explored in terms of research and this analysis shows that a distinct image of a stronger and confident woman is being projected (Femvertising as popularised by She Knows Magazine, 2014) while marketing inner sportswear as against a delicate and sensual image in traditional lingerie ads. Besides, another significant finding of this study shows that society has accepted and acknowledged the portrayal of a woman in her innerwear in popular media.

**Keywords:** Lingerie Ads, Sensuality, Urban Woman, Visual Communication, Women Sports Innerwear Ads, Consumer Perception, Objectification

## 1. Introduction

Well-endowed and often photoshopped images of female bodies help sell almost everything under the sun (Field et al., 2005). The media is accused of propagating the objectification of women for its gains (Fredricks on & Roberts, 1997). Young women are depicted as being accepted by society only if they meet certain beauty standards set by the consumerist culture (Susan Runkle, 2003). However, there is another side of the story. Some brands are actively promoting a self-assuring and confident image of women that seeks to break away from the stereotype.

Such a discourse highlights media's perception of woman as an object of desire-based only on the skin colour on one hand and contrasts it with a vehicle of changing attitudes challenging the stereotypes expressed through different

constructs of class, beauty, sexuality, vulnerability among others, on the other. The latter boldly announces the preference of Indian women to belong to a globally uniform culture of visual recall (Parmal Chirmuley, 2015).

Because of first the liberalization and second, the digital revolution, explosion of sexual images in the media have begun to serve as symbols of all that was opposed to in India and the focus now seems to be on the individual and individual pleasure as inherently liberating.

Advertisement is a marketing weapon that helps a brand to stay in the minds of people through the techniques of association and attract more customers (Ghaffor et al., 2013). This study hence looks at different associations through elements of visual communication such as gestures, motifs, symbols, images and placement that convey meaning. This is the semiotic analysis approach

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wherein the object of investigation is the language of the message itself (Barthes, 1964; Durand, 1964) or the graphic image of the message (Eco, 1979; Mick, 1986; Scott, 1994).

For instance, there exists a spectrum of skin colour in this country and yet almost all Indian actresses and models are (portrayed) overwhelmingly fair-skinned (Parameswaran & Cardoza, 2009). This element has also been observed in the responses recorded in this study.

The Indecent Representation of Women (Prohibition) Act, 1986, seeks to prohibit indecent portrayal of women through advertisements, in publications, writings, paintings, figures, or in any other manner. The Act defines "indecent representation of women" as "the depiction in any manner of the figure of a woman; her form or body, or any part thereof in such way as to have the effect of being indecent, or derogatory to, or denigrating women, or is likely to deprave, corrupt or injure the public morality or morals." However, such a publication shall not be prohibited if it is proved to be justified as being for the public good on the ground that it is in the interest of science, literature, art, learning or other objects of general concern.

With the rise of tabloid journalism, unabashed exposure of women in Indian media today is not considered as being taboo in Indian society, and in this sense, most of the surveyed lingerie advertisements linger on the thin line between aesthetics and titillation.

## 2. Review of Literature

Gender portrayals in media continue to be the subject of ever-increasing scholarly research across the world. More than anything else, a portrayal of women in advertising is being constantly debated and discussed in academic circles.

Artz et al. (1999) in his A study on 'Gender Issues in Advertising Language', highlight the following broad patterns of portrayal:

1. Youthfulness and physical attractiveness are matters of immediate concern to women than their male counter parts.
2. Women are often depicted as product users and not portrayed as authority figures.
3. More frequently women are shown as subordinate to men, as decorative objects, or as alluring sex objects. Higgs and Milner (2004), in a content analysis on the portrayal of women in Australian advertising, suggested stereotypical portrayals of women.

Carpenter & Edison (2005) in their comprehensive work on the portrayal of women in magazine advertising over the last forty years expressed that the incidence of sexuality in advertising has been increasing over the years and women continue to be more sexually portrayed in a magazine advertisement.

Bermosk (2013), in her article 'Representation of Women in Advertisements' observes - common traits in most advertisements having a woman in them are that the woman is often the center of attention, who is viewed as a sex object, childlike and needy, wears something very revealing and speaks in a low and seductive tone. The camera lens appropriates the view of the male eye, looking the woman up and down. Taking care of the kids and enjoying household chores are projected as a woman's favourite pastime. Other cues point to her being unintelligent, irrational, or demanding. In exchange for an insignificant materialistic gratification, she is more than happy to offer sex in the ad as a reward if she gets what she wants.

### 2.1. Stereotypes in influencing consumer perception

Kim Sheehan (2004) demonstrated how stereotypes in advertising aid in changing consumer behaviour which can be observed in her book titled 'Controversies in Contemporary Advertising' by Sage Publications. The three possibilities suggested here in terms of the quantitative and qualitative aspects of stereotypes in the advertising context and the roles of stereotypes in society can thus be evaluated as follows:

1. The range of stereotypes presented in advertising messages: implying that advertising presents a variety of images of a single group of consumers, which is perceived as all the individuals in that group are alike but certainly not one-dimensional.
2. The valence of stereotypes presented for a specific group refers to the emotional significance of a particular portrayal. In this case, the consumers can relate to the positive stereotyped attribute and can see themselves emulating it (Lerner, 2001).
3. The frequency of the portrayals of each stereotype indicates the consistent single-faceted representation of a group throughout mass media which can affect how we perceive all members of the group.

Thus, the real power of stereotypes is their ability to alter the behavior of the person holding the stereotype.

### 2.2. Gendered Stereotypes, Appearances and Roles

Jennifer L. Paff & Hilda Buckley Lakner, (2009) have used content analysis to determine the role of female gender in magazine advertisements during 1950-1994 which indicates that women were most often depicted both in feminine roles and dress. Over time, though the attire became somewhat more masculine, yet roles remained consistently feminine. Findings further suggested that advertisers in Good Housekeeping and Vogue did not depict a realistic image of the woman. No direct relationship between the gender orientation of the women's roles and the dress was evident. Also, gendered roles of activity were consistent with traditional gender stereotypes of appearance within magazine advertisements across time. This finding is read as a

possible reflection of social changes typical of the postmodern era. The research paper makes a case for the need to reconsider the relationship between appearance and gender roles in a postmodern context.

### 2.3. How women perceive objectification

Fredrickson & Roberts (1997) in their 'A study based on Objectification Theory' used the sociocultural model of women's sexual satisfaction. The paper measured and correlated media internalization, body surveillance, body shame, sexual self-esteem, and sexual satisfaction of around a hundred and one college women attending university in the UK.

As expected, the results of a path analysis indicated the following chain reaction:

When appearance ideals originating from media sources were internalised, it led to more body surveillance, causing higher body shame and lower sexual self-esteem, resulting in less sexual satisfaction (indicating marginal significance for sexual self-esteem).

Rachel M. Calogeroa & J Kevin Thompson (2009) have shown sexual satisfaction was directly determined by body surveillance and body shame. These results further point to the sociocultural practices that objectify women while disrupting women's experiences of sexual satisfaction.

All these studies point to the fact that objectification of women is now a part of the capitalist culture that will only manifest in the coming times. It is now a documented conclusion that women are portrayed in 'decorative' and 'stereotypical' roles. However, this study looks at how the consumers of lingerie ads perceive visual cues embedded in lingerie and inner sportswear advertisements.

## 3. Research Questions

1. What are the visual cues that make respondents perceive the ads as objectifying a woman?
2. What visually appeals to the respondents about the selected lingerie and inner sportswear ads?
3. What different parameters can the respondents relate to while differentiating between lingerie and sports innerwear ads?
4. What are the different themes pointed out by the respondents pertaining to the selected lingerie and inner sportswear ads?

## 4. Objectives of the Study

This study aims to understand consumers' perception of the visual cues in lingerie and sports innerwear print and digital advertisements.

The objectives of this research study are:

- To understand consumers' perception of objectification of women in lingerie ads
- To analyse the visual appeal of the lingerie ads for their consumers

- To study different parameters that consumers can relate to for differentiating lingerie and sports innerwear ads
- To understand consumers' preference for different themes in lingerie and sports innerwear advertisements

## 5. Theoretical Framework

The social construction of reality was co-authored by Peter Berger and Thomas Luckmann in 1966. In this book, they explain how cultures use signs and symbols to construct and maintain a uniform reality. According to James Corey, communication is a symbolic process in which reality is produced, maintained, repaired and transformed. The theory states that people who share a culture, also share an ongoing correspondence of meaning. Over time, people come to accept signs (objective meanings) and symbols (subjective meanings). Thus, they form what we call Typification Schemes. These schemes are a collection of meanings that have been assigned to some situations and phenomena.

These schemes form a natural backdrop of people's interpretations and behaviours in the major routines of everyday life. The portrayal of women in lingerie ads is reflective of typification schemes-where certain gestures, expressions and motifs have come to form a natural backdrop for interpreting the messages.

'Media stereotyping' also helps build a convincing theoretical explanation in this context. The theory of stereotyping has its roots in Gramsci's concept of cultural hegemony, where dominant ideologies tend to become dominant social discourses and find space and acceptance across various domains including the media. Representation of women is one such dominant ideology that is used and re-constructed by the media. Advertising images reinforce the stereotypical feminine attitudes- a dimension of hegemonic ideological discourse.

## 6. Research Methodology

The research design employed by the researcher is exploratory and uses both qualitative and quantitative research techniques of content analysis to study different aspects of visual communication in Lingerie Advertisements. Based on the objectives of the study, it proceeds by analysing patterns of perceptions about the objectification of women, visual appeals and themes of the advertisements and the difference between lingerie and sports innerwear among the target audience. Primary data was collected using the instrument of the survey as a tool to analyse different perceptions of the selected respondents. The responses were coded to determine different themes for further analysis. Secondary data in the form of selected lingerie and sports innerwear advertisements of five popular brands were sourced from print and online. Single-frame advertisements were used for interpretation by the researcher.



## 7. Data Collection and interpretation

The semi-structured questionnaire was self-administered. It comprised close-ended and open-ended questions. The close-ended questions concerned the demographic data. The open-ended questions asked for the respondents' opinions about different aspects of visual communication.

Data collection was exclusively carried out by female colleagues and female students keeping in mind the sensitivity of the subject and confidentiality of the respondents.

The final sample size of 90 undergraduate and postgraduate female students was chosen using purposive sampling. This helped to understand the research problem from the viewpoint of the research participants. The respondents are from colleges and private universities in Pune and Mumbai cities having English as their medium of instruction. It is important to note that the respondents are the target consumers of the brand whose advertisements feature in this study.

This research study analyses the visual content of print and digital advertisements by popular lingerie and sports innerwear brands in India published onwards December 2018. The study analyses select advertisements representative of their campaigns by the sports female innerwear brand such as Jockey and Loveable Sport and popular lingerie brands such as Wacoal, Amante and Prithvi. As a part of the self-administered questionnaire, all of the participants were shown the images of the selected advertisements from sports female innerwear brands such as Jockey and Loveable Sport and by popular lingerie brands such as Wacoal, Amante and Prithvi.

## 8. Limitations and Scope

The findings of the study need to be examined in light of the fact that the study had a small sample size consisting of only English-speaking, university-educated projected as representative of the urban middle-class population of Pune and Mumbai region. Future researches should focus on investigating the long-term effect of media images on different population samples such as adolescent and adult women from both urban and rural settings and in vernacular languages also. The researcher believes the findings of this basic study could be a precursor for an in-depth approach to marketing strategies.

### 8.1 Visual Communication Analysis

The social semiotic analysis approach based on these elements (codes, themes, categories) focuses on symbols that were used to recognise forms. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotic studies address the issues of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs and symbols that can be interpreted according to pre-established intention, without reference

to the consumer and the influence on the consumer behaviour. This approach is useful especially in the context of advertising creation. In this study, the researcher looks at the selected advertisements where information is represented graphically and as images.

### 8.2. Questionnaire

After validation from the subject expert, a semi-structured questionnaire was designed using the following:

1. Are these ads embarrassing to look at?
2. Which of these ads do you find derogatory, offensive, insulting or demeaning to a woman and why?
3. Should lingerie ads be banned in India and why?
4. Which of these ads objectifies a woman and how?
5. Elaborately explain what appeals to you most about each of these ads and why?
6. Comment in detail what all differences do you observe in each of these ads?
7. Could you comment at length upon the different moods presented in each of these ads?
8. What role do the backgrounds play in all of these ads?
9. How is the model projected differently in each of these ads?
10. Do you think the advertisements featured here project a more positive confident image of a woman?







### 8.3 Content Analysis

The respondent's commentary was analysed using manifest and latent content analysis (Green and Thorogood 2004) using simple frequency counts for the codes that emerged from the data. 'Summative content analysis' was used for counting and comparing keywords or content, followed by interpreting the underlying context (Hsieh and Shannon 2005). This was not limited to frequency counts of words but included latent content analysis (Hsieh and Shannon 2005).

The qualitative responses received from the questionnaires were transcribed into Microsoft word tables; the researchers analysed the data and checked it for emerging themes. Text analysis was carried out at three stages: Forming condensed meaning units, coding text, then formulating sub-categories and categories, which eventually were organised into themes (Tables 1 and 2). This was achieved by cutting and pasting the text in the Word document. Categories were formulated partly from frequency counts of codes derived from subjective opinions.

### Image Manifest & Latent Analysis (Table 1 & 2)

The advertising analysis - The following table lists insights after analysing responses to questions from the sample chosen for print and digital advertisements of five well-known lingerie and sportswear brands marketed in India.

Brand	Advertising Image	Respondents' Comments
Wacoal		<p>The fair-skinned model is positioned to reveal the body curves with a tilt of head and wearing a seductive expression using the product placed against an affluent backdrop. It gives a sensual connotation to the whole concept of decorative lingerie aimed at niche Target Group.</p>
Prithvi		<p>The fair-skinned model with a sharp jaw line is flaunting her trim body curves and is positioned against a bright staged backdrop. As a result the ad doesn't evoke fascination and looks tacky for its colour scheme.</p>
Amante		<p>The fair-skinned model uses a fear appeal as a way of a testimonial. It reveals the attitude of today's fiercely independent working woman. Sensuality, in the literal sense, is replaced by focus and confidence. A certain aura is seen around the model suggesting wisdom.</p>
Jockey		<p>Women models wear sports innerwear sans any titillation during a recreational activity. Ease of body movement and comfort are the focus of the ad and convey strength and agility.</p>
Jockey		<p>A young woman model flaunts her toned body in a casual non-seductive way; she is not coy and looks unapologetic while radiating confidence and a certain attitude in a recreational mood.</p>
Lovable		<p>Women models sport sports innerwear sans any titillation. Ease of body movement and comfort are the focus of the ad and convey flexibility and agility in a recreational activity.</p>

Fine-tuning the manifest responses, further analysis was carried out as follows using the inductive approach to coding. The objective was to identify homogenous groups using the data obtained from Table 1:

**Latent Analysis Table 2**

Typification Schemes	Meaning Units	Codes	Sub-Categories	Categories	Emergent Themes
Profiles of the models	Only fair -skinned models featured	Fair-Skinned	Fair Models with sharp features	Socially Accepted Standards of Beauty	Perceived Beauty
Seductive Facial expressions	Expressions are inviting and naughty	Bold expression	Eye contact looks assuring	Power to attract people	Feminine Strength
Body Contours (Curves)	Well-toned figures look attractive	Sensual Posture	Attractive Body Type	Physically in good shape	Aspirational Image
Colour Combination	Rich colours vs Tacky colours	i) Novel Setting ii) Artificial Setting	i) Classy background ii) Realistic backgrounds	Elite backgrounds vs Sub-standard	Class Representative
Recreation	Work-out and focus	Confidence	Physically strong	Go-getter	Quick & Agile
Mind Speak as a Testimonial	Urban Educated	Strong Personality	Determined Face	Independent	Attitude Forming
Decorative	Girl Next-door	Playful	Flaunting Youthfulness	Careless	Fun Loving

#### Compilation:

Using the themes that emerged during content analysis, consumers' perception of the advertised brands was tabulated as a simple percentage of the total responses for that theme.

Coding Schema for Summative Content Analysis (Table 3) (Figures in simple percentages)

Brand	Perceived Beauty	Feminine Strength	Aspirational Image	Class Representative	Function R/ D/ W	Attitude
Wacoal	70	70	65	64	70 D	60
Prithvi	50	60	45	68	80 D	55
Amante	70	70	70	60	85 W	75
Jockey(SI)	50	65	60	50	70 R	75
Jockey	50	67	50	68	70 R	65
Lovable	50	67	55	60	75 R	60

Legends: SI-Sports Innerwear, R-Recreation, D-Decoration, W-Working

## 9. Results and Discussion

From the content analysis, a lot of interesting findings were revealed. Some of them were unexpected in terms of percentages, but also in terms of intensity. Specifically:

Of the total responses, 78% of the respondents commented that the featured advertisements did not objectify women. Overall, 15% said that objectification of women was subtle and 7% said that they were not sure.

The different visual cues that appealed to the respondents are: i) the features of the models, ii) colour combination, iii) feminine strength, iv) aspirational image, v) representation of economic class, vi) function and mood of the ad, and vii) the attitude depicted by the models.

Bold colours such as black, purple and blue were related to strong sensuality by 60% of the respondents while pink and light green were perceived as playful and sombre respectively by 60% of the respondents.

Overall, a total of 80% of the respondents have outlined the mood as either recreational or decorative or working. The background was perceived as an indication of an economic class. Respondents are skeptical on the effectiveness of using dark-skinned models. They are concerned about the distortion of the message in the audio-visual format. Reservations are also expressed about the lack of text (copy) in some of the ads. The language of brands like Prithvi appears as one more issue that demands attention.

Overall, a total of 70% of the respondents opined that sports innerwear ads projected the agility and flexibility of the woman and the lingerie ads evoked the beauty aspect and inner strength of the woman.

## 10. Findings of the Study

- Lingerie Advertisements rely on creating a social reality using typification schemes of beauty. However, these do not contribute towards the objectification of women.
- Visual appeals include facial expressions, body contours and colour combinations used in the communication. These factors aid in forming brand associations. Regular lingerie ads rely on using only fair skin models highlighting body contours.
- Sports lingerie ads project a strong and confident image of women as compared with non-sports innerwear that lay stress on the beauty appeal aspect. In this sense, the parameters of recreation, decorative and work-related attributes have been identified.
- Almost all the lingerie ads evoke a strong and positive image of women. Some ads (Amante) also show women in the position of authority. The analysis has brought to the fore themes such as beauty, strength, aspiration and belongingness to a class as indicators for further study.

## 11. Conclusion

The six key factors that affect lingerie and sports innerwear branding identified in this paper attempt to comprehensively cover all the elements of consumer perception that could contribute to the brand identity and personality of the product.

This study has used a thematic content analysis approach relevant to various previous studies and attempted to fit the observations into a conceptual framework that can be used as a benchmark when conducting a study of branding for lingerie and sports innerwear.

More than 70% percent of respondents have indicated that none of the advertisements objectify women in the conventional sense. An important point to be noted is that all the featured advertisements have relied upon using only fair-skinned models, who are projected as representative of their target audience and the backgrounds evoke an economically well-off segment of society leading a successful and contented life. Other demographic segments remain untapped as a result.

This study also reaffirms the overarching differences in advertising between lingerie and sports innerwear for women. Lingerie ads tend to focus on the mottoes of 'sensuality' whereas sports innerwear ads talk more about 'power and strength'.

Advertising is a powerful promotional tool to reach the masses as well as disseminate different values to them (Zinkhan, 1994). Values are accepted beliefs that should be ideally upheld in a society or community and they eventually shape attitudes. Thus, ads depicting a confident woman help in propagating and shaping strong attitudes about personal well-being in women regarding sports innerwear in particular and lingerie in general.

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# A Study of Political Socialisation of Youth in Bihar Election 2020

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\*Dr. Renu Singh

## ABSTRACT

The present paper aims to understand how an election phase acts as a catalyst in increasing the political socialisation of youth. The youth is an important member of the family and can play an important role in influencing the opinion and decision-making of a family and society as a whole. The Bihar Election, 2020 was held in the period of COVID spread, so virtual platforms were used by political parties to reach their voters. Youth voters of Bihar were better digitally equipped and thus they became the target group of the election campaign. The present research tries to understand the impact of political context (Bihar Election, 2020) in the process of political socialisation of the youth of Bihar.

**Keywords:** Political socialisation, Youth, Election, Social media

### 1. Introduction

A healthy democracy is defined by voting behaviour and political decisions made by the citizens of the state. Thus, it is very important that the citizens of the state are aware of political events and regularly participate in the political discourse. When people discuss and debate on political issues- they become more aware, alert, enlightened and responsible citizens. They become aware of their political environment and can take better political decisions. A well-discussed and researched political decision taken by the voters in a democratic nation predicts the bright future of the country. Political awareness and discourses should not be limited to male members of the society, rather better political decisions can only be taken in a society only if all the sections of society participate irrespective of their gender, caste, class, creed. Children learn consciously or unconsciously about their political environment from the discourses happening at their homes, neighborhood, schools, etc. For an active and healthy democracy, it is a must that our young generation becomes aware of politics, political rights, their responsibilities as citizens and voters in a democratic society. But many research studies and reports have stated their concern about the lack of interest of youth in politics. Moreover, if we see that youth representation in politics, parliament and policymaking is relatively low, so the youth find politics, not as a suitable career option. In a country like India, politics also symbolises crime, scam and corruption, thus it becomes a less interesting career option for the young generation. Thus, to make the younger generation more politically aware and have them participate in the democratic administration, it is necessary to politically socialise them.

### 2. Political Socialisation

Socialisation is a process through which the younger generation learns about their values, traditions, attitudes and beliefs. It can also be described as the process through which a generation passes its cultural heritage to its younger generation. When a generation passes its knowledge regarding politics and political system through their discussion, critical thinking, action, etc. consciously or unconsciously, to its younger generation, the process is called as political socialisation. Political socialisation is a process where an individual acquires understanding about politics, government and their fundamental duties and responsibilities through their family, acquaintances, political leaders, media and other socialising agents. Hyman (1959, p. 25) defined political socialization as an individual's "learning of social patterns corresponding to his societal position as mediated through various agencies of society." Thus, the socialisation agents like family, school, peer groups play an important role in the interest level, awareness and participation in the political discourses and events.

According to Moore, A. 'The Role of the Media on the Political Socialization of the Youth', political socialization occurs in many ways:

**Family:** Parents play an important role in socialising the children as they are their first teachers. Parents and grandparents provide a culture of political discussions and critically examining their political rights and responsibilities.

**School:** The school educates the children with the concept of government, democracy, history, duties and responsibilities as citizens.

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<sup>1</sup><https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199935307.001.0001/oxfordhb-9780199935307-e-98>

**Peers:** Friends and acquaintances always influence and motivates one's interest in politics.

**Religion:** The religious traditions and values of a person highly influence his/her political ideologies.

**Social and Economic class:** The social class to which one belongs, shapes one's views.

**Minority Status:** Members of a minority group sometimes feel like outsiders, and this feeling of isolation and alienation affects their attitudes toward society and government.

**Media:** Media is powerful in shaping the opinion of a person as it has the power to start a discussion in society. It can keep repeating and reminding the political debate with debates on television, radio, internet etc, advertisements, hoardings. It is an influential socialising agent.

**Key Events:** A major political event can shape an entire generation's attitudes toward its nation and government."

In the present research, the political event like election scenario is taken into account. In a democratic country, the election process is defined by the election campaigning and voting behaviour. The electoral competition calls for election rallies, political speeches, utilisation of media, road shows, etc. Thus, the present study tries to understand the impact of an election on political socialisation of youth.

### 3. Review of Literature

Pacheco (2008) argued that although the family is an important agent for political socialisation of youth but the political context also matters. Neundorf & Smets (2017) states that "The political context in which citizens grow up, has often been overlooked as a socializing agent." According to Franklin (2014), "Short-term characteristics of elections influence younger citizens' turnout decisions but have much less impact on the decisions of older voters, who have already established a habit of voting or abstaining. Electoral competition is especially important in this respect."<sup>2</sup> The findings of the research done by Habashi (2017) "Political Socialization of Youth, A Palestinian Case Study" indicated that "Children's agency is framed within local and global discourse, and the political socialization is based on constant interactions between multiple variables including the global discourse." The research further states that Youth are not passive recipients of political stimuli but play an active role in shaping their political perspectives as they are reflective agents growing up within specific and historical contexts..." (Yates & Youniss, 1998, p. 496). Pacheco (2008) found in his study that "the effect of local political competition on youth voter

turnout acts primarily through political socialization."

Thus, the present research tries to understand the role of political context in the process of political socialisation of youth. In an era of the pandemic when political parties could not reach their voters in public and couldn't do door-to-door campaigning in the beginning, social media was the only option to reach their voters. Bihar is a state with the largest number of illiterate and poor people living in villages. However, youth were digitally equipped and could be reached to become opinion leaders. The youth are an important member of the family and can play an important role in influencing the opinion and decision of a family. The youth are also influenced by their peer group, their educational institutions, or their workplace. Media also highly influence the opinion and thought process of the young generation. A political event like elections is characterised by the political campaign done by political parties, election rallies, political speeches, political debates and discourses, advertisements on television, newspapers, social media, hoardings, billboards. The present research will try to understand how the election event can arouse the interest level and involvement of youth in political discussion and political participation.

### 4. Objective of the study

The present research tries to understand how an event like an election has an impact on political discourses of youth and their political socialization.

### 5. Methodology

Political socialisation is a process in which the youth are encouraged to discuss and understand political discourses. In the present research, it is tried to understand how the election scenario can be an effective socialising agent. The research will analyse how the election campaign boosted the socialization of youth. A survey was done to understand the political socialisation process of the youth using questionnaire as a tool. A survey was conducted in four villages of Gopalganj district, Bihar. The samples selected were in the age bracket of 18-25. A total of 240 respondents were taken as the sample for the survey in which 160 respondents were male while 80 were female. All the respondents were from rural background and were pursuing graduation and post-graduation. Some were also preparing for competitive exams.

### 6. Data Analysis

In the present research, Bihar election 2020 is taken into account as the socialisation agent. The election in Bihar is considered as a political event when the political discourse is at its highest in the state. The political parties used print,

<sup>2</sup><https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199935307.001.0001/oxfordhb-9780199935307-e-98>

electronic and social media to reach to its voters. Even the streets decorated with hoardings and billboards initiated political discussions among the voters. But the year 2020 was also marked by a chronic pandemic. Large public gatherings and traditional public sphere discussions were not seen in the beginning of the campaign rather voters were approached virtually. Bihar, being a less developed state in the country, was a challenge for the political campaigners. A large number of voters in Bihar are illiterate, poor and mostly stay in villages. The election rallies and political speeches were an effective way of reaching to these people, but the pandemic forced the political parties to try out other ways to reach them. Social media was utilized to persuade the voters, although it was clearly evident that most of the voters were not digitally literate, so the youth became the target group. The youth of Bihar staying in town or villages were active on social media and they were persuaded to participate in the political discourse. Moreover, according to a report 'The youth factor in Bihar assembly elections 2020' published in Hindustan Times, Bihar has a population of 80 million youths whose age is below 25. There are 71.8 million voters in Bihar and out of them 56 percent are in the 18-40 age bracket. The voters in the 18-25 age bracket account for 16 percent of the total population in the state. Thus, young voters constitute a considerable percentage of voters whose decision could impact the result of the election.

The present research tries to understand the impact of the election campaign and the involvement of youth in political discourse. The research analyses the interest level of youth in the politics of their state- their interest in the slogan, narratives, advertisements, and related news covered by media. It aims to find out how the election event can arouse the interest of youth by understanding how much they are involved in attending the election rallies, listening to political speeches and how often they discuss political issues in a day with their family and friends?

1. Are you going to vote in Bihar election 2020?

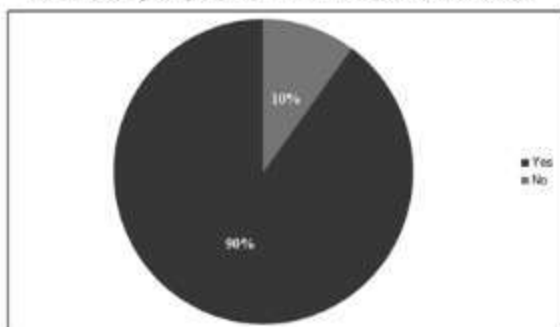


Figure 6.1 Responses regarding whether they will vote or not  
According to figure. 6.1, out of 240 respondents, 216 respondents confirmed that they will vote for Bihar while 24 respondents replied they won't go out to vote.

2. Do you follow your political leaders on social media?

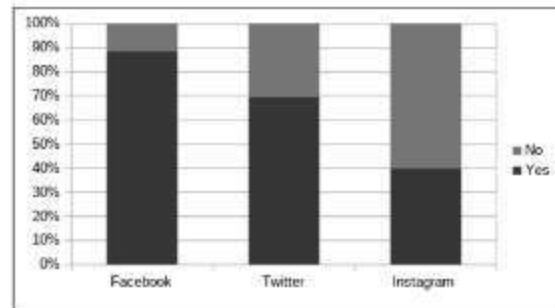


Figure 6.2: Responses regarding whether they follow their political social media  
According to figure. 6.2, out of 240 respondents, 212 respondents confirmed they follow their political leaders on Facebook, 167 respondents follow on Twitter while 96 respondents follow on Instagram.

3. Do you read the political ads circulated on WhatsApp?

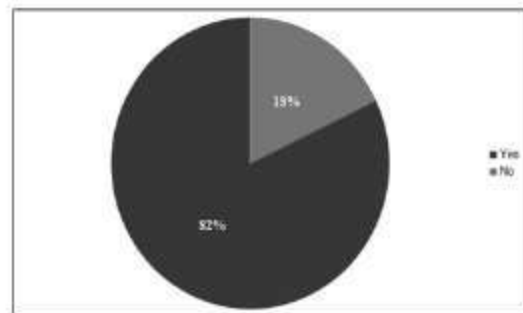


Figure 6.3 Responses regarding whether they will vote or not  
According to figure. 6.3, out of 240 respondents, 197 respondents confirmed that they read the political advertisements circulated on WhatsApp.

4. Do you watch Bihar election-related programmes on television?

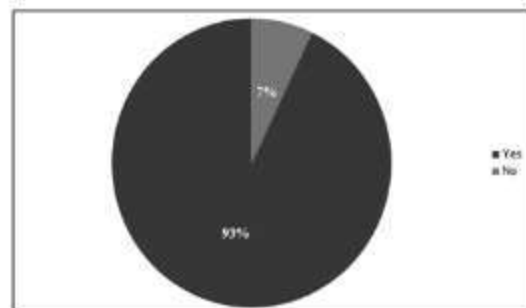


Figure 6.4 Responses regarding whether they watch Bihar election-related programmes on television  
According to figure. 6.4, out of 240 respondents, 223 respondents confirmed watch Bihar election-related programmes on television.



5. Did you attend political rallies in this election?

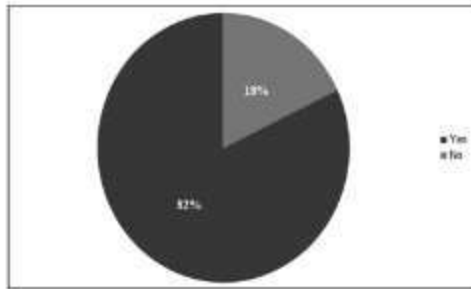


Figure 6.5: Responses regarding whether they attend political rallies in this election  
According to figure. 6.5, out of 240 respondents 197 respondents confirmed that they attended political rallies in this election.

6. Do you read the hoardings and slogans of political parties?

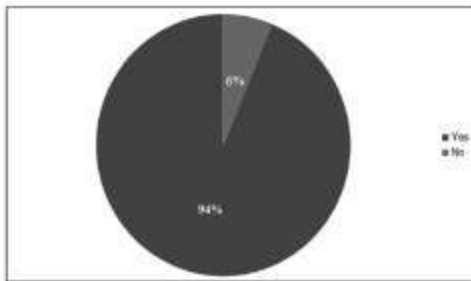


Figure 6.6: Responses regarding whether they read the hoardings and slogan of political parties  
According to figure. 6.6, out of 240 respondents, 225 respondents confirmed that they read the hoardings and slogans of political parties.

7. Have you participated in any political discussion forum on Social media or web platforms?

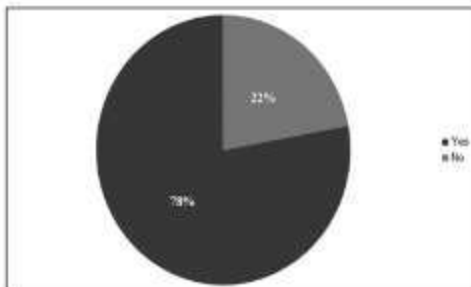


Figure 6.7: Responses regarding whether they participated in any political discussion forum on Social media or web platform  
According to figure. 6.7, out of 240 respondents, 187 respondents confirmed that they participated in any political discussion forum on Social media or web platform.

8. Do you discuss political issues with friends, family members, parents and community members?

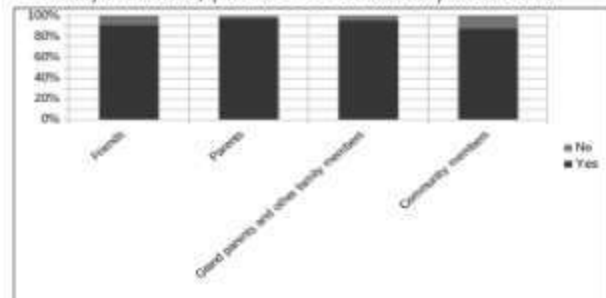


Figure 6.8: Responses regarding whether respondents discuss with friends family members parents and community members  
According to figure. 6.8, out of 240 respondents, 219 respondents discuss political issues with their friends, out of 240 respondents 234 respondents discussed with their parents, while 229 respondents discussed even with their grandparents and other family members. A total of 211 respondents discuss on political issues with even community members.

9. How often in a day do you discuss political issues during election period?

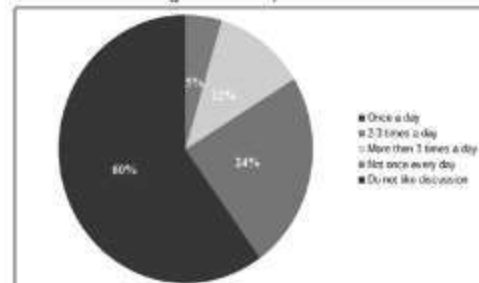


Figure 6.9 Responses regarding how often in a day do you discuss political issues during the election period  
According to figure. 6.9, out of 240 respondents, 144 respondents discuss on political issues once a day while 57 responded they discuss twice or thrice a day. A total of 28 respondents discuss on political issues more than thrice a day, while only 11 respondents do have political discussions daily. All the respondents confirmed that they discuss political issues.

10. Are you interested in the result of Bihar election 2020?

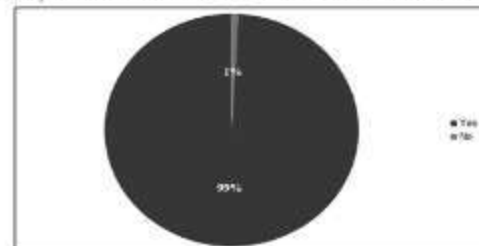


Figure 6.10: Responses regarding whether they are interested in the result of Bihar election 2020  
According to figure. 6.10, out of 240 respondents, 238 respondents confirmed that they were interested in the result of Bihar election 2020.

## 7. Findings & Conclusion:

- The following are the findings of the present research:
- The election of Bihar concentrated on the issues of youth, although there was risk of COVID-19, still, 90 percent of the respondents were interested to go out and vote for Bihar.
- A majority of respondents were active on social media and they followed the political discourse closely on virtual platforms.
- The respondents also read advertisements flooding social media as well as on hoardings and billboards.
- The youth listened to election-related programmes on television as well as participated in the discussion forum on virtual platforms.
- A majority of respondents attended election rallies to listen to their political leaders and to know what their leaders have to offer to them.
- During the election phase a majority of respondents on political issues once or more than once a day. They had regular political discussions with their parents, grandparents, friends and community members.
- Almost 99 percent of the respondents were interested in the result of voting in Bihar.

The findings of the present research clearly show that an event of the election surely starts a political discourse in the society. The youth can't stay away from this type of environment. The advertisements in newspapers, television, radio, the internet always remind the voters of electoral competition. The youth is motivated to think and discuss political issues through constant messages and advertisements on social media platforms. The hoardings and billboards on the roads and localities keep repeating the political messages. Moreover, when the main agenda of the election is based on the burning problems of youth, then it becomes obvious that they get very involved in the discourse. In Bihar elections, 2020 the issue of unemployment and government jobs became the main focus of discussion. The youth attended election rallies and listened to speeches of political leaders to understand what they want to offer to them. Thus, it can be clearly stated that although the election period is a short event in terms of duration, still it has a great impact on the political socialisation of youth.

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# A Study of Print Media Coverage Related to Human Rights Violation Issues: A Content Analysis of Lucknow District Newspapers

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## ABSTRACT

The newspapers are intended to cover issues, stories, articles, news features, analysis, editorials, etc. related to human rights violations. This study analyses the coverage by the two leading daily newspapers 'Dainik Jagran' published in Hindi and 'The Pioneer' published in English in Lucknow district of Uttar Pradesh. The Human rights violation has become a worldwide phenomenon which is increasing day by day. Developing countries like India, which boasts of unity in diversity, witnesses such violations almost every day. It is quite obvious from media reports that the human rights violations are still much away from control. Males, females, children, minorities and other marginalized groups are discriminated for no responsibility of their own. Many women, children, minorities, people with disabilities, sexual and gender minorities remain marginalized and continue to suffer discrimination because of lacuna on the part of the government to train public officials in preventing discriminatory behavior. The world's largest democracy is India which, continues to have major human rights problems despite making commitments to tackle some of the most prevalent abuses. The nation has a flourishing civil society, free media, and an independent judiciary. But longstanding abusive practices, corruption, and lack of accountability for perpetrators foster human rights violations. Government initiatives, including police reform, improved access to health care and education, suffer due to poor implementation. This paper aims to find out the print media coverage of human rights violations that are linked with males, females and children covered by the fourth pillar of democracy.

**Keywords:** Print Media Coverage, Human Rights Violation, Issues related to Male, Female, and Children.

### 1. Introduction

Media is a powerful instrument that provides an enabling environment and creates ideology. It further helps to develop peoples' thoughts and perceptions. Therefore, the potential of media must be strengthened so that the human rights movements are fully utilized.

The media coverage of human rights and related issues has not been satisfactory as they have been sporadic and event-oriented. Therefore, media indeed must go a long way in making human rights issues as a regular subject for reporting, analyzing and interpreting (M. Prabhakar, S. Bhanawat 2004).

The Article-19 of the Universal Declaration of Human Rights (UDHR) states, "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and

regardless of frontiers." Likewise, Article 19 (1) (a), one of the fundamental rights of the Indian Constitution states that "All citizens should have right to freedom of speech and expression. This right is extended to the press and media as well."

The Times of India (December 31, 2015), Lucknow Edition, had only one story altogether. The story narrates those 23 children rescued by the Emmanuel Seva Group in Meerut, were in the age group of 5 to 14 years. The children claimed to have two names; one which their parents gave and the other was the Christian name that the Director of the Children's Home gave.

It is well understood that the media play an active role in raising awareness of human rights, apart from other civil and political rights. This helps in mobilizing people and to recognize and protect human rights and bringing perpetrators to justice.

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Media reporting is critical, especially for the cases related to human rights violations rather than other criminal cases and discussing punishments. This helps in bringing down the incidences of abuse and violation. Professor Jianfu Chen said, "Implementation is often conceptualized as pressure politics, a Social & Political phenomenon, an administrative control process, or an intergovernmental bargaining process."

Human Rights are the rights that every human being is entitled to enjoy and therefore must be protected. Such rights which are fundamental to human dignity must be respected in the treatment of all men, women and children. These rights exist in some form or the other in all cultures and societies. Human rights have been legally granted to the citizens of countries all over the world. These general terms pertain to a decent life, protection from ill health, unemployment, freedom of expression, right to education and many other rights.

The Press as the fourth estate in a democracy has a greater responsibility to play a constructive role. People depend on newspapers for their day-to-day information needs, therefore newspapers should act to inform and educate on social issues. A socially responsible press informs citizens on issues of immediate concern, hence the degree of media attention that is given to issues related to Males, Females and children set the public agenda. The authors of the agenda-setting model of the press, Shaw and McCombs observed that the agenda-setting role of the press is an important one in civil mobilization. The press helps to focus on key problems of the day and sets the agenda for action.

### 1.1. Human Rights Violation in India: Some Facts

Most of the human rights violations related to women remain unknown as they are not reported at all. Hence, it is difficult to figure out the exact numbers of such violations. The instances of dowry deaths, female infanticide, female feticide, domestic violence, rape and battering prostitution, Devadasi system, sexual harassment at work and elsewhere, oppression and exploitation of women in every sphere of life indicate that the status of women and the violation of their rights in the country are very gloomy.

The violations of women's rights are a worldwide phenomenon and are not confined to India alone. One common bond among women world wide which cuts across class, culture, religion, national and ethnic origin is the denial, violation of their fundamental human rights and their collective efforts in claiming those rights. Mohandas Karamchand Gandhi opined that women are the companions of men and are gifted with equal mental capacities. However, this equality is not reflected in real life.

The data from the National Crime Records Bureau, New Delhi, shows that a total number of 1,235 cases under the

Dowry Prohibition Act were reported in 53 mega cities during the year 2014. This indicated that there was a decrease of 23.5% as compared to (1,614 cases) in 2013. Bengaluru (774 cases) recorded the highest such cases followed by Jamshedpur (168 cases), constituting 62.7% and 13.6% respectively. Jamshedpur has reported the highest crime rate of 26.3 percentages as compared to the 0.8 percentage average crime rate in megacities (Crime in India, 2014).

In India, seeing the increasing trend of sexual crimes, especially against children exhibit the highest level of bestiality and barbarity in such crimes. The Nirbhaya Rape Case of 2012 and more recently the Kathua Rape Case of 2018 witnessed a series of deliberations & outrage across the country which finally culminated in the decision by the Union Cabinet to promulgate Criminal Law Amendment 2018 (4) in which the punishment for the offense of rape was enhanced and additional sections are added for the sexual offenses against minors. It was also decided by the cabinet to establish a National Database of Sexual Offenses, strengthening of investigation, prosecution and fast-tracking of cases (NCRB Journal 2018).

Human rights violation has become a worldwide phenomenon which is increasing day-by-day. Developing countries like India which boasts of "Unity in Diversity", witness such violations every other day. It is quite obvious from media reports, including print media that the human rights violations are still much away from control. Women, children, Dalits, tribals, minorities and other marginalized groups are discriminated for no fault of their own. They continue to suffer discrimination because of lacuna on the part of the government to train public officials in preventing discriminatory behavior. Many countries, including India have indeed enacted legislation with the sole aim of putting an end to such violations. However, it is very disappointing that the results of these are much less than the expected level of satisfaction.

## 2. Objectives of the Study

1. The main objective of this research paper is to study and analyze the print media coverage of human rights violation issues. The paper tries to present coverage related to males, females and children in the newspapers of Lucknow district.

## 3. Research Methodology

The Research study has used the content analysis method. The multi-Stage sampling process has been applied for the selection of sample newspapers for content analysis. First of all, two newspapers of 2014 have been chosen based on purposive sampling in view of the highest circulation respectively in Hindi and English language newspapers published from Lucknow district. Thus, 'Dainik Jagran' in

Hindi language and 'The Pioneer' in the English language were selected. The number of the newspapers is restricted to two i.e. 'Dainik Jagran' and 'The Pioneer' due to the time and other research limitations.

**3.1. Selection of Newspapers for Content Analysis**

The researcher applied a multi-stage sampling method in the selection of newspapers published from Lucknow District in 2014. The newspapers selected are one from Hindi language and another from the English language. The basis of selection was the highest circulation of the newspapers in respective languages published from Lucknow District.

As per the Registrar of Newspaper for India Report-2014, the 'Dainik Jagran' was at the top in circulation with 2,77,707 copies as compared to other newspapers published from Lucknow district. Similarly, 'The Pioneer' published in the English language had the highest circulation of 13,48,038 copies among all other newspapers published in English from Lucknow district.

Thus, in all, two newspapers i.e. one in Hindi language and another in the English language, namely 'Dainik Jagran' and 'The Pioneer' were selected.

Out of all the 12 months of 2014, the newspapers selected for content analysis were from the 1st, 6th and 12th month i.e. January, June and December. Further, out of these selected months, newspapers of each Monday and Sunday were selected by applying purposive sampling with Monday being the first day of the week and Sunday being the last day of the week.

So, 26 newspapers of 'Dainik Jagran' and 26 newspapers of 'The Pioneer' were picked. However, the edition of 26th January could not be included in the sample as it was a national holiday and newspapers did not publish on this date.

After the selection of newspapers, the content analysis was done. The items related to human rights violations published in both selected newspapers were counted in centimeters per column. The total coverage and its different categories were converted into percentages for analysis.

**4. Data Presentation and Interpretation**

The researcher has gone through each page of the newspapers for counting the publication related to human rights violations.

The human rights violations have been categorized into three categories i.e.

1. Coverage related to Male
2. Coverage related to Female
3. Coverage related to Children

On the basis of coverage in different categories, percentages of total coverage were calculated for each category.

First of all, a cluster of three months was made, starting from January 2014 to December 2014. This way a total of three clusters were made for the selected period as shown in Table 01:

Table: (01)

Sl.No.	Name of newspapers	Total No. of issues	Circulation of each issue
1.	Dainik Jagran	25	2,77,707
2.	The Pioneer	25	13,48,038
	TOTAL	50	

Source: 'Dainik Jagran' and 'The Pioneer' Newspaper (Lucknow Edition)

**4.1 Human Rights Violation Coverage by Newspapers**

To make content analysis, as a first step, the whole area of the newspapers was measured for calculations. Then the coverage given to the human rights violation was measured in centimeters per column. The Human rights

violation coverage was categorized into (i) Coverage related to Males (ii) Coverage related to Females and (iii) Coverage related to Children.

The average number of pages of each newspaper selected for analysis with the length and width and the total area of both are given below in Table 02:

**Print Area of Newspapers**

Table: (02)

News papers	Average no. of the pages	Area of per page (Sq.cm)	Average print area of a single issue (Sq.cm)
Dainik Jagran	22	54 × 33.5 = 1,809	39,798
The Pioneer	14	54 × 33.5 = 1,809	25,326
Total	36	3,618	65,124

Source: 'Dainik Jagran' and 'The Pioneer' Newspaper (Lucknow Edition)

The above table shows that the total average number of the pages of 'Dainik Jagran' was 22 while The Pioneer had 14 pages. The Table also shows that the total area of a single issue of Dainik Jagran is 39,798 sq.cm. while that of The Pioneer is 25,326 sq.cm. Thus, the total area of both the newspapers taken for the study is 65,124 sq.cm.

#### 4.2. Human Rights Violation related Coverage in Newspaper during 2014

First of all, the total area of each selected newspaper was counted. Then the coverage area was separated to find out the percentage of human rights violations coverage area. After that the area of coverage related to human

rights violations in total was calculated from the selected newspapers. The different kinds of coverage i.e. related to male, female and children were taken separately.

The area covered by each newspaper related to the human rights violation item was measured in sq.cm. The details of such coverage have been given in Table 03.

##### 4.2.1. Human Rights Violation Coverage in selected Newspapers

The coverage of human rights violations in selected newspapers was counted during the scheduled period as is shown in the following table:

Table: (03)

Name of Newspapers	Single issue (Sq.Cm)	Total (single×25) (Sq.Cm)	Total Area of Human Rights Violation related Issues (Sq.Cm)	Percentage
Dainik Jagran	39,798	9,94,950	18,743.01	5.31
The Pioneer	25,326	6,33,150	14,681.65	2.31
<b>Total</b>	<b>65,124</b>	<b>16,28,100</b>	<b>33,424.66</b>	

The above table shows that the total coverage of human rights violation-related issues in Dainik Jagran is comparatively more than The Pioneer. The Dainik Jagran had such coverage in 18,743.01 sq.cm, which was 5.31 % of the total area of Dainik Jagran taken as a sample.

In the case of The Pioneer (Lucknow Edition), the total coverage of human rights violations is 14,681.65 sq.cm, which is only 2.31 percentage of the total area of the selected sample newspaper.

##### 4.3. Category-wise Human Rights Violations related Coverage

The human rights violation-related coverage undertaken for the study has been categorized into three different categories. These categories are related to Male, Female, and Children. In the table details of the human rights violation related coverage made by selected sample Hindi newspaper Dainik Jagran has been given in table 04 as below:

Table: (04)

S. No.	Human Rights Violation related Categories	Area Covered by Human Rights Violation News and Other Related Items (Sq.Cm)	Total Published Area of Human Rights Violation (Sq.Cm) (1+2+3)	% of Human Rights Violation-related Coverage of each category.
1.	Related to Male	11,640.15	18,743.01	62.10
2.	Related to Female	4,643.36		24.78
3.	Related to Children	2,459.50		13.12
	<b>Total</b>	<b>18,743.01</b>	<b>18,743.01</b>	<b>100</b>

The above table shows that out of a total of 18,743.01 Sq.Cm Human Rights Violations Coverage done by Dainik Jagran, a Hindi newspaper of Lucknow Edition, the highest coverage is 11,640.15 sq.cm is related to males which are 62.10 % of the total coverage. The coverage related to HR violations related to females is 4,643.36 sq.cm, which is 24.78% of total coverage. Besides these, the coverage given to Children related publication is 2,459.50 sq.cm which is just 13.12 % of the total coverage. This shows that the lowest human rights violation coverage is that of children.

**4.3.1 Graphical Presentation**



Figure 1 - Percentage of Human Rights Violation Category

**4.4. Category-Wise Human Rights Violation related Coverage**

The human rights violation-related coverages undertaken for the study have been categorized into three different categories. These categories are related to Male, Female, and Children. In the following table, details of the human rights violation coverage made by selected English newspaper 'The Pioneer', Lucknow edition, have been given in table 05 as below:

The above table shows that out of a total of 14,681.65 sq. cm coverage of human rights violations done by The Pioneer, the highest coverage is 8,482.25 sq. cm is related to males. This is 57.77% of the total coverage of human rights violations. The coverage related to female-related human rights violations is 5,053.9 sq. cm which is 34.43% of the total coverage. Besides these, the coverage given to children-related publications is merely 1,145.5 sq. cm which is 7.80 % of the total coverage. This shows that the lowest human rights violation coverage is that of children.

Table: (05)

Details of Human Rights violation related Coverage (English Newspaper)				
S.No.	Human Rights Violation Categories	Area Covered by Human Rights Violation related News and Other Related Items (Sq.Cm)	Total Published Area of Human Rights Violation (Sq.Cm) (1+2+3)	% of Human Rights Violation Coverage related to each category
1.	Related to Male	8,482.25	14,681.65	57.77
2.	Related to Female	5,053.9		34.43
3.	Related to Children	1,145.5		7.80
	Total	14,681.65	14,681.65	100

**4.4.1. Graphical Presentation**

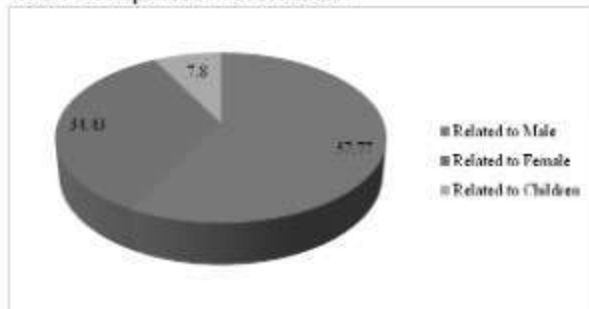


Figure 2 - Percentage of Human Rights Violation Category

**4.5. Comparative Study of Danik Jagran Hindi daily and The Pioneer English Daily Newspaper**

Both the newspapers selected for content analysis i.e. Dainik Jagran, Lucknow and The Pioneer, Lucknow editions have coverage related to Male, Female and Children concerning human right violations. The comparison of the coverage of both the issues is given below in table 06 as below:

Table: (06)

Human Rights Violation related Categories	Dainik Jagran (%)	The Pioneer (%)
Related to Male	62.10	57.77
Related to Female	24.78	34.43
Related to Children	13.12	7.80
Total	100	100

The above table indicates that the total coverage of human rights violations of 'Dainik Jagran' is higher than 'The Pioneer' on the issues related to Male, Female and Children. While Dainik Jagran gave coverage of 62.10% of human rights, violations related to males, The Pioneer gave 57.77% space for such coverage. Thus, it is clear that Dainik Jagran, Lucknow edition, has given more space to human right violations related to males as compared with The Pioneer, Lucknow edition.

In the case of female category, the percentage of coverage of human rights violation related issues are 24.78% in Dainik Jagran, Lucknow edition, while The Pioneer, Lucknow Edition, gave the coverage space of 34.43%.

Further, in the category of children, Dainik Jagran gave 13.5% coverage while The Pioneer had coverage of 7.80% related to human rights violations.

Out of the above data, it is very much clear that there is a disparity in coverage of HR violations related to male, female and children. The graphical presentation of these responses has been given below with their frequencies as well as in percentage value.

#### 4.5.1 Graphical Presentation

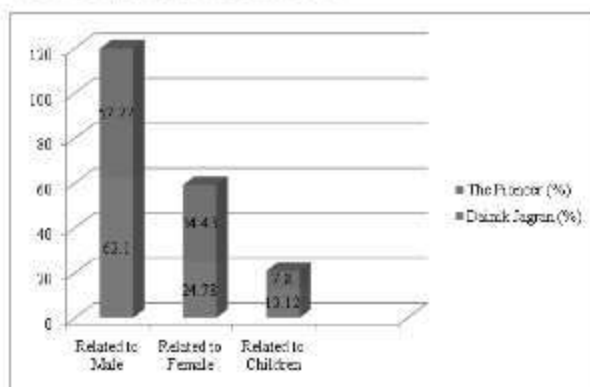


Figure 3- Percentage of Comparative Study of Dainik Jagran and The Pioneer Newspaper

## 5. Discussion and Conclusion

The major findings of this research that indicate the ways print media gives coverage related to human rights violations in newspapers is enumerated below:

1. Content analysis of Hindi newspaper Dainik Jagran, Lucknow edition, shows that the coverage percentage of human rights violations is 5.31%, which is comparatively higher than that of 'The Pioneer' that is 2.31% only.
2. Hindi newspaper Dainik Jagran, Lucknow edition, gave higher coverage to violation reports pertaining to Males (62.10%) followed by Females (24.78%) and Children (13.10%).
3. The content analysis of newspapers shows that total coverage of human rights violations of Dainik Jagran is higher than The Pioneer on the issues related to Male, Female and Children.
4. The comparative analysis shows that out of total human rights violation coverage, Dainik Jagran published human rights violation issues related to male (62.10%) while The Pioneer gave 57.77% of coverage to such issues. Thus, it is clear that Dainik Jagran, Lucknow edition, has given more space to human rights violations issues as compared to The Pioneer, Lucknow edition.

In case of coverage of human rights violations, the print media has its role but the kind of coverage given cannot be termed as satisfactory. The rapid increase in issues of human rights violations is a matter of serious concern for our country. The sad part is that the print media is not covering such issues as expected which is revealed by this study. Further, the coverage related to females as compared to males is also disappointing.

Therefore, there is a need to enhance the print media coverage so that necessary help may be extended in addressing the problem of human rights violations. Also, it is a matter of further research on why such situations arise and how they can be dealt with.



Now, concerning the finding of the research, some important suggestions are being given below:

1. It is revealed by the study that the coverage by the Hindi and English newspapers seem to be much less i.e. 5.31 and 2.31 percent respectively. Therefore, it needs to be enhanced by both the newspapers irrespective of the language they publish in. It is also a matter of study that why such coverage is so less and how it can be enhanced.
2. Content analysis further reveals that the coverage of human rights violations by the English newspapers is comparatively less than the Hindi newspaper. Thus, the English newspapers are required to pay more attention towards the coverage of human rights violations.
3. The finding highlights that the coverage regarding the children is less than the overall space is given to males and females. Thus, it is suggested that the coverage regarding children must be paid more attention for more space.
4. The sample newspapers have given more preference to local and regional events than the news related to human rights violations. Therefore, it will be worthwhile if such coverage related to national and international issues is also done by both Hindi and English language newspapers, and more space be given to cover such violations.
5. In the case of individual sample newspapers, Dainik Jagaran has covered human rights violations more than The Pioneer; hence, The Pioneer is required to provide more space to the coverage of human rights violations.
6. It is highly alarming that comparatively a much high percentage i.e. 88.8 percentage was of the opinion that police violate human rights. It is, therefore, a matter of the study on why it is happening and how it can be checked?

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# Change in Consumer Behavior and the Use of Online Media during the COVID-19 Pandemic in the Region of Delhi-NCR

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## ABSTRACT

Due to the COVID-19 pandemic, almost every sector is running at a loss. The economic situation worldwide is deteriorating and the unemployment rate is rapidly increasing, while the markets are at a standstill. Peoples' lifestyles have shown changes, their preferences, interests, buying habits, and even consuming brand advertising have changed in this short period of the COVID-19 onslaught. People are now becoming more concerned about their well-being and as consumers prioritizing their health and hygiene. The change in consumer's psyche has affected their buying behavior, which is one of the main reasons for the downfall of the markets and economy.

The present study intends to identify these behavioral changes in consumer's habits during this COVID-19 pandemic. To understand this, it is important to start looking at the significant factors that may have caused this change and the present study provides some perspectives on the emerging behavioral patterns among the consumers during this epidemic.

The study aimed to find out the changing buying behavior patterns if any in the purchase of products and brands, to identify the socio-psychological factors affecting the purchase intentions during the lockdown period when rising infections, financial insecurities and restricted media advertising was available. The study has also attempted to predict the changes in the consumer's behavior in the days to come, using the qualitative method of analysis based on a schedule among 100 consumers (clustered sampling) of different age groups around Delhi-NCR.

**Keywords:** COVID-19, Consumer Buying Behavior, Purchase Patterns in COVID-19, Online Shopping.

## 1. Introduction

COVID-19 has had a huge impact on human lifestyle and behavior while shattering the economies, businesses and mental health of many. Nobody imagined witnessing such an era. This pandemic has not just disrupted every nook and corner of the world, but every sector of life is facing a huge loss: economies are shrinking as infection rises with increasing death rates. COVID-19 and the subsequent lockdown caused a massive disruption in production, purchase, markets, businesses, brands and retailers. The disruption was also triggered by the radical change in consumption patterns and buying behaviors during this time. Consumers are the most critical component of every market cycle. They play three essential roles: user, spender, buyer. No business can run without a consumer/customer. All the activities related to production, marketing and business are completed with the buyers' purchase and satisfaction. The consumer completes the loop of

production in business matters. That is why consumer satisfaction becomes an integral aspect of competitive market planning. However, the COVID 19 onslaught resulted in creating a deep crisis in this integral aspect of marketing and advertising the world over.

According to the Accenture COVID-19 Consumer Pulse Research report (PTI, 2020), during the initial phase in the lockdown period, consumers faced deep fear and anxiety, which led to panic buying of staple and health-hygiene products. Mckinsey & Company also conducted a survey on consumer behavior during COVID-19 which revealed that 91 percent of Indians changed their buying behavior due to this pandemic. The India leg of the survey found that 90 percent of Consumers are making lasting changes to how they live, work and shop, and there is no going back to the pre-pandemic World for consumer brands.

A lot of consumers, living with the fear of getting infected, stayed indoors and refused to deal with crowded public

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areas including stores like Reliance Fresh, Big Apple and others. They were hesitant to step out from their safety zones instead of going out for purchases; they preferred to shop online for their basic needs.

Consumers are more focused on fulfilling basic needs and not spending much on inessential items. It's unprecedented for most of us to go through such economic crunches and people are more anxious now like they were never before. Some are afraid of getting sick, some are upset with the loss in business, some are afraid of losing their jobs while some people are worried about unemployment because of having limited savings to survive hence spending more on essentials such as groceries and cutting back on things like clothing, footwear, automobiles and traveling. Due to the pandemic, people have changed their preferences and are now seeking alternatives for any products which is not available irrespective of the brand which proves that brand loyalty does not exist in crisis.

Given the situation and changes in buying behavior and their rapidly changing preferences, product companies need to adapt to the new normal to keep their customers engaged. It would include strategic actions to be executed keeping customers' preferences and safety in mind which must continue even after the situation gets better.

## 2. Factors Affecting Consumer Behaviour

"New habits formed now will endure beyond this crisis, permanently changing what we value, how and where we shop, and how we live and work"- Accenture Report (April 2020)

Here are some factors that have affected consumer behavior during COVID-19:

**2.1. Fear of getting infected:** Fear is running high in consumers' minds and it is clearly visible in their buying behavior. Consumers are reluctant to deal with crowded areas and are more thrifty and conscious than before. Health and hygiene have become consumers' focus; they are buying healthier and immunity-boosting foods from renowned companies and brands that have healthy and hygienic packaging. Such behavior is expected to continue even after the pandemic is over. It is of supreme importance for retailers, product companies to adapt to the changing behavior to sustain and grow.

While the fear continues to grow, it's equally important for the economy to run at a stable pace hence safety can be of topmost priority for consumers but it's equally important for consumers to invest in other mediums of boosting immunity like gym, running and athletics.

**2.2. Buying Essentials:** During COVID-19, consumers are being mindful, largely spending on essentials, such as grocery and household supplies, and cutting back on 'nice to have' or non-essential things like apparel, footwear,

travel, etc. Consumers' priorities have become centered on basic needs; demand for hygiene, cleanliness and staple products while food and medical security, financial security and personal safety are other leading priorities. As per the survey, 85 percent of Indian consumers are shopping more health-consciously and focusing more on limiting food waste. In times like these, financial crisis have also become one of the major reasons for cutting back on discretionary items.

**2.3. Unavailability of Products:** This pandemic caused supply-chain disruption due to which consumers faced challenges to purchase their preferred products at their preferred retailer, hence a change in the consumer shopping behavior was observed: consumers became more open to trying other brands and retailers during the pandemic, which resulted in reshaping consumers' preferences.

**2.4. Long hours waiting outside Stores:** To maintain social distancing and hygiene in supermarkets and physical retail stores, consumers were supposed to wait for hours in the queue outside stores which caused frustration in consumers and that leads them to shift to online shopping.

**2.5. Switch to Online:** 'Stay safe, stay connected' is the new normal routine these days, which people are maintaining by embracing digital platforms. To stay safe from crowded public places consumers have started adapting to the new giant as their shopping mode. As per a survey it is found that the pandemic is causing more people to shop for groceries online (Business Wire, May 2020) People don't have a choice but to use online platforms for shopping. And once they start using online platforms more often, it would become harder for them to go back to physical retail shops since human preferences change as per convenience. However, consumers are still hesitant to use online platforms to avoid bearing the pain of returning an item, which indicates that online shopping may become convenient for some but online sales in some areas may get impacted due to the complex return procedures.

**2.6. Unemployment:** Millions of Indians have lost jobs since April due to the crisis triggered by the novel coronavirus and it is also one of the major factors affecting change in consumer buying behavior, people have started cutting their expenses to survive in these difficult times. Consumers in these times tend to buy stock in bulk to avail discounts and to avoid long queues since they are also worried about the health of their family members and loved ones.

There is a substantial change in Consumers' attitudes and buying habits and it appears of these new ways will remain after the pandemic.

### 3. Objectives of the study

1. To find out the change in buying behavioral patterns of consumers during COVID-19.
2. To identify the use of online media for buying the products during COVID-19.
3. To analyse the socio-psycho factors affecting the purchase intentions.

### 4. Literature Review

Interestingly, the period saw a lot of content being generated in terms of papers written and documents created to address the situation from the consumer's perspective. Below is a gist of some of these interesting studies during the COVID-19 pandemic:

C. Vijai & P. Nivetha (July 2020). COVID-19 has shattered the entire world. People are in fear of getting infected and now more cautious about their health and their buying is more centered on essentials. As per the study, 50% of consumers are spending more on essential items, while 40.6 % of them are buying fruits and vegetables, and 39.5% embraced online markets, whereas some of them have started trying other brands as well. According to the study, 46.9% of consumers have shown interest in other brands during Covid. The impact of the pandemic is clearly visible in consumers' behavior, their purchasing intentions, buying and brand preferences.

Afzal B. & Srinidhi K. (2020). During Covid 19, Consumers are more engaged on digital platforms and spending hours on social media which makes Online Platforms even more convenient for marketing and advertising and brands must avail of this opportunity to stay connected with their potential buyers.

Sucharita D. (2020). During this pandemic, people are more inclined towards online platforms to fulfill their needs of entertainment, to get connected with society and to shop for essential needs but what hindered the consumers, is the sudden change in online services, the hike in prices,

and the unavailability of products. Consumers are restless while trying to purchase products online but due to the shortage of products, quality and increased in prices; buyers are somewhere unsatisfied while making any purchase online.

Niklas E. & Minna S. (2020). The other study discussed six factors that are affecting the change in consumer behavior towards grocery shopping during the preliminary phase of COVID-19 Pandemic: Panic Buying, Change in cooking behavior, More concern towards shopping environment, Switching to online mode for Grocery Shopping, Developing an interest in the new service by restaurants, Careless behavior in supermarkets and stores. Rules & regulations made by the government in the initial phase of the novel coronavirus have put consumers in a panic mode since the nation has never experienced such Crisis and it led to a complete disruption. Consumers showed extreme behavior at the beginning of COVID-19, which, however, receded quite moderately but due to the above factor their preferences.

### 5. Research Methodology

Research design plays an important role in the conduct of any research. The researcher has chosen a mixed methodology, through a self-administered questionnaire distributed to 100 participants to achieve the set aim of the study. The researcher has analyzed the changes in consumers' behavior caused by the COVID-19 and subsequent lockdown periods. The main of this research is to find out the reasons for these behavioral changes in consumers' decision-making process in times of pandemics.

### 6. Hypotheses:

1. Consumer's socio-psycho behavior has been changed and they are shifting from Traditional Market to E-commerce Platform.
2. Brand Loyalty is also being affected due to less stock in the market.

### 7. Data Analysis and Interpretation:



Figure 1 describes the sample distribution based on their gender. Out of the 100 respondents, 56 are Males and 44 are Females.

Fig 1: Shows Gender of Respondents

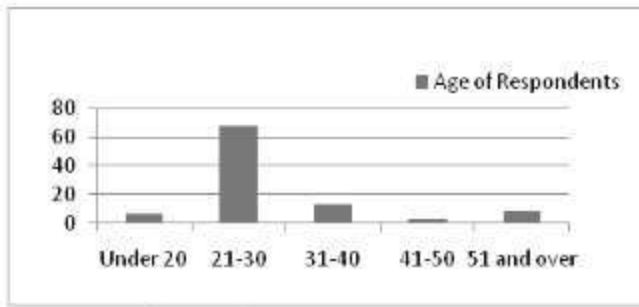


Fig 2: Age of Respondents

Figure 2 shows that 7 respondents below the age of 20 years, 68 the highest number of respondents are from the age group of 21-30 years, 13 respondents are from 31-40 age group and the least number of respondents is from the age group of 41-50 years and 9 respondents are from above 51 years.

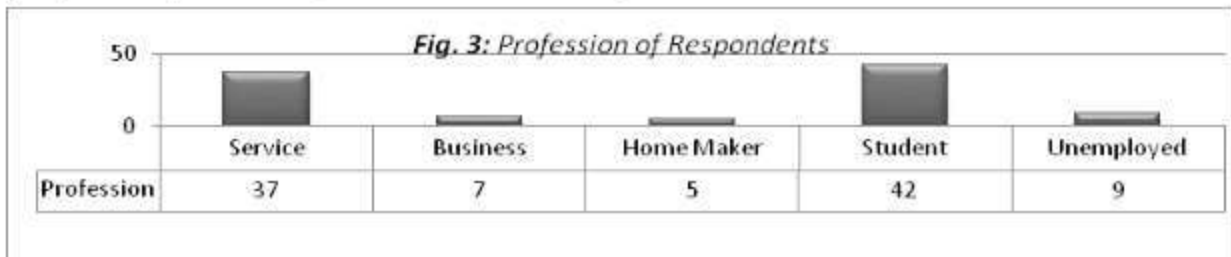


Fig. 3: Profession of Respondents

Figure 3 indicates the profession of respondents. The highest numbers of respondents are Students, the second-highest is from the Service category and the least number of respondents are from the Home Maker category.



Figure 4 shows that 61% of the people started going out after the lockdown whereas 8% are still in the state of fear of getting infected.



Figure 5 represents the change in buying behavior of consumers, it shows 64% of respondents believed that COVID-19 changed their buying aspect while 25% of respondents did not observe any change in their buying pattern.



Figure 6 shows that 36% of consumers feel that they are now more focused on buying essentials, 15% of them are now relying on online platforms for their shopping needs while 5% of respondents feel that they have stopped buying luxury products and 5% have not been buying electronic or cosmetic products. And 39% feel that they have observed all the changes mentioned above during this pandemic.

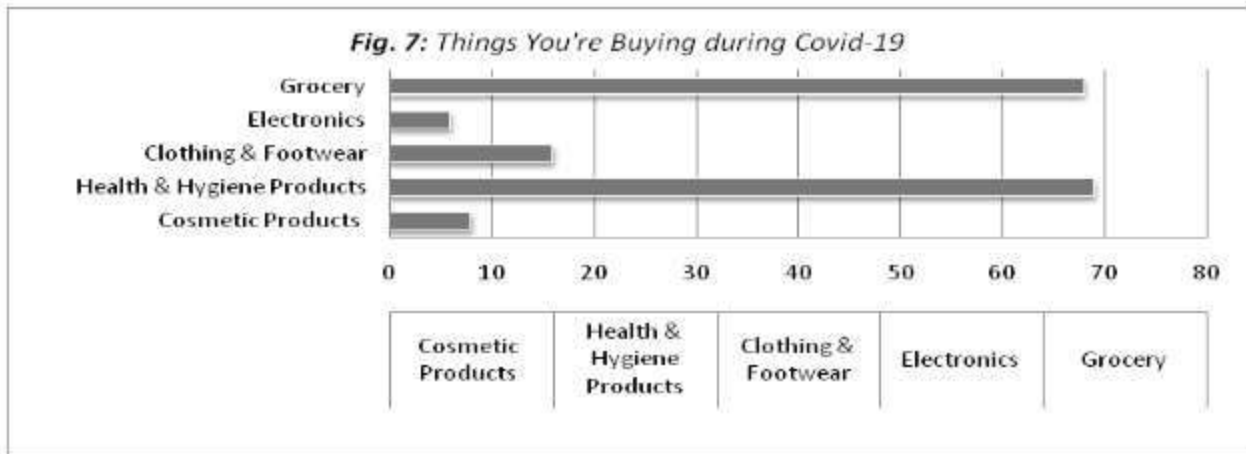


Figure 7 depicts the products Consumers are buying during COVID-19. The results show that 69% of respondents are majorly buying Health and Hygiene products and 68% of respondents are buying grocery whereas the percentage of people buying Electronics and Cosmetic products is relatively lower. In this research, respondents were asked about the things which have been added to their buying list during/post-COVID-19 and the majority of them listed masks and sanitizers, which have moved to the top in their buying lists.

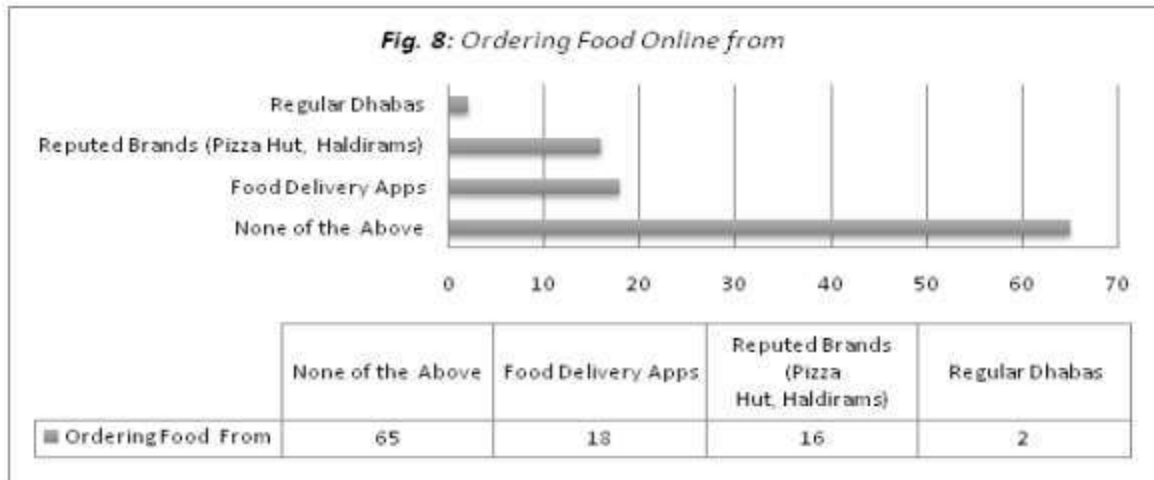


Figure 8 shows that 65% of respondents do not have food from vendors, restaurants and other food outlets while 18% of the respondents are ordering food online through mobile applications like Swiggy, Zomato and 16% prefer from branded outlets during COVID-19.

COVID-19 Increased Online Engagement	Frequency
Yes	76
No	13
Maybe	11
TOTAL	100

*Fig. 9: Increase in Online Engagement during COVID-19*

Figure 9 describes that 76% of respondents agree with the fact that during COVID-19 their online engagement increased. On the other hand, 13% of respondents don't agree whereas 11% of respondents are not sure about it.



Figure 10 shows the majority of the respondents prefer online shopping during COVID-19 and only 21% prefer offline shopping during this pandemic.

Upon asking respondents, if their online shopping has increased during COVID-19, 63% of them said yes, whereas 22% didn't see any changes in online shopping behavior.

Figure 11 shows that 62% of respondents continued to buy grocery, milk, and hygiene products from the retail stores whereas only 6% of them preferred buying only hygiene products during the ongoing pandemic.

In figure 12, respondents were given a choice to select multiple categories. As per the study, 48% of respondents bought health & hygiene products for their safety and well-being and 38% of respondents bought groceries for the first time online which shows that the majority of respondents are now focusing on their personal care.

Figure 13 states that 67% of respondents prefer sanitizing products before using them, whereas 21% prefer unwrapping products post 48 hours

Buying from Physical Retail Stores	Frequency
Grocery	18
Milk	14
Hygiene Products	6
All the Above	62
TOTAL	100

Fig. 11 Buying things from Physical Retail Stores

Buying for the First on Online	Frequency
Grocery	38
Medicines	20
Cosmetics	10
Electronics	17
Health & Hygiene Products	48

Fig. 12 Buying things for First time Online

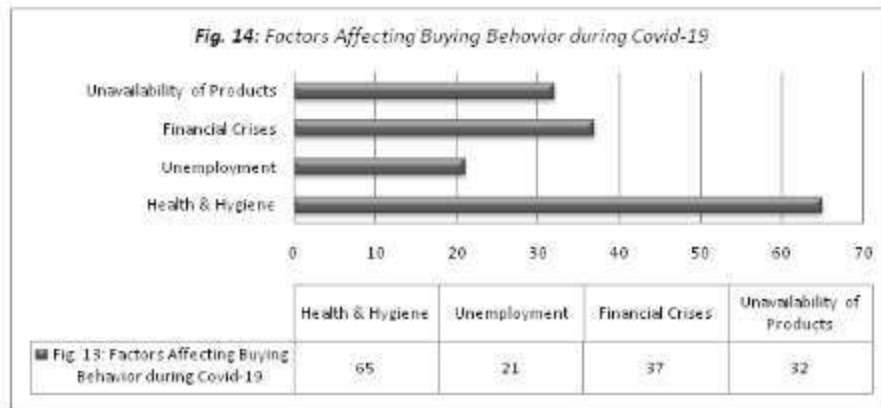
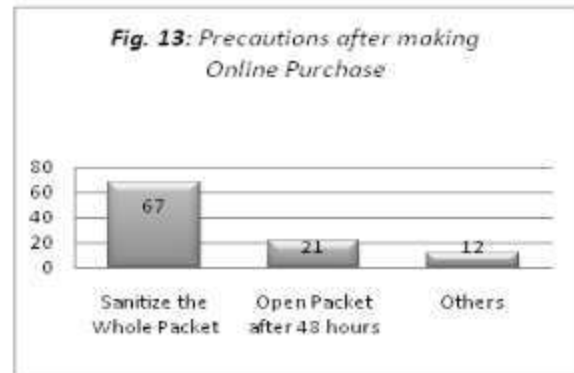


Figure 14 explains the factors affecting the Buying Behavior of consumers during COVID-19. Respondents were given an option to choose multiple categories. A total of 67% of respondents believe that health & hygiene is one of the major factors for this change in buying patterns where as financial crisis and unavailability are some of the major reasons behind changes in consumers' buying behavior.



Figure 15 shows that 65% of respondents made them try other brands while 35% shows their loyalty towards the brand.

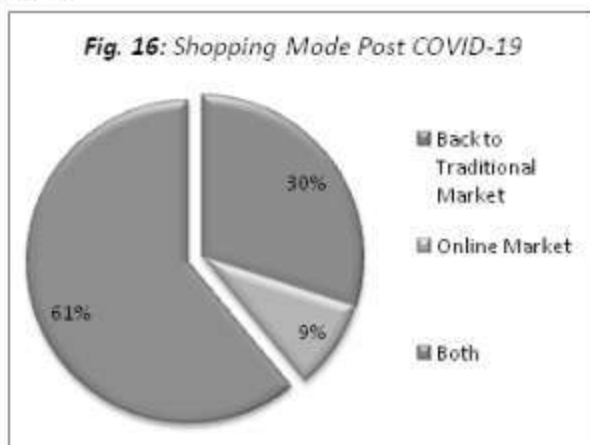


Figure 16 explains that 61% of respondents will opt for both Traditional market and Online market for shopping Post COVID-19 while only 9% of respondent says they will prefer online market as their new shopping mode.

## 8. Conclusion

COVID-19 is a health and economic crisis that has pushed Consumers out of their normal routines. Their purchasing behavior, habits, attitude and modes of buying have changed a lot during the pandemic. They are responding in a variety of ways to adapt to the new normal living.

COVID-19 is a health and economic crisis and has shown a profound impact on the consumer Buying Pattern. This study identified six main factors affecting the changes in consumer behavior, which is as follows: 1) Fear of getting infected 2) Buying Essentials 3) Unavailability of Products 4) Long Hours waiting outside the Store 5) Switch to Online and 6) Unemployment.

The study shows that 61% of consumers started going out after lockdown mainly for work, while 64% of consumers believed that COVID-19 has changed their buying habits, and now their buying is centered more towards health and essentials. It is also found that 65% of consumers tried other brands due to the unavailability of products in the market. Whereas the study revealed that consumers' online engagement has increased during COVID-19 and importantly, the survey shows that 79% of consumers have tried or moved to online shopping. Furthermore, 61% of consumers will get back to shop from both the modes (traditional and online market) post-COVID-19.

## 9. Recommendations

The researchers propose the following recommendations:

It's important for brands to understand their target audience to develop the messaging, which is relevant to them with consumers being more focused on safety, it is even more important for the product companies or retailers to develop the products as per their target audiences' expectations. Changing consumer purchasing decisions and loyalty will be based on actions being taken by businesses. (Dianna, 2020)

Brands that are able to understand the most important trends in customer preferences and prepare themselves to respond appropriately will emerge as the real winners. Immediate action across the supply chain may help retailers satisfy customer demand. Brands should bring optimism and positivity to help consumers retain their normal routine, health and safety.

Brands also need to keep marketing their products and services but must innovate their way through changes in the consumer market and innovation should have longevity in solving buyers' needs. COVID-19 allows new brands in the market to make a long-lasting impact and brands need to rethink the need of the hour and accordingly develop or design the products. (McKinsey & Company, 2020)

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# Impact of Animation Cartoon Programs on Children's Behaviour During COVID-19

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## ABSTRACT

Pandemic such as COVID-19 is a global crisis. Due to the coronavirus, everybody has been confined to their homes. In such a situation, digital technology has helped every age group. Parents are working from home online. Children are also using digital technology to keep themselves engaged. But in appropriate use of digital technology such as smartphone, computer, video game, internet, digital toys and many more are putting children's health at risk. This trend research is based on quantitative analysis and examines the impact of animation cartoon programs on the behaviour of children (6-12 years). The study applied survey method and questionnaire as a tool to interview children's mothers to know their perception on the subject. A sample of forty mothers was taken to get their insights on the effect of animation cartoons on children's behaviour during the lockdown.

The study concluded that during COVID-19 lockdown, although the digital medium of communication played the role of "digital nanny" in children's life but watching these shows for long hours made children anxious and aggressive too. Research also depicts that excessive watching of cartoon programs also diverted children, attention from their studies.

**Keywords:** Covid19, Digital Communication, Children, Cartoon, Behaviour, Lockdown

## 1. Introduction

A pandemic such as COVID-19 is a global crisis for everyone. Children, the most delicate part of our society, found themselves lost in lockdown due to the Coronavirus pandemic. Unfortunately, the pandemic bound children within four walls. Lack of outside activities and of course no school at all had an impact on children's psychology.

According to UNESCO, in the past few months, schools were shut down in more than 190 countries all over the world, distressing 1.57 billion children and youths. During the initial lockdown period from March 2020 to June 2020, schools rarely organised online classes. These isolated months were really hard for the vulnerable ones. A survey was conducted by UK Research and Innovation (UKRI) Council named Co-SPACE (COVID-19 Supporting Parents, Adolescents, and Children in Epidemics) on more than 1000 parents. The research revealed that children in the 4-10 years of age group felt gloomy, worried, clingy and experienced physical symptoms associated with worry.

Another survey by "Save the Children" organisation on 6000 children and parents in the US, Germany, Finland, Spain and the UK, revealed that approximately 65 percent of the children struggled with ennui and feelings of loneliness. This pandemic period was a very difficult time for children as well as parents. During the pandemic,

children were totally reliant on entertainment zones. They spent their time watching cartoons and kids' programs available on digital platforms. No wonder digital media was referred to as "Digital nanny" for children.

Digital media helped to keep the children engaged. Broadcast Audience Research Council (BARC) showed its report that viewership of kids-based programs has 39% growth in the second week of lockdown. It simply meant that children's consumption towards kids' programs has increased and it kept them busy and entertained.

Animation Company Cosmos Maya claimed in an interview that their YouTube channel "WowKidz" had a good response in this crucial time. Their viewership rose to more than 50 million and presently they have a total of 40 million subscribers. ZEE5 Kids, an OTT platform, also claimed that their viewership increased to 200% in the first 26 days of the lockdown in the year 2020.

Long exposure of digital media to children during COVID-19 can be a cause of concern American Academy of Pediatrics (AAP) suggested that excess screen time for children could be harmful for them. AAP also suggested that children aged older than two years, should watch any digital media one hour per day with high-quality programs and with nonviolent content. Number of studies have been conducted which provide strong proof that long hour of screen time can have a negative impact on children's

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behaviour. According to available scientific literature, one out of every four children suffers from development delays such as impaired motor skills and verbal communication troubles.

Some kids are facing emotional and mental problems today owing to the content they are exposed through television and other media. In order to have steady and demonstrable evidence, this study is targeted to look into the impact of cartoon programs on behavioural changes among children of 6-12 years age group during the Covid-19 pandemic.

## 2. Review of Literature

Koravi (2018), in his research work 'Effects of Cartoon on the Behaviour of School-going Children' investigated the psychological behaviour of children after watching the cartoon. In the study, 100 school-going children of 7-12 years age group were selected as sample.

This study concluded that cartoon series especially Shinchon, Doraemon and Motu-Patlu influenced children's behaviour as well as their language. It was also found that children preferred watching cartoon channels instead of physical games and outdoor games.

Bose & Philip (2018) carried out a research on 'Effects of Cartoon Shows on Children: A Study from Parents' Perspective'. According to their study, children try to imitate and imitate the cognition and habits as that of the cartoon characters. This study gives as much in-depth meaning and understanding of the psyche of the children and essentially focuses on the parent's role in controlling the study of their wards. Researchers used a quantitative method of survey.

The paper investigated the pros and cons of long hours of TV watching among children and the possible ways of rescheduling their TV watching time.

Maryam et al. (2018), in their research 'Cartoon Addiction and Executive Functioning in School Going Children' investigated the relationship between cartoon addiction and executive functioning in school-going children. It was assumed that cartoon obsession is likely to predict poor executive functioning among school-going children. A sample of 100 mothers was taken for the study. For assessment, two tests were used, one for cartoon addiction by Young and another for parent-teacher executive functioning by Gerared Grioia.

Results showed that being in a nuclear family and being a second born child, gender and cartoon addiction predicted poor executive functioning in school-going children. This research had important implications for parents to understand the addictive behaviour of their children and to take remedial measures.

Prabha (2017) found in her study 'A Study on Parent's Perception towards Children Viewing Cartoon Channels' that for all Indian families, television has become like a

family member.

This research also explained the interest of 'children' in different types of cartoons and analyzed parents' mind sets towards cartoon programs. The research pointed out the negative outlook of children in rural areas towards a variety of components of cartoon programs. It was also suggested in the study that parents should help their children to overcome the addiction of watching cartoons.

Acheampong (2017), in his study, 'Effects of Cartoons on the Behaviour of Children'; conducted in Ghana put forth attention on the psychological and mental effects of cartoons on children. He said that children who watched too many cartoons probably suffered more from mental and emotional problems. Further more, they got suffered brain and eye injuries. With regard to violence, he pointed out major effects, as claimed by psychologists, that children, who were exposed to too much violence in these cartoon shows, were likely to be less sensitive towards the pain and sufferings of other people. Also, these kids picked fights every day and they were not afraid of violence anymore.

He described that, in cartoon shows, children watched cartoon characters were jumping, diving, falling from heights and landing without any harm. These kinds of characters displayed an inappropriate sense of reality to children, which resulted in injuries to children because they harmed themselves to emulate the way their super heroes do. The reason behind this was the wrong sense of reality broadcasted via the content of these cartoon shows.

Rajput et al. (2017), in their research 'Mother's Perception about Influence of Cartoons on Child's Behaviour and Parenting Style' aimed to study the correlation between mother's perception about influence of cartoons on child's behaviour and parenting style. For the research, a survey questionnaire was used for data collection. A total of 140 mothers were selected as a sample. Pearson product-moment correlation and t-test were used for data analysis.

The researcher concluded responsiveness and control parenting style were major factors in a child's behaviour that had positive effects on them (children) when they watched cartoons while negligence of parenting was a perceived negative effect of cartoon on child's behaviour. It was also revealed that parent mediation played a crucial role in enhancing the perceived affirmative influence of cartoons on a child's behavior.

Byeon & Hong (2015), in their study 'Relationship between Television Viewing and Language Delay in Toddlers' investigated the relationship between 2-year-old children's exposure to TV and language delay.

The participants were 1,778 toddlers (906 males and 872 females) who took part in the Panel Study on Korean Children. The verbal ability of the toddlers was calculated with the K-ASQ (Korean-Ages and Stages Questionnaire). Poisson regression was used to analyze the relationship

between watching TV and language delay.

Results showed that children who watched TV minimum for 2 hours and less than 3 hours had 2.7 times more risk of language delay than those with less than 1 hour of TV watching time.

Soumya et. al. (2014), in her research 'Effects of Cartoon Network on the Behaviour of School Going Children' conducted descriptive research in the Dibrugarh district of Assam, to study the perception of parents towards their kids watching cartoons. The study was conducted in some well-known schools with the aim of studying the effect of cartoons on children as supposed by their parents. Furthermore, the research focused upon the problems children encounter in growth due to impact of cartoons. The sample consisted of 140 parents of children studying in 2 schools which were selected for the research. As per the findings of the study, 74 children watched television daily to watch their favourite cartoon shows and parents were worried about the education of their kids who were affected by television. A strong relationship is highlighted between the routine of a participant's child mimicking cartoon characters and the challenges they face during studies.

### 3. Objectives of the Study

- 3.1. To investigate the impact of cartoon programs on children's behaviour.
- 3.2. To determine how violence shown in animated programs is contributing to behavioural change in children.
- 3.3. To explore mothers' mindset towards cartoon programs.

### 4. Research Methodology

The study is based on the research is quantitative in nature. A survey method was used for the study. A total of 40 mothers of children from 6 to 12 years age were selected through simple random sampling. The questionnaires were sent through Google forms and with the help of Telephonic interviews responses were recorded. Both mothers and children shared their thoughts on cartoon programs and their effects.

In this research work, some 20 questions were asked to the mothers to know about their children's behaviour after watching cartoons during COVID-19 lockdown. Mothers from Noida, district Gautam Budh Nagar (Uttar Pradesh) filled pre-designed questionnaires. Responses to this study were analysed so that it could be understood by a person who posed a common understanding.

#### 4.1. Limitations of the Study:

- This study is restricted to Noida only.
- Research is done in the pandemic period of COVID-19 where children were bound to stay at

home. Because of safety purposes, no interpersonal interviews and group discussions were conducted.

### 5. Theoretical Framework

There have been two strong theoretical perspectives in support of the impact of cartoon characters on children's behaviour. The first one is George A. Miller's Information Process Theory that explains children learn whatever they perceive and after analyzing these stimuli which is ultimately shown later in their behaviour patterns. This theory supports research findings that explain how children influence cartoon characters and later that influence can be seen in their behaviour. The other theory is Social Learning Theory by Albert Bandura, which suggests that new behaviours can be obtained by observing and imitating and modelling others. This theory told whatever child watches nearby, he/she tends to imitate that particular thing and adopts that habit in his/her behaviour.

### 6. Data Analysis and Interpretation

The study revealed that during lockdown, 100% of children spent most of their leisure time watching cartoon programs. It was also found in the study that during covid-19, cartoons engaged and entertained children all the overall time. Overall 90% of mothers said that children were anxious and frustrated to be at home all the time while 10% of the mothers replied that their children not happy to be at home. Finally, 100 percent of the respondents, who were interviewed, said that watching animation cartoons had become a daily habit of children.

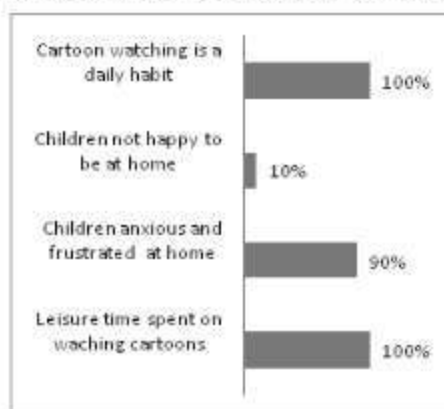


Figure 1: Daily habits of children

Almost 100% mothers agreed that during lockdown, children's consumption of kids based content undoubtedly increased. Overall 87% mothers observed that children believed in the reel and fantasy world as shown in cartoon animation. Total of 55% respondents also indicated that single child was more prone to be antisocial rather than two siblings and 90% mothers revealed that children imitated violent actions and repeated it with their siblings and peers too.

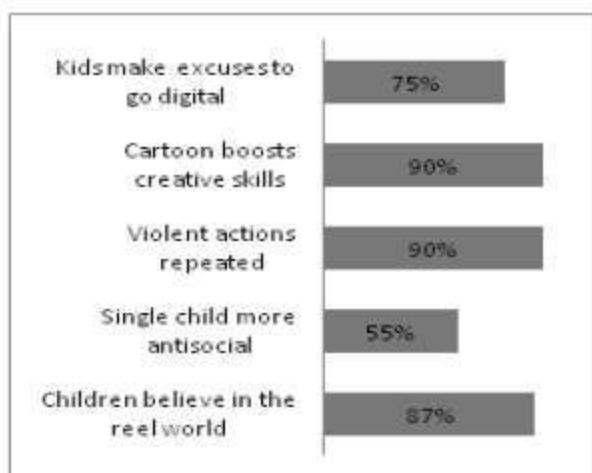


Figure 2: Children's behavior in lockdown

Almost 90% mothers believed that cartoons enhanced children's imagination and creative skills but at the same time the study revealed that 90% mothers thought, animation programs divert kids from their studied too which results in poor performance at school. 98% mothers believed that after watching more cartoons, children started using slang words with their family that they learnt from cartoons. As watching cartoons was a kid's favorite activity, 92% mothers said children were ready to do any task or compromise with any situation just for the sake of watching their favorite cartoon characters.

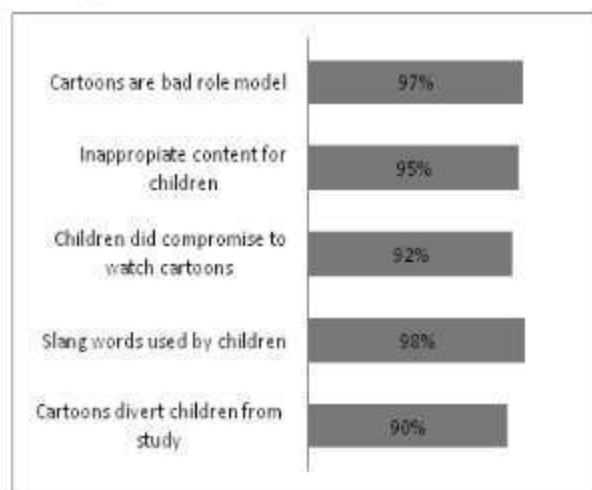


Figure 3: Mother's perception about cartoon

Almost 95% of mothers were found to be worried about inappropriate and sexual content shown in cartoons that children got exposed. A total of 97% mothers believed that violent cartoon characters were bad role models for kids as their action made children insensitive towards others pain.

A total of 97% respondents believed that children adopted violent action of cartoon characters and repeated that

with their siblings as well. The Study revealed that after watching cartoon children used more slang words then before. Overall 75% respondents found that children made excuses to use digital media and access inappropriate content.

## 7. Conclusion

This research determined the impact of cartoons on the behavior of children during covid-19. It discovered that watching cartoons in such situations helped children to get engaged. Although, it was found that using digital media for long hours made children aggressive and stubborn as well.

The study revealed that due to more exposure to screen time children's language was being affected severely. Children mimicked cartoon characters most of the time and used slang words too. The study also revealed that children made excuses to access digital media. The study indicated that for doing home chores at home, mothers allowed their children to watch cartoons without any restriction.

Additionally, the research has shown that mothers criticized some cartoon programs like Motu Patlu, Oggy and the Cockroaches and their low-grade language used in them. They also strongly believed that cartoon programs should be educational so that children learn new things in an attractive and fun way.

Mothers recommended that government should scrutinize the contents of the cartoon to ensure that they do not have elements of verbal and physical violence that affect children and their behaviors negatively. The significance of the research is that it sheds light on the fact that Cartoon programs should be based on education and entertainment purposes so that children can learn new and productive things in a fun way.

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# Judicial Process: Role and Effect of Social Media

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\*\*Dr. S.K. Chaturvedi

## ABSTRACT

Justice delivery is dependent on various components involved in the judicial process. The age-old system of evidence and decision based on the same has been rattled sharply due to the rise of social media. In the age of social media, the actual judgment of guilt comes long after the trial and character assassination of the accused on social media. Although sometimes these pressure techniques help in creating an opinion but mostly such platforms are nothing but a sophisticated hijacking of justice. This paper is an attempt to visit such instances wherein social media has grossly affected the rights of the accused and created an embarrassing situation for people in authority. Further, the paper makes an argument to tighten the ambit of social media so that a fair trial can be ensured.

**Keywords:** Judicial Process, Social Media, Trial, Information

### 1. Introduction

The judicial process in India entails various aspects including the entire trial process. It is necessary to have a neutral trial but considering the recent effects of social media, it is a gigantic task to remain completely aloof from information on social media. Although, social media gives opportunity to everyone to express their views and when the people in the administration and justice process feel overpowered by the same, difficulty arises. In recent years, there have been various incidents where public officials have found themselves in a tight spot due to excessive freedom of expression on social media. Once opinions are formed, it is difficult to conclude a matter fairly and rationally. The effects of social media have been divisive. The current paper is an attempt to study the effects of social media in the Judicial process and possible restrictions on the same in aim the interest of Justice.

### 2. Review of Literature

According to Janoski-Haehlen (2011), the whole court system has deeply been affected by the trendson social media platforms like 'Twitter' and 'Instagram', which have given ample opportunity to people to express their views on areas about which they have little to no knowledge. Further, social media has also affected the administration of justice. Kasturi & Vardhan (2014) have expressed their concern on various issues and challenges created by social media trends and their effect on various aspects of public life.

Various print and electronic media including Hindustan Times, bbc.com, firstpost.com, and The Wire (2020),

maintained a detailed account of the fiasco created after the unfortunate demise of late actor Sushant Singh Rajput. Social media was flooded with all sorts of information which accountability of which could not be fined Ara (2020) conducted a detailed investigation in the matter of targeting the love interest of late actor Sushant Singh Rajput wherein the officials in the system were so pressurised by social media that they found it difficult to investigate the role of his love interest in his death in a fair manner. Lal et. al. (2019) expressed their views on how judges felt harassed due to pressure created by social media on the justice delivery system. Kurita (2017) made a very interesting study on 'Whether social media is friend or foe for judges' which has positive and negative effects of social media on judges.

### 3. Research Questions

1. Has social media affected the judicial process in an unwarranted manner and does it need strict regulation on freedom of speech on social media platforms?
2. Should specific rules be developed to control social media?

### 4. Objectives of the Study

- 1) To establish the effect of social media on the process of justice
- 2) To suggest a mechanism to ensure responsible use of social media platforms in expressing the right to speech and expression.

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## 5. Research Methodology

The present study is an analytical and descriptive research study in its nature. Data for this research is collected from secondary sources. Some of the data collection sources include articles and writings in various newspapers and magazines. News portals such as 'The Wire', 'Hindustan Times', 'Times of India', 'The Hindu', & 'The Indian Express' have provided detailed articles on our day-to-day experience with social media and its impact on the system. Such reports are a great source of secondary data. Another source, which has immensely helped in collecting data, is courtroom observations in various cases and journals. Courtroom observations have provided a first-hand count of effects on social media, especially on judicial decisions. There have been some cases where judges were affected by social media in their decision-making process. Multi-disciplinary journals are yet another source of data to observe the impact of social media on the judicial process. By adopting analytical and descriptive methodology, an attempt has been made to analyse the available data from the sources as elaborated above and to provide a critical assessment of facts for bringing neutrality in the Judicial Process.

## 6. Judicial Process and Social Media

The process of justice entails various aspects in it including law, process, evidence, etc. The evidences pertaining to an offense are crucial to conclude the case. Also, the judiciary aspires for validation both from the legal point of view as well as from society's point of view. In such circumstances, it is important to see how public opinion is formed on the matter of law and order. Now-a-days, social media consisting of Twitter, Facebook, YouTube and WhatsApp have emerged as a strong tool to share thoughts and opinions on various issues. In short, social media has brought the world closer than ever.

Free flow of information, in a very short span, is capable to generate enough public interest in a matter and helping in the formation of opinion. There are various checks and enough balances in order to maintain the neutrality of the judiciary but at the end of the day, judges are humans and no one can deny their social urges to stay connected. In the process, they are bound to expose themselves to social media trends and beliefs which may affect their neutrality. Precisely, for this reason, various countries are trying to keep a watch on such trends. Being a public authority of such stature and responsibility, it certainly matters how judges utilize their social media account and how they get affected by the information and opinions posted on social media. The formation of opinion on an ongoing case is a little upgraded version of media trial where the verdict has gone in the hands of the public from formal media sources including print and electronic media. The pressure it

creates on Judges is enormous. In the Nirbhaya case, the Judge who gave the verdict, went on to say "Had he not given that punishment, they would have hung him". Although, the decision was not based on public pressure, but it certainly created a tight spot for the judges who were trying to be as neutral as possible in the given circumstances.

Unverified accusations, hunting and creating a cultural divide, are some of the side effects of social media as compared to the kind of freedom it gives and there is barely any monitoring and restriction. In order to seek validation for the institution and its process, the accused are subjected to disproportionate suffering sometimes. As a matter of fact, there are certain restrictions in the Constitution on freedom of speech but considering the immediate and gross effect of social media, there is a need to address specific pressure created by social media on judicial bodies and processes.

## 7. Social Media and its Effect

Traditionally, there were two ways for information dissemination: print media and electronic media. The rise of social media is a recent phenomenon. Social media is basically a virtual place for interaction where a vast amount of information travels fast to other users and receives near instantaneous responses through web-based 'social networking sites' such as Twitter, Facebook, Instagram, etc. The traditional 'one to one' conversation has turned into 'one to masses' due to the reach of social media worldwide. Formally, social media may be defined as "forms of electronic communications (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)". The interesting part of social media is that it knows no boundaries and is truly global when it comes to networking and interacting in a virtual web-based world. Today, it is possible to express opinions on an issue that does not pertain to one's own country or does not concern a person directly. Speaking in simple words, social media comprises platforms, forums, facilities that help in collaborating, interacting, engaging, communicating and educating the people and groups at a global level. For us, it is more important to know the effects of social media as there are millions of users in India. Only Twitter recorded more than 34 million users in the year 2019 in India.

Although, social media has a massive reach yet some of its aspects, are truly disturbing. Personal life and liberty were never so exposed as they are in the era of social media. The issue of privacy was never so vulnerable as it could be seen today. Passing sensitive information without consent, stealing personal data, leaving a trail of unwanted and sensitive information, phishing attempts wherein in the

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form of email, a text message or phone call; attempts are made behind to extract information by fraudsters by posing themselves to be a legitimate organization. Other side effects of social media include malware sharing and botnet attacks. The worst consequence of social media has been the depth of real activism and instead of the birth of 'selectivism' and 'slacktivism'; where issues are carefully selected and people are targeted for political and economic gains.

## 8. Data Interpretation and Analysis

As discussed earlier, the judicial process entails a system which is dependent on laws and people who administer and interpret the law. Coming to the impact of social media on the judicial process, there have been instances when judges decided under the influence of public opinion. Judiciary seeks justice and legitimation and in the process, it has to give due weightage to opinion of that society which it aspires to control with the help of law. When popular belief is not given any weightage in the judgments sometimes, they are overturned with the help of new laws. Earlier, social opinion was formed only based on print and electronic media. But social media is a revolution now. The world was never so close. Judicial process, sometimes got affected by forces outside the country. An example of this is the case of the Agriculture Bill in India.

In various countries, there have been instances wherein social media trial has greatly affected the Judicial process. In one such incident in the year 2015 in *R v. F & D*, wherein two teenage girls were accused of murder, owing to comments on social media which included the threat to the teenage girls and attack on the court process, a retrial was ordered and further restrictions were imposed banning the media from further commenting on the case. In a similar instance in an American case, the trial was aborted and a retrial was ordered since the juror allegedly searched the profile of the accused person to know more about them.

The magnitude of damage media trials can cause has already been observed in a plethora of judgments. Recently, the untimely demise of a popular actor put the authorities in a tight spot. The Bombay High Court remarked while hearing a PIL filed by eight police officers, activists and NGOs who were aggrieved by the media trial done in the matter of late Sushant Singh Rajput saying, "Media trial leads to interference and obstruction to administration of justice". With the rise of social media, the nature and effect of media trial have completely changed. In this particular case, the accused were harassed beyond imagination not only by the news channels but also at various social networking platforms. Among various observations, the Court also said that "journalists have lost their neutrality". The Court specifically observed that, "This is not a question of regulation. This is a question of checks and balances. People forget where to draw lines. Do it

within lines. You [news media] want to criticise the government, do it. The issue in the present case is that someone has died and the allegation is that you are interfering." Although the Court refused to take any action, but it specifically held that the reporting by Republic TV and Times Now was contemptuous. As a result of such reporting, social media was full of hate messages for the love interest of the late actor and she was subjected to the worst form of witch-hunting. Without any information and evidence, people on social media called her names such as gold digger. Should that be used? Slut-shamed her. Some went to the extent of calling her a practitioner of witchcraft. The worst was when someone threatened her with rape and asked her to commit suicide. She was declared guilty pending even the basic investigation in the case. The whole experience not only damaged her reputation but left a permanent dent on her mind.

Not only the judiciary, but the dangers of social media have also haunted every component of the state. In this regard, Union Law Minister Ravi Shankar Prasad stated, "I am a great supporter of social media and freedom. I know it is empowering, but (there) is a dangerous trend. Judges must be left completely independent to give judgment as what they think, is the correct mode per the rule of law." Within the judiciary itself, sometimes judges found themselves in such a tough spot that it became difficult to remain neutral and rational. On media harassment including social media, Justice Bobde said, "...Nobody likes it. Everybody is not thick-skinned enough to ignore. Judges are also normal human beings. Further, he stated, "What can we do? We cannot do anything to this kind of media as of now. We don't know what steps to take. They are not only scandalizing but tearing apart people's reputation and judges' reputation", he said and sarcastically added, "On top of that, there is a grievance that there is no freedom of speech."

Sushant Singh Rajput's case was not the only one where social media without any basis went on to declare a woman guilty much before trial. Jasleen Kaur Harassment Case was another classic example of misuse of social media, wherein in the year 2015, a Delhi-based woman posted picture of a man named Sarjeeet Singh on Facebook and accused him of harassment. The post went viral and without verifying the truth behind the same, people labeled Sarjeeet with the nastiest words such as 'National Pervert', 'Delhi ka Darinda', etc. This was not only restricted to social media but some of the news channels also labeled him so. The person was arrested the very next day and was released on bail later. Fortunately, an eyewitness vouched for his innocence and in the year 2019, Sarjeeet was acquitted from all charges. However, the wide media coverage cost him his job, reputation and to a great extent his self-belief. Lack of laws in such cases

leave people like Jasleen unpunished but as a matter of fact, one reckless act of using social media irresponsibly can cause great societal loss.

Recent Farm Bills passed by the Indian Government are another classic example of social media creating a divided opinion. The Farm Bills received wide protests across the country, and it was so gross that foreign celebrities like Rihanna and human rights activist Greta Thunberg also commented on the same via Twitter. Later, some news channels and reports suggested that the action of both celebrities was sponsored. The whole Indian society saw a clear divide between supporters and those who opposed such protests. The worst part of this entire fiasco was the constitution of a team of experts by the Supreme Court and straight rejection of the same by the protesters. Yet the court did not hold anyone guilty for such contemptuous acts where judicial decisions were rejected without basis as the support for protesters was huge.

Social media has affected not only the common man but institutions and their integrity as well. Recently, Justice Arun Mishra recused himself from Constitution Bench set up for a hearing of a matter pertaining to interpretation of section 24 of the Land Acquisition Act, 2013 (Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act, 2013). Petitioners suggested that since the judgment before the Constitution Bench was originally decided by Justice Mishra, having him on the bench would undermine fairness. Further, an article was also published in this regard. Although, Justice Mishra recused himself from the Constitution Bench, yet such kinds of pressures were not healthy for the system. As observed by the Solicitor General Mr. Tushar Mehta, "the articles meant to influence public opinion". A similar kind of opinion building and divide was created on various important issues including NRC, J&K Reorganisation Act 2019, CAA, Triple Talaq, Rafael deal, etc.

Some of the classic cases as discussed above such as Sushant Singh Rajput's case and the Nirbhaya case have clearly provided how institutions can be overburdened with unmindful use of social media. Such situations arise only when there is a lack of regulation and reasonable control. The fact that social media is faceless and anonymous, the scope of excessive use can never be denied. Also, at present social media is majorly guided by the existing laws related to print and electronic media which is insufficient to assess the coverage of social media and its effect. In such circumstances, it is necessary to explore possible restrictions and curb their misuse.

## 9. Conclusion and Suggestions

The Constitution of India provides certain restrictions on freedom of speech and expression yet there is a need to specifically regulate the use and misuse of social media.

Strong laws are required against the people who misuse these platforms and put at risk someone's life and reputation while we have learned how to access technology, we have failed in learning how to use it. This divide between access and use is to be covered by active efforts from the side of the enforcement machinery. As found during the discussion, the effect of social media is not restricted to one or two people, rather it concerns a nation and hence there is a greater responsibility on the part of lawmakers to devise laws for regulating and restricting the unmindful use of social media. In this regard, some of the suggestions can be summarized as follows –

- Devise laws to restrict the use of social media for sensitive matters.
- Create a complete ban on social media posts in an ongoing trial process in order to maintain the neutrality of judges and the neutrality of the complete Judicial process.
- In case of the spread of fake news, a strict penalty should be imposed.
- Strict action should be taken against people who use social media platforms to threaten, and attack and cause harm to reputation. This should include the cases of 'Hate Speech'.
- A dedicated professional should monitor the use of social media specifically regarding subjudice matters.
- Lastly, awareness campaigns should be run to educate people on the good and bad use of social media.
- A proper regulatory mechanism should be adopted in order to assess and regulate the use of social media in various aspects of governance including the judicial process.

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# Challenges of Reporting in Insurgency-Affected Areas and Digital Media

\*Meenakshi Mishra

## ABSTRACT

The process of news reporting in conflict and insurgency-hit areas becomes important from the viewpoint that the reporters who often come from those areas, report on these issues through their own collective experience. Insurgency affected areas are prone to human rights violations and journalists as the communicator, often get caught into playing the role of mediators, sometimes mediating with the police for the mistaken identity of local Adivasi, or sometimes with local Adivasis, in trying to help out the police and security forces. In this paper, It is tried to explore what are the major challenges that journalists in Maoists hit areas of Bastar in Chhattisgarh face and how do they manage to work in such situations. Also, digital media have come out as a lifesaving platform for them as they are restricted from voicing their concerns about any sensitive local issues through newspapers. The paper also tries to explore the emerging possibilities of digital media as a platform to echo the voices of the marginalized community and its future scope.

**Keywords:** Reporting, Newspapers, Insurgency, Digital Media, Bastar

## 1. Introduction

The process of news reporting in conflict and insurgency-hit areas becomes important from the viewpoint that the reporters who often come from those areas, report on these issues through their own collective experience. Their collective experience and perceptions about any newsworthy event often shape the content of news (Shoemaker and Reese, 1996: 61). The journalists working in insurgency-hit areas can play a major role in shaping the perception of issues among the public and thus can either help mitigate the difficult situations or even make the situations more conflicting.

While journalists working in big cities and urban areas rarely come across difficult, life-threatening situations, for journalists working in insurgency-affected areas the whole story is otherwise. Intimidations by the police and Maoists risks associated with writing about the conflict parties and the sensitiveness of the topics they choose to make news on make them vulnerable to risks they take. Insurgency-hit areas are prone to human rights violations and journalists as a communicator are often get caught in between; playing the role of mediators, sometimes mediating with the police for the mistaken identity of local Adivasi, or sometimes with local Adivasis in trying to help out the police and security forces. The study has aimed to explore what are the major challenges that journalists in Maoists hit areas of Bastar in Chhattisgarh face and how do they manage to work in such situations. In reference, digital media has also come out as a lifesaving platform for them as they are often restricted from voicing their concerns

about any sensitive local issues through newspapers. The paper also attempted to explore the emerging possibilities of digital media as a platform to echo the voices of the marginalized community and its future scope. The paper is based on the in-depth interviews of journalists who are working in the Maoists hit areas of Chhattisgarh. The paper is divided into three sections, the first section discusses the background of the issue of Maoist insurgency in Chhattisgarh, the second section discusses the challenges of journalists reporting in Maoists affected areas, the third section discusses the emerging capabilities of digital platforms such as Facebook and some other social networking websites which allow for the free and critical dissemination of the information.

## 2. Background of the Issue of Maoist Insurgency in Chhattisgarh

Presently, under the banner of CPI-Maoists, the Maoists group operates all over India and are particularly active in states like Chhattisgarh, Jharkhand, Telangana, Orissa, Bihar, Karnataka, Maharashtra and West Bengal. The Maoist groups operating all over India came together in 2004 as CPI-Maoists. As per author Arundhati Roy, the Maoists entered into Chhattisgarh through the Dandakaranya forest around the 1980s in several squads (Roy: 2010). Some of the local newspapers of Chhattisgarh like *Deshbandhu*, started reporting about the Maoist's incidences in the early 1980s. Scholars believe that the primary reason for Maoists establishing their base in peaceful Adivasi reasons of the Dandakaranya forest

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(which is part of present-day Bastar, Chhattisgarh and adjoining regions of Maharashtra, Telangana, Orissa and Andhra Pradesh) has been the uneven nature of development policies of the Indian government. (Sundar, 2006; 3188, Bhattacharya, 2013: 813). Scholars like Jonathan Kennedy argues that mineral abundance causes a much greater possibility of insurgency, especially after the liberalization era of the 1990s which led to the expansion of mining activities in those areas and secondly mineral abundance has a much stronger effect of leading to the insurgency in the Adivasi belt of central India where the local Adivasi communities strongly relate themselves to symbolic and materialistic aspects of nature. (Kennedy, 2015: 149).

While scholars have been vocal on the issues of the unequal nature of development leading to inequality in mineral abundance areas like Chhattisgarh, presently, even the basic rights of having access to clean water, air and environment have been hampered by the rapid industrializations process. In addition to it, the rapid acquisition of the lands of the Adivasi people for backing industrial development by the government authorities have created more distrust among the local people against the government policies. Scholars have even pointed out that in states like Tamil Nadu, on one hand, the government had enacted laws and rules which were meant to restrict the access of Adivasi people to forest areas and on other hand, different departments of the government acted in nexus with local politicians and contractors to exploit the forest resources (Saravanan, 2011: 948). Similar situations even exist in Chhattisgarh state as well which has been pointed out from time to time by several local newspapers. The cumulative result of all these injustices has been the degradation of the trust among the Adivasi in government and state policies and this vacant space was gradually taken over by the Maoist forces, who claimed themselves as the parallel government who attempt to build counter-states. Maoists who initially came to Chhattisgarh managed to win the trust of locals by promising them of ending the highhandedness of forest employees, Patwari's (government staff who measure land), giving them a fair price for tendu patta leaves, by ensuring them justice in administrative and land issues and by ending the atrocities of local high caste people against Adivasi women (Kennedy, 2014: 217). The absence of proper mechanism of governance, health system, lack of educational institutions and administrative governance in the innermost forested areas of the Bastar region in Chhattisgarh, allowed Maoists to build their strong support base amongst the Adivasi population.

The issues of Maoists insurgency escalated in Chhattisgarh when Chhattisgarh was declared as a newly carved out state from erstwhile Madhya Pradesh in the year 2000. The eagerness of the new government to fasten the developmental process led to the rapid process of

industrialization, which, in turn, led to rapid acquisitions of Adivasi lands, deforestation of the forested areas to increase the natural resource excavation and this brought the local people in disagreement with the developmental policies of the government. With the motive to counter the growing resistance and create an environment which is development-friendly, the state government of Chhattisgarh experimented with the concept of Salwa Judum which proved to be disastrous in its consequences. Salwa Judum proved itself to be the turning point in the history of Chhattisgarh and in terms of Maoists insurgency because it created the most popular resistances against the Maoists forces. The effects of Salwa Judum were much disastrous in the undivided Bastar region of Chhattisgarh which presently constitutes districts such as Dantewada, Bijapur, Narayanpur, Kanker, Kondagaon and Sukma. While the fires of Salwa Judum spread to the innermost areas of Bastar, they turned the families against families, neighbours against each other, villages against another and lastly Maoists against the villagers. The years of Salwa Judum, particularly 2005 to 2008 witnessed uninterrupted violence and clashes in the jungles of Bastar region. The years of Salwa Judum, witnessed mindless violence from the group supported by the Maoists and Salwa Judum members who had the state backing. Turn by turn villages were burnt, wealth and foods were plundered, cattle were looted, people in the name of sympathizers were killed by both sides.

Officially, Salwa Judum was described peoples' struggles against the Naxalite movement. Chhattisgarh government described these incidences as the armed struggle of the local people who are fed up with Maoists hampering the government's developmental activities. In many local Hindi newspapers, pictures of administrative officials were shown ensuring people that the government backs their armed struggles against the Maoists. In retaliation to Salwa Judum and operation 'Green Hunt' (which was being carried out by the central government), Maoists killed 75 CRPF personnel in the forested areas of Dantewada in April 2010. The incident came out as a major blow to the central government and subsequently led to the stopping of Operation Green Hunt in the jungles of Bastar. In the subsequent year 2011, the Supreme Court ordered to stop the Salwa Judum. But the war in Bastar did not stop here, Maoists forces went on to kill the entire Congress convoy which was traveling from Darbha reason to Jagdalpur in May, 2013. Some of the major Congress leaders of Chhattisgarh, V C Shukla, Nand Kumar Patel and Salwa Judum founder Mahendra Karma was killed in the attack led by the Maoists. The incident was another major blow to the Central and state government, which forced them to rethink their strategies for wiping out Maoists from the jungles of Bastar.

But overall, the stand of the Indian government about Maoists, has been bandits and plunderers instead of

considering them as a political group with their ideology. Nevertheless, the inability of the government to solve the Maoists issues since last four to five decades have rendered the people of Chhattisgarh and in particular Bastar as full time sufferers, devoid of necessities of education, health care, employment, water, food and a life free of violence and threats. In terms of Sandwich theory, the people of Bastar are just ordinary Adivasi caught in the crossfire between Maoists and the state.

### 3. Challenges of Reporting in Maoists Affected Areas

As Chhattisgarh has witnessed the decades of insurgency and its subsequent escalation over the years, the work of reporting also became dangerous over the passing years. In terms of the history of newspaper reporting, Chhattisgarh has its own history of violence and atrocities against the journalists who have been at the forefront of the war against the injustices committed towards the local Adivasi people. The day-to-day struggles of the journalists reporting in Chhattisgarh ranges from the issues of corruption, low remunerations, oppositions and threats from the Maoists, Police and restrictions on free speech.

The greatest form of restriction on free speech in Chhattisgarh has come from the Chhattisgarh Special Public Safety Act 2005 (CSPS Act), which curbs any form of interviews and talks with the Maoist forces. The following sub-sections elaborate on the challenges of reporting in the Maoists-affected areas.

#### 3.1. Chhattisgarh Special Public Safety Act 2005

Enacted in the year 2005 in Chhattisgarh, the law officially forbids journalists to take any kind of interview and publish about it. Moreover, according to a report of human rights group called as Independent Citizens' Initiative (2006), "the provisions of this act are so vague that it can be used against a wide variety of people. The scope of word 'unlawful activity' has been left undefined which can be used against any voices of dissent against the authorities and government." As per the speculations of the human right based group, at many circumstances, the act has been used against the journalists who have refused to be afraid of the highhandedness of the government authorities. The most talked-about example is of Santosh Yadav, who was jailed under the provisions of this act in September 2015 and released in January 2020. CSPS Act deters the journalists to take the Maoists version of any incident. For example, a local journalist of a well-known Hindi newspaper of Chhattisgarh narrated an incident, in which he claimed that sometimes police often give false numbers of Maoists killed in an encounter, to which we cannot question them. But the moment we receive any letter or press release from the Maoists countering the police version, we are in a position to question the claims of the police. He illustrates that sometime police or security

forces end up killing innocent villagers as Maoists. So, it is important to have a counter version of what police claims and the CSPS Act hamper our free and fair kind of work. CSPS Act is not only a deterrence in free speech but it is also a tool to force reporters to be critical in their writing about the acts of police and administration. The incidences of rampant corruption, administrative high-handedness and even the exploitation of villagers by the security or police forces go undisclosed because it deters the reporters to write anything unhesitatingly. Another challenge apart from CSPS Act in Chhattisgarh is low remunerations of reporters.

#### 3.2. Low Salary

Journalists who work in the Maoists-affected areas generally work on a very low income. Most of the time their income depends on the number of stories they do and for that there is very less reward in terms of money. Most of the journalists of Bastar in Chhattisgarh are hired as a stringer. Due to low income, they are hardly capable of running their family expenditures well and this compels them to devote their time in other economic activities as well apart from journalism. Also, the rough terrain of Bastar, along with densely forested areas make it difficult for them to visit the remotest areas of this region.

#### 3.3. Threats from Maoists

Bastar, being the hot spot of police and Maoist war, becomes a tough terrain for journalists to explore. Journalists often carry the risk of being misjudged and misinterpreted. Their greatest threat is being mistaken for spying for the police by the Maoists. Maoists often think of them as the police informers and police often think of them as Maoist's informers. In the fight between the police and Maoists, many journalists have lost their life. The name of Sai Reddy from Deshbandhu newspaper of Chhattisgarh is often remembered for this. Sai Reddy being a proponent of free speech critically use to write about the Maoists as well as the police. He was killed by the Maoists in the year 2013. Later on, Maoists apologized for his killing in Deshbandhu newspaper through a written letter.

#### 3.4. Intimidation by Police

Police officials though directly refrain from instructing journalists to enter the remote villages of Bastar area which are Maoists affected but indirectly they create a lot of restrictions. Some journalists cite that in fear of being mistaken by the police as Maoists or Maoists' informer they prefer not to visit the densely forested areas where the villagers live. They prefer to write about any Maoists based incidences either through the information which they get from the press note from police or Maoists. However, in this process, they lament that they lose their contact with the villagers and eyewitnesses whose account could have led them to genuinely interpret the happening. Many

journalists in Bastar have been arrested and some of them have lost their lives on suspicion of being Maoists' informers. Journalist Nemi Chand Jain, who lost his life due to this problem, is one in the year 2013. First, he was arrested by the police on charges of being Maoist's informer and then he was killed by the Maoists on the accusation of being a police informer.

While the above points illustrate the challenges of reporting in the Maoists-affected areas, the emergence of social media platforms such as Facebook, blog posts, podcasts and twitters can be a new hope when dealing with the challenges of reporting in the troubled areas. Internet not only allows journalists to expose the truth on social media platforms, but it also gives chances to openly voice their concerns. The following section discusses the possibilities of social media as the platform for free speech in Maoists affected areas.

#### 4. Digital Media: An Emerging Platform for Free Speech

The term digital media includes the internet, mobile, all social media, blog posts, podcasts and everything which can be connected through the internet. The present paper through the interview of various journalists tries to show that digital media is an emerging platform for free speech to those who are trying to bring the suffering of the marginalized people caught in a fight between the government and Maoists. In this section, through examples of two cases, I have tried to illustrate that how journalists of Bastar who got caught in situation where they were not able to publish their write-ups in newspapers due to political pressures, exposed the truth on social media platform Facebook and on their own blog post.

**Case-I:** The first case is of journalist Kamal Shukla of Bastar, Chhattisgarh, who has worked in several newspaper houses of the region to lend voices to the suffering Adivasi community. Kamal who has always worked for exposing the truth in Bastar has often faced the wrath of police, politicians and Maoists. In his interviews, Kamal explained that between 2008 to 2010, a well-known Hindi newspaper Rajasthan Patrika hired him to write against the government because they were willing to write against the government. He said that he was awarded too for his critical writing. In 2012, he wanted to write about the illegal cutting of the tree in Koelibeda (located in Kanker district of Chhattisgarh) which is a constituency of Vikram Usendi, the then Forest Minister of Chhattisgarh. This illegal cutting of trees were being done by the relative of Minister Vikram Usendi, called Harish Usendi. Around 5000 trees spread in 15 hectares were cut down to obtain deeds under Forest Right Act 2006. However, the newspaper decided to hold that news because a legislative assembly session was going on in Raipur. However, Kamal Shukla decided to let the news

out, thinking about the timing and impact it could create. He disclosed the news on CGNet, on March 25, 2012. To stop the news he was even offered money by some sources who do not want to expose the news, but he denied it. Once the news was out, he was badly beaten by a man who used to be a local worker of Bhartiya Janta Dal Party. After this, First Information Report (FIR) was lodged against him, and he was asked by the police to prove his identity as a journalist. In such form of harassment, Kamal thinks that internet and social media websites have emerged as a rescuing platform from where atleast the truth gets immediately exposed. Kamal Shukla was not supported by the Rajasthan Patrika where he said he was hired at the position of Bureau Chief for Jagdalpur and within few days Rajasthan Patrika terminated him. He says, this is very common for the newspapers of Chhattisgarh, who only wish to make money and get the government's attention to get away with their desired intentions. He even goes on to mention that all the big banner newspapers in Chhattisgarh are directly or indirectly related to coal mafia, so there is no point in believing that they could go some extra mile to bring the desired changes in the lives of Adivasi of Bastar. Kamal said that after this incidence was highlighted on larger news portals like the hoot, he was contacted by the International Federation of Journalists for help in 2012. (IFJ)

Recently in 2020, Kamal has been beaten and injured again because he went to support his fellow journalist Satish Yadav who was allegedly beaten by some people for writing against the sand mafia. It is through social media such as Facebook that Kamla Shukla was able to expose the assaults against him through video, which was, later on, picked up by the other major English newspaper such as Hindustan Times and Times of India.

**Case II:** Lingaram Kodopi is another journalist from Bastar, who has his own story of assaults and suppressions from police in Bastar. Lingaram Kodopi, is a journalist exposing illegal activities and corruption. Presently, he used to write about the suffering of Adivasi men and women on Facebook and other websites such as Justice for Adivasi, echoing the voices of the marginalized people. Recently, he exposed on Facebook that how the innocent Adivasis of Shyamgiri from Dantewada district who went to the collector for demanding their basic rights were beaten by the local district police guards. He even highlights the common mistakes of police and administration like calling the innocent Adivasi villagers as Maoists whoever helped them out of their compulsions and constraints. He writes about the injustices and deliberations given by the administration to innocent Adivasi youth and women. Lingaram says that other than social media websites, there is no other way to highlight the Adivasi woos. Most of the local newspapers are not interested in writing so elaborately about the Adivasi community because they think in terms of audience interest.

## 5. Conclusions

The journalist of Bastar, which is the center point of Maoists and government conflict and also a place full of mineral abundance, has taken up different social issues like injustices to Adivasi, false killing of Adivasi in the name of Maoists to rampant environmental destructions by the corrupt politicians. Digital media, particularly websites like CGNet, justice for Adivasi Facebook and Twitter are helping them to get their voices heard. The stories highlighted by these journalists are readily picked up by the major newspaper and online websites like Times of India, Hindustan Times, scroll.com, the wire and the hoot to highlight the prevailing condition of Chhattisgarh to larger audiences and international websites. Most of them are of the opinion that had it not been the internet and social media websites, it would have been never possible for them to expose the real happenings of Bastar to the larger world.

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# Role of Women Journalists in Development of Society during Covid-19

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## ABSTRACT

With the advancement of technology and time, the situation has changed drastically where women have proved their mettle in almost every sphere of the modern world. The present study shows that women journalists are playing a greater role in the development of society. Also, as individuals, they are working efficiently for their readers. This paper depicts the role of women journalists in newspapers and also analyzes their contributions as professional journalists in the COVID era. A survey method was used to conduct this study and as the research tools, questionnaires and interviews were used to collect data from two major states of India i.e., Uttar Pradesh and Madhya Pradesh. As many as 70 respondents from 5 national and 5 regional newspapers from both the states participated in the study. During this study, the researcher found that many of the women journalists were not just performing their duties efficiently as media persons but also as responsible professionals. Most of them are doing a splendid job while acting as a congenial link between the government and the public.

**Keywords:** Development, Society, Socio-Demographic, Women Journalists, Corona Warriors, UNESCO

## 1. Introduction

Even though India is a patriarchal society and has attained independence almost 70 years back, women in our country are still not free from the shackles of religious and traditional social stigmas imposed by the male-dominated system in our country. Working women are not untouched by this stigma as even women journalists have to face such challenges in their day-to-day professional and personal lives. Women journalists play a significant role in highlighting the pitiful state of illiterate and weak women, but their roles are never appreciated.

More women have entered the media industry and instead of taking interest in sensational news, their workforce is more focused on civic journalism. Following this, the Indian society has seen drastic changes which have proven to be a boon for society as by creating awareness about social, economic and political implications, women journalists not only removed unwarranted social stigma but also proved their mettle in playing an important role in society.

There are several national issues like malnourishment, female foeticide, etc., which have been addressed by eminent women journalists of India. As a result, the respective governments took major initiatives against such evils. Moreover, women journalists have made great efforts to ensure the safety of women. The same is evident from the notorious Nirbhaya gangrape case in the national capital in December 2012, after which, a voice

against the culprits of such heinous offenses turned louder. With extraordinary coverage in the national media by renowned journalists Shobha Dey, Sagarika Ghose, Bachchi Karkariya, Mohua Chatterjea, Anuja Jaiswal and others, the punishment for rape was amended to the death penalty from previously fixed jail term. These women journalists also forced the government to provide specific security and safety to working women by their employers in any part of India. Besides, women journalists also managed to relax norms and odd duty hours everywhere to strictly avoid any threat against the dignity and life of working women.

### 1.1. Women Journos and Corona Pandemic

The Coronavirus pandemic has brought the world to a standstill. When the entire world reels under fear, there are people from varied communities like medical, police, teachers, scientists, social workers and others who not only stand firmly to fight against this disease but are also providing essential goods and services even in this ghastly time. Not to forget, that the media is also one of the essential service providers during this tough time. As the journalists did not get the luxury to work from home, many of them were on ground zero. The researcher interviewed many female journalists who said that they have to go out in the field every single day to bust fake news and bring truth to the people.

In order to find out the real role of women journalists, the researcher decided to collect data during the crucial

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situation when the entire country was under lockdown. During data collection, the researcher found many female journalists performing their duties, while some were executing duties from their homes and others were venturing out to cover exclusive news. These journalists claimed that information dissemination plays an important role in bringing change among the receivers. They said that they take their duty as responsibility. They wanted to serve the country by providing their services during this difficult time. Playing a positive role by educating the readers about the precautions and filing positive stories to encourage the public for preventive measures were their main agendas at this point of time. Moreover, they claimed that they are not just providers of news and information, but they are acting as watchdogs of society as well.

Thus, it is apparent that women journalists have a challenging role in the media industry and they also have displayed the courage to handle and overcome any critical situation for the betterment of society.

It is noteworthy that these dutiful journalists claim that their news editing and writing does not only contribute to social and economic progress, it also discusses the impact of policies, plans, projects and common issues of people. It focuses on various needs of people i.e., food, housing, health, education etc.

The study focuses completely on the role of women journalists in two major states of India i.e., Uttar Pradesh and Madhya Pradesh. During the data collection process, the researcher found that there was no lack of awareness among female journalists and all of them were discharging their duties efficiently.

## 2. Review of Literature

The study of Ammu (2020) based primarily on the experiences of nearly 200 women journalists working in print media across the country, concluded that despite their diverse perspectives, experiences, and socioeconomic-cultural milieus at home and work, as well as their employers, women journalists are bound together by several common experiences. The majority of these stem from the fact that gender continues to be a determining factor in how a woman is perceived and treated by people both within and outside the profession.

A study conducted by Marion Marzolf (1977) examines the perspectives and experiences of a diverse group of women working in journalism at various levels and stages of their careers. From the early seventeenth century to the present, the study focused on the history of women journalists in newspapers, radio, and television in the United States. Women's sections in newspapers, the history of the feminist press, women journalism educators, and women journalists in Western Europe were among the topics covered.

The International Federation of Journalists (IFJ) conducted a survey on the status of women journalists in 39 countries

in 1993. It was pointed out that journalism was almost entirely male-dominated less than 50 years ago. Women were the exception, and women were discouraged from pursuing careers in journalism. Women are increasingly being employed as journalists today. They make up the majority of working journalists in some countries, such as parts of Central and Eastern Europe. The growing number of female journalism students around the world confirms the trend of more women in the field. In a study conducted in 26 countries in 1993, women students accounted for up to 70% of journalism students in some cases (USA, Bulgaria, Mexico). The average percentage of female journalism students is around 40%, (IFJ, 1993).

UNESCO report on 'Women Make The News' concludes that women journalists continue to face significant barriers to full participation in the newsroom, especially when it comes to management positions. Women journalists' careers are still hampered by stereotypes and subtle discrimination. Women in South Africa have more or less equal access to universities and newsrooms, but their progress comes to a halt at the same time.

Journalism is a grueling task. Stories occur at inconvenient times, deadlines are set well beyond normal working hours and maternity leave provisions are inadequate. The lack of paid maternity leave, as well as the unsocial hours of journalism, have risen to the top of the priority list.

In its report, the World Association for Christian Communication claims that the overall number of women journalists employed in the media around the world has decreased by 2% in the last five years. Women make up 41% of working journalists today, compared to 43% in 1995.

Women make up a small percentage of the media workforce, according to a UNESCO report of 1995 by Margaret Gallagher. In Asia, women make up 21% of the total media workforce, while they make up 25% in Latin America. They account for 27% of the population in Southern Africa. They are 35% in Western Europe and the United States. Women make up 79% of all part-time news media workers worldwide.

A study of the Asian countries done by the Asian Mass Communication Research and Information Center found that women's access to communication-related employment is extremely limited in seven Asian countries. Women's access to communication organizations is hampered in every region due to two factors: sociocultural and institutional. In many Asian countries, the socio-cultural environment is still focused on the family's well-being. Women who serve to augment the family income or to realize their own potential have had few provisions made to meet their additional responsibilities.

As journalists and media professionals, women must also fight for dignity in their work. The Declaration categorically denounced all forms of abuse, sexual assault, and bullying

in the profession, and reiterated its intention to step up efforts to eradicate these risks so that women can work in journalism in the same safe and secure atmosphere as their male counterparts.

### 3. Methodology

The present study has used the survey method. Questionnaire and interview both research tools were used to collect data. For this study, a total of 160 female journalists were approached, out of which, 70 turned up

for the study. The respondents comprised of Correspondents, Senior Journalists, Sub-Editors, Desk In-charges, Editors, etc. were surveyed through a questionnaire. Also, the researcher personally met the journalists to get the survey completed. These respondents were selected from 5 regional and 5 national newspapers of Uttar Pradesh (UP) and Madhya Pradesh (MP). Moreover, the eligible respondents were selected through the snowball (non-probability) sampling technique.

Sr. No.	Variables of Socio-Demographic Characteristics	No. of Respondents (N= 70)	Percentage
1.	Age		
	20-30 years	47	67.14
	30-40 years	19	27.14
	Above 40 years	4	5.72
2.	Work experience		
	Less than 5 years	41	58.57
	5-10 years	17	24.28
	Above 10 years	12	17.15
3.	Professional degree in Journalism		
	Yes	66	94.28
	No	4	5.72
4.	Marital status		
	Single	56	80.0
	Married	14	20.0
5.	Designation		
	Reporter	22	31.43
	Senior Reporter	20	28.57
	Editor	16	22.86
	Sub editor	12	17.14
6.	Salary	6.	Salary
	Below 10,000	47	Below 10,000
	10,000-20,000	19	10,000-20,000
	Above 20,000	4	Above 20,000

The researcher used this particular sampling technique because a large number of women journalists were working on a contractual basis and due to Covid-19, many of them had left the job (safety reasons) and others were temporarily let go.

#### 4. Findings and Discussion of Results

To understand the role of women journalists in promoting social issues for the development of society in national and regional newspapers, firstly the socio-demographic characteristics of all 70 respondents were studied. All demographic characteristics are presented in the form of tables and graphs for better understanding.

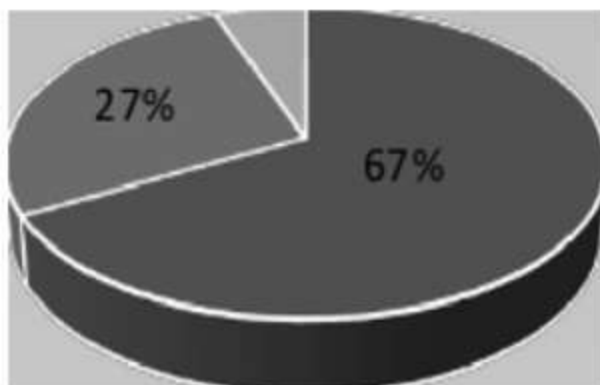


Figure 1: Age of respondents  
 · 20-30 years  
 · 30-40 years  
 · Above 40 years

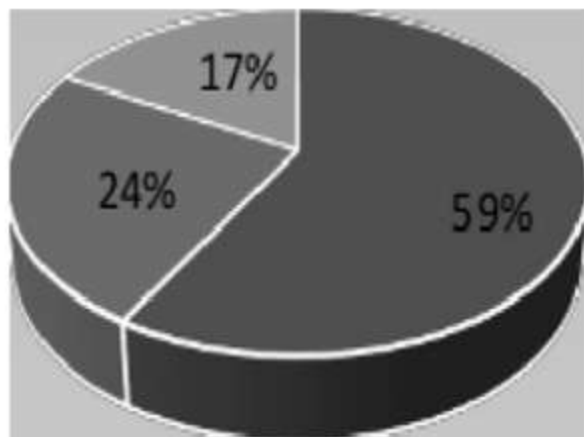


Figure 2: Work experience of respondents  
 · Less than 5 years  
 · 5-10 years  
 · Above 10 years

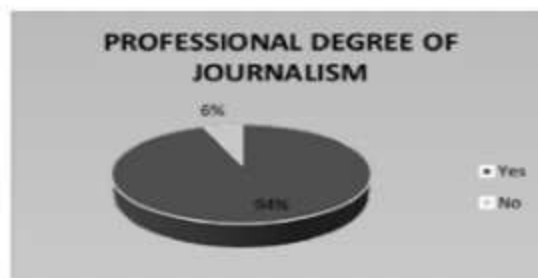


Figure 3: Professional degree of journalism of respondents



Figure 4: Marital status of respondents

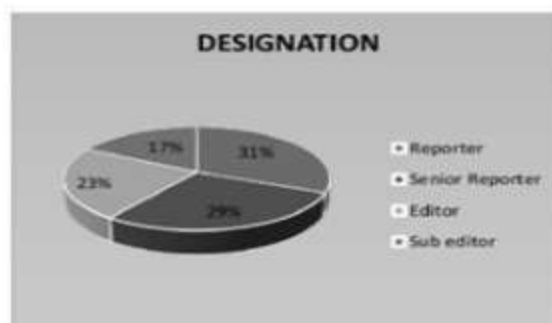


Figure 5: Designation of respondents

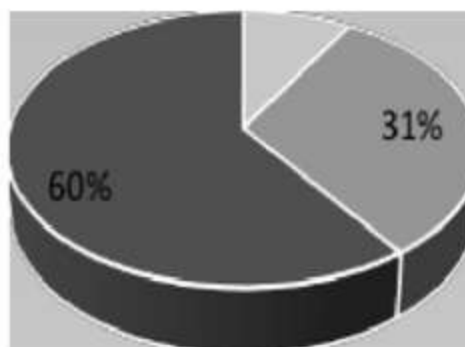


Figure 3: Salary of respondents  
 · Below 10,000  
 · 10,000-20,000  
 · Above 20,000

Sr. No.	ITEMS	National & Regional Newspaper & REGIONAL NEWSPAPER (N =70)	
		YES	NO
1.	Do you think that women journalists are providing selfless service to save the lives of people during the pandemic?	68	02
2.	Do you work majorly on news related to various needs of people like food, housing, employment, health, education, etc. in the Corona period?	63	07
3.	Do you think that it is important to provide information to the readers only after verifying the claims made by the Government?	52	18
4.	Do you think that Corona related news should be published on priority basis in every newspaper?	66	04
5.	Do you think a journalist acts as a link between the government and the public especially at the time of pandemic?	64	06
6.	Would you encourage other fellow women to choose journalism?	70	00

From the above table, responses of women journalists on various questions can be seen. When the researcher asked women journalists about their desire to provide selfless service to their readers during the pandemic majority of them i.e. a total of 68 respondents said yes while only 2 did not show their interest in such types of news. On being asked if they ever worked on news related to the needs of common people during COVID-19, a total of 63 had an affirmative response while 7 preferred to work on soft stories, which shows that a big number of female journalists are working for the welfare of common people.

On the question of verification of government claims, a total of 52 respondents replied yes and the rest 18 did not find it important. In the case of publishing Corona related news on a priority basis, 66 respondents say at this point of time, it is the foremost responsibility of every newspaper and media person to make their readers aware of all the good and bad news related to the disease, whereas only 4 did not think it was needed, as people are already aware.

Out of 70 respondents, a majority of respondents i.e., 64 said that it is media that acts as a congenial link between the government and voters. It is the duty of media to create awareness among their audience as to what the elected

government is doing for their benefit, which schemes and policies are being implemented for their upliftment? It is only through media, a common man can get information. However, 6 respondents said that they are nowhere responsible in any governmental process. The study finishes with an encouraging figure, in which, all 70 journalists feel that more and more females should come forward and be a part of the media world.

#### 4. Conclusion

Hence, the study indicates that women journalists in these two states, perform their duties sincerely. to the country as an important responsibility. They provide their service and the study found that there was no lack of awareness among women journalists regarding their duties and service. Nearly all the respondents believed that the role of the journalist is to educate, share opinions and guide their readers. Even in such a crucial situation when the entire country is reeling under great fear and uncertainty, these women journalists are doing a splendid job. Not only are they focusing on development news, but are also working for the welfare of society.

Finally, while interviewing the eminent women journalist of Uttar Pradesh and Madhya Pradesh, it was found that most of the respondents were aware of their duties and

responsibilities as professional journalists and intended to provide their selfless service to the nation. They took pride in being known as "Corona Warriors" and liked working as the frontliners fighting against this deadly disease.

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## Editorial Policy

Pragyaan: Journal of Mass Communication is a bi-annual peer-reviewed research Journal of IMS Unison University, Dehradun and is published in the months of June and December.

The Journal aims to create a platform, where ideas, concepts and applications related to the field of Mass Communication can be shared. The focus is on pure research, applied research and emerging issues in the field of Mass Communication and Media.

### SUBMISSION GUIDELINES TO AUTHOR/S

**1. Submissions must be in Microsoft Word (MS Word):**

The entire document should be in Times New Roman, single column, 1.5 line spacing. A soft copy of the document formatted in MS Word 97 or higher versions should be sent as submission for acceptance.

**2. Text Font Size:**

Title of the paper should be bold 16 point, and all paragraph headings should be Bold, 12 point.

**3. Cover Letter:**

Cover page: It should include (i) Title of the Paper; (ii) Name of the Author/s; Co-authored papers should give full details about all the authors; Maximum two author permitted (iii) Designation; (iv) Institutional affiliation; (v) Correspondence address. In the case of co-authored papers the First author will be considered for all communication purposes.

**4. The following pages should contain the text of the paper including:**

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