MEDIA DISCOURSE *and* INDIAN SOCIETY

Dr. Dhruva Bhushan Singh

Spine: MEDIA DISCOURSE *and* INDIAN SOCIETY — *Dr. Dhruva Bhushan Singh*

Dr. Dhruva Bhushan Singh, M.A., Ph.D. (Sociology) works as Assistant Professor in the Department of Sociology at Shaheed Hira Singh Government Degree College, Dhanapur, Chandauli, Uttar Pradesh, India. He obtained his Ph. D. degree from 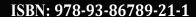Banaras Hindu University, Varanasi. Dr. Singh has done extensive research in the field of Media and Indian Rural Society, Indian Democracy and Aging. Actively associated with teaching and research activities for more than 12 years, he has published 25 research papers and contributed chapters in journals and books of National and International repute. He has to his credit two books on Media Studies. Dr. Singh has chaired many academic sessions and presented 67 papers in National and International Conferences and Seminars. He is organising an ICSSR funded National Seminar as the convener. He has been actively engaged in community work and extension activities in the field also. Dr. Singh is the Life member of Indian Sociological Society and member in Board of Studies in many Universities. His administrative excellence can be evinced as he is the coordinator of IQAC, RUSA, NAAC and IGNOU centre in the college, Programme Officer in NSS and SVEEP Coordinator of Chandauli district, U.P.
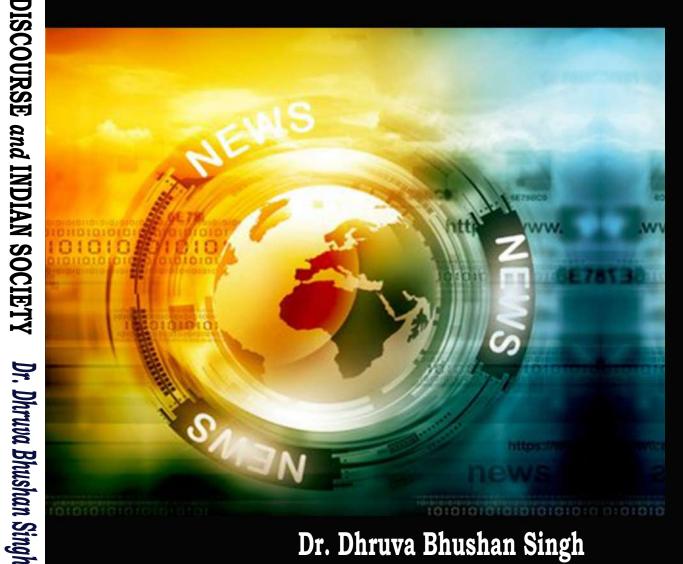
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MEDIA DISCOURSE AND INDIAN SOCIETY

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About the Book

The freedom of media in the country is blessing for the people. Media has performed its democratic responsibility, deeply associated with the socio-economic conditions and political image, as an opinion creator and reflector of the facts, factors and faces of the society, disseminator of information and being an agent of change since its advent in India. The free media has to be more accountable to the general public, and that the professional integrity and ethical standards are not sacrificed for sensational practices. Now a days, there are frequent accounts of swaying off the track from its ethical responsibilities.

This book **Media Discourse and Indian Society** is a compendium of research papers offering a discourse towards the role that the mass media plays in our lives, our democracy and Indian culture and society. The compilation of 18 empirical and conceptual papers, contributed by talented scholars and young social scientists on Media and Societal issues, examine how the media operates, what it says, when and why it says things. It is a judicious representations of media contents, contemporary realities of our society and dynamics shaping and controlling it. Expanded discussions presented by author not only focus on emerging issues of modern Indian society from media perspectives, but also highlights deteriorating journalism and media ethics and suggests ways to redeem a socially conscious media.

Preface

It will be no exaggeration to imagine the pervasiveness of media if I say that we lead a media life, which is much more than media hardware, software, and content - it is also everything we do with and in response to media: how we build and sustain relationships and family ties, how we derive cultural status and social currency from the kinds of media we use (the music we listen to, the shows we follow, the games we catch live), and the various ways we more or less deliberately manipulate time and space by checking our email on mobile devices, listen to audiobooks with noise-cancelling headphones, and record our private participation in public proceedings (weddings, concerts, the weekend soccer game) with networked devices.

The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Media is a powerful institution which transmits the knowledge and information. Today, media is considered the fourth pillar of the state all over the world. Mass media, in its different forms, have influenced human life in the present century. The strength and importance of media in a democracy like India is well recognized. Media plays the role of facilitator of development, disseminator of information and being an agent of change. More importantly this is very true in the context of a biggest democracy

like India. In Indian democracy media has a responsibility which is deeply associated with the socio- economic conditions.

Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a mere spectator-media has a greater responsibility. As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

From the days abode, media has remained an integral part of human civilization. From the days of Vedas and Upanishads to edicts of kings and emperors like Chandragupta, Ashoka to the medieval Indian mass gatherings to the modern day's audio video and print and social media, media has always taken a pivotal role in shaping our society. During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a platform to place the demands of common Indian and to express solitude with freedom fighters. Indian media in post independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels.

In this era of liberalistion, privatisation and globalisation (LPG) the world has reached our drawing room thanks to media. Since the introduction of television in our country in late 70's visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, facebook and twitter like social media. Coupled with traditional print media all these audio video and social media caters to a richly diversified media industry in India.

Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them. Way back in independent India from the Mundra case to the jeep scandal to the hawala case to the kickbacks received in different defense deals- Indian media performs commendably in exposing the corrupted highly placed statesman. In recent scams from commonwealth to 2G, exposed thanks to television and print media, media acted as a catalyst to government action compelling government to swing into action including suspending ministers and putting ministers into jail. Who can forget the crusade taken by Indian media in the Nirbhaya rape case and shaping the public opinion in one of the most heinous crimes the world has ever witnessed. Without media, the news of government schemes and benefits would have never reached the target audience. It is a mirror of the society but these days media mirrors its own society shows what it wants to show

The Indian media now a day display certain defects. Ethics of contemporary journalism tell us that what journalists should be doing is standing outside the cycle of symbolic and physical violence, corruption and manipulated information that makes up the power relations of society, so they can show audiences the truth of the system and how it works. But, instead, they, themselves, are immersed in this system of untruth. Like other players in this system, they engage in symbolic violence against reputations; they manipulate information to achieve various ends; they make covert alliances, and offer the public forms of untruth that masquerade as truth. And they do so even as they depict themselves as honest brokers who stand outside the system and expose it flaws to public scrutiny.

This essential act of corruption on the part of the news media is all the more disturbing when we begin to see the nature of the system that journalists have allowed themselves to become a part of.

Paid news is one such example. All manipulate government to achieve their own ends and all use television and other forms of mass media to shape public opinion.

One potential antidote to this subversion of democracy is an independent news media with the courage and integrity to expose the system to the light of day, so that the force of public opinion, shame, and law can bring about a correction. But it turns out that most of the news organizations with the power to do this are themselves both owned and controlled by other players in the system, and are also, themselves, players, seeking to manipulate information for their own ends. Television news is owned by the same massive corporations that exert control over much of the rest of economy and culture. The journalists who control it, divine what their bosses want or, in some instances, they follow orders directly, and are thus careful to shape the news so as to not challenge their corporate owners. Meanwhile, television journalists manipulate information in ways designed to attract audiences, to push their own political agendas and to aggrandize themselves so they will appear as heroes and celebrities before the public. Thus, the news media, which should be exposing the corruptions of the system, is itself enmeshed in the system.

Instead of fully revealing the reality of a society in which everything is a tool of marketing, and everything is for sale, television news is now itself for sale, and engaged in endless efforts to shape its stories to conform to the demands of marketing. Instead of fully revealing the way reputations are ruined to get political enemies and attain power, television news itself ruins reputations and gets enemies. And instead of revealing the way virtually everything we are told is simplified, exaggerated, hyped and staged, television news simplifies, exaggerates, hypes and stages.

Of course, the news media does reveal a certain amount about all this -- about others. But when it tries to tell significant truths

about the system, it increasingly comes up against the same wall -- that it is, itself, now at the center of all these trends. The media today is the story. But it is a story that those who control the media will not allow to be told. What we need, than, is a news media that is willing to step outside the system and tell the truth to a public that is hungry for it. The story is about corporations, political organizations, bureaucrats, news and entertainment media, lobbyists and advertising and marketing specialists of various kinds, and how all work the system for their own and each other's benefit, and fight each other for control by shaping words and images.

The present scenario is not quite encouraging and certain areas need to be addressed. The ground realities are that a citizen is largely dependent on the press for the quality, proportion, and the extent of news. Many people, not only those in authority but even ordinary people, have started saying that the media have become irresponsible and wayward, and need to be reined in. Deliberations, introspections and discussion present in this book highlights the ways and means to rectify the defects in the media, to think of how we can improve the performance of the media so that it may win the respect and confidence of the people. This book represents an effort to examine how the media operates and to understand what it says when it says things, in an effort to make all of this transparent to our view and understanding.

The freedom of media in the country is blessing for the people. Media has performed its democratic responsibility which is deeply associated with the socio-economic conditions and political image , opinion creator and reflector of the facts and faces of the society . The free media has to be more accountable to the general public, and that the professional integrity and ethical standards are not sacrificed for sensational practices. Now a days there are accounts of its swaying off the track, deteriorating standards, concerns for the TRP and not the ethics of journalism and society

Now the question is that- How should these ideally be addressed and corrected in a democratic manner?. How to make it better? How to go against the 'manufacture of consent', How to build a culture of public service broadcasting? How to invest hope in the new media, especially in the Internet? How to build a socially conscious media? How to realize constantly the classic 'watchdog' role of the media in liberal democracy? The time has come to address such issues and challenges through introspection by the Intellectuals, authorities, watchdogs as well as media is required.

This book **Media Discourse and Indian Society** is a compendium of research papers offering a discourse towards the role that the mass media plays in our lives, our democracy, and Indian culture and Society. The compilation of 18 empirical and conceptual papers contributed by talented scholars and young social scientists: Media and Societal issues examines how the media operates, what it says, when and why it says things, It is a judicious representations of media contents, contemporary issues and social factors shaping and controlling the media. Expanded discussions presented by author not only focus on emerging issues of modern Indian society from media perspectives, but also highlights deteriorating journalism and media ethics and how to redeem a socially conscious media. Hence the book justifies its title.

All the chapters contributed on various subthemes are informative and contains factual state-of-art of the subject in hand. I gratefully acknowledge my valuable contributors for their intellectual inputs and timely submission of the manuscript, and for the support and trust rendered by them. Nevertheless, the views, facts and figures reported and conclusion reached in their respective works are solely those of the contributors, and the editor do not owe any responsibility for them.

At the outset, I wish to express my reverence to the Supreme divinity God and my mother whose gracious blessings gave me the power of devotion and strength to compile this volume. I also express a deep sense of gratitude to my teachers, colleagues, my students and my family especially my wife Dr. Rashmi Singh for extending knowledge based ideas and support where ever needed. I also extend my love to my sweet daughter Samriddhi for the patience throughout my journey of writing the book.

It gives me great pleasure in presenting this work to the readers. I am further hopeful, that the book will grab the interest and enthuse sociologists, journalists, social workers, psychologists, media personnels, and policy makers. If this book helps even a little bit in thought provoking and stemming ripples in the media world practices and trends, the efforts of the contributors and editor will be suitable rewarded.

Dr. Dhruva Bhushan Singh

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MEDIA PRACTICES IN INDIAN DEMOCRACY

Dr. Dhruva Bhushan Singh

Abstract

The Media is referred as fourth estate of democracy. Media to operate in an ideal democratic framework needs to be free from governmental and private control. But free press/media does not mean an uncontrolled press. The problem then comes is who and how to control press. Article 19(1)(a) of the Indian Constitution provides the freedom of speech and expression and the whole idea of the media comes under the ambit of this provision, for proper functioning of democracy free press is must, .if it airs or publishes what is improper, mischievous or illegal he must take the consequence of his own audacity. The answer is there shall be an uplifting the standards of journalism can only be solution. Every journalist must honestly and consciously make an attempt not to fall in any trap and raise the standard of journalism.

Keywords: Media, Constitution, Democracy, Society.

Introduction

In modern societies, it is impossible to talk intelligently about democracy without considering the role played by print, electronic and social media in disseminating political messages to the public. Especially following the creation of electronic media in the twentieth century, the connections between democracy, political campaigns, public opinion, and journalistic practices have become the focus of great attention and anxiety among communication scholars. Each new media innovation is evaluated for its potential effect on democratic politics, and media professionals are regularly criticized for practices that are perceived in one way or another as being antidemocratic. The strength and importance of media in a democracy like India is well recognized. Media play is the role of facilitator of development, disseminator of information and being an agent of change. More importantly this is very true in the context of a biggest democracy like India.

Democracy

Democracy is rule for the people. The democratic process is designed to avoid dictatorships and totalitarianism by making government accountable for its actions through voting and legal sanctions. There are different ways to implement democracy. *Party-based* democracy is where the electorate (those who can vote) choose a governing party (out of several) every few years, based on their overall policies and style. Direct democracy has the people vote on an issue-by-issue basis. The separation of powers means that no particular government organ has unfettered control. The rule of law applies to all: politicians from the ruling party and from other parties, rich businessmen, and poor citizens, are all subject to the same equalities and restrictions. Human rights are protected by allowing reporters, watchdogs and civilian concern groups to scrutinize government. The principal of secularism requires

that Government must not come to represent a sole ethnic or religious group (i.e., it should be secular and unbiased), and there should be no laws that grant particular freedoms to particular ethnic or religious groups, and likewise, no laws that specifically prohibit them.

Democracy faces many challenges. Large multinational companies can outmaneuver and ignore local governments, which sometimes places them above-the-law. Therefore regional and international agreements are now an essential part of maintaining the rule of law - bodies such as the UN and EU answer this call. Special interest groups and single-issue lobbies (as well as parties) can, through their hearty activism, undermine democracy. Mass stupidity and voter apathy means that the people normally vote (if they vote at all) on short-sighted, shallow and unimportant issues, hindering the ability of government to overcome long-term problems. Nationalism, ethnic divides, religious impulses and mass intolerance can all pressurize a democratic government into allow the 'tyranny of the masses' to overcome human dignity and freedom: new ways of curbing populism need to be tested and implemented.

Democracy needs to be actively watched and defended against these challenges. Despite weaknesses, its democracy has proven itself to be *the* superior method of governance and facilitates personal freedom, human development (technological and moral) and human rights. Good national governance is not a simple affair, and those in power should be dedicated to their job, highly educated and capable."

Indian media in post-independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels. In this era of liberalistion, privatisation and globalization (LPG) the world has reached our drawing room thanks to media. Coupled with traditional print media,

audio-visual media, World Wide Web and web 2.0 technologies , the electronic media and social media caters to a richly diversified media industry in India by informing the current news to the society, entertaining people and shaping as well as expressing up of public opinion. Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them.

Democracy can, in general terms, be understood as a form of government which is subject to popular sovereignty. It is essentially a rule by the people which is in contrast to monarchies or aristocracies. One of the crowing glories of the democratic system is the freedom of expression and the space that is provided to views from different sections of the society. A democratic system can run to its utmost potential when there is wide participation on the part the general mass which is not possible without people getting informed about various issues. Reliable information resources are an important constituent of any democratic society (Habermas, 2006). This is where media plays a role.

Independent press and control free press is pre requisite of a democracy. The need for a free press is more in a country like India. In the absence of any specific article in the Indian constitution for press or media, it was the judiciary who safeguarded and promoted the independence of press. At times it also restricted the same in the interest of justice. When the constitution of India was being drafted, the question aroused before the framers that whether to have a separate provision for press as in American Constitution, or to include the freedom of press in right to speech and expression as in England. The Chairman of Drafting committee Dr. Babasaheb Ambedkar strongly argued that: *"The press is merely another way of stating an individual or a citizen. The press has no special rights which are not to be given or which are not to be given or which are*

not to be exercised by the citizen in his individual capacity. The editor of press or the manager are all citizens and therefore when they choose to write in newspaper they are merely exercising their right of freedom of speech and expression and in my judgment therefore no special mention is necessary of the freedom of press at all" hence the right to press was included in freedom of speech and expression i.e., Article 19(1)(a) of the Indian Constitution.

Democracy, public life and media

In Indian democracy, media has a responsibility which is deeply associated with the socio- economic conditions. Informing the citizens about the developments in the society and helping them to make informed choices, media make democracy to function in its true spirit. It also keeps the elected representatives accountable to those who elected them by highlighting whether they have fulfilled their wishes for which they were elected and whether they have stuck to their oaths of office. Media to operate in an ideal democratic framework needs to be free from governmental and private control. It needs to have complete editorial independence to pursue public interests.

There is also the necessity to create platforms for diverse mediums and credible voices for democracy to thrive (Parceiro, 1999). It has already been discussed that media has been regarded as the fourth estate in democracy. Democracy provides the space for alternative ideas to debate and arrive at conclusions for the betterment of society. The publicly agreed norms are weighed over that of actions on the part of economic organizations and political institutions (Barnett, 2004). This is close in essence to the concept of public sphere where rational public debate and discourse is given importance. Individuals can freely discuss issues of common concern (Tsekeris, 2008). Media plays one of the crucial roles behind the formation of public sphere (Panikkar, 2004). However, Barnett is of

the opinion that in modern times the true sense of public sphere is getting eroded with the media of public debate getting transformed to mediums for expressing particular interests rather than general interests which are universally accepted. This signifies that public sphere which is essential for a vibrant democracy can actually be channelized to serve vested interests rather than public good.

In a developing country like India, there are crores of issues like malnutrition, gender gap, corruption, education, poverty and unemployment, cronyism of institutional machinery and carrying out relentless campaign against them to fight the backward ideas such as superstition, casteism and communalism, poverty and other social evils, sanitation that needs to be addressed doesn't appeal to some channels. There is huge economic disparity in India, it has fourth largest number of billionaires in the world, but is ranked only around 125th in Human Development terms. The media need to work especially towards the welfare of the poor.

Fallacies of media in portraying issues of society

But are the Indian media performing this role properly? certain defects in the functioning of the India media today are Twisting facts, media trail involving defaming or infringe upon Decency and Morality, biased and motivational coverage, 'commercialism, Media trials and paid news defamation, or most commonly the breach of privacy of an individual. Though these acts bring out some of the true faces to the general public but they oppress the rights of an individual. Some of the media houses are controlled by media barons, industrial powerhouses, corporate giants and government dictators. In order to effectively cater to their interests and policies, or In quest of power and opportunity they spread news and information fueling to hatred and anarchy. In the words of Gary Acerman -"The media has changed. We now give broadcast licenses to philosophies instead of people. People get

confused and think there is no difference between news and entertainment. People who project themselves as journalists on television don't know the first thing about journalism. They are just there stirring up a hockey game."

In a developing country like India, there are crores of issues like malnutrition, gender gap, education, poverty and unemployment, sanitation that needs to be addressed doesn't appeal to Indian middle class. So these issues are given a complete go by the countless 24*7 media channels that are mushrooming every day. In a bid to improve their TRP, almost all the channels are after a rat race of making sensational news. Thus non issues become issues and without any proper homework programmes are broadcasted. There are widespread manipulation and distortion of facts. Several instances of yellow journalism in recent past have focused to and a collusion of politicians and journalists.

Various television shows and cinemas are projecting lifestyles of the rich and the famous are exciting our young generation to follow suite. The stunning lifestyle of villains depicted in silver screen encourages our youth to resort to the same evil methods that these villains follow at the lure of easy money and ending up at the blind lane.

In Indian democracy, media has a responsibility which is deeply associated with the socio- economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. Media organizations, whether in print, audio visual, radio or web have to be more accountable to the general public? Community participation is a goal that the media should strive for in a country like India. The ground realities are that a citizen is largely dependent on the press for the quality, proportion, and the extent of news. Many people, not only those in authority but even ordinary people, have started saying that the media have become irresponsible

and wayward, and need to be reined in. The Indian media now a day display certain defects. These should ideally be addressed and corrected in a democratic manner.

Powerful medium of speech

Press is the voice of the people in democratic set up. Press plays an important role in bringing forward the real picture of the society to the common people. They raise voices against any anti-social practices such as dowry system, sati, child-labour, etc. In this way, malpractices prevailing in the society are checked and stopped. In the communist countries, press is under Government control. Even in democracies the wrath of the ruling Government against any newspaper may snatch its freedom. At the same time, newspapers should not lace partial and biased news that may instigate the people against the Government. There should be a co-ordination between the Government policies and the people's vision. Only one thing that should be kept in mind is that newspaper must not be misused. It should be free, fair and unbiased.

With the invention of new technology in the field of communication such as T.V and internet the concept of news reporting was not only limited to newspapers. Initially there was only one channel, but then with the liberalization policy, there came a wave of the private channels which also brought the cut throat competition. Every channel started to provide that news to the public which the public wanted to hear, and apart from providing the news to the people they also started frame the opinion of the people. In simple words the media started to control the minds of the people. It could make the people believe what they wanted to state. The news received by people was no longer unbiased. With rising competition the standards of journalism started to fall. Media that was a mission before independence grew as a profession after independence and of late it is being criticized for becoming a business without ethics and

without any social responsibility. It is because the owners of print and private electronic channels are the owners of either a business establishment or an Industrial house or a financial institution. News, naturally in the hands of these businessmen became a commodity. News, which shall be a bare fact is now angled or slanted to make it marketable news. Media wanted stories in place of plain news based on facts. Editorial has become either dictatorial or proprietorial. This in turn gave rise to some evils.

Internet, a relatively newer entrant in the field of mass media, has proved to be more democratic than newspaper and television (Coronel, 2003). Internet has provided the opportunity for citizens who are conversant with the medium to express their views about a number of issues. In many cases groups have been formed by likeminded people who discuss and debate over a number of decisions on the part of the government and seek new ideas for way ahead. The power of the internet can be easily judged from the developments in Egypt in recent times. Social networking sites like Facebook and Twitter were used to garner support against the regime of President Hosni Mubarak (Kuwait Times, 2010) and by Prime Minister Mr. Narendra Modi. Internet has been used by various public service organizations and N.G.Os to inform people about their objectives and also to make them aware of various initiatives on the part of the government as well as non-government organisations for social upliftment. In internet the barrier to communication is minimal which helps in the formation of a participative environment. There is also greater empowerment of the users through higher level of interactivity and flexibility in choice of media outlets.. Advertisements in newspapers, television, radio and at times the internet have become a part of the present election campaigns. Candidates with better funds have the edge over others in being voted to office because they can buy newspaper space and considerable air time (Coronel, 2003).

Conclusion

In Indian democracy media has a responsibility which is deeply associated with the socio-cultural-economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. Media organisations, whether in print, audio visual, radio or web have to be more accountable to the general public. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices. The freedom of press in the country is a blessing for the people. However, this blessing can go terribly wrong when manipulations set in. The self-regulatory mechanism across media organisations need to be strong enough to stop anomalies whenever they occur. Agencies like Press Council of India need to be vigilant to stem the rot. Big media conglomerates are a serious threat. To counter this problem pluralistic media organisations which are financially viable need to be encouraged. Community participation is a goal that the media should strive for in a country like India.

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2

A CRITICAL APPRAISAL OF MEDIA & GLOBALIZATION AND ITS IMPACT ON HOSPITALITY INDUSTRY

Dr. Irfan Ahmed Ansari

Abstract

The paper provides a conceptual definition of the process of media and Globalization from different aspects and in the context of causality with dimensions of microenvironment and macro environment. The focus is on examining the intensity of impact of specific global trends on structural market changes in tourism demand within the macro environment at the level of demographic, cultural, political, technological and physical dimensions, and relations with the competition, which is a prerequisite to development of new trends in tourism. The viewpoints of numerous theoreticians engaged in this area which corroborate the main idea of the paper were taken into account. Media and Globalization and its effects overlap with various fields; therefore, the methods of explanation, description, and comparison were used in the research paper.

The secondary research was conducted regarding the impact of technological changes on new trends in consumer behavior in the hospitality market, whereby the selected emitting markets in India were analyzed in terms of intensity of application of innovative tools. Globalization induced changes in the environment give impetus to new trends in the market which are evident in the emergence of new needs, behavior of potential tourists/visitors and their preferences with regard to the choice of hospitality & tourism products for which they show more or less interest.

Keywords: Media, Globalization, Hospitality and Tourism Products.

Introduction

Media is imperative for frontline investments for sustainable globalised hospitality & tourism development indicators. The powerful effects of media communications technologies can dawn on world with sweeping changes of attitudes and behavior among the key actors in local, national and global hospitality & tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the entire world. As the verdict goes, the media has a social responsibility to enhance the blending of local, national and international cultural values for enriched politics, society and economy. Public communications strategy based on access to quality information and knowledge will drive the new global hospitality & tourism partnership for initiatives such as: peace and security, conflict resolutions for eco-tourism, quality tourism, joint ventures, technology transfer, exchange bids, subject-to-subject attitude, being explicit about values, transparency in interests, clear standards, sticking to mutual agreements, capacity building and development, institutional building and observance of hospitality & tourism ethical standards. Globalization as a process of economic, social, cultural, and political activities crosses national

boundaries and affects tourism. ICT acts as a catalyst due to faster transfer of information and increased networking activity that amplify the effect of globalization. Owing to globalization, the world has become a **"global village",** and these changes affect people both at local and global level.

Review of literature

Globalization is in the focus of scientific debates whereby different authors consider it as a response to neo-Marxist theory of the world system (Wallerstein, 1974, pp. 86), to the theory of dependent development (Cardoso and Faletto, 1969, pp. 28), and to imperialism (Amion, 1977, pp. 27).

Modernization theory (Parsons, 1991, pp. 18) optimistically believes in the possibility of the Third World development, which is the starting point for Robertson's comprehensive theory of globalization (Robertson, 1992, pp. 28).

According to Robertson, the theory of globalization is an analytical scheme which can serve as a basis for reflecting on and describing phenomena with supranational meaning. Globalization is the process of economic, social, cultural, and political activities that cross national boundaries (Robertson, 1992, pp. 24).

According to the same author, globalization is analyzed through many aspects: politics, global poverty, global destruction, and trans-cultural conflict. In the context of consumer culture and interdependent financial markets, Mazarr defines globalization as faster sales, improved telecommunications, and increased global availability of media provided by new ICT. In the context of globalization, Mazarr reflects on natural resources, cultural changes, bigger cities, and development of technology (Mazarr, 2005, pp. 74).

The author explores the sustainability of natural resources in relation to the size of population, and discusses the issue of

availability of food, water, and energy. Although it is assumed that trade liberalization should bring long-term benefits to countries involved in the globalization process by specializing in activities in which they have comparative advantage, Sugiyarto, Blake and Sinclair point out that a number of problems may occur, such as a balance of trade deficit as consumers purchase increasing quantities of cheaper imports, then a government budget deficit since the government receives less revenue from lower tariffs, and finally negative impact on the distribution of income and levels of welfare of local population, especially the poorest households. (Sugiyarto et. al., 2003, pp. 684).

The same authors analyze the effect of globalization on tourism in Indonesia, and conclude that its combination with tourism doesn't necessarily have negative impact on local economies. They also point out that globalization and foreign tourists can reduce prices and increase foreign exchange and local offer, thereby stimulating further development of production.

With increased tourist expenditures, globalization had positive impact on macroeconomic trends and welfare of population. (Sugiyarto et. al., 2003, pp. 699). Knowles, Diamantis i El-Mourhabi (Knowles et al. 2001, pp. 76) consider the impact of globalization on tourism through global economic and demographic trends. Smeral (Smeral, 1996, pp. 112) analyzes the effects arising from the impact of globalization on tourism through its influence on competitiveness and tendencies to connect entities in the tourist market whose goal is larger profit by increasing revenues and reducing costs. There is still no particular global product for all markets in which a tourist company would operate because of differences of potential consumers regarding: the travel experience, level of education, level of cultural awareness and influence of tradition, and hierarchy of priorities.

[15]

Buhalis and Costa think that the success of tourism will in future be based on connection and compatibility with other branches, and from the aspect of dynamics of process and causality of impact, that parallel is monitored in the segment that corresponds to the changes in demographic features of demand (Buhalis, Costa, 2005, pp 28).

One of key arguments in favor of future success of tourism relates to the necessity of understanding the critical trends and using their positive effects while at the same time neutralizing or avoiding the negative ones. For example, the aging of world population and active lifestyle of older generation create new market segment. Changes in consumer behavior of younger generation shouldn't be neglected as better economic situation, employment and income allow them to actively participate in tourist movements and introduce changes in preferences focusing on new products and active participation in their creation. On the other hand, intensive changes in the physical dimension of macro-environment (like fear of greenhouse effect and pollution) directly affect new trends in tourist behavior who choose destination with safe, eco-friendly products, thus affecting new travelling trends and new motives that will lead to new innovative products.

Methodology

The analysis of effects of global trends at the level of macro-environment, their impact on making relations more dynamic in the tourist market and emergence of new development trends. Globalization will be analyzed in order to test the hypothesis stating that the globalization in the tourist market will be manifested through quantitative increase in the tourist demand market, leading to its further strong structural changes. Pursuant to the above mentioned, the paper defines the basic **hypothesis H**: Media & Globalization, manifested by quantitative increase in tourist demand market, at the

macro-environment level functions as a catalyst for further structural changes of that market, which is the impetus for new trends in hospitality & tourism development.

To test this hypothesis general methods of scientific research were used: analysis, synthesis, comparison, historical methods, generalization, and description. Secondary research was conducted. Starting point was a sub thesis stating that global trends affect the quantitative increase in tourist demand market, while simultaneously at the level of macro environment rapid changes occur and affect strong structural changes in tourist demand, thus initiating new trends in the development of tourism.

According to the paper hypothesis, the impact of global trends on hospitality & tourism can be analyzed with regards to the following:

1. Demographic changes,
2. Impact on environment,
3. Cultural changes,
4. Political changes,
5. Competitiveness in the tourism market
6. Technological changes.

1. Demographic changes: Demographic trends that have dominant impact on global economic flows are evident through the aging population and important share of elderly people in developed countries due to the development of medicine (Siegel, 2001, pp.42), and through the increased birth rate with a slight tendency to reduce in parts of Africa, Asia, and South America where population growth is difficult to control. Mazarr points out that in the USA and other developed countries of the Western world changes occur at the family level in terms of more single parents, more postponed marriages, and higher divorce rate (Mazarr, 2005, pp. 21). Developing countries record higher birth rates, and their population

is rapidly growing, reaching the number of 7 billion people on the planet. Aging population has a strong influence on tourist demand, as well as the fact that young people postpone marriage, which allows them to travel more when they are younger. Older age population will continue to increase in developed countries, and their impact on changes in society will be increasingly important. (Ronald, 2003, pp. 170). Aging of population will in the short term have positive effect. This means that older people will be healthier and will benefit more from early retirement, and they will have financial resources to spend on trips they didn't have time for in earlier stages of life. However, in the long term there is a high probability for reduced value of pensions and increased retirement age to help finance the growing number of retirees per employee. Although this population will have impact on increased demand for health and medical services, they will also show special interest in cultural activities and services typical for this type of tourism (Williams et al., 2000, pp. 30).

2. Impact on environment: To track changes in the natural environment the following procedures for monitoring development indicators should be implemented in the analysis: monitor correlation between variables of eco awareness and urban planning, monitor the level of exploited natural resources per unit of GDP with the possibility to use alternative, substitute resources and energy-generating products, which directly boosts innovations. The mass concentration of tourists in certain areas in the time-determined, short periods throughout the year results in the excessive use of space which challenges its development continuity. The concept of sustainable development becomes an integral part of strategic planning in tourism. Marketing activities in a destination must incorporate specific spatial features as they are a prerequisite to competitiveness of a destination and they foster efficient placement. Along with the continuity of sustainable development, the issues that should be taken into account are rational use of resources, their

optimal combining, harmonization of space according to the appeal and acceptability of ambiance, active implementation of land management policies, and environmental preservation.

3. Cultural changes: leave trace at the level of confronting global cultural identity and specific interest of potential consumers. In the tourist market there is a visible shift in preferences from standard products based on genuine natural elements in the destination (sea, sand, sun) to specific tourist products, with additional efforts invested in activities that are concentrated around anthropogenic factors in the destination.

4. Political changes: and disasters caused by human factors result in uncertainty which makes a destination less appealing to potential tourists. Studies show that safety represents one of key factors by which tourists choose a destination.

5. Competitiveness in the tourism market: Bearing in mind that today's companies operate in the circumstances of the so-called **global competitiveness**, still it is impossible to define a global tourist product due to different demographic features of tourists, fluctuation in the number of trips throughout the year, different levels of experiences gained during the trip, and uneven quality of provided services that partially contribute to the overall competitiveness of a destination.

6. Technological changes: Globalization is largely possible owing to technological changes. ICT is a catalyst of changes in the environment and has a strong impact on tourist movements. ICT contributes to **spatial – temporal convergence.** Innovative approach and new business techniques implemented by entities in tourism particularly come to the fore in the creation, distribution, and information on hospitality & tourist products.

Conclusion

Media & Globalization is playing a vital role in the development of hospitality & tourism sector and resulting in public communications strategy based on access to quality information and knowledge will drive the new global hospitality & tourism partnership for initiatives such as: peace and security, conflict resolutions for eco-tourism, quality tourism, joint ventures, technology transfer, exchange bids, subject-to-subject attitude, being explicit about values, transparency in interests, clear standards, sticking to mutual agreements, capacity building and development, institutional building and observance of hospitality & tourism ethical standards. Globalization thus can be simply described as the movement of goods, ideas, values, and people around the world. The term which was first used in the early 1950s to recognize the increasing interdependence of economies and societies around the world has existed for centuries by way of evolving trade routes, including the slave trade, colonization, and immigration and its involvement with media has made hospitality & tourism an indispensable tool for development.

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3

ROLE OF INFORMATION SCIENTIST OF E-RESOURCE CENTRE IN E-WASTE DISPOSAL IN INDIA: 'EK KADAM SWACHHATA KI AUR'.

Anuj Kumar Singh

Abstract

Electronic Waste or "e-Waste" is a popular, informal name for electronic products nearing the end of their "useful life". It is one of the fastest growing pollution problems worldwide. The word "out of Fashion" has also been responsible for e-waste. E-Wastes are considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density. The hazardous content of these materials pose a threat to human health and environment. Discarded computers, televisions, VCRs, stereos, copiers, fax machines, electric lamps, cell phones, audio equipment and batteries if improperly disposed can leach lead and other substances into soil and groundwater. Many of these products can be reused, refurbished, or recycled in an environmentally sound manner so that they are less harmful to the ecosystem.

Keywords: E-Waste, E-Resources, E-Waste disposal, Electronic waste management, ESW.

Introduction

We are living in a world where the electronic gadget you buy today is deemed obsolete in less than a year and replaced by another with more "advanced" capabilities. Smartphone makers, for example, release a new model every year with new features and for many, not replacing one's perfectly functional Smartphone with the latest model is being "out of fashion". India is the fastest-growing market in the world for Smartphone with 27 million units shipped in the second quarter of 2016 alone, and though the lifespan of a mobile phone is higher in India than in the West, one can imagine the number of "obsolete" phones contributing to electronic waste (e-waste). Such phones and other electronics contributed to 1.5 million tons of e-waste produced in India in 2015, 90% of which was managed by the informal sector using unscientific methods that cause harm to human health and the environment.

In most part of the world, underground water is not drinkable directly. Long ago, people simply used to draw up water from wells and drink it. But now, you have to use some sort of filter to purify the water and make it drinkable. Why? It is just one of the many problems and hazards of **E-waste**. The electronic devices, dead cells and batteries you throw away with other garbage contain lead that easily mixes with underground water, making it unfit for direct consumption.

To streamline e-waste management, the government notified Electronic Waste (Management and Handling) Rules, 2011 that became effective in May, 2012. These rules are based on extended producer responsibility (EPR), a popular framework across the world for e-waste management. EPR makes manufacturers of electronic products responsible for the end-of-life management of their products. They have to set up collection centres and ensure that waste is recycled and disposed of in an environment-friendly

manner. All collection centres, dismantling units and recyclers must register with state pollution control boards and comply with their norms.

Rapid changes in technology, changes in media (tapes, software, MP3), falling prices, and planned obsolescence have resulted in a fast-growing surplus of electronic waste around the globe. Display units (CRT, LCD, LED monitors), processors (CPU, GPU, or APU chips), memory (DRAM or SRAM), and audio components have different useful lives. An estimated 50 million tons of E-waste are produced each year globally in which 0.8 million tons are produced by India only. The USA discards 30 million computers each year and 100 million phones are disposed of in Europe each year. The Environmental Protection Agency estimates that only 15–20% of e-waste is recycled, the rest of these electronics go directly into landfills and incinerators.

"Swachchha Bharat Mission: **Ek Kadam Swachhata Ki Aur** is a national campaign by the Government of India, officially launched on 2nd Oct 2014 at Rajghat New Delhi where Prime Minister Narendra Modi himself cleaned the road. It is India's biggest ever cleanliness drive and 3 million Government employees and school and college students of India participated in this event. The main objective of this mission is to clean India and disposal of wastage materials. Treatment of solid waste, using treated biodegradable waste or organic fertilizers, reducing carbon footprints, recycling of plastic and metals can save forests and help maintaining the ecological balance.

Electronic waste (e-waste)

Electronic waste or e-Waste, electronic trashes and waste electrical equipment are basically terms used for broken, outdated, discarded, surplus and useless electrical and electronic equipment.

E-waste items are such as computers, servers, mainframes, monitors, CDs, printers, scanners, copiers, calculators, fax machines, battery cells, cellular phones, transceivers, TVs, medical apparatus and electronic components besides white goods such as refrigerators and air-conditioners. E-waste contains valuable materials such as copper, silver, gold and platinum which could be processed for their recovery.

Environment concerns and health hazards

According to a recent article on the website Before It's News, titled "E-Waste Pollution' Threat to Human Health," "researchers have now linked e-waste to adverse effects on human health, such as inflammation and oxidative stress – precursors to cardiovascular disease, DNA damage and possibly cancer." [7]

Electronics and electrical equipment seem efficient and environment-friendly, but there are hidden dangers associated with them once these become e-waste. The harmful materials contained in electronic products, coupled with the fast rate at which we're replacing outdated units, pose a real danger to human health if electronics products are not properly processed prior to disposal.

However e-waste is not hazardous if properly maintained….

5 steps to greener disposal of e-waste

The five steps below can serve as to greener e-waste disposal [7]:

> ➢ Policy – The analysis of existing approaches and e-waste policies in order to issue recommendations for future developments in both developing and developing world.
> ➢ ReDesign – Efforts to support the design for better reuse, repair, refurbishment and recycling.

➤ ReUse – The development of replicable, sustainable and globally consistent reuse systems for electrical and electronic equipment.

➤ ReCycle – The enhancement of global recycling infrastructures, systems and technologies to realize sustainable e-waste recycling systems with special focus in developing countries.

➤ Capacity building – The development of infrastructures for sustainable, efficient, effective and target group-oriented capacity building to increase awareness on the growing e-waste problem.

Indian concerns

India is the fastest-growing market in the world for smartphones with 27 million units shipped in the second quarter of 2016 alone, and though the lifespan of a mobile phone is higher in India than in the West, one can imagine the number of "obsolete" phones contributing to electronic waste (e-waste). Such phones and other electronics contributed to 1.5 million tonnes of e-waste produced in India in 2015, 90% of which was managed by the informal sector using unscientific methods that cause harm to human health and the environment.

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register with state pollution control boards and comply with their norms.

More than four years have passed since the introduction of e-waste rules. Has anything changed in India's e-waste situation? The finding according to a research article in the *Journal of Industrial Ecology*, the number of registered (regulated) waste processing units has gone up from 23 to about 150, according to data available with the Central Pollution Control Board. Despite this increase, our estimates suggest that only about 5-15% of e-waste is channeled through the formal sector.

The e-waste rules were amended recently (effective October 2016) and now include collection targets as well as a requirement that producers implement a deposit-refund system (DRS). In a DRS, an upfront deposit is charged to the consumer at the time of purchase of the product and the deposit is refunded when the product is safely returned to the producer. The government and the manufacturers have to recognize the informal sector and find mechanisms to bring it into the fold of formal waste management. The results of a few efforts currently underway will help us better understand how successful waste management can include all stakeholders.

Challenges against e-waste

1. Accurate figures are not available for e-waste growth;
2. Awareness failure among manufacturers;
3. What quantity of e-waste has been recycled, figures are not available;
4. Processing of e-waste by informal sectors are crucial, which causes severe environmental damage;

Proposed solutions for e-waste recycle

- ➢ The least preferred option is to landfill electronic sate but this should only come as a last option and care to consult with state regulations on disposal of any hazardous waste;
- ➢ Create incentives to attract people to recycle;
- ➢ Proper disposal treatment system should be installed in every city;
- ➢ Producers must be responsible for the entire lifecycle of their products;
- ➢ Improvement in legislation and creating awareness and community involvement.

Role of knowledge/information scientist in e-waste disposal

e-Waste disposal has now become a big deal for each and every citizen of India and as well as abroad. A lot of rules and regulation are now being implemented for e-Waste management. In this regard, the roles of knowledge/information Scientist and managers have now been increased. If proper care and management would not be taken, it would cause hazard not only for human being as well as environment. So the future of e-Waste Management depends upon not only on the effectiveness of local government, the operator of recycling services, but also on the attitude of citizens, and on the key role of knowledge managers who can influence manufacturers and bulk consumers to shape and develop community participation.

Knowledge/Information Scientist and managers can change the whole scenario. They can make people aware towards proper managing of these materials and can drive a collaborative campaign to sensitize the users and consumers that must pay for recycling of electronic goods.

Consumers must be educated to buy only necessary products that utilize some of the emerging technologies i.e. lead-free, halogen-free, recycled plastics and form manufacturers or retailers that will take their products back.

Knowledge/Information Scientist and managers can drive awareness raising programmes and activities on issues related to the environmentally sound management (ESM), Health and Safety aspects of e-waste in order to encourage better management practices should be implemented for different target groups.

Conclusion

Rapidly increasing electronic goods in the society has now been big curse. If proper management and recycled would not be taken, hazardous situation would be there. Country like India, which is already facing problem towards Solid waste management system, the invasion of e-Waste has become more complicated. There exists urgent need towards proper managing, channelizing, recycling, disposing etc… Institutional infrastructures, including e-Waste collection, transportation, treatment, storage, recovery and disposal need to be established at National or regional levels for the environmentally sound Management of e-wastes. Recycling is must and it must be encouraged in partnership with the private entrepreneurs and manufacturers. Knowledge/Information Scientist and managers can play a key role in formulating strategies and influencing change in an organization that encourages reduction and even elimination of e-waste and can thus play a very significant role in making our nation clean. If does so, indeed our Nation India will be a cleanliness place in the world and fulfill the motto of "LoPN Hkkjr vfHk;ku".

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4

MEDIA AND DISABILITY: REPRESENTATIONS AND REFLECTIONS

Arti Sharma and Dr. Rashmi Singh

Abstract

Media is the fourth powerful pillar of Democracy. Print media, the television media and now, the Internet, has come a long way since invented so has the disability studies. The media occasionally blows out of proportion the achievements of the disabled persons as performed by super human beings or always gives the attribute or the idea that the Disabled person is a special person – a person with special needs, care and everything special. By using the Hypnotic nature of the audio-visual media, we can send positive message to both the disabled persons and the able-bodied persons. Though, media can be a most useful source of promoting the rights of third generation yet, it is not showing any sort of positive responsibility towards the disabled persons as a whole. Media has to understand its role and responsibilities in the making and molding of social awareness. A responsible media can serve as a tool and become useful in spreading a responsible message related with disabled issues in the society.

Keywords: Media, Awareness, Disability.

Introduction

Disability is an umbrella term, covering impairments, activity limitations, and participation restrictions. An impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations. Disability is thus not just a health problem. . It substantially affects a person's life activities and may be present from birth or occur during a person's lifetime.

It is a complex phenomenon, reflecting the interaction between features of a person's body and features of the society in which he or she lives. — *World Health Organization, Disabilities*

It is important to remember that in the context of the American Disabilities Associaton, "disability" is a legal term rather than a medical one. Because it has a legal definition, the ADA's definition of disability is different from how disability is defined under some other laws.

The ADA defines a person with a disability as a person who has a physical or mental impairment that substantially limits one or more major life activity. This includes people who have a record of such an impairment, even if they do not currently have a disability. It also includes individuals who do not have a disability but are regarded as having a disability. The ADA also makes it unlawful to discriminate against a person based on that person's association with a person with a disability.

Disability as viewed in Indian family

Disability of a social practice towards an individual's corporeal, sensory or cognitive impairment. They have been constantly been prevented contributing to the world both in terms of socially and economically pretext of their impairment as a barrier.

[32]

Despite of all hurdles placed on their way by the society, people with disability (PWD) are consistently demonstrating their will power by achieving extraordinary. PWD's 'muted' achievements are still at the margins to get attention and appreciation though media.

According to G.N. Karna, 'India is a home to the second largest population with disabilities (1.9% of its total population) only after China (4.9% of its total population)'. Whereas at global level they are forming 15% of the total global population according to recently released World Report on Disability. Their suffering is as same as their enormity in size which is invisible, misrepresented, unrepresented and under-represented in the mainstream media. Media marginalization of disability representation is one of the responsible ascriptions which keep them away from taking part in the social and the political life.

Typically, the pride and honor of Indian families is linked to its capacity of addressing the needs of all its members in the manner suiting to each one's need. Member with disability, is all nobody's concern but that of the 'family'. Social, emotional, financial or other problems of these disabled and/or dependent members are kept within the proviso of the family. Not only because of a 'stigma' attached to it but, also because the family's pride relies on its ability to manage these problems within its own means and capacity.

On one hand, the credit goes to the family system and its ability to manage a variety of challenges and disabilities of its members by itself; but on the other hand, this very quality of the family has kept the common concerns of the 10% of India's population who are disabled at the level of 'Individual problems'. The upper and middle class Indian family and their individualistic approach to this type of common challenge, have prevented transformation of 'Individual issues' from becoming 'Social issues'.

Disability has long been perceived as an 'individual problem', therefore, resulting in the indifference of the society and the state.

In two cases of child abuse reflecting negative attitude of people towards people with disabilities it was reported that a 12-year-old boy and a 19-year-old woman were found imprisoned by their own families in their homes in New Delhi. The boy suffered from mental disability, and a hole had been made in his room to pass food to him. The girl, physically disabled from birth, had spent her whole life in solitary confinement and now had a phobia of light and people. Recently, Praveen Manjhi, a mentally challenged youth of 28 years, suffering from mental-illness for the last nine months was kept in an iron cage of six feet length and four feet width, in *Muthu* village in *Jharkhand.*

This shows that the attitude of people towards the disabled has been more or less pathetic. They consider disabled persons to be poor people or a weaker section, who are not able to live on their own, or who always need some help or some support from others. Indian society doesn't think of them being independent and self sufficient in their own right and thus look at the entire issue from the point of view of charity. The same thinking reflects in the attitude of the lawmakers. The Person with Disabilities Act, 1995 is more a policy than an Act. The pragmatic approach of judiciary in this regard is appreciable.

What is media?

The medium of mass communication, in plural form, is called- *media*. When we use the word 'media' it should be noted that the definition includes all forms of information and entertainment, folk media as well as modern. In communication, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as

synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose. Modern mass media includes media, both, the print and electronic media, In each of these categories there are many different forms like newspapers, cinema, motion pictures, television, magazines, journals, radio, advertising, video, computer, and internet (Gandhi, 1995) etc. and traditional media of social communication like the bazaar, puppet show, drama, dance, local meetings, as well as inter-personal communication media like posts and telegraphs, teleprinters, and telephones, mobile, fax all impact language use. The special feature of radio, television, and cinema is that they serve the needs of both literates and illiterates. They will also entertain people in remote areas not within the reach of newspapers. On the other hand, newspapers, magazines, book etc. present the 'written word' and serve as 'record,' while at the same time give local coverage, (Edwards, 1999).

Gerbner, (1976) defined media as "all the impersonal means of communication by which visual and / or auditory messages are transmitted directly to audiences."

Lerner, (1958) opines media as a 'magic multiplier' of modernizing personality. This magical personality according to him is empathic, cosmopolitan, achievement- oriented, literate, innovative and so on.

Schramm, (1964) has studied three important functions of the media in a traditional society; to act as a watch- dog, as an aid to decision making and as a teacher.

The term "Mass Media" is used to describe the media forms which are specifically designed to reach a large section of the population. These media forms are: Radio, Press- newspapers, magazines, Print- books, Television, Film/ cinematography, Internet , Advertising etc.

The new media according to Rogers, (1995) have three fundamental forms of impact on human communication. These are *interactive, demassification, and synchronization*, and can be regarded as the most significant attributes of new media.The mass media have an important role in modern democratic society, like India, as the main channel of communication which has been ascribed as very crucial for national building and development in any developing society. In the developing society like ours, where a planned process of modernization is being pushed through, the significance of mass media cannot be undermined. The population relies on the news media and T.V. as the main source of information and the basis on which they form their opinions and voting decisions. According to cultural selection theory, any selection of messages in the mass media will thus have a profound effect on the entire society (Patel,2005). Williams, Rice and Rogers (1988) claim that 'the adoption and use of media innovations, and the consequences associated with the uses and control of new media' are among the two most researched concerns, (Agner, 1999).

Media time line

Late 1400's
The development of printing in china which spreads to Europe.

The first newspaper was printed in the 1600's, and the first magazine in the 1700's.

1800's
Media develops through the rise of technology.
- Creation of photography
- Creation of the telephone
- Creation of cinematography
- Creation of the Phonograph
- First advertising agency

Early 1900's
The first forms of modern media are developed.
- The first feature film
- First portable phonograph
- Radio is invented and radio stations emerge

Mid 1900's
- First television is broadcast and colour TV goes to the mass market in the US
- Newspapers and magazines are digitized
- advertising

Late 1900's
- The introduction of the computer.
- The rise of the internet, and portable computers.
- Videos and DVD's
- The rise of computer games
- The introduction of cable and Sky/ satellite TV
- Compact Disk is developed

Early 2000's
- Newspaper and advertising in newspaper sales fall.
- Interactive media develops particularly the internet
- The rise of digital film and TV
- Advancement of electronic music, films etc.

Over time Media has been developed to chart and disseminate information to the masses. It has been used to educate, provide entertainment, act as a political platform and used for public service announcements. The time line below sets out how Media forms have developed over the centuries.

A critical analysis of media representation of disabled people

It is true to say that the media is an extremely important part of our everyday life and as an industry has been critical in the dissemination of information to the mass population. However the influence that the media holds over society has not always been used to society's benefit, particularly in relation to disability, where the media has continued to add to the discrimination of disabled people. The media's contribution to disabled people's discrimination will be discussed through the following areas:

- The media reinforcement of impairment and the use of the medical model of disability.
- The media's creation and underpinning use of disabled stereotypes.
- The role of media influences: media organizations and their employees, political agendas, the intended audience and current societal trends.
- The use of images, language and terminology related to disability.
- The under-representation of disabled people in the media.
- The effect of media on disabled people.

The medical model

The media throughout history has depicted disability through the use of impairment, where as Shakespeare (1999, pg. 164) points out in his article about disability in film "impairment is made the most important thing" and disabled characters are "objectified and distanced from the audience". The media has focused on portraying impairment through the influence of the medical model of disability, where disabled people's inability to interact in normal daily life is a direct result of their physical and/ or mental impairment. Charles Dickens "A Christmas Carole" is an example of this where the

"crippled" child of Bob Cratchit, Tiny Tim, is defined by his disability and will only survive through medical intervention.

However since the mid 1970's there has been much call from the disabled community for society to recognize disabled people as equals to non-disabled people, and to take responsibility for societies contribution to creating disabling environments. The call for adopting the social model of disability has seen vast improvements to establishing the human rights of disabled people and much has been set in legislation.

However it appears that the media have been slow to take on the changes and all too frequently do not practice what they preach.

Use of disabled stereotypes in media

The media continue to enforce disability stereotypes portraying disabled individuals in a negative un-empowering way. In his 1991 study, Paul Hunt identified 10 stereotypes that the media use to portray disabled people:

1. The disabled person as pitiable or pathetic
2. An object of curiosity or violence
3. Sinister or evil
4. The super cripple
5. As atmosphere
6. Laughable
7. His/her own worst enemy
8. As a burden
9. As Non-sexual
10. Being unable to participate in daily life.

In 2006, the British Film Institute's website breaks down this list into a series of film character examples for each stereotype, from the 1920s up to the present day.

The BFI's examples include:

- the character of Colin from the Secret Garden - a character who falls into the stereotype of "Pitiable and pathetic; sweet and innocent; a miracle cure"

- the "sinister or evil" Dr No, with his two false hands, from the Bond film of the same name

- Ron Kovic, the disabled war veteran in Born on the Fourth of July, who is portrayed as "non-sexual or incapable of a worthwhile relationship"

Shakespeare (1999) presents a potential reason behind the use of one of these stereotypes:

"The use of disability as character trait, plot device, or as atmosphere is a lazy short-cut. These representations are not accurate or fair reflections of the actual experience of disabled people. Such stereotypes reinforce negative attitudes towards disabled people, and ignorance about the nature of disability" In other words, the disability itself is often used as a hook by writers and film-makers to draw audiences into the story. These one-dimensional stereotypes are often distanced from the audience - where characters are only viewed through their impairment, and not valued as people. Shakespeare (1999) continues:" Above all, the dominant images [of disabled people] are crude, one-dimensional and simplistic."

The role of media influences

What we see, hear and read in the media is often decided and influenced by a small group of decision makers. These editors, producers, programmers and budget-controllers are swayed by their own opinions of disability and what they believe will bring in audiences. Historically media examples containing disabled people have largely conformed to stereotypes. These decision makers may

feel that they are taking a risk by portraying disabled people outside of the stereotypes which have historically "sold well". Adding to this problem is the under-representation of disabled people in employment within the media. A 1998 report "Training and equal opportunities in ITV, Channel 4 and Channel 5" (page 5) reports: "Progress was also uneven and generally slows in the employment of disabled people". Ofcom's December (2005) report on 'The representation and portrayal of people with disabilities on analogue terrestrial television' reports that progress still remains slow. It cites a 2005 Skillset report, stating that there has been only very minor change in the employment rates of disabled people in the Broadcast Television sector. While a 2003 Labour Market Trends report estimated 19% of the working population to have a DDA-recognized disability, Skillset estimates that within the media industry, disabled people make up only 2.3% of the workforce.

This under-representation of disabled people within the media workforce has obvious implications for the power of the disabled community to influence how it is portrayed within the media. This in turn has an effect on the community at large. Where the media holds a high level of influence over the perceptions of the general public, an under-representation or misrepresentation of disabled people has large social implications.

Increasing the percentage of disabled people in employment within the media industry would be a large step towards removing stereotypes and empowering disabled people in the general community. For example, the BBC's The Office, which is produced by a disabled person, uses a disabled character (also played by a disabled person) to address real social issues of disability in employment.

Greenberg's drench hypothesis (Saito and Ishiyama, 2005) highlights the influence that positive examples have on society's

perception of disability, stating that "one or two particularly salient programmes might dramatically affect our perceptions of disability and disabled persons".

Use of images, language and terminology in media related to disability

The language used in the media in relation to disabled people offers a good indication of whether social change has occurred. It is interesting to look at the fact that a lot of the language used still revolves around the medical model of disability. For example: "Plucky Kate stepping out to a new life" The Star, 2004. The use of the word 'Plucky' describes a girl who spent two years in a wheelchair. The article continues "But the future is now looking brighter. Katie is learning to walk again, following a year of straightening treatment."

A 2001 Scope article also highlights this continuing trend of newspapers to use negative language, portraying disabled people as sufferers of their own impairment. The article quotes an example from a regional newspaper, using words including: sufferer, courageous, condition, deterioration, plight, brave and normal (as in 'a normal school'). The terminology used in these and similar articles reinforces discrimination. Using negative, disablist language devalues disabled people and can create a negative self-image. Haller et al (2006, pg 62) confirms this: "Even something as mundane as the words used to refer to a group are important because they have ramifications both for the self-perception of people with disabilities and what the general public believes about disability" . The use of positive language and images - focusing on the people, rather than just the impairments - can help to improve both the public image and the self-image of disabled people.

Media sensitivities towards disabled

The Language of Disability: Use of terms like "cripple" and "spastic" although have abusive connotations but are still prevalent in media.

Disability Media Training: To combat negative portrayals of disabled people, media personnel must be fully aware of the implications for society of their continued production.

Accessible Media Content: None of our media content currently is accompanied by sign language and subtitles for deaf people; print media content is not in Braille or taped for blind people.

Language and Terminology: Intelligent and sensitive reporting is necessary to bring out the true feelings and beliefs of disabled people and not describe the disabled in stereotypical and derogatory ways.

Role of the media as a source of information

According to a 1999 Government of India report: Only **two percent** of the disabled are reached by the limited government services that do exist. This leads to:

- A majority of the minority community to not have access to available services;
- Lack of information for prevention and early detection of problems such as blindness, deafness and neurological disabilities;
- Lack of public awareness about disabilities;
- Creation of myths and misconceptions leading to stigma, isolation, marginalization and ostracism.

Talk of rights and not tragedies

The media tend to focus on individuals who are physically or mentally challenged to portray them as either heroes or victims.

There is little attempt to present and analyze the situation of people with disabilities as citizens who together constitute an integral part of society, contribute to it and have a legitimate claim on its resources.

Promoting an accurate image and enhancing the voice of persons with disabilities in the media

Currently, there are approximately 1 billion persons with disabilities in the world, or 15 per cent of the global population. In both developed and developing countries, evidence suggests that persons with disabilities are disproportionately represented among the world's poor and tend to be poorer than their counterparts without disabilities. Economic and social exclusion is a part of the daily lives of persons with disabilities and is a breach of human rights and a major development challenge. The rich diversity of our society inclusive of all its members – including persons with disabilities – can help strengthen fundamental human rights and contribute to development for all.

The United Nations is committed to the full and equal enjoyment of all human rights by all persons, including persons with disabilities. It has a long history of promoting these rights in all areas, and on an equal basis with others, in order to achieve a society for all. The work of the United Nations for persons with disabilities is now supported by a legally binding document – the Convention on the Rights of Persons with Disabilities – that prepares the way to further empower persons with disabilities to better their lives and promote their inclusion in society on an equal basis with others.

The role of the media in mainstreaming of the disabled

Images and stories in the media can deeply influence public opinion and establish societal norms. Persons with disabilities are seldom covered in the media, and when they are featured, they are

often negatively stereotyped and not appropriately represented. It is not uncommon to see persons with disabilities treated as objects of pity, charity or medical treatment that have to overcome a tragic and disabling condition or conversely, presented as superheroes who have accomplished great feats, so as to inspire the non-disabled.

The media can be a vital instrument in raising awareness, countering stigma and misinformation. It can be a powerful force to change societal misconceptions and present persons with disabilities as individuals that are a part of human diversity. By increasing the awareness and understanding of disability issues and the diversity of persons with disabilities and their situations, the media can actively contribute to an effective and successful integration of persons with disabilities in all aspects of societal life. Indeed, the Convention on the Rights of Persons with Disabilities requires States to raise awareness and combat stereotypes related to persons with disabilities, including by encouraging all media to portray persons with disabilities in a manner consistent with a respect for human rights.

Changing perceptions

Attention should be drawn to the image of disability in the media with a view to an accurate and balanced portrayal of disability as a part of everyday life. The media can play an important role in presenting disability issues in a way that could dispel negative stereotypes and promote the rights and dignity of persons with disabilities. Furthermore, options should be developed on how to present persons with disabilities in various media and the importance of supporting the work of the United Nations to build a peaceful and inclusive society for all.

The Convention on the Rights of Persons with Disabilities can work as a tool to enhance the work of the media in promoting the

rights of persons with disabilities, as well as to promoting their access to education, employment, health and other areas of development on an equal basis with others.

Opportunities

Public events and other international commemorations can provide excellent opportunities to raise-awareness and conduct outreach to promote the disability perspective and highlight the concerns of persons with disabilities. Disability-awareness and related sensitivity trainings can also be conducted in organizations in conjunction with such events or be mainstreamed in standard operating procedures. Some UN-sponsored opportunities and campaigns include:

- World Down Syndrome Day, 21 March
- World Autism Awareness Day, 2 April
- World Mental Health Day (10 October)
- World Sight Day (second Thursday in October)
- World AIDS Day, 1 December
- International Day of Persons with Disabilities, 3 December
- Human Rights Day, 10 December
- Inclusion saves lives: DiDRR campaign
- UN Enable Film Festival

Spokespersons

Public figures, senior Government officials and high-profile celebrities can work to change societal perceptions about disability and raise awareness about the concerns of persons with disabilities. Some UN-related spokespersons include:

– UN Messengers of Peace

– Special Reporter on the Rights of Persons with Disabilities

– Special Envoy of the Secretary-General on Accessibility and Disability

– Goodwill Ambassadors: UN Players, UNHCR, UNICEF, UN Women

Partnerships

It is vital to include persons with disabilities and their organizations in preparing for any media and communications strategy or event. A common slogan that echoed through the halls of UN Headquarters during the drafting of the Convention was "Nothing about us, without us". Multi-stakeholder partnerships that include Governments, UN system organizations, civil society organizations, as well as organizations of persons with disabilities is the way forward to advance the rights and inclusion of persons with disabilities in society and development.

In the words of Will Durant, "Human Conduct and belief are now undergoing transformations profounder and more disturbing than any since the appearance of wealth and philosophy put an end to the traditional religion of the Greeks. It is the age of Socrates again: our moral life is threatened, and our intellectual life is quickened and enlarged, by the disintegration of ancient customs and beliefs. Everything is new and experimental in our ideas and our actions; nothing is established or certain any more. The rate, complexity, and variety of change in our time are without precedent, even in Per clean days; all forms about us are altered, from the tools that complicate our toil, and the wheels that whirl us restlessly about the earth, to the innovations in our sexual relationships, and the hard disillusionment of our souls. The passage from agriculture to

industry, from the village to the town, and from the town to the city, has elevated science, debased art, liberated thought, ended monarchy and aristocracy, generated democracy and socialism, emancipated woman, disrupted marriage, broken down the old moral code, destroyed asceticism above content, made war less frequent and more terrible, taken from us many of our most cherished religious beliefs, and given us in exchange a mechanical and fatalistic philosophy of life. All things flow, and we are at a loss to find some mooring and stability in the flux." This is time, when human deliverance needs holistic jurisprudence so as to provide right based justice delivery system for every strata of society. Persons with different abilities also need not only protection of society but also their rights needs to be delivered to them.

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5

RETAIL MARKETING AND DIGITAL MEDIA

Dr. Vivek Mishra

Abstract

Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. There are many different approaches and strategies retailers can use to market their goods and services. One of them is Digital Media which is gaining more prominence in the total budget of media spend for advertising and promotion in the companies across the globe. This paper tries to study the impact of digital media on retailing and retail marketing in its different forms and the various opportunities and challenges which lies ahead for them.

Keywords: Digital media, Retailing, Digital economy, Retailing, Retail marketing-commerce, Internet.

Introduction

Retail marketing: Meaning and types

Retail marketing comprises the activities related to selling products to the consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations. In contrast, direct

market-ing to consumers attempts to complete a sale through phone, mail, or web site sales.

Retailing occupies a key role in the world of economy. Retailing involves all the activities incidental to selling to ultimate consumers for their personal, family, and household use. It does this by organizing their availability on a relatively large scale and supplying them to the customers on a relatively small scale.

A retailer is any person/organization instrumental in reaching the goods, or merchandise, or ser-vices to the end users. A retailer is a must and cannot be eliminated. Retail marketing comprises the activities related to selling products to the consumers through chan-nels such as stores, malls, kiosks, vending machines, or other fixed locations. In contrast, direct market-ing to consumers attempts to complete a sale through phone, mail, or web site sales.

Phases in the Evolution of Retail Sector

Weekly markets, village and rural *melas*
• Source of entertainment and commercial exchange

↓

Convenience stores, mom-and-pop/*kirana* shops
• Neighborhood stores/convenience
• Traditional and pervasive reach

↓

PDS outlets, khadi stores, cooperatives
• Government supported
• Availability/low costs/distribution

↓

Exclusive brand outlets, hypermarkets and supermarkets, department stores and shopping malls
• Shopping experience/efficiency
• Modern formats/international

Departmental stores: A departmental store offers several product lines such as clothing, home furnishing and household goods under one roof. Each line operates as a separate department.

Speciality stores: A specialty store concentrates on a narrow product line or a specialized product line; for example, foot-wear and jewellery.

Supermarket: A supermarket provides relatively large low-cost, low-margin, high-volume, self-service operation; for example. Big Bazar.

Convenience stores: A convenience store is conveniently located in suburban areas and charges a slightly higher price and provides groceries and non-food items.

Discount stores: A discount store offers standard merchandise at low price with low margin and high volume.

Factory outlets: A factory outlet is opened and operated by manufacturers, and sells surplus or discounted goods.

Shopping malls: Shopping malls are the new format of retail outlets. They provide several products under one roof. They also provide means of entertainment such as mini theatre and food courts.

Internet a great enabler

Before we go further, we should first understand that Internet is game changing. It is providing business in smaller and medium category a shot in the arm to compete with the companies having loads of money, in a way it is providing a level playing field to all types of businesses in the retail industry. Smaller businesses are taking the help of Instagram, Twitter, Facebook to name a few to reach to the customers which previously was unimaginable.

The Internet has created some new industries, such as on-line auctions and digital marketplaces. However, its greatest impact has been to enable the reconfiguration of existing industries that had

been constrained by high costs for communicating, gathering information, or accomplishing transactions. Distance learning, for example, has existed for decades, with about one million students enrolling in correspondence courses every year. The Internet has the potential to greatly expand distance learning, but it did not create the industry. Similarly, the Internet provides an efficient means to order products, but catalog retailers with toll-free numbers and automated fulfillment centers have been around for decades. The Internet only changes the front end of the process. If we look the data in below chart we can see that current digital push couldn't be at any better time.

Latest update: March, 2017

Rising Prominence of Online Retail

- Online retail business is the next generation format which has high potential for growth in the near future. After conquering physical stores, retailers are now foraying into the domain of e-retailing
- E-commerce is expected to be the next major area supporting retail growth in India. The industry is projected to touch US$ 100 billion by 2020 growing from US$ 30 billion in 2016
- With growth in the e-commerce industry, online retail is estimated to reach US$ 70 billion by 2020 from US$ 3 billion in 2014

E-commerce Industry in India

Source: MasterCard Worldwide Insights 4Q 2010, PWC e commerce in India report, TechSol Research Notes: APMEA - Asia/ Pacific, Middle East and Africa, F- Forecast

Online Retail in India (US$ billion)

Source: MasterCard Worldwide Insights 4Q 2010, PWC e commerce in India report, TechSol Research
Notes: APMEA - Asia/ Pacific, Middle East and Africa E- Estimated; F- Forecast

India's retail market is expected to nearly double to US$ 1 trillion by 2020 from US$ 600 billion in 2015#, driven by income growth, urbanization and attitudinal shifts. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent.

India's Business to Business (B2B) e-commerce market is expected to reach US\$ 700 billion by 2020.Online retail is expected to be at par with the physical stores in the next five years. India's population is taking to online retail in a big way. The online retail market is expected to grow from US\$ 6 billion to US\$ 70 billion during FY15-FY20.

Objectives of the study

1. To investigate whether sales and overall business of the retail companies in India is significantly getting affected by the digital media advertisements and promotions.
2. To find out the impact of digital medium on overall customer experience.

Data and sources of study

In order to take the macroeconomic and microeconomic changes into account, impact on sales figures and overall operation of the business of top retail companies operating in India were incorporated. The study is on the basis of the secondary data collection. Data was collected from the various reports and some other sources available on the internet about the companies under study. Research may be defined as the research for knowledge through an objective.

Digital media

Digital advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including

web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

History

In early days of the Internet, online advertising was mostly prohibited. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions". The NSFNet began phasing out its commercial use ban in 1991.

Email

The first widely publicized example of online advertising was conducted via electronic mail. On 3 May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as "spam."

The first known large-scale non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. In January 1994 Mark Eberra started the first email marketing company for opt in email list under the domain

Insideconnect.com. He also started the Direct Email Marketing Association to help stop unwanted email and prevent spam.

Four months later, Laurence Canter and Martha Siegel, partners in a law firm, broadly promoted their legal services in a USENET posting titled "Green Card Lottery – Final One?" Canter and Siegel's Green Card USENET spam raised the profile of online advertising, stimulating widespread interest in advertising via both Usenet and traditional email. More recently, spam has evolved into a more industrial operation, where spammers use armies of virus-infected computers (botnets) to send spam remotely.

Display ads

Online banner advertising began in the early 1990s as page owners sought additional revenue streams to support their content. Commercial online service Prodigy displayed banners at the bottom of the screen to promote Sears products. The first clickable web ad was sold by Global Network Navigator in 1993 to a Silicon Valley law firm. In 1994, web banner advertising became mainstream when Hot Wired, the online component of Wired Magazine, sold banner ads to AT&T and other companies. The first AT&T ad on Hot Wired had a 44% click-through rate, and instead of directing clickers to AT&T's website, the ad linked to an online tour of seven of the world's most acclaimed art museums.

Search ads

GoTo.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) created the first search advertising keyword auction in 1998. Google launched its "AdWords" search advertising program in 2000 and introduced quality-based ranking allocation in 2002, which sorts search advertisements by a combination of bid price and searchers' likeliness to click on the ads.

Recent trends

More recently, companies have sought to merge their advertising messages into editorial content or valuable services. Examples include Red Bull's Red Bull Media House streaming Felix Baumgartner's jump from space online, Coca-Cola's online magazines, and Nike's free applications for performance tracking. Advertisers are also embracing social media and mobile advertising; mobile ad spending has grown 90% each year from 2010 to 2013.

Use of digital media in retailing

Predominant market users of digital signage are restaurants and Retailers not to mention it is being increasingly used in office buildings, regional state and local planning authorities, public transport services, and various other industries.

Restaurants

Digital signage was used in the restaurant through an interactive menu screen that rotates according to the different promotional offers. Restaurants are able to use digital signage both indoors and outdoors, with the latter needing a form of weather protection depending on the components of the hardware. Outdoor usage of digital signage is most prevalent in drive-through that allows the customer to browse through the entire menu at a glance while also placing their order with an interactive touchscreen. Indoor digital signage are used for the display of menu. Prior to the integration of digital signage, restaurants would have to manually update the cafeteria menu, which is in of itself a full-time job, especially if the menu needs to be updated daily. With digital signage, restaurants do not have to manually update the menu feed, with live menu feed from digital signage solutions. According to a survey conducted by quick-service restaurants and casual restaurant

operators, over 20% of restaurant operators experience a 5% sales life after incorporating digital signage in their service sectors.

Shopping malls

Digital signage is widely used in shopping malls as a form of directory or map display. The multitude of uses digital signage is capable of enables shopping malls with a flexible solution that will fit different needs. Some of the uses of digital signage in shopping malls are way finding kiosk, enabling the customer to find their path through an interactive touchscreen. Another usage of digital signage in shopping malls is disseminating relevant information such as the schedule of an ongoing event or campaign. Digital signage may also be used in shopping malls as a form of advertisement. Shopping malls owner will be able to manually control the advertisement or media that will be displayed in the digital signage and will be able to rent the advertising space for an additional source of revenue. With the digital signage in the shopping mall, there are many different opportunities to using the device and attracting shoppers.

In India, According to Biyani (Future group Chairman),sales before the adoption of digital media campaigning strategy were around 65% of total sales. This jumped up to 85% following the digital media push. The group has also been able to draw customers by offering whatever cash it raised from sales to customers through the 'cash on PoS' strategy. "Allowing customers to withdraw cash by swiping their debit cards at PoS machines has become a regular practice," said Biyani. The Central-SBI co-brand card is second by SBI and Future Group, after FBB-SBI Style Up card introduced in partnership with Big Bazaar, and targeted at the value conscious consumer with the major help through digital media looking for affordable fashion. According to SBI Card CEO Vijay Jasuja , the FBB-SBI tie-up with three lakh cards is the largest in the industry.

So we can very safely say that digital media advertisements of Mini ATMs and e-payments helped in big way to boost Future Retail's sales post demonetization.

Companies focussing heavily on digital media

Zappos is an online retailer that sells shoes, clothing and accessories. They're known for the enormous emphasis they put on creating real relationships with their fans and customers.

Notice their Facebook custom welcome tab below. Their catchy saying, "Let's be in a Like-Like relationship," shows they treat their potential fans as equals, solidifying their relationships even more.

One great strategy they've employed is to first ask for the Like and then ask their new fans to join their email list. Once you click their Like button, the custom tab changes and you then see the opportunity to sign up for their email list and interact with their products, as seen in the image below. By waiting until after the fan

clicks the Like button, **Zappos is proving they care about building relationships with their fans first.**

In addition, Zappos uses a strategy often called "fans-only content" where they **reveal content only after someone has become a fan**, such as the fashion images in the illustration above. Once you click the Like button, you get instant access to exclusive content, videos and special promotions.

One of the best engagement strategies by Zappos' is "Fan of the Week" contest. They encourage fans to send in their photos with the Zappos box and other fans get to vote on the best photo of the week. What's great is that Zappos highlights the fan of the week by putting him or her in their wall image photo for all to see.

Ford is another example that has brought the social experience to the forefront of their marketing efforts. Each time they add a new blog post, they pull in the image, headline of the post and the comments from readers onto the front page of their website. Those new to the site or those browsing for a new car get to experience the company and its culture from a social viewpoint right from the start. Their blog, The Ford Story, is also unique. In the blog one can see their innovative layout where viewers can start reading the comments before they read the article, putting their fans' and followers' viewpoints first. Introducing your blog and your readers' comments to new viewers sets a welcoming and friendly first impression for any company.

The future of digital mediaand service improvement in retail industry

While each industry will evolve in unique ways, an examination of the forces influencing industry structure indicates that the deployment of digital media will likely continue to put pressure on the profitability of many industries in India. Consider the intensity

of competition. For example many online shopping co.'s are going into consolidation / merger and for many others the strong speculation is rife which seems to indicate that rivalry will be reduced. But while some consolidation among new players is inevitable, many established companies are now more familiar with digital media and are rapidly expanding and doing various R&D's on on-line applications. With a combination of new and old companies and generally lower entry barriers, most industries will likely end up with a net increase in the number of competitors and fiercer rivalry than before the advent of the digital India push. The power of customers will also tend to rise. As buyers' initial curiosity with the Web wanes and subsidies end, companies offering products or services on-line will be forced to demonstrate that they provide real benefits.

As already discussed above, about the use of social media, another company called "Herschel Supply Co." used social media to improve customer service. Founded in 2009 in Vancouver, Canada, Herschel Supply Co. manufactures the finest quality backpacks, bags, travel goods and accessories. As an innovative, design-driven retail business dedicated to producing modern classics, Herschel Supply attracts a fashion inspired, tech savvy following around the globe.

Using social media, Herschel Supply was able to achieve a 20% lift in customer service satisfaction rate and 60% increase in overall positive brand sentiment. How did they do it?

One of their social media objectives is to try to respond to every question – even those that don't directly mention their business. To do this, Herschel Supply's team set up search streams in custom software's using internet to monitor various hashtags and keywords, such as #Herschel and #Herschel Supply, for proactive

customer support. Similar success stories can be very easily replicated in Indian scenario.

Conclusion

- The retail company's digital media initiatives can encourage and boost better customer experience and this can help improve overall satisfaction index for the consumers in terms of faster and more accurate checkouts at POSas well as making purchases in retail stores.

- Evidence suggests that there is very strong and positive impact of the digital media initiatives on the Indian retail industry and in the times to come, retail companies will come up with their own innovative and customized solutions to increase the customer convenience which has the potential to take the Indian retail industry in next revolution.

- Various reports strongly suggest that a"digital economy" needs infrastructure and supporting regulations. Hence in order to maintain the momentum of the set digital India path, Government must assure basic necessities in retail areas and focus on developing infrastructure. Special drives through entrepreneurship programmes especially for small scale retailers, enhancing Institutional credit, encouragement to existing retailing ecosystem should be on priority at execution level.

- Tapinto micro-moments - With the increased use and relevance of mobile devices among consumers, retail digital marketing and e-commerce strategists can now track consumer behavior and target customers based on their intentions. The use of social media, email and push presents an avenue to assess consumer intentions almost in real time.

- Location-Specific Targeting - Customers are technologically savvy and they are heavily invested in digital channels; this creates an avenue for retailers to target them through these channels. As a retail digital marketing and e-commerce strategist one can effectively drive traffic to their store by targeting customers as they search product categories online using the iBeacons technology. The iBeacon technology will help in detecting customer behavior in or near the store and serve them with relevant offers, promotional materials and relevant information about the products. Targeting customers who are geographically close to the brick and mortar store makes one competitive and acts as a personalized invitation to their store.

- Social Media - Social media is equally an effective way to leverage digital media to drive traffic to one's store. The nature of social media activity among customers gives one a channel to reach them and reinforce one's brand awareness through promoting their brand values. Building a social media following and increasing its reach will not only come out as effective, but also strategic especially through boosting one's social media posts to affect audience reach. Facebook social post boosting and Facebook events are strategic ways to launch campaigns to attract new customers by promoting new product collections or discounts online. In return, customers will follow up to take advantage of the offers and become part of one's client base.

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6

MEDIA: SOCIAL CHALLENGES AND ISSUES

Dr. Maganlal S. Molia

Abstract

The multimedia compatibility of the social media like easy uploading of audio-video content, text and images, another dimension of immediate global access has been added to the social media, thereby causing a great threat to the prevailing traditional and conventional media. There is a palpable shift from conventional media to new media. This shift has raised many concerns and discussions around the pros and cons of the new media, and other related issues. At this juncture, the only option left with is, the addressing of these challenges posed by the new media in a desired way, so that the maximum can be obtained out of the social media. In the present article I discussed on three part such as (1) Media and Social Challenges and Issues,(2) Media and Social Issues and (3) Challenges of Media and Communication Issues.

Keywords: Media challenges and Social issues.

Introduction

Today, an increasing entertainment of social phenomena, ubiquitous data and computational process can be observed in many domains and context, including social media. The mass media used

for the purpose of social interaction is called social media. More aptly, social media can be defined as: "Activities that integrate technology, social interaction, and content creation…micro blogs, and more."(Charles Wankel, 2010: 242).

As of now, there is no single renowned definition of social media. The monopoly of the message held by the traditional media lost its reins with the advent of social media due to the domineering facts of social media over the traditional media. With the progression of time from mid to late 90s, slowly the conventional and traditional media started getting replaced by the social media. Many organizations still housed in monologue mode but started reckoning the need to adapt the new media in general and social media, specifically. The multimedia compatibility of the social media like easy uploading of audio-video content, text and images, another dimension of immediate global access has been added to the social media, thereby causing a great threat to the prevailing traditional and conventional media. There is a palpable shift from conventional media to new media. This shift has raised many concerns and discussions around the pros and cons of the new media, and other related issues. At this juncture, the only option left with is, the addressing of these challenges posed by the new media in a desired way, so that the maximum can be obtained out of the social media. In the present article I discussed on three part such as (1) Media and Social Challenges and Issues, (2) Media and Social Issues and (3) Challenges of Media and Communication Issues.

Part-I: Media and social challenges

(A) Challenges posed by social media

(B) Challenges of media in public service broadcasting

(C) Challenges of journalism and media

(A) Challenges posed by social media

Despite the fact that social media play the vital roles such as communication, collaboration, education etc, it poses few major challenges too. The Privacy, Access for those with disabilities and Commercial advertising on social media are the most prominent challenges posed by the social media.

Such an issue should be taken up for the better implementation, both in letter and spirit.

1. Commercial advertising on social media
2. Terms of agreements
3. Security Concerns

1. Commercial advertising on social media: Advertising on social media should follow the formalities of censor; and porn content in advertisements should be avoided on the websites, intended for the very purpose of social networking.

2. Terms of agreements: Most of the social media sites allow the audience to create an account, after accepting terms of agreement, which are often vague. Most of the social networking websites get an agreement accepted by the users that their information can be used by the owners of the social media. It indirectly causes invasion of privacy.

3. Security concerns: Social media sites pose an equal threat to the security of personal information and other concerned data. This turns to be another key challenge posed by the social media.

(B) Challenges of media in public service broadcasting

Today, in India, a number of barriers are militating against the effective use of the unique benefits the new media in broadcasting. Some of these problems arise because of the features

and characteristics of some of the new media technologies, some, are economic while others, arise out of ignorance.

1. Absence of Clear-cut Policies
2. Cost of New Media Technologies
3. Lack of Expertise
4. Low Level of Technology Penetration
5. Power Supply

1. Absence of clear-cut policies: It is the policy of many developed and developing nations to place much emphasis on modern Information and Communication Technologies as a way of remaining relevant in the global village of today. In the case of India, much effort is now paid to the development and usage of these modern technologies. Although the Information and Communication Technology Policy of the Federal Government states this, it is sad to say that it has remained a paper policy ever since it was adopted by the government.

2. Cost of new media technologies: A challenge in using the new media in public service is the fact that new media technologies are very expensive. In developing countries like India, the high cost of exchange rate is affecting the cost of these new media technologies because majority of them are from Europe and Asia. This alarming rate obviously affects the purchase of new media technologies.

3. Lack of expertise: Basic computer knowledge still erodes many public service broadcasters. Today, many public service broadcasting station's staffs are still grappling with the challenges posed by new media technologies in the industry and because of this, any effort at ensuring the adoption and usage of these new media technologies is normally frustrated by these. The above stated challenges faced by public service broadcasting in India goes to show that public service broadcasting in India may not meet up to global standards in broadcasting in the nearest future if these numerous challenges

which still weighs the adoption of new media technologies today by public service broadcasting are not looked into with a view to solving them.

4. Low level of technology penetration: Generally, less developed countries like India have low level of technology penetration including new media technologies and lack of availability of these the basic postulates of these technologies. For instance, the revolution in digital television is progressing slowly in developing countries like India for a number of reasons. The vast majority of digital television sets advertised and sold at retail stores do not allow viewers to access local stations; Fritts (2002: 2) sees this as "over the air digital stations".

5. power supply: Power supply is so epileptic that public service broadcasting houses are dependent on power generating sets which are also dependent on fuel and diesel. The constant electric power outages in India, poses a serious threat to the survival of Information and Communication Technologies in public service broadcasting (Danaan, 2006:117). The public broadcasting sector sometimes has to shut down their equipment abruptly as a result of power outage.

(C) Challenges of journalism and media

Challenges of Journalism and Media are as:

1. Acquisition of Knowledge and skill
2. Financial Demand
3. Poor Power Supply
4. Uncoordinated Cyber knowledge

1. Acquisition of knowledge and skill: Many journalists do not have a digital knowledge background. The introduction of computers has necessitated an entirely new set of skills and knowledge. This partly explains the springing up of computer training centres in many parts of developing countries.

2. Financial demand: Besides the challenges of pursuit and acquisition of relevant technological knowledge and skills, is the ever-present issue of financial difficulties. Poverty is a major challenge in Africa and other developing countries. Nigeria presents a pathetic case, where more than half of the population lives in poverty and misery despite abundant natural resources. Many computers, like other products which are allowed into the country, are poor and substandard in quality with the result of buyers putting 'good' money on 'bad' products; on the other hand, there is a dearth of competent hands to service and repairs computers with the result that soon after they are bought, many computers pack up to the chagrin and financial loss of the purchaser.

3. Poor power supply: The committee's effort to determine how such a huge sum was spent was resisted from high quarters with the result that the committee's findings could not be released. The immediate past president, Dr. Goodluck Ebele Jonathan thought that privatization of the former Power Holding Company of Nigeria (PHCN) would be a panacea to the problem. Privatization has happened but enhanced power supply has remained far-fetched. The policy of the cument administration of former Military Head of State, President Muhammadu Buhari is at best, foggy. Without adequate power supply all efforts of journalists who require access to the internet are in vain, besides the Fact that internet connectivity cannot be taken for granted in any part of the country.

4. Uncoordinated cyber knowledge: Internet knowledge or cyber skill is not common, especially in the developing countries where there does not seem to be much premium on knowledge. Specifically as Hosan (2013, p. 770) has noted, "cyber journalism has created a big vacuum in journalism education and training since it is a recent development in journalism and journalism educators are caught unprepared. Essentially, the emergence of the new media has given journalists more access to different media and also a wide variety of

media content to the consumers. This development appropriately handled in media convergence is therefore to the advantage of consumers and producers of media content.

Part-II: Media and social issues

Media and Social Issues are as:

1. Issues of social media on education
2. Issues of social media on children
3. Issues of social media on youngsters
4. Issues of social media on business
5. Issues of social media on society

1. Issues of social media on education: Issues of Social Media on Education are as:

- Because of social media students lose their ability to engage themselves for face to face communication.

- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side?

- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.

- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom

2. Issues of social media on children: Issues of Social Media on children are as:

- A child in the age group of 6-14 years is supposed to be in the school. But unfortunately, of the 200 million Indian children in this age group, about 11.3 million are labourers.

- A large number of children, because of poverty, do not go to school or are withdrawn from schools before they complete their elementary education and are forced to start working at a young and tender age in factories, brick-klins, restaurants, hotels, shops etc.

- No country can progress unless it pays adequate attention to the development of children. A child is the future citizen of the country.

- Only those children who grow in a healthy atmosphere can contribute to the development and strength of their country. Our country has a large population of children.

- Right to Education Act, 2009 provides for education of all children between the age of 6- 14 years of age.

3. Issues of social media on youngsters: Issues of Social Media on Youngsters are as:

- Kidnapping, murder, robbery can be easily done by sharing details on social media.

- Mostly youngsters waste lots of time on social sites like chatting which also effects their health.

- Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.

- There are many cases registered in police station where adults target young children and lure them into meeting them.

- Today it's not clear that who the "strangers" are especially in the field of social media.

4. Issues of social media on business: Issues of Social Media on Business areas:

- Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.

- In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure.

- Many of the large organization have fallen victim to the hackers.

- Most companies have difficulty measuring the results of social media advertising.

- The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.

5. Issues of social media on society: Issues of Social Media on Society are as:

- It also abuses the society by invading on people's privacy.

- One of the negative effect of social media is that it make people addicted. People spend lots of time in social networking sites which can divert the concentration and focus from the particular task.

- Social lies like family ones also weaken as people spend more time connecting to new people.

- Social media can easily effect the kids, the reason is sometimes people shares photos, videos on media that

contain violence and negative things which can affect the behavior of kids or teenagers.

• Some people uses their images or videos in social sites that can encourage others to use it false fully.

Part-III: Challenges of media and communication issues

Challenges of Media and Communication Issues are as:

1. This special the Journal highlights challenges of media and communication issues with special emphasis on India public sector. It is devoted to perspectives from academia, government and media practitioners, revealing India's situation in facing the challenges of the digital world. Challenges and new issues will emerge. In India, new media technologies are now widely recognized and promoted as tools of development, The popularity of the digital media and the availability of a borderless world of communication networks have formed a new environment, mainly supported by the Information and Communication Technologies (ICT) (Agil & Hamzah, 2007).

2. Indeed, the India Government has taken advantage of all technological advancements to channel information to the public. To engage with the issues and challenges posed by the proliferation of ICT, twelve articles were selected from a group of media and communication researchers and scholars at the School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan India. To facilitate the discussion, l has divided these articles into three major themes, namely India media scenario, implementation of media and communication practices and innovations, and lastly, strategies and the way forward.

3. In the first article, Fuziah et al. address the survival of Radio Television India's (RTM) TV, the national television of India, within the changing Medias cape. In the beginning, TV was hailed by Indias since it brought news, information and entertainment right into their homes, although broadcasted in black and white and dominated by government content.

4. In addition to private and satellite televisions, other developments and innovations in the media landscape, such as Internet television, narrowcasting and niche programming formats, also contributed to TV's loss of audience. However, focus group discussions among housewives, young executives and university students reveal that TV remains a credible station for official and government information, despite broadcasting programs that are not technologically innovative and not of international quality.

5. Eight articles cover the enduring theme of implementation of media and communication practices and innovations in India. First, Chang et al. lead us to the tension between the India Government and NGOs in India Chinese daily newspapers through the eyes of framing. Although digital publishing is growing in India, printed media such as newspapers and magazines become key platform for the government and NGOs to disseminate information respectively. In conclusion, the article reaffirms that framing does take place in the India media.

6. Second, Faridah et al. explore the professional roles of journalists in India in the reporting of war stories. The authors address the role of government official sources as credible information providers, especially with regard to information during crisis. For India media practitioners, it is the question of balance and professionalism that colors the

local media landscape. To me, this article provides valuable impetus to those organizations working in media and conflict to learn from each other's experience, and for the aid and conflict resolution communities to make media an integral part of conflict resolution process rather than ignore the media as a potentially dangerous nuisance which is often the case at present.

7. The implementation of media and communication practices and innovations in the context of the India Government delivery system through e-service is discussed by Maizatul, et al. Drawing on several examples of e-service project, they found that the use of e-services among the public is still low. Faridah, et.al. Question in their article the extent to which images of superpowers were portrayed by the government-owned National News Agency, Bernama through several mainstream newspapers in India.. They found that India mainstream newspapers tended to take a neutral frame where superpowers are concerned. The article concludes that Bernama, being a government-owned news agency, should play a prominent role in image portrayal of the superpowers, particularly those that have big influence on India.

8. Ali et al.'s contribution directly engages with the roles of new media in traditional mainstream mass media. After describing conventional print newspapers and their roles in mainstream mass media, to the authors argue that newspapers will not be replaced by the new media; instead, they will coexist and reinforce each other. At the conclusion of this article, Ali et al. also highlight the question of credibility attached to traditional media especially among the younger generation which perceives the media as being dictated by the government. With the fact that people in India currently

have ready access to inconceivably vast information repositories that are increasingly portable, accessible, and interactive in both delivery and formation, the authors suggest that traditional media must improve their credibility. In the next article, Normah et. al. explain the importance of Facebook among youth in India'. To ensure that young people use Facebook with prudence, Normah et al. suggest that the government should develop a mentoring system and set performance indicators to regularly assess and measure this phenomenon.

9. Fauziah et. al., in their article, examine the media channels that people prefer to look for information on environmental disaster, and the extent the government is taking steps to create awareness of environmental sustainability in India. Given the importance of communication in delivering information during disasters, India has taken steps for effective information delivery to the public.

10. Although there are sufficient government policies, factors that are able affect the behavior change of its people such as technology, law and regulations, social values and norms within the society still need to be reinforced. I agree with the authors' opinion that the media play an important role in providing early warning related to environmental catastrophe, gathering information, as well as being the potential channel for discussion and feedback from the public about natural disasters. Going forward, advances in communication will be valuable in helping to explain the magnitude and extent of environmental disasters. The last article on implementation of media and communication practices and innovations is addressed by Wan Amizah Wan Mahmud et al. In their article, the authors foreground media

practices and innovations with regard to the process of censorship by the India Film Censorship Board (LPF). Many have been questioning whether Film Censorship Board is still relevant with the open sky policy, as there are now broadband, internet and satellite facilities available. Finally, the last three articles invite readers to appreciate the strategy and direction for media and communication in India. For future strategy, this article suggests that all ethnic groups be encouraged to get the benefits of investment in ICT. Next, Abdul Latiff, et al. explore the blogging scenario in India with a specifically focus on the regulation of blogs, perception of bloggers and the role of the public sector in dealing with blogs.

11. Lastly, Emma and Kitzinger bring the issue of improving health communication in breastfeeding programs. The article reports a study that highlights some editorial issues and journalists' treatment towards breastfeeding in the media. For the future, this study suggests continuous media promotion on breastfeeding which may need good media relations and the emphasis on credible news sources.

Conclusion

Today, an increasing entertainment of social phenomena, ubiquitous data and computational process can be observed in many domains and context, including social media. There is a palpable shift from conventional media to new media. This shift has raised many concerns and discussions around the pros and cons of the new media, and other related issues. At this juncture, the only option left with is, the addressing of these challenges posed by the new media in a desired way, so that the maximum can be obtained out of the social media.

Challenges Posed by Social Media include in first part as Commercial advertising on social media, Terms of agreements and Security Concerns. Media and Social Issues include in Issues of Social Media on Education, Issues of Social Media on children, Issues of Social Media on Youngsters, Issues of Social Media on Business and Issues of Social Media on Society. Challenges of Media and Communication Issues include in third part.

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7

STEREOTYPES OF INDIAN ANIMATION

Moumita Bhattacharjee

Abstract

This article throws light on the gender representation in children's cartoons. It compares how over the years the perspective of Indian animation moved from women up-gradation to male dominance. It takes a whirl into the paradigm shift of Indian cartoons from educational to mythological parlance. In the present study, a brief content analysis has been done on five contemporary Indian cartoons and India's first animated series. Behaviours, communication characteristics, and representation of male and female characters have analysed to grab how the cartoons wrapped in characters of Hindu Mythology have a profound impact on the mindset of its little viewers. Compared to female characters, male characters in current day Indian cartoons are given much more prominence, frequency, and talk time. The female characters are a replica of the stereotypical, docile elements women in Indian society, are considered to be. The young age from which children are brought in contact with cartoon characters turn out to be perfect to develop their sense of gender roles, which is hardly a matter of concern for the Media as they are increasingly producing cartoons which not

only sing praises of the male lead roles but also demean the attribution of the female effigies.

Keywords: Children, Cartoon, Television, Gender, Behaviour.

Television was synonymous with Doordarshan for the 80's kids with a handful of programs to entertain them, when there was no existence of cable television. Thus their hunger for cartoons had to be satiated with the weekend staple diet of "Spider-man, "He-Man" and " The Mickey and Donald Show"-all of which were surrounded by the aura of a "male protagonist", either fighting the world from monsters or making us laugh with their wiggly tones and caricatures. As former Federal Communications Commissioner Nicholas Johnson once said, 'All television is educational; the only question is: what is it teaching? Building on social learning theory...' (Bandura, 1977). The Doordarshan affair was rather incomplete without snippets of Government sponsored short films which came along with social messages.

During this time in the year 1947, one such short film titled : "*Ek Anek Aur Ekta*" or " One Many and Unity, also known as " *Ek Chidiya Anek Chidiya*", became very popular among children. The seven minute film was scripted and directed by documentary filmmaker Vijaya Mulay. For anyone raised in India in that era, with access to television, the mere mention of this film revives childhood memories. The conceptual orientation of the film was directed towards teaching the children the value of unity and teamwork. The film won the National Film Award for best Educational Film as well as the Best Children Film award in Japan. The film is considered to be one of India's greatest examples of animated story-telling, and well remembered by the 80s generation as a classic illustration of *Anekta mein Ekta*.

Gender portrayals in the media are cause for concern because of the importance of the media in the socialization process for children and adults (Signorielli, 1990). If a good look is taken at the content of the short film, it opens with a little boy cheerfully playing under a mango tree, and after several failed attempts at plucking mangoes from the tree, he runs to his elder sister sitting nearby as resort and asks her: "*Yek anek kya hai didi*?" ("What does 'many' mean, sister?"). The elder sister then guides her brother along with several other children of contemporary age towards the benefits and importance of unity. The short film circulates around the young girl, dispersing her intellectual understanding by using a metaphorical analogy of how a group of birds escape a bird catcher by uniting to gather their friends, a group of mice. The entire character of the elder sister is portrayed in the form of a teacher, a guide to the younger brother answering all his queries, and in the pathway indicate the youngsters a lesson to build religious tolerance towards each other- a figure one can look up to for leading a just life.

From the 90s within the domain of Doordarshan, there has been a huge change in both the monopoly of channels and the number of entertainment programs for children. It started with Cartoon Network as the first 24-hour cartoon channel in India. Within the next few years, there cropped a myriad TV channels for kids such as POGO, Disney, Nickelodeon India, Hungama and many more. While the erstwhile Indian children were long familiar with mostly popular international cartoons (sometimes dubbed in Hindi and other regional languages), in the recent times the Indian animation industry is churning out cartoon series taking ideas from Hindu Mythology.

On one hand while appreciation is to be given to the Indian animation industry for broadening the horizon of the entertainment zone for the children, if light is thrown into the characters that are

generally taken as the lead role for the cartoons, there is a vivid implication of the dominance of male characters in the Indian produced cartoons. Children tend to imitate same-gender characters more than opposite-gender characters (Courtney & Whipple, 1983), therefore, the media play "an important role in modeling gender-specific behavior". "Realistic and varied portrayals of men and women will enhance healthy development" and "unrealistic stereotypes...will negatively influence young viewers" (Remafedi, 1990, p. 60). The inception of animation in India began with an elder sister taking up her duties to beautifully explain grave matters such as diversity and unity to her little brother and today the cartoon channels are filled with pieces from Mythology showcasing the boldness, intelligence, humour and humanity of the male protagonists. The very tiles of the animated series or cartoons make a strong impression on the primary dramatis personae. Most often these cartoon have one or more female characters who are used as a merchandise to prove the strength of the "hero".

Our brains' development is a dynamic amalgamation of nature and nurture. Thus apart from genes, the various socializing agents that a child comes across have a profound effect on the overall development. Messages conveyed by cartoons are of concern because very young children cannot distinguish between fantasy and reality (Baker & Ball, 1969). Young children are unable to differentiate between internal and external experiences and even "puppet and cartoon characters are likely to be thought of as real and alive..." (Noble, 1975, p. 84). Watching cartoons is already a habit of most of the children and it make a part of their lives. Typically, by the age of two or three, children become enthusiastic viewers of cartoons. At every stage, children learn a variety of things much faster by watching visual images, which have a great impact on their cognitive aspects. They develop a tendency to follow their favourite cartoon characters to match the imagination with reality. Cartoon

characters stimulate inter-personal behaviour and social communication. Children associate with the characters and retain the course of action imparted. If a cartoon character conveys the message of being docile, one that always requires the protection of a powerful male, then children, most often, imbibe this as ideal behaviour because children readily identify themselves with cartoon characters. Apart from learning new sounds, shapes and colours, children also use cartoons to see functions in real life.

Williams (1981) concluded that increased viewing of television can increase stereotyping, and Signorielli (1989) also found evidence that television viewing might be related to more sexist views of women's role in society. India being a land driven by patriarchal norms and socializing processes, children are introduced to gender differences from a very young age through subtle but regular indices that are indoctrinated in everyday lives. It starts from the very home where a girl is dressed in pretty pink and a boy is made to wear a sober blue or black; the boy is asked to go out and play to become muscular while a girl is sent for music classes. At different sections of the society, the magnitude and pattern of such gendered nurturing may vary, but its existence is forever vivid. A recent addition to this mindset has been the influence of the popular cartoons produced by Indian animation industry. Parents are most often comfortable with the content for they are ascriptions from Hindu mythology and on the outer surface seem to be an enlightening factor towards getting associated with our traditions, epics and folklore. Parents actually often are not aware of the severity of the situation. They choose an easy and 'harmless' way to entertain their kids when they are busy with domestic affairs or daily chores.

Over a period of seven days, seven episodes of each of the discussed animated cartoons below have been recorded and analysed

to count the number of female characters, the physical attributions given to the female characters and the jobs assigned to the female characters. Males outnumber the females by leaps and bounds and the nature that is attached to the female characters never leave the often conformed to traditional stereotypes, no matter to what extent a tinge of modernity is applied to them. Females never play the part of the core hero or problem solver. They are generally supporting roles, assisting the males to fulfill their jobs.

Chota Bheem : From its first appearance on POGO channel in 2008, this series has made a huge leap in popularity. Chota Bheem focuses on the very intelligent, chivalrous and mighty strong nine-year old Bheem who lives in the fictional town of Dholakpur in an Indian village. This character is inspired by one of the brothers amongst the Pandavas, Bheem who is well-known for his strength. The cartoon series follows Bheem and his friends protecting the village from disturbances. It is interesting to notice that there are two side-kicks in this series who are females, one is Chutki, Bheem's friend, and other is Rani Indumati, the daughter of the king. While Chutki is given a higher pedestal, her major job is to provide Bheem with 'ladoos' whenever he needs strength and in assisting him in dance and music competitions. The other sketch, Rani Indumati, is a soft an subtle princess who always fits herself in some trouble and Bheem's comes to her rescue and saves her, being the ultimate hero.

*Mighty Raju***:** Produced by the same animation company of Chota Bheem, this series features on a four-year Raju with superhuman strength and strict etiquettes. The image of Raju coincides with that of 'Arjuna' from Maharabharata. He uses his super powers to fight his father's former partner and scientist. His character is one that manages to do good in the world without expecting returns, risking his own life on the way. The producers

rather put a dog, Moby, as his partner in crime-fighting than put a young girl who could equally manage to be scripted as a super-hero.

Roll no 21: This award winning series gives a modern take on famous Krishna-Kansa rivalry with school-going children and their daily problems. Here Kansa has reincarnated as Principal Kanishk of an orphanage in Mathura who plans to take over Mathura with his evil partners disguised as teachers . But his plans are foiled by Kris, an 'avatar' of Krishna, who is a student in the orphanage. Kris keeps the goodness alive in the orphanage's children and uses his intelligence and mythical powers to fend off Kanishk's evil plans. However, this series has a reincarnated figure of 'Radha' from the Hindu Mythology who is given the name Pinky. She is one of Kris's best friends and her nature is shown to be full of worry for Kris. Despite of being an activist, a brainiac, who comes up with various initiatives for improvement of the school, her predominant endeavor is to impress Kris as she has a crush on him.

Little Krishna: This series earns its fame for having been created after thorough research into the legends surrounding childhood activities of Lord Krishna. It is based on the writings of Six Goswamis of Vrindavana, the Srimad Bhagavatam chronicles, and seven years of research work by ISKON Bangalore Devotees. Yet not much attention has been laid on the character of Radha who is a Hindu goddess popular in Vaishnavism tradition, a part of Shaktism and considered to be an avatar of Lakshmi. Radha is focused on her romantic relationship with her lover but her challenges, commitment is no less influential, adored in the Hindu literature and culture. Time and again the popular 'Ithihasas' and other other legendary literature of Hindu tradition have expressed that Krishna is incomplete without the existence of Radha, and vice-versa. The entire cartoon concentrates on the heroism and charm of Krishna and sometimes his brother Balarama who is given more

importance than Radha for his strength is at par with Krishna and he is successful in embarking on the thrilling adventures with his brother. Only glimpses of Radha carrying water, beautifying herself and irritated by the mischief of Krishna can be located in the series.

*Kumbh Karan***:** This series circulates between twin brothers Kumbh and Karan, residing in a small colony named Ajab-Gajabpur. Kumbh is a lazy, sleepy and food craving boy who is extremely strong and has a pious soul. His character is based on the mythic giant from Ramayana, Kumbhkarna, one of Ravana's brothers. Karan, is shown to be agile and smart. Tara, a young girl accompanies the twin-brothers in the various quests they embark upon. She is a helping hand who aids when the need arises. Tara is certainly not a character any child would look up to, because of the lack of conviction and vitality assigned to her, if the series is being followed.

Unlike adults, children do not have a pre-established knowledge on gender roles. They learn from what they see and Television is something today every child gives a huge amount of time to. Tevelsion is a key factor in establishing what society feels men and women should or should not do. Within the famous box, cartoons are children's apple of the eye. It is absurd that in this spree of a new millennium where the media outburst on gender equality is at the highest, cartoons openly preach gender- stereotyping. Times are changing but the Indian pattern and structure of animation are ardent towards the male mythical characters. While boys in cartoons are warriors and super heroes always acting tough, the girls are in need of rescue and are feeble. In the cartoons discussed above, the lead male characters tend to be more independent, assertive, energetic, important, attractive, self reliant and responsible than the female characters. Of all these characteristics, only attractiveness is not a characteristic typically associated with males. The female

characters, on the other hand, tend to be more emotional, warm, romantic, affectionate, sensitive, frail, mature, and domestic than the males. All of these characteristics, of course, are stereotypical of females. If a good look is taken on the episode titles of the Indian cartoons one shall notice that every episode of, say, Chota Bheem begins with "Chota Bheem and ...., the same goes for all the other cartoons. The first element that a child grabs is that the cartoon is oriented towards the male protagonist and his heroic actions.

The situation of watching cartoon in moderation is not that gray. It can be a good thing: pre-schoolers can get help learning the alphabet on public television, school kids can learn about wildlife on nature shows, and parents can keep up with current events by watching evening news. Cartoons can be as much educators as entertainers. But the gender differences that Indian cartoons impound on children have detrimental effects. Children above 3 years are active viewers, who have the ability to imitate the colourful and 'innocent' roles of the cartoon characters they view everyday. Studies show that young children spend around 30 hours a week watching television of which a major portion is devoted to watching cartoons. As children grow they inculcate information rapidly being at the summit of cognitive development. With every knew information their alter their view about the world. For an Indian child watching her mother serve food to the family, day in and day out, becomes an essential duty when the same is broadcast in her favourite cartoon. She believes that women are ideal homemakers and assistants to the main heroes of life who are essentially men. Young children tend to imitate and repeat behaviours they see their cartoon characters involved into. Consequently, it is not unnatural for them to exhibit gender-biased actions and develop gender-biased attitudes that they see modeled in the cartoons. A young girl addicted to Little Krishna or Mighty Raju will wait for her prince-charming like figure as Krishna to act in times of need rather than making her own amends

to life. More important is the image of the roles of a man and women that these cartoons imprint into the growing minds of children. In the same manner, a young boy continuously getting influenced by strong male characters acting as life saviours and having the upper-hand on the domain eventually perceive it to be the way of life. These little nuances a boy comes through, along with the patriarchal form of parenting in Indian society invites male chauvinism from an early stage that later become next to impossible to eradicate.

Children who view various cartoon types are most likely to see negative presentations of both male and female characters in chase-and-pratfall cartoons, and fairly positive, if non-stereotypical, presentations in teachy-preachy cartoons. Those children who watch continuing adventure cartoons, which tend to be rather popular, will see stereotypical males, but non-stereotypical, if rare, representations of females. Indian Mythology is so rich in itself that it incorporates nimeity of female figures who are strong and independent characters and have laid their profound impact on literature and academia such as Parvati, Sita, Kunti, Shakuntala. Such characters can very well be portrayed in the form of cartoons and animated series which would maintain the new realm of revised mythology being used by Animation Industry as well as encourage both young men and women to know about the feminine strength in Indian Mythology. The problem does not lie in giving an importance to the male mythical characters but putting the female existence in oblivion especially in an arena where young minds just begin to introduce themselves with role-playing and development. Stereotyping has to cease for pragmatism to initiate.

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8

MUSLIM WEAVERS: AWARENESS TOWARDS MASS MEDIA AND COMMUNICATION

Dr. Durgesh Kumar Srivastava

Abstract

In today's complex society, the most important channels of communication of news and ideas are the mass media, such as newspapers, radio, television, movies and internet and not to forget, the mobile phones. These channels within a very short span of time, spread news and ideas in very wide areas separated geographically, politically, linguistically and so on, are rapidly catching up with the masses of people. Newspaper and other printed materials affect the literate people most but through radio, television and films, new ideas are being carried to even the illiterates or semi literates. Thus, media exposure has become one of the important indicators of modernization. The Universe of the present study is weavers of Maunath Bhanjan City (Sadar) of Uttar Pradesh. For the present study 332 respondents spread across five wards with major concentration of powerloom weavers have been purposely chosen. These wards are Mirzahadipura, Domanpura, Hatthimadari, Chaandpura and Pahadpura. The present study is confined to the Momin Ansar Muslim community of the district Maunath Bhanjan. All the respondents selected are involved in saree weaving on

powerlooms. This paper inquires about the communication exposure and modes of recreation among power loom weavers and also studies the religious orientation of the weavers. The data and information have been obtained both from primary and secondary sources.

Introduction

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people. More than 850 million people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their livelihoods. Communication media and techniques can be powerful tools to advise people about new ideas and methods, to encourage adoption of those ideas and methods, and to improve training overall. *(Prabhakar, Naval and Basu, Narendra, 2007, Mass Media and Development, Delhi, Commonwealth publishers, pp: 1-2)*

The media- television, radio, and newspapers are the worlds' most powerful means of communication. The media has a strong impact on our lives. In many cases, what we see in the media is not the truth. What they show is often one sided. They tell what they feel is the most important. Society is being brainwashed by what they see on television, hear on the radio and read in the newspaper. *(Prabhakar, Naval and Basu, Narendra, 2007, Mass Media and Society, Delhi, Commonwealth publishers, pp: 169-170.)*

The mass media as they exist today in our particular society have a somewhat unique structure of control, a particular set of institutionalized norms relating them to their audiences and readers, and characteristic forms of content. They have worked out specific

types of financial support and clearly defined relationships to other important social institutions such as government. *(Ravindran, R.K., 1999, Media and Society, Delhi, Commonwealth publishers, pp:118)*

Today, mass media play an important role in our day to day life. It exerts influence on individuals' community, society and the nation at large. It creates place, time and possession utilities. To an individual, the level of exposure to mass media determines the level of awareness, knowledge, and understanding, perception and attitude on his/her own self and circumstances around him/her. Use of mass media and frequency of usage have been considered to measure the level of exposure. *(Report on Socio-economic Conditions of Unorganized Workers, Government of Andhra Pradesh, 2010P.219)*

In today's complex society, the most important channels of communication of news and ideas are the mass media, such as newspapers, radio, television, movies and internet and not to forget, the mobile phones. These channels within a very short span of time, spread news and ideas in very wide areas separated geographically, politically, linguistically and so on, are rapidly catching up with the masses of people. *(Salim. M, 1986, Rural Innovations in Agriculture, Chugh Publications, Allahabad, P 123).* Newspaper and other printed materials affect the literate people most but through radio, television and films, new ideas are being carried to even the illiterates or semi literates. Thus, media exposure has become one of the important indicators of modernization.

Statement of the problem

In order to provide a holistic understanding of the research problem or issue, it is necessary to know the background of the study area in detail. The area of the present study is Maunath Bhanjan district of UP. In Uttar Pradesh, Kanpur, Meerut, Tanda and Maunath Bhanjan are major power loom centers. The main ailment of the

power loom industry of Maunath Bhanjan is that a large portion of it depends upon the private spinners for the supply of yarn and on the master weavers for the processing of cloth, its sale, etc. The imbalance in the weaving and spinning capacity and lack of a co-operative infrastructure for pre and post weaving facilities have been causing acute economic hardships to the weavers. Besides, as their services are not institutionalized, they have to forgo the commercial gains of their labour and have been reduced to the position of hired labour. The vast majorities of power loom weavers fall in the lowest income group. Majority of them work for master weavers who exploit them by manipulating the prices of raw materials as well as finished goods to their own advantage. There is also widespread unemployment among the weavers.

In the absence of any census data available about the weaver population and the pattern of their settlements, it was difficult to supply any authentic data in this regard. But the field researcher with the help of knowledgeable persons of the locality gathered information about the household, loom operation and the weaver's settlement pattern. This information has been utilized in the present study just to have some broader knowledge about the weaver community.

Need to undertake the study

Powerloom has been a major source of employment for a lot of people in Mau. Besides, the industry has been providing clothing to poor masses of India. But the powerloom sector does not receive much encouragement from the government. The powerloom owners are always exploited by the capitalist, yarn merchants, cloth traders, political parties and their leaders. Besides, the textile policy of the government is often disfavoring and discouraging to powerloom industry. Hence the powerloom industry of Mau is always in crisis. The political parties and leaders always look for such situation to get

political and economic advantage. Taking into consideration the permanent crisis of powerloom industry in Mau the researcher felt a need to make an enquiry into this matter.

Universe and sampling

The Universe of the present study is weavers of Maunath Bhanjan City (Sadar) of Uttar Pradesh. Mau was an important township of Azamgarh district before its creation. On Nov 19th 1988, Mau was made a district. Mau, now known as Maunath Bhanjan, is an industrial town in Uttar Pradesh. The four tehsils of the district are Sadar, Ghosi, Madhuban and Mohammadabad. MaunathBhanjan is the headquarters of the Mau district. It is a municipal corporation and the entire city has been divided into thirty six wards. Among these, the powerloom weavers are spread across eleven different wards on the northern part of the city and western side of the main railway track passing through the city.

For the present study five wards with major concentration of powerloom weavers have been purposely chosen. These wards are Mirzahadipura, Domanpura, Hatthimadari, Chaandpura and Pahadpura. The present study is confined to the Momin Ansar Muslim community of the district Maunath Bhanjan. All the respondents selected are involved in saree weaving on powerlooms. According to the information obtained from the Municipal Corporation office of district Maunath bhanjan, the total no. of households in these five wards is 3320. It was decided to select 10% of these household as sample i.e 332 respondents. After excluding the non-weaver households, the sample was chosen from these wards by simple random sampling method. The head of the family residing in each household has been taken as primary respondent. The persons engaged in allied processes like dyeing, printing, printing, calendaring, sizing, finishing etc has been kept out of the purview of the study.

Design of the sample

Sr. No.	Name of The Ward	Total No of Households	Sample taken (10% 0f Total Households)
1.	Mirzahadipura	555	56
2.	Domanpura	735	74
3.	Hattimadari	643	64
4.	Chaandpura	764	76
5.	Pahadpura	624	62
	Total	**3320**	**332**

Selection of the sample

In order to select the sample from the population, following criteria was set-

1) The main occupation of the respondent should be powerloom weaving.
2) The respondent should be residing in Maunath Bhanjan.
3) The respondent should be head of the family.

Objectives

Since this paper is based on the research work for author's Ph.D. thesis, two major objectives of the paper dealt here are-

1) To inquire about the communication exposure and modes of recreation among power loom weavers
2) To study the religious orientation of the weavers.

Tools and techniques

The data and information have been obtained both from primary and secondary sources. For the purpose of primary data major techniques applied are: observation, informal talks and interview schedule. Secondary data and information was compiled from various published books, journals, survey reports magazines, and newspapers were also utilized. Information has also been

collected from District Census Office, District Election Office, and District Statistical Office, Official websites of Ministry of Textiles, Ministry of Labour, Official website of district Maunath bhanjan etc. as and when required.

Classification of data collected

After the field investigation was over, the data was classified. For the purpose of study and ease in comparison, the various Independent variables have been classified as follows-

A) Age

1) Young (Up to 35 Years),

2) Middle aged (Between 36 to 50 Years), and

3) Old (Above 50 Years)

B) Education

1) Low (Illiterate and Primary),

2) Medium (Middle school and High school), and

3) High (Intermediate, Under Graduate and above)

C) Occupation

1) Weaving Only,

2) Weaving and Other Occupations

D) Income

1) Low (Up to Rs. 3000),

2) Medium (Between Rs. 3001 to 5000) and

3) High (Rs. 5001 and above)

E) Family type

1) Nuclear,

2) Joint

F) Family size

1) Small (One to Five members),

2) Medium (Six to Nine members), and

3) Large (Ten or more members)

G) Ration Card

1) Above Poverty Line (APL),

2) Below Poverty Line (BPL),

3) Antyodaya Card,

4) No ration card

Limitations of the study

To obtain accurate statistics regarding an unorganized scattered industry like powerloom is extremely difficult even for the minutest survey. Nevertheless an attempt has been made to pool together such intelligence from several fragmentary sources and make an objective evaluation of the study. The conclusions arrived at are subject to limitations by these shortcomings. Besides reluctances there was a fear particularly with unauthorized power looms owners, that the information would be made use of against their interest. Again we have to accept the data furnished by the weavers as accurate and authentic. Some of the data given by them were based on memory.

Leisure hours

As far as relaxation from work is concerned, it has been observed that weavers do enjoy some relaxation time during their work hours. The leisure time is available to them due to different reasons viz. power cut, social ceremonies, stoppage of loom for repairing or lack of raw material etc.

Table 1- Availability of leisure hours

Sr. No	Leisure Hours	No. of Respondents	Percentage
1.	≤ 2	124	37.0
2.	3 to 4	183	55.1
3.	> 4	25	7.5
	Total	**332**	**100.0**
Average Leisure Hours $\pm$ SD = 3.06 $\pm$ 1.41 , Range = [1-12]			

As may be seen from **Table 1**, majority of respondents (55.1%) enjoy two to four hours of relaxation time followed by 37.0% respondents who get about two hours of spare time. Only 7.5% respondents have more than four hours a day as their work free hours. It is seen that the average leisure hours is 3.05 $\pm$ 1.41 hours a day which ranges from minimum one hour to maximum 12 hours a day in the present study area. Thus, although weaving is a full day job, the workers manage to spare some time for them.

Leisure time activities

A study of the leisure time activities of the weaving community provides insight into the inner socio-psychological problems of the community. Weaving is almost a full day job which, at the end of the day also leaves the weaver at the end of his tether. He has few options for recreation during leisure hours. Being mostly illiterate they have very limited leisure time activities. Strolling, chatting, watching TV, listening radio or reading newspaper are the major outlets. Most of the weavers like chatting over a cup of tea at local tea-stalls or in the *baithka* (analogous to Drawing room) which some of the affluent weavers can manage. These are of informal nature and very few club organizations for games, hobbies and entertainments are available. Moreover, religious structure and social injunctions intervene into the matter and indoor games like carom, playing cards etc. are considered to be un-Islamic.

As far as outdoor games are concerned, generally the weavers show little interest towards them due to lack of time, infrastructural facilities and lethargy due to hard work. Cricket and football though popular among youngsters and children, is not a regular feature and has no organizational support. A big ground (property of railways), located to the west of the railway station, often serves as an open stadium for those who want to play.

Social awareness among the Muslim weavers is at a low key. They are rather less in touch with the mass media of communication. Radio and TV are used more for entertainment rather than seeking new information or developing new knowledge. As the weavers are by and large illiterate or low literate, they have less access to print media. Newspaper and magazine reading is not very common. Those having some knowledge of Hindi and Urdu do read the newspaper but their interest mainly centers round sensational news.

Listening to radio/ transistors

Even in today's complex society, radio/transistor is considered to be most far-reaching and popular means of communications. This channel overrides the geographical as well as human boundaries. The physical limitations imposed by the national/state boundaries and news censor policies prevalent in a particular country have no meaning in the context of radio-transmission which can cross the national boundary and can unite the whole world into a single communication unit.

Similarly the human limitations imposed by the illiteracy and poverty of the population have almost negligible effect upon the communication of news, ideas and programmes through radio or transistor.

Unlike the newspaper and other printed materials, radio/transistor reaches even the illiterates living in the far-flung

places which are inaccessible by rail or road. The importance of radio/ transistor is unique in the sense that it transmits the new ideas instantly to a large population living in a particular geographical area. Radio/transistor takes relatively very little time in the communication or percolation of new ideas. In developing countries, the level of electronic technology and the nature and pattern of programmes as well as the overall media- broadcast policy leave a deep impact upon every aspect of social and economic life of the country.

The respondent's interest in news bulletins of radio/transistor has been found rather low. There are several respondents who do not evince any interest in radio/transistor news. But this does not mean that they eschew listening to radio/transistor. These media instruments are mainly used for entertainment and less for enlightenment. Radio is not very popular among old generation as they complain problem in hearing due to the noisy atmosphere around power looms. But now-days the FM radio stations have gained popularity among the younger generation.

Greater hours of broadcasting and focus on all type of entertainment programmes have helped making the radio programmes popular. But the most important reason behind popularity of FM radio is the availability of FM radios in mobile phones. Also after putting on the earphones, it is easier for them to work even in the noisy surroundings. So the work no longer remains monotonous. In order to understand the nature of media exposure, the respondents have been asked to state about their interest in radio listening.

Watching tv/ movies

Today watching movies is the most popular and cheapest medium of recreation. Though this medium is mainly confined to

younger generation, it has also considerable influence upon the middle aged respondents. The movie, though mainly providing entertainment, has also got its own innovative and educative role. It spreads new fashions, new modes of behavior and new ideas. The film could also be used as a powerful instrument of socio-economic changes in the desired directions. It can perform useful roles in the sphere of technological development also.

The respondents have been asked to state the manner in which they spend their leisure time. The results has been distributed according to the various important social variables and presented in **Table 2**.

Table 2- Social variables and activities during leisure hours

Sr. No.	Social Variables	Activities during Leisure Hours								Statistical Test
		Watch TV /Cinema		News from Radio/Paper		Strolling/ Chatting		Total		
		No.	%	No.	%	No.	%	No.	%	
A	Age									
1.	Young	26	18.7	32	23.0	81	58.3	139	100.0	$\chi2=6.95$ df=4 P >0.05
2.	Middle Aged	29	26.9	20	18.5	59	54.6	108	100.0	
3.	Old	14	16.5	27	31.8	44	51.8	85	100.0	
B	Education									
1.	Low	49	22.3	53	24.1	118	53.6	220	100.0	$\chi2=4.98$ df=4 P >0.05
2.	Medium	14	17.9	22	28.2	42	53.8	78	100.0	
3.	High	06	17.6	04	11.8	24	70.6	34	100.0	
C	Occupation									
1.	Weaving Only	56	20.3	62	22.5	158	57.2	276	100.0	$\chi2=$ 2.39 df=2, P >0.05
2.	Weaving and Other Occupation	13	23.2	17	30.4	26	46.4	56	100.0	
D	Income									
1.	Low	27	18.0	34	22.7	89	59.3	150	100.0	$\chi2=4.39$ df=4 P >0.05
2.	Medium	33	24.1	30	21.9	74	54.0	137	100.0	
3.	High	09	20.0	15	33.3	21	46.7	45	100.0	
E	Family Type									
1.	Nuclear	53	25.6	48	23.3	106	51.2	207	100.0	$\chi2=7.99$ df=2 P >0.05
2.	Joint	16	12.8	31	24.8	78	62.4	125	100.0	
	Total	69	20.8	79	23.8	184	55.4	332	100.0	

It is found that more than half (55.4%) of the respondents have no creative outlet and they usually indulge into gossiping and strolling around. This is simply wastage of their time and energy as there is no constructive or recreational activity during this time. It is also noted that some of the respondents like listening news from

radio or reading newspaper (23.8%) and watching TV or cinema (20.8%).

Age wise distribution of respondents shows that among the respondents who like gossiping and strolling around during leisure hours, maximum (58.3%) belong to young age group and minimum (51.8%) from old age group. The tendency of watching TV and cinema is maximum (26.9%) in respondents from middle age group and minimum (16.5%) in old age group. As far as habit of reading or listening news is concerned, maximum (31.8%) respondents are from old age group and minimum (18.5%) from middle age group. But the difference in proportion of these activities among various age groups is statistically not significant.

Similar trend is observed with various educational groups of respondents regarding their gossiping and strolling habits during leisure hours i.e. maximum 70.6% respondents from higher educated group and minimum 53.6% are from low educated group. Among the respondents who like spending their leisure time watching TV or cinema, maximum 22.3% respondents belong to low educated group and minimum 17.6% from the high educated group of respondents. Among the respondents who prefer spending their spare time listening radio or reading newspaper, maximum 28.2% are from medium educated group and minimum (11.8%) are from highly educated group.

Of the respondents engaged only in weaving, 57.2% spend their spare time gossiping and strolling around, 22.5% like to read or listen to news while 20.3% are interested in watching TV and cinema during leisure hours. The percentage of respondents engaged in similar activities in other occupational group is found to be 46.4%, 30.4% and 23.2% respectively. Despite these variations, the difference is statistically not significant. While considering the activities of respondents categorized into various income groups

during leisure hours, it has been seen that gossiping and strolling is maximum (59.3%) in lower income group and minimum (46.7%) in higher income group. The habit of listening radio or reading newspaper is maximum 33.3% in respondents from high level of income and minimum 21.9% from respondents from medium level of income.

Among the respondents who like to watch TV or cinema during spare time, maximum 24.1% belong to medium income group and minimum 18.0% from lower income group. Although there is variation in ways of spending leisure time by respondents from various income groups, these variations are statistically not significant.

It is seen from the above table that among the total respondents who prefer strolling and gossiping around during leisure hours, as high as 61.4% are from joint families while 51.2% belong to nuclear families. Similar trend is observed in case of people listening to radio or reading newspaper during leisure hours i.e. 24.8 % respondents from joint family and 23.2% from nuclear family. As far as watching TV or cinema is concerned, it has been observed to be more (25.6%) in nuclear families than in Joint families (12.8%). Statistical Chi-square test proves the fact that there is a significant difference in proportion of ways of spending leisure time between the two types of family of respondents, in the present study area. Thus it may be concluded that the activities done by the various categories of weavers during their leisure time is not significantly associated with each other with the exception of weavers related to the types of family.

Languages known

Weavers generally belong to Muslim community, which is generally seen to be less educated. In order to develop a sound

understanding of this community, there is a necessity to know the pattern of languages spoken among them. Keeping in mind the importance of language generally spoken by the weavers, the information regarding the languages known to the respondents other than Hindi has been collected and its distribution is presented in **Table 3**.

Table 3- Languages known to the weavers

Sr. No.	Languages Known	Frequency	Percentage
1.	Urdu	232	69.9
2.	English	07	2.1
3.	Both Urdu & English	30	9.0
4.	Only Hindi	63	19.0
	Total	**332**	**100.0**

It depicts that as large as 69.9% of total respondents have knowledge of Urdu along with Hindi whereas 2.1% respondents know English language and 9.0% know both Urdu and English. While 19.0% respondents accept that they know only Hindi Language for communication and other purposes in present study area. It is clear that majority of the weavers speak Urdu language along with Hindi in their daily life.

Language of newspaper

An analysis has been done regarding newspaper reading habit of the respondents in **Table 4**. It is found that majority of weavers (43.1%) read Urdu newspaper whereas 20.8% respondents are habitual of reading Hindi newspaper. More than one-third (36.1%) respondents are habitual of reading Hindi or Urdu newspapers which are available locally in study area. It is clear from the above table that majority of respondents read either Urdu or Hindi newspapers which are more popular and easily available on local shop/ tea stall etc.

[111]

Table 4- Language of newspaper

Sr. No	Language of Newspaper	Frequency	Percentage
1.	Hindi	41	20.8
2.	Urdu	85	43.1
3.	Both Hindi & Urdu	71	36.1
	Total	**197**	**100.0**

This may be due to the reason that both Urdu and Hindi languages are spoken with ease and since childhood. So though low literate, a good number of respondents are interested to know about day to day happenings of their surroundings.

Habit of reading newspaper

Today's complex society is characterized by a situation where information is very important and which is also termed as information society by scholars like Daniel Bell. Due to several new and effective channels of information, the members of society are becoming increasingly informed about the goings-on in their surroundings; these bring to their doors the scenario presented by the socio-cultural situation. Among these new agencies, the place of newspaper is by far the most important. The newspaper through printed matter conveys information regarding the day-to- day happenings in a nation state. Of course the press is patterned closely according to state-policy. And that way the type of news which is printed and the general policy of the government regarding the dissemination of information, the nature and extent of freedom of expression in a country affect not only the quantum of information received by an individual but also go to shape and direct the attitudes and behavior of the members of society.

An analysis of the newspaper reading habit of weavers with their related social variables is presented through **Table 5.** The analyzed data elaborates that (20.5%) respondents read the

newspaper regularly, (38.9%) read newspaper only sometimes and the remaining (40.7%) respondents do not have the habit of reading newspaper at all. Regular newspaper reading habit has been found more pronounced among younger age group of respondents (23.7%) followed by middle (19.4%) and 16.5% among and higher age group of respondents. Thus a decreasing trend is observed with increase in the age group of respondents.

A just reverse trend is observed in case of those respondents who do not have the habit of reading newspaper i.e. maximum (55.3%) among higher age group of respondents and minimum (30.2%) among younger age group of respondents. The difference in proportion among various age groups of respondents in connection to reading habit of newspaper is found to be statistically highly significant.

Further analysis of reading habit of respondents according to their newspaper reading habit shows that the respondents who are in habit of reading newspaper regularly, the proportion is less (11.8%) in low educated group of respondents followed by 34.6% and 44.1% respectively in case of medium and high educated group of respondents. 55.9% among low educated group of respondents do not have the habit of reading newspaper.

The percentage in medium and high educated group of respondents in this category is found to be (7.7%) and (17.6%) respectively. Statistical Chi-square test signifies that the difference in proportion of reading habit of newspaper among various educational groups of respondents is highly significant.

Table 5- Social variables and frequency of reading newspaper

Sr. No.	Social Variables	Social Variables and Frequency of Reading Newspaper								Statistical test
		Regular		Sometimes		Never		Total		
		No.	%	No.	%	No.	%	No.	%	
A	Age									χ^2= 14.09, df = 4, P < 0.01
1.	Young	33	23.7	64	46.0	42	30.2	139	100.0	
2.	Middle Aged	21	19.4	41	38.0	46	42.6	108	100.0	
3.	Old Aged	14	16.5	24	28.2	47	55.3	85	100.0	
B.	Education									χ^2 = 72.34 df = 4, P < 0.001
1.	Low	26	11.8	71	32.3	123	55.9	220	100.0	
2.	Medium	27	34.6	45	57.7	06	7.7	78	100.0	
3.	High	15	44.1	13	38.2	06	17.6	34	100.0	
C.	Occupation									χ^2= 6.85 df=2, P<0.05
1.	Weaving Only	50	18.1	109	39.5	117	42.4	276	100.0	
2.	Weaving and Other Occupation	18	32.1	20	35.7	18	32.1	56	100.0	
D.	Income									χ^2= 19.56, df = 4, P < 0.001
1.	Low	25	16.7	53	35.3	72	48.0	150	100.0	
2.	Medium	24	17.5	63	46.0	50	36.5	137	100.0	
3.	High	19	42.2	13	28.9	13	28.9	45	100.0	
F.	Family Type									χ^2 = 3.94, df = 2, P > 0.05
1.	Nuclear	49	23.7	80	38.6	78	37.7	207	100.0	
2.	Joint	19	15.2	49	39.2	57	45.6	125	100.0	
	Total	**68**	**20.5**	**129**	**38.9**	**135**	**40.7**	**332**	**100.0**	

Among the respondents who are busy in weaving only, 18.1% read newspaper regularly, 39.5% occasionally and rest 42.4%do not read any type of newspaper. While the percentages of newspaper reading habit of respondents who are engaged in other occupations besides weaving are 32.1% , 35.7% and 32.1% respectively and the difference in proportion of newspaper reading habit of the respondents of various occupational groups is observed to be statistically significant.

Just as various Age and Educational groups, a similar trend in newspaper reading habit is seen in weavers according to various Economic groups i.e. in less proportion (16.7%) among lower economic group, 17.5% in middle economic group and maximum 42.2% among higher income group of respondents. A decreasing trend in proportion with increase in economic status of respondents is seen in respondents who are not in habit of reading any type of newspaper. Statistical Chi square test also proves the truth that there is a highly significant difference in proportions of reading habits of the newspaper among various income groups of respondents.

The respondents belonging to nuclear families are more (23.7%) habituated to reading newspaper regularly, in comparison to the respondents (15.2%) of Joint family. Whereas similar proportion (38.6%) and (39.2%) is observed in those respondents of nuclear and joint families who read newspapers only sometimes. Among the respondents who are not habituated to reading newspaper at all, maximum (45.6%) are from joint family and (37.7%) from nuclear family. But this difference is statistically not significant.

Thus it is clear that respondents in the younger age group, high educated group, belonging to high income group and having any type of subsidiary work besides weaving are positively and significantly associated with the habit of reading newspaper in the present study area.

Type of news preferred

The respondents who are interested in reading newspaper either regular or occasionally have been asked to state the type of news in which they are most interested. **Table 6 and Table 7** show the analysis of the type of news in which the majority of respondents are interested with respect to various social variables. The type of news has been categorized into five groups viz Religious,

[115]

Recreational, Political, Sports and Developmental for the sake of comparison.

Table 6- Type of news read by the respondents

Sr. No.	Type of News	Yes		No		Total	
		No.	%	No	%	No	%
1.	Religious	123	62.4	74	37.6	197	100.0
2.	Entertainment	111	56.3	86	43.7	197	100.0
3.	Sports	84	42.6	113	57.4	197	100.0
4.	Political	106	53.8	91	46.2	197	100.0
5.	Economic	31	15.7	166	84.3	197	100.0

Social variables and type of news

The relationship between the weaver's age and type of news is taken to know the preference of news by the age group. The analyzed data projects that majority (62.4%) of respondents place top priority to religious news. Out of total respondents, 86.3% and 53.8% respondents prefer news related to recreation and political scenario respectively while 42.6% are mostly interested in sports news. Only 15.7% respondents are interested in economic and developmental news. Among the respondents who are much interested in reading the religious news, maximum (71.1%) are from higher age group and minimum (54.6%) from younger age group. As far as recreational news is concerned, it is read by maximum (63.9%) young age group respondents followed by minimum (46.8%) respondents from middle age group. Of the respondents who read sports news with deep interest, maximum (51.5%) are from younger age group followed by 37.1% from Middle age group and minimum (28.9%) from old age group. In case of Political and Developmental field the maximum percentage (58.1%) and (17.7%) is found to be in middle age group of respondents respectively.

The younger age group respondents (51.5%) are less interested in the Political news while the older age group respondents (13.2%) are less interested in news related to Economics and Development. Statistical Chi-square test shows that there is no significant difference in the proportions in reading of different type of news by various groups of respondents with the exception of news related to sports.

Education wise distribution indicates that the interest of medium educated group of respondents in religious news is found to be comparatively in higher proportions (65.3%) than the remaining two groups of respondents i.e. 60.8% and 60.7% respectively. Similarly the interest of the respondents in reading the recreational, sports and political news has been found to be in larger proportions (60.7%, 50.0%, and 57.1%) respectively in higher educated group of respondents than in other educational groups.

The economic and developmental news is read by medium educated group in maximum proportion (18.1%), followed by high (17.9%) and minimum (13.4%) by low educated group of respondents. Statistical Chi-Square test signifies the fact that there are no significant differences in proportions of reading different types of news among various educational groups of respondents.

Table 7- Social variables and type of news read

Sr. No.	Social Variables	Type of News Read									
		1*		2*		3*		4*		5*	
		No	%	No	%	No	%	No	%	No	%
A	Age										
1.	Young	53	54.6	62	63.9	50	51.5	50	51.5	15	15.5
2.	Middle Aged	43	69.4	29	46.8	23	37.1	36	58.1	11	17.7
3.	Old	27	71.1	20	52.6	11	28.9	20	56.2	05	13.2
	df=2	$\chi2=4.98$, P >0.05		$\chi2=4.78$, P >0.05		$\chi2=6.84$, P <0.05		$\chi2=0.67$, P >0.05		$\chi2=0.38$, P>0.05	
B	Education										
1.	Low	59	60.8	55	56.7	39	40.2	49	50.5	13	13.4
2.	Medium	47	65.3	39	54.2	31	43.1	41	56.9	13	18.1
3.	High	17	60.7	17	60.7	14	50.0	16	57.1	05	17.9
	df=2	$\chi2=0.39$, P >0.05		$\chi2=0.36$, P >0.05		$\chi2=0.86$, P >0.05		$\chi2=0.83$, P >0.05		$\chi2=0.79$, P >0.05	
C	Occupation										
1.	Weaving Only	107	67.3	85	53.5	59	37.1	82	51.6	23	14.6
2.	Weaving & Other Occupation	16	42.1	26	68.4	25	65.8	24	63.2	08	21.2
	df=1	$\chi2=8.30$, P<0.01		$\chi2=2.79$, P >0.05		$\chi2=10.32$, P <0.001		$\chi2=1.66$, P >0.05		$\chi2=1.01$, P>0.05	
D	Income										
1.	Low	46	59.0	48	61.5	28	35.9	36	46.2	05	6.4
2.	Medium	62	71.3	42	48.3	35	40.2	46	52.9	18	20.7
3.	High	15	46.9	21	65.6	21	65.6	24	75.0	08	25.0
	df=2	$\chi2=6.60$, P <0.05		$\chi2=4.28$, P > 0.05		$\chi2=8.57$, P<0.05		$\chi2=7.65$, P<0.05		$\chi2=8.80$, P<0.05	
E	Family Type										
1.	Nuclear	80	62.0	73	56.6	61	47.3	70	54.3	22	17.1
2.	Joint	43	63.2	38	55.9	23	33.8	36	52.9	09	13.9
	df=1	$\chi2=0.03$, P >0.05		$\chi2=0.01$, P >0.05		$\chi2=3.30$, P>0.05		$\chi2=0.03$, P>0.05		$\chi2=0.49$, P >0.05	
	Total	123	62.4	111	56.3	84	42.6	106	53.8	31	15.7

*1= Religious,   2 = Recreational,   3 = Sports,   4 = Political,
5= Developmental

The analysis according to the respondent's occupation reflects that among respondents engaged in weaving work only are reading religious types of news in more percentages (67.3%) than the respondents belonging to the other category (42.1%). The respondents who are engaged in subsidiary work also besides weaving have much interest in reading the news related to entertainment (68.4%), sports (65.8%), politics (63.2%) and development (21.2%) respectively in relatively higher proportion in comparison to those who work as weavers only. The difference in proportions of reading religious and sports news by two occupational groups of respondents is found to be statistically highly significant and in case of other type of news like as entertainment, politics, economic, it is not significant.

Weaver's monthly income is also an important factor to access the interest of weavers about reading different type of news. it has been seen that higher income group of respondents (65.6%) read recreational news with much interest in higher proportion followed by lower (61.5%) and middle income group (48.3%) of respondents. But statistically this difference is not significant. Among the respondents who are much interested in reading the religious news maximum (71.3%) are among middle economic status followed by lower (59.0%) and minimum (46.9%) among higher income group of respondents and this difference in various proportions is obtained to be statistically significant.

It is also observed that interest of higher income group of respondents in news related to sports, politics and development is higher i.e. 65.6% in sports (75.0%) in Politics and ((25.0%) in news related to development and economic growth. While it is found to be minimum (35.9%, 46.2% and 6.4%) in these type news among lower economic group of respondents. It is seen that the proportion of interest in reading the sports political and economic and

[119]

developmental news are in increasing order with increase in income of respondents. In all these types of news, the difference in proportion among various income groups of respondents is found to be statistically significant.

Family type wise distribution of respondents shows that the interest of respondents in religious news is found to be in larger proportion among joint type of family of respondents (63.2%) than nuclear family (62.0%). A just reverse trend is observed in other type of news i.e. Entertainment (56.6%), sports (47.3%), political (54.3%) and developmental (17.1%) type of news among the respondents belonging to nuclear family are in higher proportion as compared to the respondents from joint family. The statistical Chi-Square test proves the fact that there is no significant difference in proportion of reading various types of news read by the respondents belonging to two types of family at any level of significance.

Thus it may be concluded that higher economic group of respondents are having significantly high and keen interest in reading the political and economic type of news than other income groups of respondents whereas younger age group as well as higher income and respondents engaged in other occupations besides weaving than the group involved only in weaving are in position to take significantly more interest in reading the sports news than the other groups. Similarly the religious type of news has been read in significantly more proportion by the respondents having weaving only and medium economic status group. It clearly shows that poor are more religious while rich respondents are enjoying more with sports news as well as political and developmental news in the present study area.

Media orientation

There has been a rapid increase in the use of the Internet in developing countries, although this expansion is still largely an urban phenomenon. The Internet today is a people's network.

Anyone with basic computer equipment and a telephone line can connect to it, communicate through it, host information on it and look through it and browse it. A fact that is well known to veteran Internet users is that the Internet has the power to cut across social and geographic distance and help people find new ways of facilitating the flow of information and knowledge.[10]

The process of dissemination of weaving knowledge does not occur in isolation. This process is closely associated with the broader processes of media exposure. In today's society the most important channels of communication of news, ideas and techniques are the mass media such as newspaper, radio, TV, mobile and internet. Therefore in the present study, the data concerning the familiarity and availability of internet facilities is collected and presented through **Table 8**.

Table 8 - Media orientation of respondents

Sr. No.	Media Orientation	Yes		No		Total	
		No	**%**	**No**	**%**	**No**	**%**
A.	Familiarity with Internet	105	31.6	227	68.4	332	100.0
B.	Use of Internet	12	03.6	320	96.4	332	100.0
C.	Possession of Mobile phone	204	61.4	128	38.4	332	100.0

Table 8 describes that out of total 332 respondents, only 105 (31.6%) respondents are familiar with the benefits of internet facilities while rest 227 (68.4%) do not know anything about any such development in technique of communication popular nowadays.

[121]

It is also observed that only 12 (3.6%) of respondents are actually using internet facilities for different purposes, while remaining 320 (96.4%) have never used internet for any purpose whatsoever.

The table shows the possession of mobile phone by the respondents. It is found that more than half 204 (61.4%) have the mobile phone of their own. Remaining 128 (38.4%) of respondents do not have their own mobile. Perhaps the respondents who do not possess their own mobile phones might be using the mobiles of the other members of their family or PCO as and when required.

Religious orientation

Today the Momin Ansar community is exhibiting both the characteristics of an inward drive towards Islamic tradition and outward drive towards modernity. **Table 9** projects the religious orientation of the respondents regarding offering *Namaz*, keeping *Roza* (fast) and completing *Haz* (pilgrimage) as these are the most important religious activities for a follower of Islam i.e. *Muslim*.

Table 9 - Religious orientation of respondents

Sr. No.	Religious Orientation	Yes		No		Total	
		Frequency	**%**	**Frequency**	**%**	**Frequency**	**%**
A.	Namaz	332	100.0	00	0.0	332	100.0
B.	Roza	332	100.0	00	0.0	332	100.0
C.	Zakat	212	63.9	120	36.1	332	100.0
D	Haz	34	10.2	298	89.8	332	100.0

Offering Namaz

Namaz is one of the basic pillars of Islam. Every Muslim has been ordained to perform five-time prayer a day. The benefit of prayer ranges from physical discipline to spiritual blessings. Quran has ordained that one should indulge into prayer to remember Allah. Prayers are conducted either individually or in congregation. The

best prayer is the congregational prayer in the mosque. The prayer enables the Muslim to indulge into self-discipline piousness and compassion. An Individual who is regular in prayers is considered to be a pious person who is honest, upright and fearful of Allah. The community gives high credibility and prestige to the devout Muslim who is regular in offering prayers.

The respondents of the present study have been asked if they offered Namaz daily. It has been observed that all the respondents offer Namaz daily. It is clear that all the respondents are very particular in performance of Namaz, though not five times daily. It may be added that the respondents are not against the offering of Namaz five daily. People who are very busy in the prime of their youth, in their livelihood or other mundane affairs, they are not so particular about offering five times prayers daily. As the age advances, people become more particular in offering prayers. It is being seen that in old age a very strict discipline is followed in the conduct of daily prayers.

Observance of fast during Ramzan (Roza)

Fast is another important pillar of Islam. Muslims are encouraged to keep fast during the month of *Ramzan* from dawn to dusk. They are not only ordained to abstain from food, drink and sensual desire but also to indulge into strict observance of *Namaz, Taraweeh*, recitation of *Quran*, offering of *Zakat*, etc. The month of *Ramzan* provides opportunity to get rid of physical afflictions and sensual desire and it also provides opportunity for self discipline and regulated behavior. It is also a month of self-atonement and self purification. The best part of this religious duty is that all the religious exercises are conducted along with the routine demands of material life and not keeping oneself away from the mundane affairs of life. The production process, the daily business activity and other

social obligations are carried out with elaborate performance of religious duties and obligations.

Exploring the religious orientation of the respondents, they have been asked to state whether they observe fast during month of *Ramzan*. As expected, cent percent of the respondents replied in affirmative. Thus it is clear that all the respondents in the sample have deep religious afflictions with the fast observance and follow this resume in strict adherence to the Islamic value.

Offering Zakat during Ramzan

Ramzan is also the month of charity and alms–giving. Every Muslim is enjoined upon by Islamic percepts to give two and half percent of his annual income/wealth in charity to the poor. This charitable disposition has been made an integral part of the Islamic faith. At the individual level, *Zakat* or charity liberates one from miserliness, greed and self-aggrandizement. At the community level, *Zakat* is leveler between rich and poor and also helps to establishment of cohesiveness and solidarity in the community. It is through the mechanism of *Zakat* that social service institutions and religious organizations are thriving in the Muslim community. Madarsa, modern schools, hospitals, orphanage, etc. are being established by the internal resources of the Muslim community which is channelized largely through the institution of *Zakat*.

Inquiring into the charitable disposition of the respondents has revealed that 63.9 % respondents offer *Zakat* as due in month of Ramzan (Table 5.10). It may be pointed that those respondents who offer partial *Zakat* during the month of *Ramzan* hold the money to be distributed in charity through rest of the year.

Desire for Haj pilgrimage

Pilgrimage to Mecca and Madina and performance of *Haj* is considered to be one of the basic duties of a devout Muslim. Apart

from the religious benefits which accrue from the *Haj* pilgrimage, its social importance is much more relevant. A person performing the Haj becomes a *Haji* and receives special esteem and recognition in the society. However, the cost of *Haj* pilgrimage has become extremely high and the availability of *Haj* passport has become so much cumbersome that not all the willing persons could perform *Haj* at will. The performance of *Haj* is a simple act which consists of a special *Haj* prayer in the Field of Arafat and performance of several other religious rites in *Mecca and Madina*. This pilgrimage provides an opportunity to perform religious rites at the holy places of Islam and the visit enables the opportunity to interact with pilgrims belonging to other parts of the Muslim world.

The respondents of the present study have been asked to state whether, they have performed *Haj*. There are only 10.2% respondents who have performed *Haj*. It is to be noted that though about 90% respondents have not been able to perform *Haj* till date but they are adamant to do it someday. The number of *Haajis* is gradually increasing. Moreover there are persons who have performed *Haj* for more than once. This phenomenon is the product of growing affluence and rapidly increasing religious consciousness in the Momin Ansar community.

Conclusion

The present study highlights that although weaving is a full day job, the workers manage to spare some time for them. Majority of the weavers speak Urdu language along with Hindi in their daily life. Vast majority of respondents read either Urdu or Hindi newspapers which are more popular and easily available. Respondents in the younger age group, high educated group, belonging to high income group and having any type of subsidiary work besides weaving are positively and significantly associated with the habit of reading newspaper in the present study area. As far

as religious orientation is concerned, all the respondents in the sample have deep religious afflictions with the observance of fast (Roza) and follow this resume in strict adherence to the Islamic value. All the respondents are very particular in performance of Namaz, though not five times daily. A good number of respondents offer *Zakat* as due in month of Ramzan.

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UNDERSTANDING THE 'REAL' IN THE AGE OF REALITY TV: REPRESENTATION OF CHILDREN AND MUSIC REALITY SHOWS IN INDIA

Sabiha Mazid

Abstract

Reality television has been generally defined as a genre of television programming that documents supposedly 'unscripted real-life' situations. It differs from documentary television in that the focus tends to be on drama, personal conflict, and entertainment rather than educating viewers. The basic claim is the representation of something 'real' or 'closer to reality' which the audience might be able to relate to in their real lives. This paper seeks to critically approach the very notion of the 'real' that reality shows tend to draw a claim on; especially in its visual representations, imbued with manifest and latent meanings and potential outcomes. The question of representation becomes trickier when the Reality Shows deal with children or young adolescents, who have no control over his or her portrayal. In the light of that, this paper seeks to asses Music Reality Shows in India dealing with children and analyse their mediated representations of the child artists' in terms of elements being emphasised upon in them as 'real'.

Deconstructing the 'real'

Like most other concepts and social factors, Sociologists have approached Reality TV through various theoretical standpoints. The most commonly used approach to study Reality TV, however, is symbolic interactionism (Bennett, 1982). Symbolic Interactionism is the micro level theory of how shared meanings, orientation, and assumptions form basic motivation behind people's actions. Reality TV portrays this theory by allowing viewers to see that their real life actions are acceptable, because they see others doing the same thing on T.V. and because the show is "reality" and not scripted. After viewing these programs some will be left will an enhanced feeling of self-worth from the positive attributes or even the negative characteristics of those being viewed thus justifying their own behaviours. While others, with their need to fit into society, may modify their own actions based on the perceived reality of the television show. (Music schools aiming to teach participants how to 'sing for a reality show' derives from this fact).

To understand reality TV's true effect on the general population, it is important to consider the social concepts of manifest and latent functions. A manifest function of reality TV would be the purpose of its conception – entertainment. The latent function could be anything. These outcomes of both manifest and latent functions tend to lead to dysfunctions. Manifest and latent dysfunctions are intended and unintended negative effects on society. Probably, one latent dysfunction of reality TV is in the perceiving of certain characters to be more "real" than they actually are, attempting to emulate some of the outrageous actions of the characters on the program. Others may involve developing unhealthy views of one's body and doing things that one wouldn't normally do such as drastic dieting and cosmetic modifications. This could be latent or manifest depending on the intentions of the producers and advertisers.

Conflict theory is also a big theme in reality television, particularly apparent in shows that are based on the format of competition. Conflict theory is defined by a social belief where many different outlets compete for the same resources. Most reality television shows use a form of the conflict paradigm by having conflict over resources, such as money, goods, power or even fame.

Nevertheless, regardless of whichever theoretical standpoint is adopted, reality shows can be seen as significant cultural objects whose production and consumption reflect and reveal norms and ideologies of contemporary culture (Montemurro, 2007).Reality TV's popularity, its ability to draw record numbers of viewers, merits exploration as a media event (Biressi and Nunn 2005; Ticknell and Raghuram 2004, quoted in Montemurro 2007) and a significant cultural object in the early twenty-first century (Ibid).As a genre it has become an increasingly accepted anddurable entertainment format, watched by millions in a variety of media forms (Penzhorn and Pitout, 2006).

What distinguishes reality programming is its effort to reproduce everyday life and create a close resemblance of the 'real' that is believed to be unachievable in scripted television programming. But what is the character of this 'real'?

Grindstaff (2012) in a rather eloquent manner writes:

"Reality television is something of an oxymoron, of course, as a term: the wide range of programs subsumed under the label — quiz shows, game docs, audition and dating shows, docu-soaps, emergency-rescue shows, makeovers, etc. — are "real" not because they faithfully render a world that already exists, but because they create, for real, an alternative world or set of conditions that individuals must really navigate" (pp. 24).

The final product of the Reality Shows is marketed as a 'slice of life,' packaged with an appealing aspect of "elevated ordinariness". It claims to reflect the participatory aspect of postmodern culture and the rejection of a media elite's creation of a fictional television world which shares very little relationship with and to its viewers (Penzhorn and Pitout, 2006). But as Lucia Parmer (2013) emphasises, the genre's 'realness,' is an illusion in itself. To quote her:

> "Issues of power structures and hegemonic discourse are still present, but are cloaked behind an illusion of objective documentary. Reality television markets itself as truthful and free of manufacturing and media elitism, an artifact addressed to the common person portraying the lives of ordinary people. It purposefully seems natural, real, and spontaneous. However, reality television is fabricated and packaged as much as any scripted program; its truthfulness is an artifice created to sell its product. Reality television, like any media commodity, is designed for a specific audience, with a specific goal, motivated by commercial factors" (pp. 124).

Economically speaking reality programming is an outcome of rapid development of media technologies alongside changing industrial landscape characterized by deregulation, increasing competition, and financial scarcity. On the other hand, culturally speaking, it is consistent with the "seepage of performance demands into everyday life" (McKenzie 2001 quoted in Grindstaff 2012: 25) and a preponderance of social spaces for externalizing the self — for watching others "play themselves" and being watched in turn (Grindstaff 2012: 25). Based on a study of Reality Talk Shows and Interviews, Grindstaff (2012) contended that even the participants of Reality TV understand that they are expected to play heightened version of themselves. In other words, they understand that

ordinariness is a construction and not an objective state of being (Grindstaff 2012: 27).

By promising access to the 'real' via the symbolication of ordinary people without the mediating effects of scripts, rehearsals, etc., reality TV, in effect, attempts to re-fuse the elements of performance by collapsing the conceptual distinctions between 'actor' and 'role'(the actor plays herself/himself) and between 'actor' and 'audience'. The authenticity of the performance is presumed to stem from the shared social location of performer and viewer outside the official production of traditional professional celebrity (Ibid: 29).

The 'real', then, is not really an objective or absolute concept. Rather, it is a situational and constructed version of commonly understood behavior / response/ occurrence of what we believe to be 'ordinary' and 'real to our lives'. It is a mediated version of what we are 'supposed to believe as real' and consume unquestionably.

The question of representation

In our mediated world, media representations form an essential part of our relationship with society. Our sense of self, in relation, is intimately intertwined with our surrounding media culture, influencing our identities, relationships, and perceptions (Holland, 2004). In such a situation, what the media streams to us and shows us in terms of visual (or any other form of) representation becomes very significant. This is more so in case of Reality Shows because they claim to be unscripted representations of real-life situations and real people; much like any other ordinary person we might know from our personal lives.

David Escoffery in an introduction to his book "How real is reality TV: Essays on Representation and Truth" (2006) stressed on the point that in order to examine the implications reality TV might

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have for contemporary society, it is essential to look into the notion of *representation*. In reality shows, Escoffery states,

> "…we are given a representation (a TV programme created for entertainment purposes) which purports to present 'the truth' (the unscripted, real activities of real people). Understanding how audiences and producers negotiate the tricky middle ground between representation and truth in reality TV gives us insight into many issues important to society at large- political, economic, and personal…Beyond the larger question of how 'real' the reality presented in these programs may (or may not) be, we must look at more specific types of representation used in these shows…Perhaps an even more important question is: how are they read by viewers? "(pp. 2).

Patricia Holland (2004) argues that the power of visual repetition works through connotation rather than rationality, touching our subconscious with discursive meaning formations that are difficult to detect. She conceptualizes "public imagery" (p. 3) as akin to a database that is accessible at anytime and from any place: certain images are present across media forms and create a simplistic "pictorial vocabulary" (p. 4). According to Holland, these repetitive concepts and stereotypes are ever-present in an individual's mind, and are referred to in any process of meaning formation. Creating and re-creating these meanings and connotations through repeated visual representation and attempting to build an 'image' from these representations is what Reality TV excels in doing. Be it 'designing' and 'presenting' race, ethnicity, gender or childhood, Reality TV plays a major part of the game through its mediated representation of the identities with its own stereotypical notions attached; the focal point is not to deviate from the 'commonly desired' understanding of an identity, rather in recreating the stereotype over and over again even if it is cloaked in some form of pseudo-individualisation. After

all, what sells as entertainment is what should seem as the 'correct representation'.

In a research paper that centred on children and teens in Reality TV specifically that of the United States of America, Lucia Palmer (2013) takes the notion of representation and states how a child subject of a reality series has no control over his or her portrayal. Referring to popular shows like *Here Comes Honey Boo Boo*, *Jon & Kate plus 8*, *Toddlers and Tiaras*, *Laguna Beach* and *16 and Pregnant*, Palmer's paper stresses on how these shows that prominently feature children and adolescents ranging from new-borns to teenagers exhibit some problematic representational practices of their subjects. To quote her,

> "In these reality shows, the handling and portrayal of their child stars are ethically dubious in their presented characters, which are heavily constructed through editing and narrative techniques to enhance drama. In addition, the tropes and images created through these programs interact with questionable hegemonic discourses about children, gender, and family" (pp. 124)

Additionally, Holland (2004) brings into view the questionable voyeurism which seems to be implicit in mediated images of children. Reality television plays on voyeuristic desires by ignoring the people behind the camera, creating the illusion of observing an 'unknowing' subject. The lives of its contestants/participants are captured, packaged, and broadcast without their collaboration, creating an unequal power balance between the television show's producers and its actors. Holland contends that when the subject is a child, the imbalance is even greater due to the child's inherent status as subservient to adults (pp125).

Drawing again from Holland's concepts of public imagery, reality television can be seen as a media form that extracts visuals and narratives from archives of established meanings to discursively construct and reinforce hegemonic norms of gender, childhood, and family. The frequent recurrence of televisual representations of families and children have created an archive of familiar archetypal characters (the doting mother, the rambunctious child, the hardworking father) and narratives (teen romance, family struggles). Drawing from this archive creates familiarity in reality television programs that functions to incorporate its programming into the daily routines of its audience (Penzhorn and Pitout, 2006). These images and themes may not necessarily be created with sinister intentions, but regardless of intent, their repetition consolidates a hegemonic meaning and has material effects on society. Television is an especially potent media form because it combines habitual images with conventional storylines, familiarizing itself through its use of already established narratives and meanings. These, in reality television, are naturalized even more, because they are presented and legitimated, as an unbiased presentation of the 'truth'.

Child stars across media forms and genres are generally less empowered than adults in constructing and controlling their public image(Holland, 2004). Children in reality television are even less capable in defining their mediated representation than child actors in scripted programming due to their lack of preparation and technical ability in self-presentation (Neifeld, 2010). Furthermore, the children, adolescents or young adults that are a part of reality shows are generally legally still under-age to sign contracts. It is under the permission of the child's parent or guardian that the channel films personal statements and expressions. Palmer stresses on how once a parent signs the consent forms, the footage obtained becomes the property of the show and is used to best suit the needs of the producers. The child star's onscreen character is often subject to

postproduction manipulation for the sake of entertainment, and misleading editing techniques can heighten the drama or humor of a show at the expense of the child (Neifeld, 2010 quoted in Palmer 2013). This can be particularly damaging because the child in reality television is portraying him- or herself rather than a fictional character (Neifeld, 449). The general public takes the mediated representation to be accurate and synonymous with the child's actual self, creating a situation in which a reality star has little control over the communication of him- or herself to society. The child is not allowed self-definition, and is thus, in a Kantian sense, denied his or her humanity (Ibid: 449).This is particularly ethically problematic with children, as many of them lack the maturity, social wherewithal, and media literacy to fully realize the ramifications of their on-camera actions (Palmer 2013: 137).

A case study of music reality shows in India

Singing reality shows centred on children in India have been overtly very successful ever since the launch of the format through Sa Re Ga Ma Pa li'l champs in 2006.There have been numerous adaptations and re-adaptions of the same format under various banners; the most prominent ones being- Sa Re Ga Ma Pa li'l champs (2006, 2007-08, 2009, 2011, 2014-15), Indian Idol Junior (2013, 2015) and The Voice Kids (2016). What is common in all the shows is the promise of a 'name' that the winner would be able to earn for herself/himself upon proving one's singing talent. And it is not just a 'name' that the game promises; it also promises a handsome prize money and, occasionally, a singing contract.

As a lover of music and avid television-buff, seeing children as young as 7-8 years old perform renditions of Mohammed Rafi's poignant songs or Lata Mangeskar's romantic melodies might undoubtedly leave one awestruck. However, as a student of social science with keen interest in the study of music and culture, what

strikes the researcher is a question- Do these children know/understand what they are doing? For the most part, these reality shows are not packaged for children's consumption. Instead, they're largely produced for an adult audience, an audience which, of course, includes the parents themselves.

What is noteworthy is the manner in which the children performing in these shows as 'artists' are represented. Let us take two instances:

An 8 year-old child and a contestant in the 2009 season of Sa Re Ga Ma Pa Li'l Champs (Aired on Zee TV), confidently 'proposes' Priyanka Chopra in one of its episodes and displays ample maturity (and expressions) while singing a song full of adult-meanings (*Mujhse shaadi karogi*)This same child, after his performance the week after that, when declared to be in the 'danger zone' on the basis of public voting bursts out crying inconsolably even after singer Abhijeet picks him up on his lap and takes him to Asha Bhonsle, who was the special judge for the episode. After a few minutes of failed attempts at consoling, the judge 'hands over' the child to his mother seated in the audience. Immediately thereafter, the camera shifts away from that crying child and moves on to the next performeron stage; almost immediately erasing that visual out of the audience's minds.

A 5-year old child participating in Sa Re Ga Ma Pa Lil Champs 2017 (currently being aired on Zee TV) as an 'extra, non-competitive' contestant is often referred to as *Chote Bhagwan* (Little God). What began as a comment by Himesh Reshammiya, one of the judges of the show, soon became a trend. So much so that the judges, jury members and sometimes even common audience (dubbed as fans) come and touch his feet seeking 'blessings from the God'. Seven months into the show, the child has himself begun to identify himself as someone akin to 'god' and voluntarily 'gives blessings' to anyone who praises him. In fact, his statement "Sabka Kalyan Hoga"

(Good shall prevail over everyone) has become his pet dialogue every time he is praised for his singing. This is inadvertently supplemented with a background music which is either religious or poignant.

To many people watching/reading these performances, it would reflect sheer entertainment that the show seeks to provide. But can these instances, from the perspective of social science, be read unproblematically? It would be wrong to make value-judgments on what kind of songs are appropriate or inappropriate for children of any age. Nevertheless, it cannot be ignored that there seems to be pattern in which performances in contemporary music reality shows are presented. And it is not always in terms of how a contestant sings a song; rather it is in terms of performance as a whole. This is true both for the adult-oriented and child-oriented shows.

It is beyond doubt, that Music Reality Shows in India are suggestive of the fact that they are produced for the scrutiny of a 'media-aware' audience. The audience-voting format being the major determinant in choosing a winner is a reflection of that. The 'image' being constructed, then, becomes an important part of the contestants' chance of winning the final award. In general, it is in fact evident that there are attempts to style the image, quite literally making the contestants (children, in this case) try on elements of a 'new self' week after week based on random themes. There is a clear emphasis on manufacture; on performance of the 'image' (drawn from the reading of common symbols) and legitimization of it through 'popular acceptance' (expressed in the form of votes). Unfortunately, there hasn't been research on children's participation in Music Reality Shows in India. But on the basis of the studies conducted in the West, mainly the US, there are certain parallels that can be drawn. The manner in which children's performances and representation in Indian Music Reality Shows are deemed in the

domain of unproblematic, it can be understood in the light of what David Elkind (1995) calls *hurrying*. It is nothing but expecting (indeed, demanding) that children grow up fast, as one way of avoiding the expenditure of energy that goes along with modern parenthood. The hurried attempts of passing a child into the more matured stage of adulthood might lead to what Elkind terms as 'miseducation' and he adds that, "the media both reflected and encouraged this 'hurrying' with its abundant images of 'adultified' children." (ibid: 4).The image-construction that the music reality shows do week after week seems to be nothing but a varied version of this tendency of hurrying. This is reflected not only in the way the children in these shows are dressed and asked to 'present' themselves but also seemingly in the kind of songs they are made to perform. Music Reality Shows in India are no different. The approach they seem to have towards children is based on the global move towards a seemingly postmodern era with a new perception of children. Today we see them as "competent, ready and able to deal with any and all of life's vicissitudes" (Elkind 1995: 119).While some of these demand shave allowed children to demonstrate formerly unrecognized competencies, many others might be age-inappropriate, overwhelming, and stressful (Ibid: 131). The shows, their format of elimination and the kind of scrutiny through which the child's singing talent is judged, all of these direct towards an expectation wherein children between the age of 5/6-15/16 are to behave almost like adults in terms of handling success/failure; while at a timely basis, in manner of either bloopers or breakdowns, reveal the childishness or dependence of being a child. Certain attributes, however, are highlighted more than the others and they almost become markers through which a child is identified (almost labelled).

What needs a careful reading and analysis is a possible disjuncture between what the children actually are and what they are attempting to (or made to) look like. As the previous sections have

already emphasised, the claim of these reality shows is to reflect 'reality' in the most convincing and entertaining manner. In doing so, how the children become carriers of certain trends and how those trends become their identities are realities over which they have no control. Nevertheless, there are possibilities of those identities impacting the lives of those children even after the show is over. The mediated images, edited emphases, image-construction and its successful establishment in the minds of the audience as 'real' plays a major role in which the children then identify themselves. In such a scenario, a careful reading and screening is required in terms of the content that these Reality shows sell as the truth. This is essential not only for the well-being of the children in concern but also to maintain the sanctity of the role media assumes in the democratic structure of the country.

Conclusion

To conclude, Reality TV and its claim of 'representing reality' need a deeper critical approach. This derives from the fact that the nature of 'real' in itself is problematic. And, as and when the question of representation comes in, the claim of 'reality' needs to be taken with a large pinch of academic salt. Music reality shows in India particularly that of children, are only one of the many forms Reality TV assumes. Nevertheless, given the research interest of the researcher in the potent implications Reality TV format can have on the processes of childhood and children growing up in the reality TV 'limelight', this paper has referred to children's music reality shows as a case study. The question, indeed, that remains is- if there are disjunctures between 'what is' and 'what it claims to be' in representation of the so-called 'real' and they are deep, the challenge would then be on what is to be done with them and what do they speak of reality TV programming.

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VALUE INCULCATION THROUGH MEDIA IN 21ST CENTURY

Purnima Pandey and Dr. Deepa Mehta

Abstract

In the modern world of quick communication and quick information, media plays a very crucial role. Media is the sword arm of democracy. Media acts as a supervisory body to protect public interest against crimes; malpractices; corruptions etc. and it creates public awareness. For inculcating the values and morality in the world of today, the importance and the impact of the media are unavoidable. Therefore, this paper suggests and highlights how the new communication media can become an imperative tool in the process of value inculcation and establishment of harmony in the whole world.

Keywords: Value inculcation, Media.

Introduction

Values are a set of standards guiding the thoughts and actions of individuals. Values may be described as a system of personality traits; which are in harmony with the inner nature of an individual and which are in accordance with the values approved by the society. Societal forces - cultural, institutional and personal shape the values. Values reflect basic convictions that a specific mode of conduct or

end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end state of existence.

Value is the base of meaningful human life. It can be defined as one's principles or standards, one's judgments of what is valuable or important in life. Values are closely related with aims of education. Values are part of the philosophy. Hence, aims of education are naturally concerned with values. Values include all important religions, beliefs, moral attitudes, philosophies of life, political ideologies etc., which not only help in sustaining the society and its culture, but also any significant change in these aspects bring about corresponding changes in the society and culture. Similarly, in individual life, values have occupied an important place and they greatly influence his or her concepts and disposition.

Mass media and society

"Media" holds a special position because its raw material is really the public mind and it trades chiefly in "moral values". The study of the human behavior and mind is the most interesting and complex thing; and even more interesting is to inform, guide, teach and help it in coming to a decision. The press is the most important, effective, extensive, popular and convenient; cheapest and the surest method of molding, shaping and formulating public opinion. It is the most important of the elements, which constitutes public opinion itself. Communal disharmony is a problem, which attributes to various factors. Among those factors media also gives its contribution. This media, which acts disseminate of information to the public; plays vital role in promoting communal harmony.

The modern-media often tends to forget some of its basic social responsibilities. Instead, they often indulge in sensationalizing of news. For example, a Delhi police is covering the news of Amitabh Bachhan going to temple in wide way than the cracking of a

terror module. Media channels are more worried about their TRP ratings rather than the issue of social responsibility. Moreover, this trend is needed to be changed. If you take the role of media in coverage of communal riots in the past, riots of late 60's, the violence of 1980-81, the separatist movement of mid-eighties and early 90's, the incidents at Ayodhya, Mumbai, and Gujarat the media played different kinds of roles. During these periods, the media which enjoys the utmost freedom of expression, has a great and vital role to play in moulding public opinion on correct lines in regard to the need of friendly and harmonious relations between various communities and religious groups and thus promote national solidarity. The role of media in such situations is to be peacemakers and not abettors, to be trouble-shooters and not troublemakers. The present day situation of our country demands an active and vibrant media. The frequency of incidence of communal conflict is increasing these days. Recent communal conflicts in Karnataka, Kandhamal in Orissa shows the need of media's involvement in promoting communal harmony. Because the people of other parts of the country come to know about those incidents only through media. So while reporting those incidents the media should take in minds that no hatred is created among the sections of the people.

Positive and negative impact of media

Positive impact of media is

- To enhanced education and it can be used in ways that promote positive and productive ideas in society.
- Mass media has given each of us a platform to voice our opinions on all sorts of social and political issues and share information with one another.
- It has brought out easy ways of communication and provided us with easily accessible means to reach out to people in various parts of the world.

- The media like television, radio and the Internet increase an overall awareness of the masses. They enhance the general knowledge and vocabulary by providing us with information from all over the world.

- News broadcast through different media helps us know about the day-to-day events in the world News, tele-films and documentaries revolving around social issues increase a social awareness in children and develop their concern towards society.

- Media has brought about a major transformation in the way people think. Media has given them an excellent platform to present themselves before the world and contribute in their own way to the changing world scenario.

Negative impact of media is

- Makes student Dull and lazy
- Encourage mass learning without quality learning
- It poisons the learners with various unethical or indcent content in print or video forms.
- There is a connection between excessive Internet use and depression, drug-addiction, isolation and suicide.
- No in depth learning
- Media multi-tasking affects attention
- Induced fear and phobias

Avoid the negative impact of media on education and transform or change them into positive impact so that media can inform educate entertain and persuade people in more responsible Manner.

Role of media in the process of value inculcation and establishment of harmony

Mass media is one of the most influential social and cultural institutions. When it comes to disseminating the values of tolerance and counter extremism or vice versa; mass-media institutions have become the most powerful means of human communication. Mass media influences the culture industry, shaping awareness, identifying trends of people in different communities, due to its broad and effective capabilities very swiftly spreading all forms of information to a wide scope of audiences through different news, entertainment, commercial, cultural and religious programmes. To achieve the aspired role of the media in disseminating the values of tolerance and counter-extremism, it must be based on a comprehensive long-term strategy through which a group of objectives is identified for all the media and community groups to jointly seek to achieve. Studies have proved that mass media plays an important role in shaping public opinion, social education, consolidating cultural values and raising awareness of the Other. Therefore, it is a key drive to trigger tolerance and counter-extremism.

Children indulge in crime, violence in school and outside. Mass media has senselessly gripped our children, and assaults them with information, views and prejudice in a manner that young minds can hardly discern or judge. While the questioning attitude and critical thinking needs to be encouraged in children, we find that many young people and students, treat teachers with disrespect and question out of arrogance and see it as a way of questioning authority. A hurry-up society often lacks a sense of community and fraternity. Peers exert powerful influence on values development. Drug abuse, irresponsible sexual behaviour, vandalism, commercialization, stealing, cheating, confusion between heroes and celebrities as role model are witnessed more often than ever before.

In a general sense, parents, schools and public feel that our youth have lost qualities of civility, respect and responsibility. There is in fact a public call for education and action because of the degeneration of our cultural ethos. Educationists and public alike have voiced concern about moral degradation, about crime, violence in the streets and in the media, lack of discipline in schools.

So, the need for value orientation in education and mass media has been emphasized repeatedly. The main function of education is the development of an all-round and well-balanced personality of the students. Now, it has become necessary to change the objectives and content of education as well as to use mass media as a vital tool. India's rich heritage, with vast canvas of knowledge and enlightenment and philosophy of values have been relegated to the backseat and materialistic desire based behaviour pattern has taken driver's seat. This order needs to be reversed and in this task, mass media should be used as a sharp weapon. In a changed context of scientific and technological advancements, entire system of education needs to be redefined, reorganized, reshaped and recharged. Now at the threshold of the new millennium, it is a challenge before educationists to draw a programme to prepare a student to understand, adopt and adhere to values for rich, satisfactory and meaningful individual and social life. Mere worthy knowledge will make his mind rich, but soul will remain poor. We, therefore, have to plan for making 'full man'. This becomes more essential in the era of liberalization with additional dimension of human rights.

Use of media as a value tool

- **Social media as a source of knowledge and information and as a motivator:**

    Social media can allow students to access a variety of knowledgeable peers, parents, community members, children's

literatures, different authors' works and writings, academics and other people who might not otherwise be available. They can access the life story and biographies of great people, philosopher, social-worker, educationist, scientists, etc.; by which, they can get motivated in their life and get right direction of their life.

- **Social Media encourages collaboration instead of cliques or lobby-centered behavior:** Traditional education tactics often involve teacher-given lectures, students with their eyes on their own papers, and not talking to their neighbor. Social media as a teaching tool has a natural collaborative element. Students critique and comment on each other's assignments work in teams. Through mass media, students, parents, teachers and other-members of school can do their works effectively. They can inculcate in their behavior values of collaboration, love, tolerance, respect etc.

- **Social Media encourages the value of 'Vasudhaiva Kutumbakam'**: It has been generally seen that social media these days is being used for making their individuality felt on the virtual world. Therefore, it is important for students and youth to understand that this entertainment mode can also be used for creating social awareness and connecting them to more professional and knowledgeable world. Here, people from different areas, different professions, and different communities are getting connected with each other. They are becoming familiar with each-others cultures, languages, arts, professions and many more.

- **Safe social media sites are available; which motivates to do moral and valuable works**: There are many beneficial sites; which connect peoples for social works; for helping others; for cleanliness; for donation of money, clothes, goods; for educating people about health related issues, about social media usages and

many more. For example, the site https://bharatkeveer.gov.in/ is an initiative to pay homage to the brave Indian soldiers who sacrifices their life for their country. Kidblog.org is one of many free tools that allow teachers to control an online environment while still benefiting from social media.

Conclusion

Thus, we have come to know that in the process of value inculcation and establishment of harmony, the role of media is significant. Nelson Mandela said, "Education is the most powerful weapon which you can use to change the world." Here, media is a gift to education which in turn in a blessing to humanity. For this, proper training of teachers should be arranged, so that the teachers acknowledged of their responsibilities. It is necessary that in the Teacher's Training Programme, Educational Technology Oriented Programme, need to be highlighted so that the teachers are trained up to know their missions and methods. The teachers or the mentors can educate the students about 'Positive and Negative Impact of Media' and can guide them about how to use the social media for better purposes.

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MEDIA AND SOCIETY

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Abstract

Media is one of the most powerful tools of communication in the developing countries, as well as in the developed countries. It can aid in promoting the right things at a right point of time, or can make use of any situation to create disturbance around the people or in the society. Media helps to provide a strong message to the world about what is right or wrong. Media is present all around us. Mass media have made profound impact on societies and their culture. It ceases the boundaries of different societies among the individuals and creates 'Globalization.' Media has always played a huge role in our society. For a long time media was one of the methods of controlling people and leisure. Media today is the entity that makes life easier, bridges the gap, fills all voids and makes communication at all levels extremely simple, remarkable and substantial. Present article highlights Media's role in creating and shaping of public opinion and strengthening of society and in transforming the views and issues of society as it wants.

Keywords: Mass media, Newspaper, Television, Blogs

Introduction

Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. No social activity is possible without communication. They play vital roles in our daily life. The basic mission of mass media is to create ties in human society. It may be at personal, national or international level. In the modern world, media have some more roles to play. They inform, entertain, educate, set social agenda, shape our political system, form public opinion, support public demands, reveal social realities, transmit culture, create new trends and prosper cultural values. There has been a virtual explosion of the use of technology in making interpersonal connections. This is particularly the case for young people. As early as elementary school, many students are carrying cell phones. With ready access to the internet and mobile phone technology, social networking has become a phenomenon of unprecedented proportions and is expanding the concept of a social network.

What is media?

Media is one of the most powerful tools of communication in the developing countries, as well as in the developed countries. It can aid in promoting the right things at a right point of time, or can make use of any situation to create disturbance around the people or in the society. Media helps to provide a strong message to the world about what is right or wrong. Media is present all around us. For example, when we watch the Television; listen to the radio; read books, newspapers, magazines, journals; etc. The world is making a steady progress towards a better future everyday. But still, people are bound by the social problems and issues directly or indirectly are "

affected by the people, of the people and for the people." No one can deny the blessings of media in today's world. The mass media helps people to remain informed and updated about the various news, events, social activities, lifestyle, entertainment, and advertisements irrespective of the geographical barriers. For example, while sitting in India, one can get all latest news and events of UK, or USA. Like, even while sitting miles away, one got the breaking news of Barack Obama winning the Presidential election. He became the first African American to hold the office.

How it impacts?

Mass media have made profound impact on societies and their culture. It ceases the boundaries of different societies among the individuals and creates 'Globalization.' The globalization is a decent case to delineate the friendship of media, since people can witness what is happening in different nations or how they dress up and what their way of life is. Subsequently, they typically mirror what others do. Furthermore, media are a storehouse of information. It educate individuals about day to day occasions or new revelations. This data some of the time is utilized to change individuals' sentiment. For instance, in race of president, the devotee of candidates publicize in media such as, TV or the web for them, and ingest consideration regarding choose any individual that they need. Thus, it can be concluded mass media have a powerful influence in shaping a persons' lives.

Media: The good and bad aspects

Media can help to create awareness among the people faster than any other thing. In fact, mass media can have a great impact on peoples' lifestyles and culture. For example, girls living in a conservative country or girls who are growing up in a conservative culture can be prompted and motivated to wear short dresses by

watching TV shows or by following another country's culture. They might consider by wearing short dresses they can become cool just like the TV personalities they admire. While the above point stresses on the negative impact of TV, it also have made some positive impact for the society. Through television, one can create social awareness about many social and economical issues like AIDS, Child Abuse, Female Foeticide, and so on which are For example, television channels organizes TV shows like "Satyamev Jayate" which focuses on making people aware of the harsh realities of life. It mainly discusses and provides possible solutions relating to the various social issues of India. It aims to empower citizens with information. Hence, through this type of shows, many NGOs comes up with the social causes and holds campaigns, demonstration, and protests in order to demand justice.

Some other mass media platforms

 a. Social Media has the power to mobilize mass movement. For example, Tunisia and Egypt saw an increasing use of the social media platforms, i.e., social media networking sites like Facebook and Twitter in order to help the citizens in organizing, communicate and ultimately initiating street action and civil-disobedience campaigns. Also, during the year 2009, the Iranian "Green Revolution" was closely followed by the Western media channels via the following social media platforms such as Twitter and YouTube, and the latter even gave Moldova's 2009 revolution its moniker, the "Twitter Revolution."

b. In India, literacy forms a substantial barrier to the development of a country. In order to deal with this type of situation, radio especially, Community Radio can help to reach out to a large number of masses, like the poor people because it's affordable and also uses less electricity. Community Radio lends a voice to the community they serve with programmes in local languages, and also respecting

the local culture and tradition. It also provides a counterbalance to the increasing globalization and commercialization of media. Any programmes can be successful, if the information is disseminated at grassroots level. Hence, radio forms another major platform that helps in reaching out the rural masses, especially creating awareness regarding government policies. The Community Radio movement can help to create awareness among the rural masses about the different flagship programmes like 'Digital India' or 'Make In India' or 'Beti Bachao-Beti Padhao' or 'Swachh Bharat', etc.

c. National TV Channels holds educational programs. It helps in educating the children.

d. Social networking platforms like Facebook has brought people closer to each other. People now can easily connect with their friends, relatives who resides abroad.

The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a mere spectator-media has a greater responsibility As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an

all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

From the days abode, media has remained an integral part of human civilization. From the days of Vedas and Upanishads to edicts of kings and emperors like Chandragupta, Asoka to the medieval Indian mass gatherings to the modern day's audio video and print media, media has always taken a pivotal role in shaping our society. During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a platform to place the demands of common Indian and to express solitude with freedom fighters. Indian media in post independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels. In this era of liberalistion, privatisation and globalization (LPG) the world has reached our drawing room thanks to media. Since the introduction of television in our country in late 70's visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, facebook and twitter like social media.

Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them. Way back in independent India from the Mundra case to the jeep scandal to the hawala case to the kickbacks received in different defense deals- Indian media performs commendably in exposing the corrupted highly placed statesman. In recent scams from commonwealth to 2G, exposed thanks to television and print media, media acted as a catalyst to government action compelling government to swing into action including suspending ministers and putting ministers into jail. Who can forget

the crusade taken by Indian media in the Nirbhaya rape case and shaping the public opinion in one of the most heinous crimes the world has ever witnessed. Without media, the news of government schemes and benefits would have never reached the target audience.

Media has always played a huge role in our society. For a long time media was one of the methods of controlling people and leisure. In ancient times when there was no newspapers and television, people used literature as source of information, some books like "the Iliad", and different stories about great kings, shows those people the information about them. Nowadays media is one of the main parts of our lives and our society, because we use word media, to combine all sources of information. Average man is spending 4 hours a day on watching TV and reading newspapers. There're a lot of different types of information sources, all of them are specific and dedicated for different types of information. Newspapers, Internet, television, radio, and magazines are all media. The media provides information to educate, to inform or simply to entertain its audience. The importance of the media is to publish the message worldwide, so that it can become popular. The effects of media on our society are different some of them are even harmful. Media was one of the causes of World War I, journalists and writers of that time tried to publish newspapers and magazines that were telling people how was nationalism good. They were advertising war and weapons. Another bad aspect about media is TV and Internet that are influencing our psychology. Nowadays we can see a lot of violence on TV, advertising of alcohol and cigarettes. Now I'll tell you about different sorts of media in our country.

Today as a whole involves more than one aspect to be dealt with. Media forms an integral part of the lives of all. The world of media is irrespective of age and outlook as well as regardless of nationality and creed. In the media industry, limitations are limited!

The media sector is estimated to be one of the most expansive and booming industries. It is by now absolutely clear that, media persons play the noteworthy job of letting the masses know what is happening round the world and that too within minutes of the outbreak.

Media advocates agree that the Internet or the web media is one of the newest and largest forms of mass communication given that it has no precincts; it is available uniformly throughout the world. It is unquestionable that one of the most sought after career options today is that of becoming media persons. There is a beeline to join the media as it is one of those rare sectors where the youth can find respite from the conventional fields of medicine and engineering and at the same time avoid being classified as wayward.

The media indeed is an imminent and promising feature of the present day. It is a limitless world of opportunities both for the populace looking for jobs in it, and the ones looking to make the most of it to raise voices against wrong doings. Media also encompasses cinema and entertainment, although the larger part of it involves news and journalism. Since times immemorial, a forum or platform to raise support and awareness against what is unacceptable was being hunted. Mass media in the form of newspapers and television proved to be the right medium. The role of media in the society is not unknown and is absolutely undeniable.

The youth undoubtedly forms a fundamental part of a civilization which is evinced by the fact that more often than not it is the youth that leads a protest against an objectionable act. The importance of media and the youth's association with it is an integral one. The youngsters make proper use of the media in order to question and condemn corruption, ill doings and malevolence. Newspapers have an editorial page which hoists the voice of the mass. There are special sections nowadays dedicated to the youth,

their opinions, their problems and their viewpoint. The same applies to television news channels while the latest platform is the internet. Today, blogging is a powerful tool that is utilized fully for expressing thoughts, views and disagreements. Media today is the entity that makes life easier, bridges the gap, fills all voids and makes communication at all levels extremely simple, remarkable and substantial. Yes, at times the media do make use of a little something in order to sensationalize but that small bit of swindle is part of every job definitely. 'The fourth estate' is what journalists are designated as. That indeed leaves little for us to say to what extent the media is indispensable.

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ROLE OF MEDIA IN TEACHING, LEARNING AND EDUCATION

Ranadheer Singh

Abstract

Media is a fourth powerful pillar of society. In the world of today, media has become almost a necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society when used to convey message to build public opinion and awareness. Media today is to inform the people about the latest happening around them and the world. The power of media is so extensive and huge it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war health, more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want.

Introduction

The term media is derived from Medium, which means carrier or mode. Media promotes an item specifically designed to

reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

The role of media in education is evident today by the number of computer labs, television sets and libraries that Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

Role of mass media in education

Mass media:- Television programs, internet websites, feature- length films, newspapers, music tapes and CDs, magazines, billboards, radio programs: essentially, a tool/technology which is used by someone to transmit a message to a large external audience is called mass media. John Dewey stated that 'education could not be limited within teacher and taught without social environment'. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, color, geographical, sociological, Economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspaper, TV, radio, magazines, journals, films, etc. It is estimated that mass media may substitute the real classroom teaching in future.

Functions of mass media

1. Providing information.
2. Providing vocational information.
3. Spreading awareness and civic responsibility.
4. Educational programmes.
5. Role as a non- formal agency.

The use of media in teaching- learning process

Learning is a process to acquire knowledge. It needs hard work and sometimes will make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching- learning process is needed to attract students' attention and to make teaching- learning activities more interesting and also effective. The use of media in teaching- learning process is not a new thing. Many teachers know that media will be helpful.

Media give students something new, but not all of teachers know how to implement it correctly, so sometimes media disturb learning process instead of helping students in learning process. This situation causes a problem. The use of media is questioning whether it really helps teaching- learning activities or not. Based on that assumption, the writer wants to find out the fact of the use of media in teaching-learning process, whether media can help teaching-learning process or not . By reading this article, readers will get a real experience of the use of media, which can help learning process.

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Besides, they will also know some obstacles that may arise from the use of media, how to overcome the, and detail example of how to conduct teaching-learning process by using media, especially globe and map. This article will provide an interview of a teacher's experience in implementing media for teaching social studies.

Usually use of media is very useful to teach social studies by this we can use pictures from encyclopedia or else, a globe, a map, and internet to teach social studies, the students had to find all-important information including the map, flag, landmark, famous buildings, mountains, traditions, etc. By using media in teaching, students improvement can be seen clearly. The use of media in teaching-learning process has also several advantages. media could raise the students interest of the lesson and media is important to lead students attention. Media increase students responsibility to control their own learning. In brief, we can say that the use of media in teaching-learning activity is good.

The importance of media in the classroom

Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and risks of Media and Technology in the Classroom "from the UCLA office of Instructional Development.

- Medial appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or interact with digital media on an interactive Smart Board, Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the greatest number of students.

Providing a rich learning experience through classroom media keeps students focused and engaged in learning.

- Using newspapers, broachers, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. This method simulates real-life experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society.

- Teachers can use media to hone critical-thinking skills. Students can write about a song. interpret a movie or interpret a news broadcast. Teachers can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions. Teachers can also create projects in which students develop their own media, using classroom media as a model. this hand-on activity challenges students to formulate media, using their own creativity and interpretations from classroom media.

- Using media in the classroom teaches students how to use and care for resources to further their education. Students not only learn how to use the Internet, a dictionary or a newspaper for information, but they also learn how to care for and protect the items they use, according to the Center for Media Literacy. Students can also learn how to determine the value of media and learn methods to contribute to society, producing their own media.

The role of social media in education

These days we are living in the fast developing society which every day ofers its inhabitants a great number of new possibilities.

Predominantly, these unique opportunities concern the advancement of social media that have noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion.

In general, the term "social media" implies the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, social media can range from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

Implementation of social media in education

Now a day, many educational establishments are beginning to embrace social media into their everyday life. It is a well- known fact that Twitter and Facebook are considered to be the fasted ways of finding information that might be of great value for all students. Remarkably, these websites can be easily used for creating a discussion in the classroom. Interestingly, it is possible to create a chat room that can be embedded later to some blog and scheduled to open at a specified time. Actually, all teachers can easily pull new stories from any of these online sources and the students can put any questions in order to develop the further discussion of the previously downloaded article. Speaking about various blogs, they can be utilized to encourage creative writing and to enrich grammar skills. Thus, the professors here are welcome to suggest their requirements for writing projects that are to be fulfilled by the students within certain deadlines. On the whole, one of the biggest assets of each social media tool lies in bringing together the students of all ages to

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help them with all typist of assignments, starting with the homework and finishing with different researches. It is worth mentioning that such phenomenon as geo-tagging has a great future perspective in education life, owing to the fact that it can be used to target and find necessary data about the places that are being studied. In addition, it has been scientifically proven that social media can assist the students in solving their engagement crisis. Indeed, the lack of engagement has become the main reason for student's social media engages them into close communication and collaboration with their instructors so that the studying process is properly maintained.

Conclusion

Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidly-changing technologies in the 21st century, media use in the classroom remains prevalent none the less. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful.

Traditionally, the mass media and education have enjoyed a love- hate relationship. On one hand television and newspapers particularly, have provided extensive and extremely useful education content. On the other however, their newsrooms never seem to hesitate when controversy rears is ugly head. The power of media is so extensive and huge it can be used to educate people with very little cost. Finally we can say that today, media is an important source of information and transformation. It also helpful to spreading awareness and civic responsibility, educational programmes and

providing vocational information. The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends.

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MEDIA, MEDICAL SCIENCES AND SOCIAL DEVELOPMENT

Dr. Seema Yadav

Abstract

India is a vast country with the second highest population in the world and having diverse climatic conditions. The attainment of health is a social goal – not merely eradication of disease. It represents a positive state of health and well being. Over the years, we have made considerable progress in fighting and eradicating some of the killer diseases which took a heavy toll of life in the past. A dreaded disease like small pox has been completely eradicated. Malaria, leprosy, and TB have been brought under control. Infant mortality has been reduced to large extent. Expectancy of life at birth has increased. As we advance in tacking health problems and secure triumph over the older diseases, nature seems to be throwing new and more menacing challenges. We have set before ourselves national objectives of removing social injustice and economic inequality. Medical scientists can play a pivotal role in eradicating these disparities.

Keywords: Pivotal, Regime, Mental Serenity.

India is a vast country in the world and having diverse climatic conditions. The   problems of malnutrition, inadequate

health care facilities and lack of hygiene, awareness cave a wide spectrum of disease. There are broadly tropical diseases, water-borne infections, infectious diseases and nutrition related disorders. There is an urgent need of unified approach to the planning of healthcare delivery in our country.

India has adopted a holistic approach to social development by convergence of services of various social services sectors. The national Health policy, we adopted in 1933, had reiterated our commitment to achieve "Health for all by 2000 AD, through primary Health care approach.

The medical and health needs of a growing population are enormous. While the rich can afford to pay for highly advanced and specialized diagnostic and curative facilities, the poor depend greatly on the Government hospitals. The Central and state Government are doing their best to improve the facilities available in Government Hospitals. Most of the public especially in rural areas depends on primary Health Centers.

High prevalence rates of under nutrition still remain the main challenges in the Health field. Micronutrient deficiencies (iodine, iron and zinc) plague large parts of our population. We are all aware that the infectious diseases continue to be number one cause of death in the country. It is estimated that there are 3million infectious and 12 million non-infectious cases of tuberculosis resulting in over health a million deaths every year. Malaria which was brought under control in 1960 has become a serious threat with approximately 2 million cases occurring every year. 45 million cases people are infected with microfilaria with approximately 9 million cases of clinical filariosis. Kala–azar has re-emerged with over 3, 00,000 cases reported in 1991. Death from diarrhoreal especially in childhood: epidemics of Japanese encephalitis, hepatitis and dengue, hemorrhagic fever continue to take their toll year after year. The

menace of HIV/AIDS infection threatens to out strip all other infectious diseases in the next decade or so.

To this may be added pressures of unabated population increase and the disease burdens of demographic transition. With increasing life expectancy, there is an increase in the number of those susceptible to a host of non- communicable diseases-hypertension, cardiac and cerebrovascular diseases, diabetes, cancer and other degenerative disorders like arthritis, osteoporosis, senile dementia and Alzheimer's disease.

Agricultural use of pesticides predisposes to cardiopulmonary, neurological and haematological disorders. Use of pesticide in India has increased from 200 tons to 72000 tons per year. Rapid industrialization without implementing measured for environmental protection, results in pollution of air and water. A recent World Bank survey estimated 7500 deaths each year attributable to air pollution in Delhi. It has been pointed out that the annual health damages from fossil fuel air pollution in Mumbai, alone cost one billion dollar. Ruler urban migration, in absence of adequate civic facilities, results in unhygienic living conditions, not only predisposing physical and mental health problems of the involved for spread of infections in rest of the community. One of the important causes of poor state in my mind is health care and education. It is often stated that it is not the lock of knowledge that is needed to solve vast majority of our health problems, but is our inability to use the already existing knowledge.

Since Independence, in spite of rapid progress in our health delivery system, there has been constant threat to adequate Healthcare to the society. A healthy medical institution is a *sine qua non.* To make Medical education, catering to the needs of the society, the universities have a dominant role to play in any educational process. But contrary to theory, poor utilization of resources,

mushrooming of medical colleges without adequate infrastructural facilities, lack of integration between teaching, research and their societal application, lack of communication between the health service centre and education centre, lack of acceptability and implementation of modern technology could be attributed as symptoms of ailing medical education in India.

Need for a holistic approach in medical science

Time has come when the medical profession as a whole should adopt an integrated approach with no barriers among different streams. Many developed countries are to moving towards integrating various alternative practices like Naturopathy, Ayurveda, Siddha, Yoga etc. , along with Allopathy to give the best possible solution to patients. There is a proposal by the government of India, it will be compulsory for all the students of MBBS course to study traditional medical sciences. India has a magnificent past so far as its contribution to Ayurveda is concerned, but its importance and value lie unexplored because of general apathy. The basic objective of Ayurveda is to preserve health of the healthy, and to bring back ease to the diseased. Ayurveda being a complete science has devised its own method to understand the body physiology and pathology. Ayurveda has treatment regimes for very disease condition with a specific intention, addressing specific condition. The effect of any drug or any regime in Ayurveda needs to be validated on this basis. For this, there is a need to bring objectivity to ayurvedic parameters. Of course, we should not ignore modern medicine but we should remember that our armory is full with vital resources.

There seems to be a growing interest in non-conventional medicine. Ayurveda, Yoga, Siddha, Unani and Homeopathy, besides our tradition, has become popular because of their affordability and accessibility. It is estimated that almost 50% of our population employ these therapies as the first line of defense. Today commercial

interests also considerably influence these therapies. It may be due to the increasing specialization and commercialization of conventional therapies, which treat the patients mechanically with scanty or no attention given to doctor patient relationship. Being a powerful stream of knowledge, the science of yoga has been admired for providing a healthy and radiant body along with mental serenity. Sensitization towards yogic exercises for healing is gaining momentum. It is therefore high time to give a serious thought to validate these therapies, which are immensely being adopted for making life qualitative. For holistic healing, these alternative medicines should be combined and adopted judiciously. It is submitted that the share of non-allopathic products in the market has increased over the last decades. However a regulatory for these medicines is not in operation. Such a lackadaisical approach has already resulted in loss of revenue; Canada has banned ayurvedic medicines, while USA, UK and Australia are very of them. The department of AYUSH: (Ayurveda, Yoga, Unani, Siddha and Homeopathy), under the Ministry of Health and Family Welfare, lacks the wherewithal to regulate the non-allopathic drugs. A revamp of inspectorate system, regulating all kinds of medicines is crucial to India's success in pharma sector. The advent of Healthcare technology, a comparatively recent phenomenon, has become integral part of health sciences. And in the coming years, the technology could be sustained through a symbolic relationship between Healthcare industry and Research and development (R&D) institutions for evolving indigenous medical devices. Industry-Institute collaboration is the inevitability of the future, if we want to develop as a world player in the field of Medical Education.

Role of media in social awareness

Media plays an integral role in the welfare of the society. It is the fourth pillar of our society according to the Indian

Constitution. Media has been constitutionally gifted with a special power to influence the legislative and executive body of the country. And this special power is provided to the media by the constitution in order to keep a check on the proper functioning of the government. There are many such examples through we come to know that media play an import role for the welfare of the society. One such example is as follows: as per the report of media about 60-70 children died due to the limited supply of oxygen in the BRD hospital of Gorakhpur, Uttar Pradesh; due to its report sudden and immediate action was taken by the UP government and it has announced to take strict action against the people who were responsible for this tragic situation. After knowing this tragic news the whole nation had Goosebumps and was shaken from the sole itself. If media would had not taken any strict action by doing its coverage against this, then nobody would ever come through this news and there were possibility that again this situation would have arisen.

Conclusion

The world around us is changing and changing very fast. The changes in the field of communication, information technology, biotechnology and in other frontier areas of science are surely revolutionary. The rapid growth in science and technology is affecting numerous aspects of our life. Its impact can be felt not only in our physical surroundings, but also on values, principles and rules governing our society, polity and economy. These transformations surely cannot leave the educational spheres untouched.

Healthcare is an important sector in the vision of developing India. This vision can only be realized if we harness the technological strength and academic brilliance into cohesive manner, integrating the biodiversity with value addition. Our vision of India should be to transform our country into a very strong and healthy

nation, where every citizen of this nation is able to live a healthy fulfilling.

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<div style="text-align:center">**14**</div>

ROLE OF TRADITIONAL MEDIA IN PROMOTING ENVIRONMENTAL CONSCIOUSNESS IN SLUM AREA
(SPECIAL REFERENCE: NAGPUR DISTRICT)

Chetan Bhatt and Saddam Hossain

Abstract

Rapid rise in urban society, in India, is leading to many problems like increasing slums due to this have influenced in standard of living in these societies, also causing environmental damage. The level of environmental awareness and the role of the traditional media in creating awareness in Nagpur District of Vidarbh Region also known as Orange City and it has also selected for the highly developmental scheme known as Metro & Smart City. But now a days it covers the major problematic conditions in these slum areas and became one of the highly slum populated area. The widespread growth of slums particularly in the developing world became a focused issue during the last two decades.

Environmental consciousness is a strategic communication process to promote the knowledge of environmental issues by which people can up to date about catastrophic impacts of human development and help them to know about sustainable development.

Traditional media can play an active role in alerting people's consciousness about environment and conservation of natural resources. Being traditional forms of media, it is very close to the hearts of the people. This study ample the light on some major environmental issues for protection and preservation of societies along with traditional media.

Keywords: Traditional media, Slum area, Environmental consciousness, Communication.

Introduction

The Traditional media had been one of the most important tools in the earlier stage of communication in which they tried to express their views or ideas i.e. have had a continuity of historical and cultural development. They have helped people speaking a variety of tongues, living at different levels of appropriate technologies, professing different secular and non-secular beliefs to become civilized, tolerant, and mutually co-operative peace-loving communities. Admittedly, this process of cultural, emotional and intellectual integration took centuries to establish itself. But this achievement of and respect for unity in diversity has depended a great deal for its growth on the methods and content of communication in use.

Traditional media offers two distinct advantages: localized and intensive penetration of specific communities over a wide geographic area; and acceptance by the rural population. Practically every barrier and town in the country cherishes some form of traditional media. Moreover, since they reflect the people's values and culture, traditional media carry the stamp of familiarity and legitimacy important to the communication process.

Traditional media has certain distinguishing characteristics. No element of presentation is kept in isolation. A curious alchemy

blends the various elements into one integrated form sometimes dominated by drama, sometimes by singing music and sometimes by dancing. Tradition plays a great role in shaping such forms. It makes them acceptable and tunes the majority of them to instant natural rapport with their audiences.

Traditional media plays a pivot role in shaping a healthy environmental surrounding through its different tools. Thus it is extremely important that traditional media acts responsibly, especially during the coverage of sensitive issues in slum areas. The utilization of traditional media in slum areas motivational programmes should be viewed not only from the perspective of socio-economic development but also of cultural development.

Mostly people in slum areas are not much familiar about media literacy due to the illiteracy level is so much high and mostly they are not much skilled professionally and also they are not much techno friendly users dwell in these particular areas. This is an empirical study in the form of case study held in the mini capital of Maharashtra i.e. Nagpur to ample the light on the factual situation of the role of this one of the most important means of communication in promoting environmental consciousness in this particular region.

Traditional media: Indian perspective

Traditional media has been in existence in India for long and has been used as a medium of communication in our surroundings. Over the years, societal masses have been using the traditional media for expressing their social, ritual, moral and emotional needs. During the freedom struggle, traditional media played a great role in spreading the messages of patriotism and social consciousness. This is very strong type of communication which consciously message delivering package by the sender such that the contents or the information sent could

persuade encourage or convince the receiver or target audience to adopt an attitude and participate in actualizing a social development.

Traditional media thus represents a form of communication employing vocal, verbal, musical and visual traditional art forms, transmitted to a society or group of societies from one generation to another. Traditional forms of entertainment have been used to further programmes of development since 1954 after it was discovered that they could be used to present developmental message as well. The song and Drama Division was set up as an arm of the Minister of Information and Broadcasting with the responsibility of harmonizing the country's performing arts for the development of communication and it works in close cooperation with the field publicity offices which arrange various programmes.

Even today you will find villages where there is no proper electricity. People in such places might not be able to view television or access the internet. Similarly mostly people are unable to read newspapers or magazines. However, this does not mean that they do not communicate. They have also developed different ways of communication depending upon the local language and culture. Traditional tools of communication are developed from the beliefs, customs, and rituals practiced by the people. These are very old and deep rooted. They are indigenous modes and have served the society as tools medium of communication for ages.

Forms of traditional media

A traditional media form can be anything which does the purpose of communication in your family, friends and as a whole in society. All the forms may not be popular but they help to communicate. You have already seen that these forms are different in different regions and communities. But for your understanding, these can be divided into the following: Forms of Traditional media:

traditional, Dance, drama, painting, sculpture, song, music, motifs and symbols. Myths, legends of traditional tales jokes proverbs riddles chants blessings curses oaths insults retorts taints games gestures symbols prayers practical jokes. Traditional etymologies food-recipes embroidery designs costumes medicine instrumental music. Announcement is an another form of Traditional Media which is one of the popular traditional forms of communication is the announcement made by beating a 'Nagada' or drum with a stick and used for communicating messages from one village to another through its beats.

> **TYPES OF TRADITIONAL MEDIA**
>
> *drama*
> *fstreet theatre*
> *puppetry*
> *fdance*
> *story telling*
> *song*
> *fmusic*
> *painting*
> *fmotifs and symbols*

In 1940's, IPTA (Indian People Theatre Association), successfully handled some of the popular regional theatre forms like "Jaatra" of Bengal, "Bhavai" of Gujarat, "Tamasha" of Maharashtra and "Burkatha" of Andhra Pradesh to increase social awareness and political education. Mukunde Das and Utpal Dutt used the medium of Jaatra for inculcating the spirit of patriotism and Social awareness among the masses of Bengal. Shahir Sable, P.L. Deshpande, Habib Tanveer, Balwant Gargi, Gurusaran Singh, Rattan Thiyam used it as technique of generating nationalized entity and social awareness among the Indian masses.

Traditional media in the current scenario

Mostly people don't know about how to use traditional media which are going to become more or less escaped in the present era due to mainstream media trends like Newspapers, Radio, T.V. and Online etc. have undoubtedly evolved and become more active over

the years. Therefore, it is essential to establish traditional media for communication with an effective network covering slum areas and other marginalized societies also to make use of decaying traditional performing arts for communicating the message and disseminating information and knowledge in the current scenario. The traditional media has the ability to cater to the vulnerable and marginalized groups in any society which were mostly ignored by mainstream media.

Traditional media forms, once a favourite for communication efforts, are today precariously placed. Some agencies and NGO's continue to use street theatre, magic, puppetry, traditional dances and melas (fairs) especially in rural areas. Some of these efforts are prevailing casually in creation of awareness, social mobilisation and in facilitating interpersonal communication. The traditional media trends indicate three broad areas of need in terms of social change communication:

- increasing the quantity and quality of media reporting and programming on development issues;
- creating a demand for these programmes;
- creating and facilitating media space for such materials.

Traditional media in Nagpur

"Tamasha" a natyakala traditional form, is a very popular form in Maharashtra. The traditional forms in Maharashtra are identical to one another Historically also Tamasha Theatre has adopted several art forms. Though it has adopted several art forms, it retained its individuality in several ways Gondhal, Vaghya Murali Ka Jagaran, Lalit, Dashavatar, Dhandar were the traditional art forms of Maharashtra as well as traditional art forms of Maharashtra in olden days. These art forms connected with spirituality and also entertained the public. These forms grabbed the attention of the public through their good presentation and through their performance

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and activity. The forms were very famous and gained popularity with the public. The utilization of traditional media in motivational programmes should be viewed not only from the perspective of socio-economic development but also of cultural development. People in Slums areas mostly they do not be able to view television or access the internet. Similarly those people mostly illiterate and will not be able to read newspapers or magazines,

Traditional Media in Nagpur
Lavani
Tamasha
Gondhal
Nakata
Koli
Gafa

books etc. However, this does not mean they that do not communicate. They have also developed different ways of communication depending upon the local language and culture.

Nagpur city

Nagpur is the winter capital, a sprawling metropolis and the third largest city of the Indian state of Maharashtra. Nagpur is 13th largest city in terms of population in India. It is the largest city of central India and has one of the highest literacy rates, at 91.92 percent as per Census 2011, among all the urban agglomerations in India. It has been proposed as one of the Smart Cities in Maharashtra. It is a major commercial and political centre of the Vidarbh region of Maharashtra. It is famous for the Nagpur orange and is known as the "Orange City" for being a major trade centre of oranges cultivated in the region. Nagpur is the third largest in Maharashtra in terms of population as per the 2011 census. Nagpur is an important city for the Indian armed forces. Maintenance Command of Indian Air Force has its current headquarter at Vayusena Nagar in Nagpur. Nagpur is a major education hub in Central India.

The urban population is rapidly expanding because of the large-scale migration of people to the cities and it is projected that more than half of the Indian population will live in urban areas by 2020 and that nearly one third of this urban population would have been slum dwellers previously. The ongoing process of rapid urbanization has deleterious repercussions or harmful for the health and the nutrition due to environmental unconsciousness.

Slums are alarmingly increasing in the city affecting the growth health atmosphere in the state's second capital. It can be gauged with the fact that there are around 447 slums in the Orange City. Of which 287 are notified and 137 are non-notified slums, revealed 'slum mapping' carried out by the Nagpur Municipal Corporation (NMC). The survey has also identified 23 new slums in different parts of the city. Interestingly, of the slums identified in the city, 71 percent are in east Nagpur, while 29 percent are located on west part of the city. According to a slum mapping, there are 8,58,983 people living in these slums.

Slums area in Nagpur city

As per the survey, 64 slums are in Dhantoli zone. Of these, 44 are notified, while 18 are non-notified. It is followed by Aasi Nagar zone with 63 slums including 33 notified, 24 non-notified and two newly identified slums. Satranjipura and Lakadganj zones share third number with 54 slums each. They mostly have without proper facilities like drinking water, power supply, toilet, garbage disposal, road, street lights and drainage.

Ninety Four percent residents of this area complain that Nallahs (Big Drains) are not cleared or cleaned regularly; there is an abundance of pigs and other animals roaming the road; 94 percent people also say water supply is irregular and 88 percent people say the water quality is bad 66 percent say water bills are very high and

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78 percent say there aren't hospital or primary health care facilities in Nagpur.

In Nagpur, approximately 40 percent of the population live in slums. There are 289 notified (legal) slums, where inhabitants pay taxes and 135 non-notified (illegal) slums. The inhabitants are mostly rickshaw puller, seasonal small vendors, house maid servants. After a hard and low-earning working day, most of the men spend their daily earnings on homemade illicit liquor which is very harmful to the human body. Excessive alcohol consumption is the most common cause for an early death amongst the men in the slum areas. So there are many other hindrances or inhuman activites which are done here and there in slum areas by these native people but no media pays direct attention towards these types of situation & not tries to follow about these ridiculous condition which is unfavourable for the environmental cause of many different problems.

Role of traditional media in environmental consciousness

The traditional media plays an important role in extension education by acting. Traditional media has greatest appeal to the masses and have qualities of touching the deepest emotions of the illiterate millions. Similarly, its dynamic nature is also reflected in the fact that most of the traditional and traditional media are responsive to the major events and happenings in the society. For example, if you will look at Bihu songs over the years you will find that they also contain or address popular and major issues of the different periods of time. Such as – some of the songs depict stories about our freedom struggle against the colonial rulers, some of them depict things about the famous anti-foreigners' agitation of the 1980s, floods and many other socio-economic problems.

Again, may be all of you are familiar with the traditional culture of 'Ojapali' of Assam. Interestingly, this form of traditional

culture is basically aimed at creating awareness among the masses through a judiciously-combined dance and scriptures sequences. It is active even today and is carrying on its duties properly for creating awareness about various social issues among the masses in the respective areas where they are performed.

In some parts of lower Assam, there is a traditional tradition called 'moho' festival or the mosquito-repelling festival as 'moho' in Assamese means mosquito. In this traditional culture, people of the village form a group and visit all the families of the village for the purpose of alerting the family members about the need for mosquito-repelling. However, this activity also doubles up as a visit of the families for delivering the blessings of the villages elders to the families and reliving the touch of the residents of the villages amongst themselves.

Thus we can see that most of the forms of traditional and traditional culture in our society can be transformed into carriers of our developmental communication messages aimed at the masses at grassroots level in each and every nook and corner of the country. This will ensure a much higher scale of success to our efforts in this particular field of communication aimed at the rural underprivileged and illiterate masses.

Traditional media is an institution that constructs our social expectations and transmits the ideals of socio-cultural and environmental change. It both comprehends and convinces people, to have or to be or to do something that has particular meaning in any social awareness context. It works in different ways like it performs as a 'hidden persuader' to spread the informational messages and create an effective surroundings. The Song and Drama Division of the government of India uses various forms of traditional media to spread awareness on a number of social issues like AIDS, Polio Immunization etc.

Environmental problems in Nagpur

Environmental problems in Nagpur, Air pollution, water pollution, garbage, and pollution of the natural environment. The major sources of pollution in Nagpur include the rapid burning of fuel wood and biomass such as dried waste from livestock as the primary source of energy, lack of organised garbage and waste removal services, lack of sewage treatment operations, lack of water drainage system, diversion of consumer waste into drain and highly polluting old public transport.

In addition, due to poor hygiene, poor sewage systems and irregular clearing of the garbage, diseases including malaria, cholera and abdominal problems are widely spread among the slum dwellers. Pollution, population and lack of space have always been traditionally described as the ultimate problems of Nagpur, because of day by has been increasing slums people.

Challenges of traditional media in modern perspective

1. How can we promote and sustain traditional media in the world of new technology in which each and everybody wants to use different types of technologies in this digital world.

2. In current perspective mostly people used as the means of communication consider only with radio, television and online means because nobody can survive without these different electronic gadgets as well as new technology related print media. Therefore traditional means are going to be endangered categories.

3. This is very highly challengeable that how can we connect the traditional media with modern technology so that it may provide some interesting measures to the slum dwellers as well as other marginalised people to be conscious oriented.

4. Slum masses remain ignorant regarding environmental consciousness due to lack of informational channels, illiteracy, proper guidance and lack of knowledge etc. therefore this medium has to own the responsibility to refuse these hindrances of development.

Conclusion

As per the given above statements in this study now we reached conclusively traditional media consists six essential facets of the socio human life i.e. interest, awareness, participation, entertainment, satisfaction and effect. It can enhance the level of social accountability towards the achievable goals pertaining to disseminate the information about awareness in slum areas as well as in other marginalised society. One of the highly emancipated means of communication i.e. traditional media can go through a constructive and positive role and focus on issues related with environmental aspect of the society. Maharashtra is one of the well cultured and traditionally very soundly state in our country where hundreds of rituals are followed by their native people. Despite all these characteristics are also found in Nagpur city which is considered as one of the most advanced or highly cultured traditionally as well as mini capital of the state and central part of India as found in this case study, the present scenario of this particular region traditional media is alarmingly negligible due to prevailing different types of concerned means like print, electronic (radio and television channels) as well as new media which are widely used here and there and no one seek to take any positive action for promoting traditional media contemporary with other mainstream media.

Suggestions

1. The government through the ministry of information and culture should highlight and promote the role of traditional media.

2. Traditional media makes communication among the slum areas people more effective and authentic when engaged for development activities of the society, therefore, the government should encourage the development of traditional communication in all it ramification.

3. It must be place for the approach of traditional means to emancipate the awareness scale regarding environmental issues.

4. The government should establish Slum Rehabilitation Centres (SRCs) with the help of traditional media policies.

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DISABILITY PORTRAYAL AND INDIAN MEDIA

Shilpi Verma and Dr. Ajay K. Singh

Abstract

The media have become integral parts of human life as they inform, educate and entertain the society. They bring social issues to the limelight through proper representation in various forms of media like newspapers, magazines, radio, television, films and the Internet. However, they are not performing well all the time in addressing various social issues (Media Representation of Disabled People, 2012). Media marginalization of disability representation is one of the responsible ascriptions which keep them away from taking part in social and political life. The total number of the disabled persons as per the census of India 2011 is around 2.68 crore (The Registrar General & Census Commissioner, 2013). Since India is a home to the disabled and their socio-economic condition is bleak, there is an urgent need on the part of media to attend and shape up the public opinion in the context of disability issues. Hence, there is a need to understand the disability portrayal in various media forms like press, radio, television, films and new media. Therefore the present article is an attempt to through the light on the portrayal of disability in Indian media and some suggestions to improve their representation in media.

Keywords: Disability, Mass media.

Introduction

Currently there are approximately 1 billion persons with disabilities in the world, or 15 percent of the global population according to World Report on Disability. In both developed and developing countries, evidence suggests that persons with disabilities are disproportionately represented among the world's poor and tend to be poorer than their counterparts without having disabilities. Economic and social exclusion is a part of the daily lives of persons with disabilities and is a breach of human rights and a major development challenge. Persons with disabilities, "the world's largest minority", face barriers to participation in all aspects of society, which include those relating to the physical environment or to information and communications technology, or those resulting from legislation or policy, or from societal attitudes or discrimination. This results that persons with disabilities do not have equal access to society or services, including education, employment, health care, transportation, political participation or justice.

The mass media can be an effective vehicle for bringing about greater understanding, and a consequent gradual change in public perceptions, of people with disabilities. The media – television, the press and online – play a central role in communicating to the public what happens in the world. In those cases in which audiences do not possess direct knowledge or experience of what is happening. Mass media has a strong impact on peoples' imagination. The media can be a vital instrument in raising awareness, countering stigma and misinformation. It can be a power force to change societal misconception and present persons with disabilities as individuals that are apart of human diversity. By increasing the awareness and understanding of disability issues and the diversity of persons with disabilities and their situations, the media can actively contribute to an effective and successful

integration of persons with disabilities in all aspects of societal life. India is one of the signatory countries of UNCRPD that states to raise awareness and combat stereotypes related to persons with disabilities, including by encouraging all media to portray persons with disabilities in a manner consistent with a respect for human rights.

The role of the mass media

Images and stories in the media can deeply influence public opinion and establish societal norms. Persons with disabilities are seldom covered in the media, and when they are featured, they are often negatively stereotyped and not appropriately represented. It is not uncommon to see persons with disabilities treated as object of pity, charity or medical treatment that have to overcome a tragic and disabling condition or conversely, presented as superhero who have accomplished great feats, so as to inspire the non-disabled. The media has focused on portraying impairment through the influence of the medical model of disability. Disabled people are under-represented both in terms of employment in the media & portrayal in the media.

Disability in cinema : In the Malyalam action film Roudram (2011), the protagonist Mammooty wraps up the film by maiming the chief villain Saikumar by nailing his legs under a car. He explains that death would be too easy a resolution. He says, "You deserve a life filthier than death. To repent for the sins you have committed, you must live with a half body, to crawl and feel the hell of life before you die." The scene represents an important punitive theme related to disability across Indian film and literature alike.

Disability as punitive : Perhaps the most enduring portrayal of dismemberment as punitive is that of 'Thakur' the protagonist from possibly the most watched film in India, Sholay(1975). It concludes not by killing Gabbar but by crushing his arms. This is a critical

starting point in the discussion of disability on a range of public forums. Airtel, the country's largest cellular network, has an advertisement that mocks the Thakur's inability to type text messages. The nature of disability in Hindi Cinema has always been primarily either punishment or dependence. (Pal, 2010).

Disability as burden : The persistent portrayal of people with disabilities as unable to live independently has been a very important setback to the independent living movement for people with disabilities worldwide. A disabled man dependent on his spouse represents the worst form of dependency in most films, especially in those cases where the disability is acquired, as like in movie Mother India (1957). The man is removed from his role as provider and protector, and the consequence is often catastrophic for the family.

Disability as a comic interlude : Often cinema has characters in the film who are disabled just because the audience can enjoy at his or her expense. A classic example of this is the recent Bollywood release, "Mujhse Shaadi Karoge" in which Kader Khan appears with a new disability everyday and regales the audience. He even puts up a board outside his house saying he is blind today, he is deaf and so on.

Disability as social maladjustment : Physical disability as a source of social maladjustment is fairly common, especially among characters actors in films who are typically exploited to add some drama to the film without having any real bearing on the plot.

Disability as a mean of charity : Disability is misrepresented in charity advertisement and is of particular concern this report deals with the media as a whole: notably books, films, television, radio and the press. This is because the images used by charity advertisers are derived mainly from representations of disabled people in other cultural forms, and because the negative impact of charity advertising can only be fully appreciated when viewed alongside

these depictions. TV charity shows such as 'Children in Need' and 'Telethon' - programmes which encourage pity so that the non-disabled public can feel bountiful.

Disability as a medical problem : This entirely negative view of disabled people appears regularly in the news media - both on television and in the press. Pictures of disabled individuals, frequently children, in hospitals or nursing homes are repeatedly flashed across our TV screens perpetuating the myth that disability is synonymous with illness and suffering. Recent research shows that most reports about disabled people in TV news programmes and documentaries are about medical treatments and impairment related cures. Besides stimulating sympathy this constant repetition of the medical approach to impairment helps to divert the public's attention away from the social factors which cause disability.

Disability as incapability : This stereotype is mainly one of omission. Disabled people are rarely shown as integral and productive members of the community; as students, as teachers, as part of the work-force or as parents. The absence of such portrayals feeds the notion that disabled people are inferior human beings who should be segregated. Disabled people are rarely depicted in mainstream adverts. Apart from concealing disability and disabled people from the community as a whole, this undermines their role as consumers in the same market place as non-disabled people.

Kanan and Batra (2012) argues that "the imagery surrounding disability in films swings between these two extremes – pity, fun, caricaturing, sympathy, lampooning and awesome heroism are at one end of the spectrum while discrimination, coping-up, emotional swings and aspirations of the human soul are at the other end. And the world over, cinema has either been charitable towards people with disabilities, pitying or laughing at them or portraying their concerns with real sensitivity".

Disability in press

After the legislature, executive and judiciary, the press is considered the fourth pillar of democracy (Media and Law, 2006), and the role of press is increasing day by day. Proper accumulation and dissemination of information by the press to the society is considered as a healthy practice in a democratic country like India. Since the press has the responsibility of cover and report the issues of the weaker sections of the society, the issues of the disabled come under the gamut of its functions.

Ammu Joseph (2005) points out that normally newspapers in India cover some or the other on disability issues on the World Disability Day which falls on December 3. The disabled suffer both in portrayal and employment in the Indian press. Consequently, stereotyped attitude towards disability issues remains unchanged (Rehman, 2012). The mainstream media like *The Times of India, Hindustan Times* and *Deccan Chronicle* provide only four percent space to issues pertaining to development. Again the chunk of disability issues is lesser than other developmental issues (Sen, 2004). Precisely, it can be concluded that the disability portrayal in the press is customary, stereotyped, event-based and half-hearted, leaving the disabled society in the state of further deprivations.

Changing perceptions

We see that the vast majority of information about disability in the mass media is extremely negative. Attention should be drawn to the image of disability in the media with a view to an accurate and balanced portrayal of disability as a part of everyday life. The media can play an important role in presenting disability issues in a way that could dispel negative stereotypes and promote the rights and dignity of persons with disabilities. The media tend to focus on

individuals who are physically or mentally challenged to portray them as either heroes or victims.

Stop viewing the disabled population as object of pity

There is a need to be sensitive towards people with disabilities but the last thing they expect is pity. Media needs to view them as equal citizens of the country and potential resources for the country's development. By portraying them as objects of pity, the media excludes them out of the mainstream and makes them into topics of discussion as a separate section of society. The media needs to be aware of the correct terms to be used for people with disabilities. For instance terms like crippled and handicapped are unacceptable and incorrect. However, terms like people with disabilities are correct usage. The media also needs to stop portraying them as victims at all times.

Including persons with disabilities in mainstream media discussions

Often people with disabilities are invited to discussions or debates on TV and Radio around topics of disability. They often don't speak from a media platform on common topics of interest, like sports politics, cinema or climate change.

This again is an exercise of exclusion. The disabled person is as much a part of the country as any able bodied person. They have a right to express their opinion on matters of national interest and importance. Anchors and reporters should engage with persons with disabilities on a wide array of topics rather than limiting it to their respective disability. Inviting them on discussions on day to day political developments, or on performance in Olympics, or even a discussion on the latest tax reforms, will encourage inclusion of persons with disabilities into the mainstream. This will then get

reflected in the society at large, where too we will see discussion forums open up to persons with disability.

Make programming accessible to people with disabilities

How many TV stations have accessible programming for people who are blind or visually impaired or hearing impaired? How many content producers are even sensitive to the need for accessible programmimg?

There is a lot of programming on national Television channels that is inaccessible to the blind, visually impaired and hearing impaired people. For instance, some programming consists of graphic elements that are not translated into audio or voice narrations, no one news channel is interpreting the news in sign language. This hampers the TV watching experience of a person with visual impairment or hearing impairment. Content producers need to be aware of this need when they put together a programme. If the media is conscious to the needs of people with disabilities, their content would become inclusive and accessible to a larger section of the population.

Stop portraying them as super heroes

Media portrayal oscillates between two extremes, pathetic and superhuman. Persons with disabilities are just as commonplace as other regular citizens of the country. There are existing stereotypes that mirror the prejudice which exist in society, through which media portrays persons with disability. This is an unrealistic portrayal.

Often media tends to view disabled persons only in the light of their disabilities. The focus is on the impairment and not on the individual. This is reflected pictorially as well. The camera focuses on the disabled part of the person rather than the person as a whole. There are talent shows on Television which provide a platform to

people to showcase their talents. If a visually impaired person participates, the media pushes their cause based on their impairment rather than their actual talent. The media should avoid these practices.

Recruitment of disabled people in media

There must be more effort to recruit disabled people to work inmainstream media organizations. Disables' imagery will only disappear if disabled people are integrated at all levels into the media.

The employment of disabled actors

Where possible all portrayals of disabled characters in the media should be played by disabled actors. As it is no longer acceptable for white actors to play black people or men to play women, it should also be unacceptable for non-disabled actors to play disabled characters. Since there may be a shortage of disabled actors it is important that writers, producers, directors, agencies and advertisers put pressure on colleges and drama schools to take positive steps to recruit and train more disabled people for the acting profession.

Proper representation in press

The press should allocate space for disability issues so that the issues can be amicably sorted out. The national as well as vernacular press with community people should take the baton to sort out this developmental issue by eliminating the skewed coverage on disability in urban and rural areas (Sridhar¸ 2002). The Press Council of India (PCI) in consultation with organisations working for disability should chalk out a uniform editorial policy. As a result, the Indian press could potentially address the developmental issues including disability.

Use of social media

Since the social media is proliferating at a greater pace in India; organisations, activists, academicians, researchers, policy makers and social workers pertaining to disability issues and development should actively participate in the process of information sharing in the social networking sites like Facebook. Various posts, sharing and comments on varied issues should be brought to the fore in social media. The spacing of blogs in the virtual space can be intensified by writers, journalists and policy makers who fight against all odds for this pious cause.

Conclusion

Whatever we see in the media is a reflection of our society's perceptions. If the above are kept in mind while creating content for a mass audience, inclusion will become more of a reality for people with any impairment or disability. Media is a powerful tool with influence on a large section of people across gender, race, age and ethnicity. Let's use it to make persons with disability an integral part of the society and community at large.

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MEDIA AND GLOBALIZATION

Dr. Mahendra Nath

Abstract

Whether we like it or not, whether we are ready for it or not, the phenomenon of globalization is more actual than ever. Needless to say that there are different ways to approach this hot topic, different levels of debate, different points of view. What is certain is that globalization is intimately connected to sharing information, media (especially new media) often being regarded as the main vehicle for its rapid expansion. Without gain saying, globalization has impacted tremendously on the media and this article discusses a critique of globalization theory from the viewpoint of media. First it highlights the overall importance of media for the core argument of globalization's far pervading effects and then it argues that unhistorical treatment of globalization lacks a critical materialist analysis of new media sphere. With the expansion and extension, the debates of impacts, effects and influences of globalization inevitably divide the world into centers and peripheries. This paper addresses the assumed functions of media in the backdrop of economic, cultural, technological and new media spheres developed in the recent decades. The paper also highlights some of the challenges that media has to face in a globalised world. This all is in the context of the rise of neo-liberalism that overlaps with the development of globalization theory.

Keywords: Globalisation, Media.

Introduction

In both scholarly work and public debate on globalization, the influence of media and particularly electronic media on social change is considered to be of paramount importance. In sociological and cultural analyses of globalization , media such as satellite television, the Internet, computers, mobile phones etc. are often thought to be among the primary forces behind current restructurations of social and cultural geography. Electronic media facilitate an increased interconnectedness across vast distances and a temporal flexibility in social interaction. Furthermore, development, imperialism and globalization are three ideas which have been designed to interpret and change the world. They can frequently be seen rubbing shoulders in discussions of international questions in the social sciences but what they mean to each other is often anything but clear.

The concept of globalization is one of the most debated issues since the collapse of communism. Most discourse on globalization acknowledges that it is an 'uneven' process. Its effects and consequences are not uniformly experienced everywhere in the world and there is a 'power geometry' of globalization in which 'some people are more in charge of than others; some initiate flows and movement, other's don't; some are more on the receiving-end of it than others; some are effectively imprisoned by it and there is going to be an imbalance of power when dealing with two nations. The rapid acceleration of globalization has for long been associated with technological advancement and the international market. On the one hand there is the tendency towards homogeneity, synchronization, integration, unity and universalism. On the other hand, there is the propensity for localization, heterogeneity, differentiation, diversity and particularism detrimental to development. These processes are intricately interwoven and

represent - in reality - two faces of the same coin. Thus the term "globalizations" is sometimes used to indicate that globalization is not an ubiquitous or uniform process, but involves various terrains, manifests differently in various contexts and has different effects for people in different contexts .

The modern epoch opened as an era of globalization. Most of the critics portray this term as a world with permeable borders. The concept of globalisation is global and dominant in the world and it was not handed down from heaven, it was not decreed by the Pope, it did not emerge spontaneously. It was created by the dominant social forces in the world today to serve their specific interests. Simultaneously these social forces gave themselves a new ideological name the - "international community" - to go with the idea of globalisation (Madunagu 1999). The critics argue that today's globalisation is only superficially different from the old fashioned colonialism. Resistance to globalization is also not new; China has been resisting globalization since the Opium War in which Britain arm-twisted the Middle Kingdom for the right to sell Indian opium in the mainland. How is this any different from US pressure on Beijing on WTO? The British saw India as a source of raw materials for the empire, and a market for cotton. Today India is a source of cheap labor in the sweatshops of the information technology industry, and a huge market for consumer goods. Globalization is just imperialism in disguise, it has the same motive: control over resources and the right of might.

Some "anti-globalization" groups argue that globalization is necessarily imperialistic, is one of the driving reasons behind the Iraq war and is forcing savings to flow into the United States rather than developing nations; it can therefore be said that "globalization" is another term for a form of Americanization, as it is believed by some

observers that the United States could be one of the few countries (if not the only one) to truly profit from globalization.

We see globalization as the extension of trends and influences (such as ideas, concepts, knowledge, ethics and technology as well as behaviors) across erstwhile barriers (ethnic, linguistic, cultural, religious, political or environmental). It must be emphasized that globalization is not merely a homogenizing and integrating force but it is also blamed for problems plaguing nations and individuals. We see that the global environment is being threatened on a number of fronts, from global warming and the deterioration of the ozone layer to the extermination of species and the poisoning of the world's water supply. Other economic consequences as a result of globalisation are the loss of jobs to developing countries such as China and India, where labour costs are cheaper. A lot of American and British based countries opt to have their products manufactured abroad to save money and hence increase profits. The globalisation of the world is stimulating massive amounts of investment by the transnational corporations which are "acting like a dynamo to produce more jobs and higher profits worldwide". Often workers' rights are not agreed and working conditions of those in developing countries manufacturing work out sourced by that of developed countries is poor. Everyday life has been Disneyfied, McDonaldized and Coca-Colonized (see Ritzer, 2004 and Barber, 1996). The iconography associated with global brands such as Microsoft, McDonald's, Nike or Pizza Hut transcends both space and language. Branded goods are manufactured in the far-east in 'sweat shops' where employees work for very low wages. Millions of people are unable to sustain their families since jobs are often moved from country to country by large trans national organisations so therefore employees are often only employed on a temporary basis, money therefore flows from one country to the next as factories and jobs are transferred from one to

country to the next, with investment being given and taken away. Many of us have a gut feeling that the global economy has gone awry essentially calling for wholesale murder and maiming of innocent populace.

Global media systems have been considered a form of cultural imperialism. Cultural imperialism takes place when a country dominates others through its media exports, including advertising messages, films, and television and radio programming. America's dominance in the entertainment industries made it difficult for other cultures to produce and distribute their own cultural products. Supporters of American popular culture argue that the universal popularity of American media products promotes a global media system that allows communication to cross national boundaries. American popular culture in addition challenges authority and outmoded traditions. Critics of American culture contend that cultural imperialism prevents the development of native cultures and has a negative impact on teenagers. There has been much debate in international fora, in academia and among media professionals over the question of the potential threat to indigenous culture by the unprecedented global penetration of the new media technologies resulting from the enormous capacities for information access, transmission and retrieval, referred to by Rex Nettle ford as 'the hijacking of the region's media, the invasion of the people's intellectual space and the cultural bombardment of the entire region by every means possible from North America….'. In the past decades, international aspects of mass media were being discussed by scholars and intellectuals under the auspices of UNESCO. Today, the Media has transformed into a business that is dominated by mass-media corporations promoting their own interests at the level of individual administrations. In both scholarly work and public debate on globalization, the influence of media and particularly electronic media on social change is considered to be of paramount importance.

In sociological and cultural analyses of globalization , media such as satellite television, the Internet, computers, mobile phones etc. are often thought to be among the primary forces behind current restructurations of social and cultural geography. Electronic media facilitate an increased interconnectedness across vast distances and a temporal flexibility in social interaction. Furthermore, a handful of media enterprises and media moguls such as Time-Warner-AOL, Disney, Rupert Murdoch, and Bill Gates have become icons of globalization. These media companies and actors both have ambitions of global market domination and serve as the messengers of a new global era. Particularly the transnational news services with a global or regional reach, such as CNN, BBC World, Euronews, Sky News, and Star News, have come to be regarded as the town criers of the global village. Their continuous, on-line, and live distribution of news to all corners of the world has become emblematic of a world in which place and time mean less and less.

There is a well defined second tier of media conglomerates which are increasingly competing on the international level through foreign investment, mergers, and acquisitions. Half of these corporations are based in North America while the others are based in Western Europe and Japan. Second tier corporations include, Dow Jones, Gannett, Knight-Ridder, Hearst, and Advance Publications, and among those from Europe are the Kirch Group, Havas, Media-set, Hachette, Pisa, Canal Plus, Pearson, Reuters and Reed Elsevier. Then, merger mania seems to be the rule of day when it comes to multinational corporations. It is noticed that sixty or seventy first and second tier multinational corporations control a major portion of the world's media in the areas of publishing, music, broadcasting, television production, cable, satellite distribution, film production, and motion picture theater exhibition. The effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity. The global commercial-

media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits.

According to researcher George Gerbner, the most successful television programs are no longer made for national consumption but rather for international distribution. Gerbner further noted that content is affected by the desire to increase the marketability of international television program distribution. Programs that contain violent material are considered to "travel well" according to Gerbner (Jhally, 1994). In contrast, comedy programs which may be quite successful in the United States do not necessarily do well in other countries. Comedy is culturally defined, and what is deemed funny by one cultural group may in fact be offensive to another. In comparison, violent material has a very simple story line of good versus evil. It is universally understood and in many ways culturally transparent.

The trends and effects of media globalization will continue to be both observed and debated by communication scholars, sociologists, economist, and politicians alike. With the fall of communism in the USSR in August of 1991, private investment and the proliferation of multinational corporations has continued to march across Europe and the other continents of the world. The trend of continuing media globalization has showed no recent signs of retreat. Both critics and advocates of media globalization agree that there is fierce competition taking place between the first and second tier corporations. The smaller regional second tier corporations don't want to lose market share to the larger multinational corporations. It seems that market forces and shrewd political maneuverings on the part of multinational media corporations will determine the competitive landscape of the future. While this fierce battle is taking place in the corporate boardrooms of some of the world's largest multinational corporations, communication researchers search for a

theoretical basis to interpret various phenomena related to global mass media. What follows is a variety of theoretical perspectives from scholars that are addressing these questions.

The globalisation of media, primarily since the Second World War, has had an unprecedented impact on the structure of power relations within the media sector and the way in which culture is produced, reproduced and disseminated globally. The immense concentration of media ownership as a result of media globalisation through deregulation and privatisation of media markets and the proliferation of new media technologies have centralized power amongst media organisations. The concentration of media ownership has resulted in the creation of a global media oligopoly; this process has reordered power relations within the global media system almost exclusively toward this group.

Due to the creation of this oligopoly the diversity of media content disseminated through global media flows has been diminished, with huge cultural implications. A dialectic has emerged whereby the global media flows have two, seemingly contradictory, effects on culture. While the global media system disseminates capitalist consumer culture globally and uniformly having a homogenizing effect, it simultaneously has the effect of creating new hybrid cultures as a result of global flows of people and the interpretation of media flows. However, neither homogenisation nor hybridisation attempt the preservation of traditional cultures, homogenisation attempts to suppress them whilst hybridisation may subvert by incorporating them into new hybrid cultures. It is the future of traditional cultures to which the proliferation of media globalisation poses the greatest threat and how such cultures can be preserved will be an important question for future theory on media globalisation.

Conclusion

Although news media increasingly transcend national borders, this does not in itself create a public sphere at a transnational or global level. As a starting point, the following paradox can be observed regarding the relationship between the development of the news media and the public sphere: Due to the growth in transnational and global news media, public opinion formation occasionally transcends national borders and acquires a political momentum of its own at a global level. However, compared to the globalization of politics, economy and culture, the public sphere and the formation of public opinion are still very much tied to a national level and oriented toward national political institutions. This seemingly contradictory development has provided support for very different interpretations of current media changes. The idea that the rise of global media has instituted a global public sphere has both been proclaimed and denounced by media scholars, and both sides have actually been able to provide some empirical support for their interpretations. However, the apparent inextricability of these opposing viewpoints may – at least to some extent – be due to a lack of theoretical consideration of how current transformations in the social geography of media may be conceptualized.

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MASS MEDIA AND SOCIALIZATION: CHILD PERSPECTIVES

Dr. Sadhna Agarwal

Much has been written on the concerns of society for the growing child in the modem electronic and television age. The dichotomies are obvious; on the one hand, there is violence and sex on TV and their ill-effects on impressionable minds, while on the other, children cruise freely on the cyber ways.

A major feature of the studies of the influence of mass media is that they are focused on the here and now. That is, the attempt is to determine what happens to audience in a more or less immediate time frame. Moreover, only the direct influences of the mass media are the subjects of investigation.

But it can be easily suggested that the significance of mass media in the society lies not only in the direct and short-time influences but perhaps media leave long lasting impressions on the minds of the people. The results of these impressions are manifest not in the immediate future but indirectly they contribute to the process of personality formation of the individuals and hence mass media can be suspected to have an indirect and lasting effects on the society.

There seems to be three reasons why the impact studies of mass media remained tied to direct and short-term effects only. Firstly, the theoretical basis for the studies mostly comes from psychology which concentrates on the uncovering of the immediate influence of independent variables on dependent factors at a specific point of time. It is postulated that the cognition, sub-cultural and social characteristics of individuals shape the selective patterns of attention, perception, recall and overt actions of the individuals response to mass communication

Secondly, the methodology used to conduct the impact studies of mass media also led to the determination of the immediate effects only. The experiment method of psychology and sample survey interviewing in sociology could not throw any light on such effects of the mass media that are likely to influence the structural and functional aspects of the human organisation and behaviour.

Another reason for the failure of the social scientific for ignoring the long-term effects was also the commercial use of the finding of the media studies. Exposure patterns of the audiences lead to change in the advertising media-mix strategies and rating structures, Bits of information on the change of human consumer behaviour led to change in the marketing strategies and more important in the replication of same kinds of messages. Results of the media research are required in a hurry and so there is neither time nor the intention of looking beyond present or perhaps immediate tomorrow.

Study of the process of socialisation is one area where the significance of the long-lasting role of the mass media has been recognised. Socialisation is process that brings members of the society into sufficient conformity so that the social order, predictability of the behaviour and continuity of culture can be maintained. Socialisation is essential for perpetuation of the society.

Through death society loses its members and by birth it enrolls new members. But unlike other animal forms the new entrants need to learn the ways and means of living in the society. This is neither genetically inherited nor is it intuitional. This learning is accomplished by transmission of the foundation of social organisation and general culture to successive generations via the socialising process. From individual point of view it is by the process of socialisation that one learns about various norms and role-sets. In a way individual gets prepared for any future performances. Parents, family, kin, peers, schools, teachers, folk tales and epics work on the individuals to inculcate the society-culture. But the process in most societies is non-institutional and is different from formal learning situations.

In traditional societies the life cycle of an individual is clearly marked. With each stage of the life-cycle there are associated roles and status that are almost fixed for each individual. Even the process of teaching the young ones the role expectations and choice of behaviour, possible punitive actions for non-compliance are all woven in the normal social life. The socialising agents are identified and their roles well defined. But as the process of de-tribalisation begins the norms of social behaviour are no more so rigid. Yet there is a need to learn to identify with the social groups and adopt the group-norms. The learning process is no more precise and well-defined.

In the contemporary societies the process of socialisation is by no means clear. "Competing and often contradictory sources of information ranging from peers to corporations vie for the attention of the individual to provide definitions and directions as to what behaviour to imitate, what rules of actions are important and what meanings to attribute to events. Conspicuous among these competing sources of information are the mass media".

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Integrated or integral?

The examination of the role of the mass media in socialisation of the individuals thus becomes an important aspect of the study of long-term influence of the mass media. Mass Media provides multi-point references to the members of the society with which to learn and regulate the social life. But mass media themselves are not external agents in the society. They in fact constitute a sub-system of the social system. So it will not be wrong to say that the society by communicating through mass media facilitates the perpetuation of the accepted values, attitudes, norms as also tends to socialise the members continuously and through all age groups.

So, theoretically speaking mass media seem to have made their place along with the parents, peers, teachers as the primary agents of socialisation. This has been largely possible by the advent of Television in the home situations. Newspapers have a limited role, perhaps in the perception of the political events, Radio listening, though an intimate experience, does not have much potential of mass influence. Films and television with moving images very important for those who have access to them. Studies have shown that in societies where television programming quite advanced, children spend more time watching television that they spend in school or in outdoor activities. With the advent of computer and mind absorbing computer games the children are reported to be spending most of their leisure time glued to the gadget. Greater the exposure more are the chances of long-lasting impressions on the minds.

Traditionally, in Indian families the process of socialisation goes differently for male and female children. Male child is the favoured one. This is not only the consequence of the way the elders or the parents have been socialised but it also acts as a model for the

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new learners. Males learn to expect dominating roles for themselves, whereas females accept to perform subordinate and secondary roles.

Does the advent of mass media supposedly 'modernising agents' act as equalising factors or do they just reinforce the conflicts between the traditional socialising factors like parents and teachers, on one hand, and mass media, on the other?

A systematic way of answering these questions is attempted by examining the issue under following heads:

1. Process of ownership of the media.
2. Freedom of operate radio and television sets.
3. Personal ownership.
4. Choice of programmes.

First the ownership of the media. A very small fraction of the Indian households subscribe to newspapers or magazines regularly. Even in subscribe households it is mainly a male decision whether to subscribe and what to subscribe to. Even the educated urban housewives role in this process is not very dominant or active.

Radio ownership presents an interesting social phenomenon. A transistor set has become an essential item of the dowry. One can see beautifully covered transistor sets being exhibited along with other items of dowry like cot, steel-box, cycle etc. In more affluent families it is the television set black and white, or colour with or without VCR/VCP. Perhaps next in the list to be included in the dowry is the home computer.

Therefore, in many families radio or television ownership is through a gift where bride is the main actor. But she has no say in the selection process. She acts just as a carrier. Case histories of some dowry deaths reveal that the first item of demand was a television set, black and white or colour depending upon the economic condition of the husband's family(not or bride's parents).

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Once the instrument is in the family all members of the family do not have free and equal access to it. In rural situations the radio and TV are normally placed in a room which is the domain of the males only. The females are deprived of the access to the instrument.

Rural change

A new phenomenon is emerging in some parts of the country. It is mainly because of the erratic or uncertain power supply to the tubewells. So the farmers start developing mini household around the tubewells, and gradually the younger farmers shift to the houses in the fields away from the actual village along with the wife and children. The overall social climate in these dwellings is of freedom and females have more constructive role. They have also more access to radio and television

Under normal situations the freedom to switch-on or switch-off the radio or television does normally lie with the senior male members of the family. Senior female members of the household are generally unaware of the basic operations and even if they want to listen or watch some programmes they have to depend on others to operate the instruments. In urban middle-class families the housewife has an equal access to operate the instrument. But both in rural and urban situations female child has limited access to radio and television.

There are indications that in affluent urban families personal ownership of TV and VCR/VCP in becoming prevalent. Similarly in some rich rural families young males are going more and more for personal radio sets. But among the rural young females this is hardly observed. There is not much family radio listening, in rural or urban areas, normally either listening is personal or in groups of peers of males only. Group listening by female is a rare phenomenon. On the

other hand, television watching in majority of the rural and urban households is a group activity, mostly confined to family or family plus neighbours. But here also the choice is male dominated and females have little say.

What programmes children should see and what they should avoid watching is decided by the parents or the elders. Here also the female child is prone to more controls and guidance than the male child. Direct telecasting or special broadcast of tennis, cricket or football matches are all male targeted programmes. Hardly you see special programme where primary targets are females.

These are some of the ways media interfaces with the other socialising factors in a family situation. It is evidently clear that though the mass media are both the agents of socialisation and also of social change, their advent in the family situations reinforces the anti-female child practices rather than the break them. The sub-ordinate position of the females gets validated. However, more important than how radio or television sets are handled in the family are the images that these mass media dissemination in the society.

Concerns for girl child

The following lines are about the plight of the girl child in our countries. The song is in fact saying many of the same things which research findings have been saying. Research findings need to be communicated more widely and in different ways. Scholarly papers, articles, speeches are important but they have their limitations. The medium of songs is what we have been using to convey the findings of research to challenge existing stereotypes, to create new role models, songs, theatre etc. appeal not only to our minds-also to our emotions and feelings. They touch people's hearts and minds both and therefore have a stronger impact.

When, in a country daughters are disrespected and demeaned tell me truly, can that country be called free? At the birth of a son there is joy and celebration but shunned are the mothers who by mistake give birth to a daughter. Her own mother gives the girl less of everything. She craves for justice even in her own home.

A girl is the young plant that gets neither light nor water. She is the flower that would have blossomed but could not. Half fed and half heartedly educated she gets only half a wage for her labour. The country got its freedom but she continues to be bonded.

Media and their role in child development

Media are all the methods and means used to communicate, to spread messages, information, values. Face to face communication in small and big gatherings of people are one kind of media the oldest media for transmitting messages and information. Religious congregation, songs, scriptures, customs, traditions, are all media. Very strong, very and omnipresent. Religion as a medium has a tremendous presence and outreach. Sayings, proverbs, social customs, folk songs, folk stories are other form of media, transmitting messages all the time. Then of course there is what we call mass media which includes print media (newspapers, magazines, books, children's literature, etc. Radio, TV, cinema.)

In the context of media one significant fact to remember is that almost all media have been created by men. Religious texts, mythologies, have been written by men and they are also interpreted by men. For the last 2000 years or so creation of knowledge has been largely in the hands of men. So, it is men who have defined everything for us-religion science development, psychology--all. Men have defined what is good, what is bad, what is superior, what inferior, what is moral, what immoral, what is male, what is female. It is men who have told us who a good women is, what her duties

are. It is men who have defined our psychology and our sexuality. We, women, been only recipients, and often the victims of this male knowledge and male dominated media.

It is only during the last century that women have slowly started sneaking into the male domain of creating knowledge. Women have now started questioning male knowledge and challenging accepted facts. Women have started looking at religion and psychology and science and development from a women's point of view. This is one of the most revolutionary things. I believe, which is happening all over the world. Women's studies, feminist research is looking at things from a fresh angle and often putting things upside down.

Media-based ideology and the reflections for girl child

The main function of media is to create ideology. It makes up people's minds. It interprets events and reality for people. It is a very powerful instrument and that is why those who have political and economic power always control media. Most media religious media, mass media- is controlled by the upper classes and upper castes. Radio and TV are controlled by the state because of the power media has. In the context of the girl child what role does media play?

Let us look at the world into which a daughter is born. Girls are born carrying the burden of patriarchy; carrying the burden of a history of subordination. They are born in a world which does not treat them as equal, which considers them less valuable and less able than men. Some unfortunate ones may feel the hostility while they are still in the womb.

Most families in our countries hope and wait for a son. In many areas of Northern India women fast and pray for sons. The traditional blessing for a pregnant woman is "Dodho Nahao-Pooto phalo" or may you have prosperity and sons. In many rituals

connected with pregnancy a son is desired. Most pregnant women dream of having male children. The most popular and fond image of a child is that of "Krishna"- the male child. Most songs and lullabies talk of "beta" "Chaand", "Aankhon ka tara" "Raja"- all male images. In such a socio-cultural atmosphere a girl can hardly feel welcome.

And once the suspense is over, the secret is out, she can hear sighs, moans, harsh words, or deathly silence. "It's only a girl," "I knew this woman is capable of nothing better." "Better luck next time," "start preparing for a dowry" etc.

Some communities refuse to accept these unwelcome "surprises". They kill the unwelcome daughter using the most effective, locally available and locally acceptable method-stifling with a heavy blanket, feeding them some poisonous herbs, drowning them. The more modern ones kill them before they are born using advanced science and technology. It is not easy to say which method is more brutal, more primitive, which killers are more humane.

A village in Rajasthan is proud of the fact that no baraat (Bridegroom's party) has entered their village for several decades. By killing all the girls born in their village the proud Rajputs have escaped the insulting situation of being somebody's Saala (wife's brother). For them being a 'Saala' is more insulting and a bigger crime than being a killer. Such is the atmosphere into which we girls are born. The question is why this hostility against girls, why this insult? The contractors of religions have declared women to be unclean, vile, vicious, breeders of sin. Religious men are often advised to shun women. There are sects around where the Maharajajis (the saints) are not to look at women. Women have to clear out when the "Maharajajis" arrive.

Strong and knowledgeable women are perceived by religious men as threatening. Hence they prescribe subordination as the utmost

virtue for women. Pati Vrata, Sati Savitri, cow-like docile, homely are all virtues for women. Those who dare not to follow the norms, those who dare to be strong-willed, knowledgeable are given names like "Kulacchini" (ill mannered) "Kalyugi" (modern). The still stronger ones are declared to be "chudails" or witches and burnt alive. In Europe thousands of women were burnt alive by "religious" men and their equally "religious" and moral congregations. In our villages "chudails" are still stoned or burnt to death. Our daughters breathe such cultural air. They are fed with such stories at bed time in the name of cultural education or entertainment. They dream of superior men and inferior women. Their self-image is determined by such patriarchal values, traditions and religions. Girls born in modern, educated, secular homes may escape pure religious preaching but they cannot escape media-the modern perpetuator of patriarchy. Whatever our girls may pickup-children rhymes, amar chitra kathas, story books, text books, folk tales the message is the same -man is superior, women inferior, man is the master, women the subordinate. There is no escape from such messages.

One would have expected that mass media controlled by the so-called "educated", "forward looking", "scientific minded" classes would have challenged old stereotypes and would have taken the girls and women towards equality. But unfortunately the reality is the opposite. Studies done on women and media in India, Pakistan Nepal, Sri Lanka show that the state controlled media, the commercial media are all one in portraying women negatively. They are promoting the same old characteristics for women-the housewife, the mother-with no other role, no other aspirations. They are preaching the same old characterisations for women self-sacrificing, self-effacing, submissive, shy, dependent. These are never prescribed for men. They are promoting the notion that the most important thing about a woman is her body.

A woman is being reduced to a commodity, a thing on sale. There was an advertisement of a 14" TV on the front page of an Indian daily. A girl of 14-15 years was shown wearing very revealing clothes and the copy said, "A beauty of 14. Keep her in your living room. Take her to your bed room or take her to the office." This was in the Indian Express, the champion of human rights and justice.

In our media there is an increasing amount of violence against women in the form of rape, sexual harassment. All this influences reality. All such portrayals influence people and their behaviour. Such media affects women's self image. Violence which we see on the screen spills out to the roads, to our homes. Once woman is equated to a body a commodity, it becomes easy to tease her, beat her, rape her, burn her to death or perpetually harass her. If she is considered male property then the owner can treat her as he likes. Media, by and large, is reinforcing such attitudes.

With this kind of media all around our daughters, you can imagine what happens to their self-image, their psyche, their aspirations and dreams. Patriarchy, or the rule by men, is deeply embedded in our culture, in our religion, in the social norms. It has the sanction of education, laws and the state.

By and large media ignores facts that girls and women, in all working class homes are economically productive, that they produce 50 percent food of the world, that they collect all the fodder and fuel and water, that they run the homes of the country, that they are farmers and labourers. While media bemoans the fact that rural girls do not go to school, their literacy levels are low, they get married at an early age, it keeps total silent on her contribution to the family, to society and to the nation. The girl child in a working class home has no childhood. She works, behaves and contributes to the household and other work like any adult. Her contribution to the national GNP is never calculated and never highlighted.

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Reality is distorted and misrepresented. Such misrepresentation leads to distorted thinking and planning. There are indeed some good articles written and TV programme produced but unfortunately they are outnumbered and overshadowed by the overall negative image of women.

Text books and other children's literature unfortunately does exactly the same-it shows only in stereotypical roles. Text books promote the same patriarchal values, instead of challenging them. Even when the girl child goes to school she receives these limited messages. Her esteem does not necessarily increase, her dreams don't expand. I analysed some literacy primers for adolescent girls and women. They all promoted stereotypes. None of them showed women as workers, as farmers.

The girl child has really no hope from media because she sees that whether it is religion, or cinema, or her text book the message is the same-you are inferior, your dreams should be limited, you are subordinate, you have limited opportunities, in any case you will go to another family, it is only the son who will look after us in our old age, etc. Messages from all around force the girls (from middle and upper classes) to spend much more time and attention on their looks. While boys play outside, develop their physique and motor functions, little girls dress up in clothes which stifle them physically; they spend hours putting nail-polish or henna or doing their hair. Little girls are much more dress conscious. There is much less pressure on them to excel in studies, to prepare for a career, to be independent and fearless. All this affects their development, their dreams and aspirations. Media reinforces these ideas. The million dollar cosmetic industry, clothes industry are all interested in perpetuating these notions.

Coping with change

This present state of affairs does need to be challenged. Fortunately many women and many organisations are already taking steps to change the situation. Some of the things which many more people need to do are:

* To learn to look critically at all media, including religious media. Our children need to be taught this too so that they learn to deal with the media onslaught. They should know that what media tell them is not necessarily the truth, it is the interpretation of reality by those who control media. This is true as much of news as of advertisements.

* We should increase our protest against media which perpetuates stereotypes about women and men, which degrades and insults women, which is offensive. Only a strong public opinion can lead to a change in media negative portrayal of women.

* We should put pressure on the Governments to weed out anti-women and sexist contents from all those media controlled by Government, i.e. radio, television, text the books etc. The government should be constantly made aware that sexist portrayal is against their own constitutions which preach equality between sexes and non-discrimination on the basis of sex.

* A number of studies are being done on media, girl child, women's issues etc. The outcome of these studies should be disseminated more widely in different ways. Let us tell everyone, for example, how much work women do, how much they contribute to the GNP. Let us tell everyone that women also are and can be farmers, labourers, craftsmen, sportsmen, chairmen. Let us look at our languages also which are very sexist and biased.

* Religious texts and mythologies, religious and cultural customs which preach and justify male superiority need to be challenged. This is indeed an area which we should tread cautiously

but tread it we must. It is an area which will not change overnight but if we keep silent about it, it will never change. Let us start saying that all religions and customs are man-made, that all scriptures are written by upper caste, upper-class men, at a particular time in history. These can and should be changed, rewritten, reinterpreted by us in keeping with the present reality. Religions which justify caste, class, gender, hierarchies cannot be accepted uncritically in the present day and time.

* We should create new texts from the point of view of women. What about writing a Sitayan from the perspective of all the women in Ramayan? We should modify old festivals like Karva Chauth, Raksha Bandhan, which perpetuate the notion of women's dependence on men. We should start celebrating the birth of a girl child in the same way as we celebrate the birth of a male child.

* We should continue to demand equal inheritance rights and property rights for girls as well as prepare girls for economic independence.

* An area where we need to do a lot of work is children's literature. We need to write non-sexist rhymes and stories for children. We need to give to our girls positive role models.

We need to organise more workshops, conferences, camps, women's Melas (fairs) to talk about all these issues. What is encouraging is that such alternative media is being produced. There are women's magazines, films by women, street plays, songs, posters, exhibitions. These need to be disseminated widely. We cannot really keep silent anymore because:

If we were just one or two we might have been silenced. But if this country is half full of men the women are one whole half too.

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MODERN MEDIA AND SOCIAL LIFE

Dr. Vimlesh Kumar Pandey and Dr. Rajiv Shukla

The paradigm shift in literature and media and its impact of contemporary society has been noticed vividly over the decades particularly after the fifties. Literature and media before independence has different approach and were concerned with the problems of Indian people suffering under the British regime. After independence they looked at the Indian scene from the post-independence angles. Though the freedom brought new hopes and aspiration in the minds of the people but other social, economic, religious and political problems, which were invisible and submerged in the enthusiasm of the national movement, emerged. These problem drew attention of the writers and media persons. The partition and subsequent problems like communal riots, casteism, subjugation of women, illiteracy and poverty became the moot points. The old traditional method of writing and news presentation gave way to modern techniques.

Media has also simultaneously evolved over decades. Modernization has transformed this into a communication network that sustains the pulse of Indian democracy of about 1.1 billion people. Print media history in India is tangled with political history. Print media became a vehicle of information dissemination and became an effective tool of freedom struggle. During the freedom

movement the journalist performed a dual role as professional and nationalists. It is noticed that during the post colonial period, particularly after eighties, commercialization and consumerism have taken toll of true spirit of journalism. With the advent of electronic media Indian social scenario has completely changed. Electronic media has revolutionized our every sphere of social life. Most of the Indian newspapers, magazines and other information outlets are easily accessible through the Internet. The Internet has facilitated the formal and informal information outlets.

Our world today is increasingly driven by mass media due to the explosion of different means of communication, especially electronic communication such as satellite TV and internet. The media is viewed as a source of power that influences, controls and promotes new standards in the society and reinforces the existing ones. The growth of media as an industry has accelerated over the past few years with new forms such as DVD and the internet changing the way we, the audience, consume and receive media. In an interdependent and globalized political world, the challenge of the media is to provide extensive coverage of global politics and to examine the impact of these influences in specific national contexts. The mass media has a role to influence socio-political and cultural settings. Numbers of researchers have been conducting studies worldwide to investigate what they might contribute to an understanding of the economic and other factors that influence mass media, and how the media in turn influence the political climate and the democratic process in modern democracies. Mass media is considered one of the principal agents for societal development, democracy and good governance.

By covering news, politics, weather, sports, entertainment and vital events, the daily media shape the dominant cultural, social and political picture of society. Beyond the media networks,

independent news source have evolved to report on events which escape attention or underlie the major stories. In recent years, the blogosphere has taken reporting a step further, mining down to the experiences and perceptions of individual citizens. Newscasters function at large stations and networks that usually specialize in a particular type of news, such as sports or weather conditions. They gather information from national satellite weather services, wire service and local and regional weather bureaus. Some weathercasters are trained meteorologists and develop their own weather forecast. Sportscasters select, write and deliver sports news. This may include interviews with sports personalities and coverage of games and other sporting events.

The media network in our country represent a confluence of paradoxes: tradition and modernity; diversity and unity, conflict and cooperation, news and views, feudalism and democracy, the free market and monopoly. India's complex cultural mosaic, especially linguistic rand communal, strengthens its diversity. Public demand for news promotes a culture of media that is fast replacing the legacy of a feudal/colonial system. While corporatization and state regulations can muffle free expressions, the force of public interest and the market economy strive for greater freedom and openness. Both politics and capitalism thrive on the liberties of a democratic system that continues to evolve into a functional hybrid of chaos and order.

Media critics claim that sometimes mass media has not played the role that is should have played in the hand of few vested interests. The researchers have also pointed out that mass media influence vary from country to country depending upon socio-political and cultural settings. The media can be seen as facilitating social agreement through the dissemination of information and contrary opinion, however the advent of press freedom has given rise

to unprecedented abuse of the mass media by unscrupulous mass communicators.

At present, the media for every man is as essential as food, clothing, healthcare, shelter and education. It is now regarded as an indispensable part of our social needs. We are always keen to be updated with the latest developments in all walks of life as the media plays an important role and reach out to a very large audience. It performs its functions through advertisements, propaganda, marketing and news telecasting. It is also responsible tool for advocating social concerns. For people media is as important component of our social life as are democratic institutions. Any democratic society in the world permits freedom of speech and expressions, freedom to agree and freedom to disagree. In this way, the responsible media facilitates the process of empowerment of every individual as it provides the platform for public debates and group discussions to form the public opinion. Media also provides platform for the individuals to be heard on appropriate forum. Media people also work day and night to find out the facts in case of controversies and investigation matters. The reporters risk their lives to give us information about the events and happenings around the world. In so many complicated cases the reporters have turned out to be investigators. Best bakery case, Jessica Lal murder case, Priyadarshani mattoo case, the coffin purchase scandal during Kargil war and the exposure of rotting wheat in godowns are various examples in which media reporters have proved to be real investigators who took the initiative in bringing out the truth before the public even risking their lives.

The cinema, an important segment of mass media plays very effective role in exercising influence on the minds of the audience. In its earlier history, cinema was meant for providing entertainment and in some cases, moral messages. But now however, it has captured the

concentration of all sections of people. It certainly creates an impact on audience influencing his or her thought process and life styles. The importance of the cinema as a medium to project present day life styles, the portrayal of urban and rural women in films, the psychological aspects of human relationship is increasing day by day. There is no denying the facts that the cinema is also the root cause of various social evils and criminal practices which youngsters imbibe from films. But at the same time, some thought-provoking points which are raised through this medium are also praiseworthy. There have been so many films from 'Mother India' to 'Pipali Live' which have taken their text and context from the society to show the real happenings in life. They have also been made so well that they have left their mark on the contemporary audience psyche. Their forms and content are drawn from our day to day life weaving the relevant episodes into well knit and meaningful cinema. The filmmakers should make more sincere efforts to develop cinema towards nation building and create a conducive atmosphere for its audience to develop patriotic and healthy social order as cinema has a profound impact as a mass media on Indian psyche, including students. Although, the agenda of cinema is neither known nor validated by any authority. In this scenario it is up to an individual to decide what may be good or bad and hence films are open to individual interpretations.

Unfortunately, there is a marked degeneration in values projected by our media today just for the sake of their Television rating points (TRP) and earing extra bugs. Their trend is definitely dangerous. There are so many programs and soaps on the air which encourage only superstitions, family feuds and high profile unrealistic life styles which adversely affect the minds of the youth. Media is also to a great extend, responsible for trivializing death and violence which definitely is a degeneration of human values causing a great damage to our social fibres. In a vast country like India media

being one of the important means to reach out the masses and influence their thinking and decision making. But a line has to be drawn between the positive and negative media in the interest of the younger generation and the country by and large because even though, we are heading towards westernization, but our roots still remain Indian.

Our country that we see today is multilayered and fractured. The picture of our country which is being shown by the media to the world is only the upper layer. This is half truth whereas its focus should be to project our country which is a vibrant, cultured and self reliant democracy. The media should work honestly in raising social issues and concerns which help in reducing the gap between rich and poor and the injudicious distribution of money, power and opportunities. A person from metro cities visiting villages of U.P. and Bihar should not have an impression of having landed on an island. And the villagers also should not treat him as an alien. Everything cannot be set right in a day but, at least, a beginning has to be made. We have to change our priority. Today, our country is drawing the attention of all big powers of the world as one of the most successful democracies and economically developing nations but, we cannot ignore the forty two crores of people who are fighting hunger, illiteracy, malnutrition and deprivation. If we ignore them, we are ignoring the basic socio-cultural dimension of the country. The media can play the positive role to create awareness in minds of the people. It should take up the issues and concerns of the underdogs who are not centrally placed in their time slots. They should also focus on the lives of these people whose problems and issues or not under their purview. We cannot have the first feel of the lives of those people sitting in the air-conditioned rooms. But unfortunately media does not keep them on their priority. Though, a vast country like India cannot be uniformly developed. It cannot look alike. But we can know, at least, each other. Only sensationalism and

bawdiness of media should not be their focus. There is something beyond these all.

There is no denying the fact that media has worked for the progress and development of our country. It has also worked in many ways to strengthen the democratic institutions of the nation. But sadly enough media is nowadays taking more interest in sensationalizing news and losing interest in democratic principles and values. They only appear to concentrate on making more and more money for their organizations. If media performs its duties and takes initiative to fulfil its social responsibilities, it would be helping a lot in making India as a powerful nation.

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POTENTIAL OF SOCIAL MEDIA FOR BRAND MANAGEMENT IN INDIA

Dr. Rusha Mudgal

Abstract:

Social media has created a huge impact on marketing strategies of almost all the industries worldwide. The deeper penetration of internet coupled with affordable smart phones has leveled up the entire process of reaching the existing and prospective customers. Branding activities and marketing techniques projected through social media platforms are easy to understand, quickly grasped and can also be measured. The fact that most of the communication taking place through these platforms is real-time and is mostly consumer-driven, helps engaging more people. Online presence of brands across social media platforms has opened new horizons of opportunities for brands to explore innovative strategies. User-generated content, influencer marketing are some of the strategies that have received excellent responses from the netizens. However, the key to drive a successful social media strategy is seen to be constant responses to the existing and potential customers. Social media platforms like Facebook, Instagram, Youtube, Twitter, Whats App, LinkedIn, Snapchat, Tik Tok, Pinterest and like provide

explicit prospects for brand management and user-engagement. This study explores the potential of social media for brand management.

Keywords: Social media, Social media marketing, User generated content, Influencer Marketing, Viral, Buzz, Memes, Netizens, Brand management

Introduction:

Social media is a quintessential platform where brands get an opportunity to make a note of the preferences of their customers and maintain a record of it too. The extent of social media is enormous and is growing fast. Along with geographical targeting, social media platforms may also aim for behavioral and special interest groups. Organisations are aware of the need to understand the effects of social media on brand perception (Kumar *et al.*, 2016). It helps a brand to reach its target group in a cost-effective manner. Some people who have time constraints can be effectively reached through social media and not through traditional media.

Adeptly reaching more audience is the key aspect of social media. Audience engagement and well-timed responses help brands to proactively be present at all times. The immediate and bespoke reply makes social media stand out in terms of consumer satisfaction. The use of social media platforms is not only restricted to produce brand promoters but it also provides opportunities to offer better customer support. Through social media there are many chances to improve brand reputation and to provide more focused customer service. It is particularly necessary to have a cognizant engagement and communication with users that is real-time and clear. Given the large scale of use of social media, there is a lack of research analysing the influence of multiple social media platforms. (Schivinski and Dabrowski, 2015; Keller, 2016; Gürhan-Canli *et al.*, 2016).

Brand reputation across different social media platforms can be studied through various tools, websites and applications available now days. Responses from users are monitored across all social media platforms are evaluated to categorize positive, negative and neutral attitude. This practice provides a wider picture to recognize the needs of the users and their outlook. With the help of this practice brands are able to take curative measures to offer an improved product and services. While brand managers are aware of the opportunities presented by social media, there is a lack of knowledge regarding developing effective digital marketing strategy for improving brand image. (Hanna, R.; Rohm, A.; Crittenden, V.L., 2011)

As they say, data is the new oil. Smart and effective utilization of overall customer-profile based analytics generation and in-depth study being used will take forward instantaneous remarketing strategies. This process may create appropriate, focused and more personalized proposals as next to general and non focused offers. Marketing schemes carried forward through social media will go on evolving particularly concentrating on social business aiming profits escalation, brand advocacy, and form original consumer segments and more involved customer engagement.

Major parts of marketing budgets comprises of mobile based marketing strategies which is due to easier and affordable access to smart phones and faster data connection plans. Creation of mobile apps which are more focused towards consumer engagement and regular interaction is becoming a well-received practice and provide large scope of innovation.

E-commerce is relatively easier and much safer than what it was during the initial years ago and had gained a lot of popularity. Larger practice of search engine marketing, re-marketing and affiliate marketing, has helped not only to contend in the market and

drive online sales but also to generate effective branding strategies and improve brand awareness.

The digital platforms have myriad opportunities. The remarkable prospective to utilize the scope of social media to improve online presence but it has to be significant and worthwhile to the target audience. An important initiative has been to improve online sales using social media, brands having common objective are brought together to do this.

Prospects of Branding through Social Media:

Face book and YouTube have provided a great platform for brand management but have also become a great challenge for the brands in the current times. Brands prepared themselves with looking deep into their social media strategies. It has helped brands to surpass the traditional media regarding reaching their audience in a more direct and personalized way. To connect to community of consumers efforts are made by sharing great stories in real time. Inspite of these arduous efforts few brands could reap the benefits. The disadvantages of social networks include the possibility of receiving negative feedback, which can also spread rapidly and be destructive. (Brech, F.M.; Messer, U.; Vander Schee, B.A.; Rauschnabel, P.A.; Ivens, B.S. J. Mark 2017) (Felix, R.; Rauschnabel, P.A.; Hinsch, C)

The possible reason for this is the link culture and branding. Brands can penetrate in the target group when they find some cultural relevance. Social media has not given rise to new networking platforms but also transformed the way people relate with culture. Netizens play a crucial and inexhaustible role in exploring the way between culture and social media. This helps in understanding a lot of trends, the ways in which a brand's social media strategy works or not and unconventional branding techniques that are supported by social media. The consumers' ability to communicate

with one another limits the amount of control brands have over the content and dissemination of information. (Tucker, C.E., 2014)

The advancements in new media technology has empowered the users and spoilt them for choice. Audience can easily opt out of advertisements and this is a huge challenge for brands. One of the ways out was creation of short videos for internet. This technique helped for a while during the earlier stages. These early adopted methods made brands to consider that if they provide remarkably creative content at usual internet speed, they could attract large numbers of engaged audiences to their brands. Following this, there was the great attention diverted to branded content. This much required content is largely derived from the crowd instead of well known media companies. The enormous potential of social media has brought together the once geographically remote communities and lead to drastically soaring the speed and concentration of association. Bringing greatly together, the once-distant communities has created an impact on their cultural manipulations making it more straight and significant.

The content which is sourced from the crowds has increased user participation along with the pace and quality of conversations. This type of content is more relatable by the audience and quickly surfaces gathering most consumer attraction becoming viral (spreading across social media at a swift pace). The best part being that its production is less costly too. Social media is observed as consumer generated media that covers a variety of new sources of online information, created and used by consumers with an intent of sharing information. (Blackshaw & Nazzaro, 2004)

Well –aware consumers are unwilling to believe online brand messaging. Social media influencers have managed to influence the consumers' mind. They are distinguished individuals who have their personal style and ability to catch the attention of huge number of

consumers. This influencer marketing trend has changed a lot in branding strategies. As they have a huge fan following on social media as bloggers/ vloggers and people are usually curious to know more about them like what brands of clothes they wear, where they travel, beauty products they use and whom do they follow to inspire their followers. Gradually more marketers seek for occasions to connect with their consumers by including their products and brands in influencers' discourse with their followers.

Social media is often considered a low costing advertising medium. In this view, an influencer follows a part of brand's strategy to drive sales and increase brand awareness by putting up posts across social media platforms. Most often brands consider influencers on the bases of the number of their followers. Over the time they have been also recognized as brand ambassadors. This makes an influencer a core part of branding strategy. They are more involved in the entire activity as their style and voice becomes strong part of the branding activity. It is important to note that this approach does increase the cost of the entire plan and involves more indigenously created strategies. This also calls for new ways to track the progress and responses to the approach in performance based qualitative and quantitative metric.

Importance of Social Media for Brands:

The emerging market in India has grabbed global attention in the recent years. It has been a stronghold for renowned consumer packaged goods. These have explored numerous ways to connect with wide consumer base. The number of active *social media users* has surpassed 3.8 billion and this *figure* rises by about than 9 percent. Number of social media users has surged enormously and that is the reason why it is very prominent part of many brands' strategies.

Social media comes across as a straight choice to showcase a brand's personality, globally. Simplest way is to create a tone of voice

for the brand, work on its verbal identity and share views about it. When starting a new campaign, it is vital for the followers to know about the opinions of the brand's strategists. This not only makes for a good content but also helps in user engagement because there is an interesting conversation about an impending prospect with a human element so consumers are sure that they're being acknowledged. There is amplification of reputation with the aid of social media over traditional mediums (Barwise & Meehan, 2010).

People enjoy variety, so when they're provided with different types of content, it appears interesting for them to explore it further. Here, it is necessary for the brand's management to make a decision for what do they want the brand to be recognized for, on social media. This can include options like uploading 360 videos on Face book. This can easily attract attention from the users. Another favorable way is to upload Go Pro technique of videos. Since it provides a point of view of it becomes relatable for the viewers and is well-received by them. To bring focus to one aspect of footage cinemagraphs turn out to be very effective.

Carousel posts club together various links in one post giving an opportunity for different brand to display its various products with a single post on social media. GIFs and memes have been winning audience attention since its introduction. This has worked out effectively in case of Twitter and Instagram. Use of hashtags to surface with keywords and stay in middle of audience attention is another widely used successful trend. Displaying more than one image through collages is another successful demonstration of giving out multiple pieces of information through one post. Another interesting way is put stories on platforms like Instagram or upload very short videos with really crisp content. However, it is imperative to understand which type of content works for which social media platform. On each social media platform, the audience is different. For

a platform like LinkedIn the posts have to be strictly professional in nature. Every type of content must be designed keeping the audience in mind.

Cultivate Relationships:

To nurture a significant relationship with the audience it is important to devote time and understand which platforms are most accessed by the target audience. Targeting the correct audience type will offer a prospective growth opportunity and to excel in consumer service experience. When consumers experience best services it adds to the brand loyalty. According to information provided on Statista, in the age group of 18-24 there are over 100million of users of Facebook in India. Whatsapp users account to 49 percent from the age group 18-25. There were as much as 155430000 users of Instagram in the age group of 18-29 in India by January 2019. The number of Twitter users across the country was estimated to be over 34 million in 2019 among the age group of 18-29 years.

Social media can also assist brands in realizing the needs of the consumers, their opinions and how the brand is perceived. One of the many ways to do this is to engage in interesting discussion with the target audience. Looking at consumer's profiles can also reveal a lot relevant information for the brand. By making apt use of customer feedback, brands can fine-tune their marketing strategy in accordance with the consumers' requirements. Constant monitoring of competitors' branding activities also provides insights to various ways of improving strategies. Social media age is rapidly evolving so it is crucial to stay ahead of competitors and offer exclusive content to the audience through social media.

There many Competitor analysis tools accessible online through which a brand can proactively monitor the comparison of activities of its competitor on social media. This is very helpful as it

provides information about most or least engaging social media posts and on top of it there are also updates regarding competitors' exclusive activities. This can be made use of by following the trend if it is feasible for the brand or something completely different can be discovered to stand out. Constant evaluation of the performance of the posts is indispensable, a brand must not continue with a post that is not well-received by the audience.

Distribution of Relevant Content:

When content of brand is shared by social media users it surfaces prominently on various platforms. It supports the visibility of brand and is well suited for search engine optimization depicting as a leader among the existing brands. The scope of such awareness based posts can be explored across multiple social media platforms like Facebook, Twitter, Instagram and like with the use of relatable hashtags and most used keywords with them. Social network users rely on the advice they receive from other users (Schmitt *et al.*, 2011). It must be noted that content which is created with this purpose must be something that the target groups want to read or else people will not share it.

New Business:

Most of the major brands have a presence on social media. It is essential to provide a brand existence on social media through any possible way, to open an opportunity to expose the brand to more customer than otherwise. Social media platforms can persuade prospective customers to undertake the product or service as there can be real time feedback also. Online consumers listen to opinions published in blogs, reviews and discussion forums (Olenski, 2013). One way to enhance the process is by tagging existing and prospective consumers and engaging them by sharing information and asking their views. However, this must be done carefully so as

not to present the brand as a promotion device, for social media platforms are spaces for customers to engage according to their preferences rather than providing reasons for being interested or not interested in a product or a service.

In order let organic content reach the target audience and further, brands make use of paid services to promote it. This type of paid–for content must become the focus of contemplation when brands plan their organic social media strategy as it will provide permanence to the promotion and reveal burgeoning reach, audience engagement and return of investment.

Conclusion:

Social media provides numerous opportunities to bring users to the brand's website by disseminating its content to related networks. The more engagement of these posts, the more coverage they receive; it would result in probably more hits on the brand's website. The website's traffic which is originated through social media is monitored by using tools like Google Analytics, which let the brands identify the posts that have been main traffic drivers. This detail is useful to specify the ways social media helps generate return on investment by using different posts.

On the whole, it is evident that social media possesses a strong positive impact when it comes to promoting and managing a brand. The social media sphere does not depict any signals of slowing down; therefore it is necessary for brands to carefully plan their social media strategies and begin reaping the benefits.

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PRODUCTION DESIGN AND ITS CONCEPT

Ms. Sandhya Sharma

Introduction:

Production design is that the visual art and craft of cinematic storytelling. the design and elegance of a film is made by the imagination, artistry, and collaboration of the director, director of photography, and production designer. A production designer is a person who is responsible for interpretation of the script and the vision of the Director for the film and to translate them into physical environments during which the caste/actors can develop their characters and present their stories.

The strategy and application of production design provide an insight of the screenplay in visual image, a color palette, architectural and the period specifics like locations, designs, and sets. It also coordinates with the artist of costumes, makeup, and hairstyles. It creates a viscidness pictorial scheme from the point of view that directly informs and supports the story. The design for assembly need researches at globe during which the film takes place to determine a way of authenticity. The assembly designer must interpret and transform the story, characters, and narrative themes into images that encompass architecture, décor, physical space, tonality, and texture. To plan every shot from microscopic to

macroscopic detail the production designer's use sketches, illustrations, photographs, models, and detailed production storyboards. Production designers are leads the academic department and they manage an imaginative team that includes art directors, set decorators, property masters, painters, carpenters, and specialty crafts people.

Production Design Is

- A universe far, far away, imagined and built on a sound stage

- Scenes that happen in New Delhi—but are literally shot in Goa

- Mumbai city dropped at the screen, although the urban environment had previously only existed within the imagination of the image creators and was expressed in ink

- a collection shown in Bahubali film, shot in an actual studio in Hyderabad , transformed into the room of the character through addition, substitution, subtraction, renovation, and alteration

- a visible vehicle that transports the audience back or forward in time

- Visual poetry—a dream, a nightmare, or the mundane reality of the everyday

- The altered condition of the audience, created by an emotional mood or atmosphere

- Wood, paper, and stone

- The connection between the characters, their story, and therefore the environment Production design functions within the service of the story, within the vision and creation of the illusion of verisimilitude and fantasy.

Visualization of a Screenplay:

Making a movie could be a most tangled aesthatic deed. Moviemaking is that the only creative venture that fringe of all arts such as writing, photography, painting, acting, music, dance, and architecture. The filmmaker must tackle the challenge of telling a story via image and sound whenever a movie is created. Filmmakers have myriad reasons for eager to make a movie. They are available to the task with particular strengths. Some are principally writers; others are actors, or come from the creative authority of music, the theatre, cinematography, editing, or design. They produce films to emuse, to precise emotion, tell a story, deliver a message, to dream, to imagine, and since they need a passion that drives them. Filmmaking takes time, calmness, diligence, enthusiasm, zeal,commitment, and an understanding of the method.Filmmakers need to learn to visualise the narrative as they are oriented toward story and performance. The story must unfold within the mind's eye, because it is conceived and created. The filmmaker must see the movie while the screenplay is being written and through pre-production before the cameras roll. It must be visualized as a singular story expressed during a unique combination of image and sound not as a movie that has been seen before. The main task of filmmakers is to translates the story into the visual language of the cinema. If filmmakers come from a visible orientation, they need to learn to grasp how story and character form the inspiration of a movie. Image and sound without a compelling and fascinating story and actors to bring it to life through performance won't produce a successful or satisfying movie. Good screenplays are rare gems. Writing an excellent or maybe an honest screenplay could be a difficult endeavor. The method of imagining the photographs that become a film is named visualization. Visualization could be an entire process. To create a closeknit and demonstrative entertaining film, the director must control and speed up the way the project is visualized.

A Good Production Design:

It is important to contemplate what is actually a design? It involves creating a blueprint for, to achieve a predetermined purpose in which we craft something new in an exceedingly way that includes a refined aesthetic desire. Good design fulfils a function and appears good at the identical time. By extension, good production design is that the creation of an environment with a concentrated creative that permits the story of the film to be told to greatest effect. For some films this may mean being bold and ever-present very like an extra character. Less recognized, but no less successful, is the assembly designs that go relatively unnoticed. These are for films where the most effective decision is for the look to still fulfill its function of making a visually potent world for the story to be told within but to try to this must remain discrete and not draw attention far away from the action. Many production designers are quoted as saying that if a viewer claims they didn't notice the look, they know they need done an excellent job.

Media Production Process:

Production processes across media industries have developed to reflect the requirements of practitioners. Engagement of the audience, consumption, reception and thus the need to figure under obstruction including time, budget and skills, are all midway to the media production process. The tactic identifies discrete stages that provide the framework for a media production applicable to any or all media forms. The stages of the tactic mustn't be seen as static or linear; rather they're iterative and interrelated. To spice up the media production process is continuous evaluation, reflection and analysis which need critical, creative and reflective thinking.

The Stages Within the Media Production Process Are:

Development: the ideas, intention, narrative and audience that are the muse of the assembly are explored. During this stage other media products are investigated to analyze media codes and conventions, genre, style and also the location, context and time when the assembly was produced. Equipment, materials and technologies are investigated in an exceedingly range of media forms in regard to the audience and intention. To develop understanding of and skill in their use experiments using materials, equipment and technologies are conducted

Pre-Production: The throng is planned considering the desired audience, intention, narrative and context. The event of the narrative of the merchandise is planned, including how it'll engage, be consumed and browse by the desired audience. Media codes and conventions, genre and magnificence, are considered within the development of the narrative. Documentation and also the planning of the assembly are dole out in visual and written form using tools like production notes and storyboards. Equipment, technologies and materials to be employed in the assembly are documented. The way the merchandise is distributed to the audience and also the context within which it'll be distributed and consumed is additionally planned.

Production: the planned production design is captured and recorded. To the assembly design plan in regard to media codes and conventions annotations are also added and any changes to the assembly design. Production is also a collaborative process involving variety of individuals with specific roles or it's going to be a private process. Reflection and evaluation of the assembly can occur through written documentation, oral feedback and/ or visual feedback.

Post-production: the assembly is treated and determined in view of the intention, audience and also the development of narrative. Media codes and conventions are accustomed resolve ideas and to give some thought to the engagement, consumption and reception of the desired audience. Specific equipment and technologies are employed in editing. Feedback is be on the lookout for and also the creator and participant will reflect upon the product and its relationship to the desired audience and intent.

Distribution: The product is delivered to the specified audience in an immensely planned context and placement. At this point the creator and/or participants will seek feedback for future productions supported audience response and personal reflection

Pre-production:

Pre-production is that stage where you intend, procure, arrange, organize, discuss, finalize, rehearse, scout, negotiate, schedule, budget, cast, manage, meet, rig and prepare.

Let's learn pre-production with an analogy: Cooking. Here's a side-by-side comparison:

Cooking	Pre-production
Getting a recipe off the internet or from a friend	Getting a 'locked' screenplay
Looking around for the ingredients, finding bargains	Interviewing the crew
Finding the key ingredients	Auditioning
Set up the kitchen and workspace	Scout locations
Collect the tools and utensils	Decide and arrange for gear

If you don't have the right tools, it's back to the drawing board	Rework the script
Prepare a shopping list	Budget
Write the recipe down	Schedule
Finalize the recipe	Prepare the shooting script
Shop for ingredients	Finalize cast and crew
Ingredients not available?	Redo interviews or conduct more auditions
Shop for ingredients	Rinse and repeat, sign contracts
Bring everything to the kitchen table	Logistics
Get the tools and utensils in order	Project Management
Cook	Shoot

Producing a video could be a complicated affair. You can't play with other peoples' time or money, and there's always tremendous pressure to deliver every single day. The purpose of the above simplistic comparison is to indicate that cooking doesn't begin once you put your ingredients within the oven. Cooking begins a full lot earlier.

Important Elements of Pre-Production:

Pre-production filmmaking will include several vital elements that job to bring the film together. Your pre-production plan should include the following:

- A play script

- A storyboard and list of Shots

- Finding the proper crew

- Scouting locations

- Preparing a budget

- Choosing essential gear

- Eliminating bureaucratic procedure

- Finding the proper cast

- Rehearsal

Finalize the Shoot Script:

Movies don't seem to be born out of nothingness. They take many pre-production planning before the execution takes place. As you prepare the assembly efforts, give some thought to how you may finalize the screenplay and convert it into a working play script for your cinematographer and director to figure with. Now the time to tweak the screenplay and add, edit or delete unnecessary elements for the most effective production.

Prepare Storyboards & Shot Lists:

Another necessary step within the pre-production checklist is that the storyboard and shot list. Your storyboard and shot lists are provided to the director and cinematographer to reference as they harden the scene. Storyboard designer work with the director to bring the bizarre or a singular vision to life.

Seek the Correct CREW for the Work:

As you continue down the trail of pre-production steps, you want to begin considering who you ought to hire for the work in the

film production. Before pre-production at the time of rounding up the team it gets too involved so the lads and girls that carryout the tasks of manufacturing your film can provide valuable input along the way.

Scout Locations:

Where will you film each scene? Now the time to scout locations and determine next steps to book the correct locations for your production. This could require tailoring your storyboard to the placement or tailoring the placement to the storyboard– so confirm you discover the placement ahead of time within the pre-production steps for best results.

Prepare A Budget:

Don't just prepare a budget, but be prepared to stay to the budget too! Now's the time to finalize the acceptable allow equipment, gear, professional resources and the other financial needs of the assembly. This could not be fun, but it's an absolutely necessary element of the pre-production process.

Choose Appropriate Gear:

What essential gear are accustomed shoot the film? Will you employ your iPhone or a cinematography crew? Once you have got selected the nice you wish to provide the film, you'll begin taking steps to accumulate the gear. Consider rental houses and other options to barter discounts on props and other necessities for your film.

Eliminate Procedure:

When bearing on procedure we mean paperwork and necessary steps that would otherwise delay production schedules. This includes permitting, insurance, and steps to getting local

government approval for production before the film date. Now's the time, in pre-production, to knock out any procedure issues and harden a smooth production.

Find Your Cast:

Do you have the right presenter or actor for your film in mind? have you ever reached intent on him or her? Now's the time to seek out the cast that may bring your production to life. Hiring your cast during pre-production ensures that once you are able to begin filming everyone else is prepared too. Don't wait to hunt brilliant performers out last minute–take it slow during pre-production to seek out the correct cast for your film.

Rehearse:

Pre-production offers ample time for rehearsals to require place. You ought to prepare to rehearse the film several times so as to create confidence in cast and crew. A smooth production comes together when all necessary time and elements of pre-production close, rehearsals happen, and everybody is prepared to tackle their role when shooting begins.

Production:

Now it begins; getting the movie on film or digitized.The numerous production assets lined up to create the movie for that the producers and director make the schedule and coordinate/assemble the utilization accordingly. If any legal problems can arise and if trouble develops with personnel, equipment malfunctions, accidents, disagreements. Legal counsel is at the ready; there's rarely a dull moment when making a movie.

The action of creating or manufacturing from components or raw materials or the method of being so manufactured. Production is that the actual filming of the video. The video production companies

you're working with bring their crew, equipment, talent (actors) and each one necessary prop resolute matters and capture all the footage necessary.

If you're adding elements like motion graphics, animation or voice-overs in your video, the material are visiting be produced within the assembly stage. The quality of the recorded footage you have got during production cannot be corrected in post production, so confirm the footage from production is that the highest quality footage one will get.

Post-Production:

The work that's done on a movie or recording after filming or recording has taken place.

Last, but in no way least, is post production. Post-production is classify, trimming, coloring and editing the footage that captured during the production? Before entering the planet of video production, the footage captured on the camera is that the video product that we see on the massive screens. I wasn't responsive to the coloring that happens in post or the audio mixing. Post is where all the footage is made and also the final touches, the weather that basically makes the video pop, are added to the ultimate product.

Important Elements of Post-Production:

1. Editorial
2. VFX
3. Feedback (It's not a politician category, but no one's above it)
4. Music Score
5. Post-production Sound
6. Color Correction/Mastering

1. Editorial:

It is going to appear obvious that editorial is that the period within which you edit your film, but lots of individuals don't understand the method. When filmmakers are preparing for production, they often forget that at the tip of the day, something must be through with the footage.

So let me break it down for you. (I will persist with a digital workflow because that's how most films are shot nowadays. There are extra steps once you are managing actual film.)

first – the footage is began the camera cards and protected. This could be through with professional software that may do a check sum. It's never a decent idea to "drag and drop." It's too risky and way an excessive amount of is at stake.The same is finished with sound.

The 2 elements – referred to as dailies — attend a lab or someone to sync all the clips. On films with a true budget, a color pass is finished so nobody needs to study the tasteless footage that comes off the camera during the editing process.

Once the footage is synced, it's handed off to an Assistant Editor who loads the footage into editing software like Avid or Premiere. An Assistant Editor's main job is to prepare the footage and put it in scene bins, find wild sound, and confirm that each one the footage is accounted for. This needs a decent amount of paperwork. An Assistant Editor must keep record of the camera reports, the sound reports and puts the script notes so as.

Once everything is organized, the Editor can start editing scenes together. An Editor's job is to observe the footage, choose the simplest takes and piece the film together shot by shot.

Editing may be a painstaking process that takes many weeks, often months, of drafts and opinions within which the film really takes shape. On most productions, after putting the film together, the filmmakers realize that they have another scene or two to create the story work in order that they schedule a shoot of "pickups."

2. VFX:

VFX artists are always chomping at the bit to induce started. And rightfully so, they're generally overworked and never have enough time to induce the work done. But where does VFX slot in the post-production process? Well, it's very complicated, but here's the gist.

If they're not generating footage for the Editor to figure with, they're likely affecting footage that's shot. An Editor will usually create temp effects until the image is locked because VFX artists work frame by frame, and it's a significant hassle to try and do extra frames you don't need or have frames added to the work they need done (or start over if you swap out a shot).

Once the image is locked and therefore the Editor has accounted for any dissolves, etc, an Assistant will prepare delivery of the weather to the VFX department.

3. Feedback:

As we discussed, feedback isn't a politician step in post-production, but feedback makes a movie better. It allows a filmmaker to unravel unseen problems before real money is spent and it's too late to show back. From studio pictures to independents, smart Directors have gotten feedback. The simplest time to try and do this is often the primary time you're thinking that you're able to lock picture because likelihood is that, you're not.

4. Scoring:

Many people think that scoring is post-production sound. Nope. The score is that the music a part of post sound. Composers usually want to determine cuts during the edit and can want to sit down to debate the ideas with the Director.

Sometimes a Composer will fork out pieces to edit with, but that depends on the budget. Once again, when the image is locked, the Composer can really get right down to business and score to the image.

5. Post-production Sound:

This is often where such a large amount of people wander off in post. Post-production sound is perhaps the foremost invisible of all the cinematic arts. Even some Academy members aren't sure what they're voting for when faced with the "Best Sound Editing" and "Best Sound Mixing" categories.

It will help to know the components of post sound, which are dialog editing, sound design (or sound editing), ADR (Automated Dialog Replacement) and sound mixing.

Dialog Editing:

Dialog editing is an incredibly tedious process that involves taking the edited picture and organizing and sweetening all the sound elements. A Dialog Editor will isolate each phrase to determine what's working and what isn't. He or she's going to swap out bad takes for better ones, close up messy takes, and remove sounds that compete with dialog, like clothes rustling or crew footsteps. And this is often just the fundamentals.

The Dialog Editor is another crewman that appears out for the Actor – from lip smacking to slurred syllables, the Dialog Editor is making everything sharp and audible.

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Sound Design:

Sound design, also referred to as sound editing involves all the opposite sounds. A Sound Editor will collect all the sounds that were recorded during the shoot and foley, (additional recordings to interchange everyday looks like washing dishes or footsteps) and organize them and seamlessly place them within the cut. One thing to notice is that everything should be recorded on set.

Another misconception about sound design is that each one sounds are added in post from a sound effects library or with foley. The truth is that you simply should record everything you'll be able to on set, from engines beginning to footsteps on tile floors for your Sound Editors to figure with.

A Sound Designer will create sounds that are otherworldly – it may be mixed in with the score to stress a flash or it may be looks like dinosaurs, aliens, or spaceships.

ADR (Automated Dialog Replacement):

ADR may be accustomed fix flubbed lines, or in some cases, rewrite the script so it makes more sense or perhaps change the performance of a line. it's something done after locking picture and it involves bringing Actors into a studio and recording their dialog against picture.

Sound Mixing:

The Sound Mixer, also referred to as the Re-recording Mixer within the u. s., or the Dubbing Mixer in Europe, takes all the sounds – the dialog, the consequences, and therefore the music — and balances them out.

He or she makes sure that dialog is heard and understood and balances the music from scene to scene further because the delicate balance of voices and sound effects within the quiet scenes. He or

she distributes the assorted sounds to different speakers to create the visuals on screen pop and feel more real.

Once the Mixer is finished, he hands the sound files off to the Colorist, who marries the sound to the image (layback).

6. Color Correction:

Colorists do variety of important things. On a practical level, the primary thing a Colorist will do is conform the edit from Avid or Premiere to a more robust, "mother ship" of a machine like Resolve, with high-resolution footage – possibly 4K.

Once this process is finished, the Colorist will ensure that each one shots are consistent color correction which the intent of the Director and also the Cinematographer of how the film should look is implemented – color grading. In an exceedingly nutshell, the Colorist creates the ultimate visual polish. The Colorist also will create your masters, like a DCP or other digital formats that head to the distributor.

The post journey may be a long one. It's longer than production and it takes planning for it to run smoothly. There are plenty of moving parts and schedules must be synchronized. So think ahead and plan for post even as you intend for production. One last thing: Don't forget to make a copy you project at every step of the method.

Mirror everything on three drives and store them in additional than one location. Trust me. Anything can happen. You invested an excessive amount of blood, sweat, and tears, to not mention money, to act beat one freak accident.

Distribution:

Film distribution is that the process of constructing a movie available for viewing by an audience. This can be normally the task

of knowledgeable film distributor, who would determine the marketing strategy for the film, the media by which a movie is to be exhibited or made available for viewing, and who may set the discharge date and other matters. The exibition of the film is completed to the general public either through a cinema or television, or personal home viewing (by video-on-demand, download, television programs through broadcast syndicat in , Internet ,Amazon Prime,Disney+Hotstar ,Netflix,MX Player,Voot). For commercial projects, film distribution is typically among film promotion. When a movie is initially produced, a picture is usually shown to audiences during a cinema. Typically, one film is the featured presentation (or feature film). Before the 1970s, there are "double features; typically, a high-quality "A picture" rented by an independent theater for a payment, and a lower-quality "B picture" rented for a percentage of the gross receipts. Today, the majority of the fabric shown before the picture consists of previews for upcoming movies (also remarked as trailers) and paid advertisements.Distribution is that the integral a part of the Movie Business, it's the way a financier or a movie producer gets back their returns

Producer: Someone who invests for creating the films is termed Producer. They invest in films under a "Production House" brand name: For an instance, the filmmaker "Gauri Khan" owned Red Chilli Productions she producing films under it brand. a movie Producer is responsible to manage all the expenses in film like payment for the artists, technicians and managing the daily expenses.

Cost of the film includes pre-production and film production also the post production and the advertisement expenses .

Distributor: someone who distributes the film through the theatres is termed film distributor. The distributor buys the "distribution rights" from the producer, mostly within the very beginning itself (or) sometimes after previewing the ultimate cut. However, the pre-

obtained of film distribution right depends on the success of the casting done, selection of crew,the director, the story and also the producer's past success. Also,In India these days it's an uncommon tendency in film distribution that the producers itself, distributing the films without a 3rd party or an independent filmmaker. They were implementing this method is to avoiding the distributor expenses.Sometimes the distributors directly distribute films to all or any these Circuits, while other times the most distributor rent (or) sell films to an area film distributor.

Exhibitors: someone who owned theatre is termed an Exhibitor. There are two ways an exhibitor, getting right to display a movie in their theatre. the first method is of a pre-agreement with a distributor hire theatre to showcase their films. The Second method is, the releasing centres (A Class Theatres) give advance money payment (theatre advance) to distributors for getting the right to display that individual film in their theatre . Above, the Secondly explained method of Film Releasing is dependable on the premise of cast and crew; sometimes it's supported the tie-up between Film Distributor and Exhibitor. Distributors get the return from the theatre and it's called "Distribution Right". The 'Distribution right' is calculated on the premise of an agreement with the theatre owner/Exhibitor Association and film distributor, because the way below mentioned tabular column shows.

Indian Film Distribution system

Sl No	Duration	Profit Percentage Sharing
1	First Week After The Releasing of Film	65 %: 35% (Means 65% of Profit Share For Distributor and 35% of profit share is for Exhibitor)
2	Second Week	60%:40% (Means 60% of Profit Share For Distributor and 40% of profit share is for Exhibitor)
3	Third Week	55% : 45% (Means 55% of Profit Share For Distributor and 45% of profit share is for Exhibitor)
4	After Fourth Week	50 %:50% (Means there after the profit sharing right is equal for both the Film producer and Distributor) This mutually beneficial way of profit division is also called as Flat
	Filmmakers fans	

Hold Over: If, a movie not earns 70% of revenue from all of its three theatrical shows (A Day Count), then it's called as 'Hold Over'. In such a case there will be a tenth less in Profit Percentage Sharing of distributors within the primary week and 5% less in next period.

After Five-seven weeks, the producer also has right within the 'Distribution Share'. But, the condition is- if the distributor buy the film wholly from a producer, then the producer isn't entitled to induce any theatrical distribution share and satellite right (sometimes) from the distributor.

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