Editor's Desk

The year that has gone by has been one of tumult and transition. On the one hand, media gave up its objective reportage of events and almost jumped into the fray of the events it chronicled, on the other hand, it showed chinks in its armour, when many of its crusading icons were caught off guard in activities incompatible with their professional propriety. The Anna Hazare hurricane ruled the roost in all media, be it the print or the electronic. Media went gaga over the protracted challenge that Team Anna threw to the entire political establishment. Besides, it synchronized with the business interests of the media houses too as it raised the TRPs and the advertising revenues. The Neera Radia tapes controversy showed up the other face of the media. Columnists and news anchors who had earned a name for themselves in public perception suddenly turned out to be turncoats, who had betrayed the public's trust in them. Many of the media houses preferred to keep mum over this controversy as their credibility itself was at stake. But, the march of time swallowed up all. The public is as comatose about the Hazare debate on corruption as it is about the credentials and credibility of media ideologues, who continue to assume the persona of crusaders despite the damning revelations. The question arises, who does the media hold a brief for and is the public conscious of its duties towards the nation?

This issue of Mass Communicator hosts four research papers and two perspective notes. The paper by Ajibola, Moshood Olawale examines the use of slang expressions among the residents of Lagos State, Nigeria. The paper explores questions like who all use slang expressions, how slangs spread and what are the primary communication uses of slang expressions. Another paper by D. Muthamizh Vendan Murugavel studies the viewers' opinions, their level of satisfaction towards Tamil TV channels and the problems faced by them. The paper ends with the recommendation that the TV content should be such that it promotes local culture and provides infotainment. This issue of Mass Communicator also carries a research paper by Arulchelvan Sriram. The paper traces the emergence of the trend of cross media ownership and its impact on the Indian media industry. Another paper by Church S. Akpan and Barry Nnaane examines the liberalization of telecommunication sector in Nigeria, with a special focus on GSM technology. The study concludes that there is a significant relationship between liberalization of the telecommunication sector and the marginal growth and development recorded in the Nigerian economy since then. The issue also carries two perspective notes. While the one by Tarjeet Sabharwal deals with the issue of portrayal of violence in media; the other perspective note by Harjeet Singh critiques the films of noted film-maker, Gulzar.

I wish all our readers an intellectually engaging 2012.

(Ravi K. Dhar)

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VIEWERS' ATTITUDE TOWARDS POPULAR TAMIL TV CHANNELS: AN EMPIRICAL ANALYSIS

D. Muthamizh Vendan Murugavel ★

Today it is very common in industrialized countries for a household to have at least one television. In fact, it is so common that it is difficult to imagine a household without TV. This shows just how important television is. To understand how important television is, we can look at the variety of programs and valuable content it offers and the purposes it serves in daily life. There are many different types of programs on television. The viewer can watch a weather report to prepare for the day. Cartoons and sport provide relaxation and fun. School programs, documentaries and the news teach us about the world. And advertisements inform us about products and new ideas. The content is very appealing because it is realistic and up to date. As TV is a medium that combines moving, color images and sound, it resembles real life, so the viewers can identify with what they see. Furthermore, modern technology means that the content is up to date, for example, news reports can be broadcast live and from all over the world. This means that information is available almost anywhere at any time. Now-a-days lots of channels are emerging as an information providers and entertainers. This study undertakes the viewers' opinion, satisfaction towards the Tamil TV channels and the problems faced by them.

Television can be used to enhance many important aspects of everyday life. People seek entertainment and distraction, and TV can give us that in the form of films or cartoons. People want education, information and instruction because they are inquisitive and like to learn. TV gives us this in documentaries or educational programs, and in reports or cultural programs. People enjoy creativity, and TV gives us that in the work of all the people involved in creating clever film scripts, effective scenery, witty dialogues or magnificent camera shots. TV gives us the world, other cultures, other people, languages and ideas. It introduces us to knowledge.

Television offers us a wide range of valuable programs and content and serves many purposes in our daily lives. TV not only provides many types of programs with interesting and broad content, but it also serves to fulfill our needs in terms of entertainment and knowledge. TV is an integral and vital medium today. It can contribute positively to the education of society and people's awareness of others, and it will continue to have a strong influence for many years to come.

In TamilNadu lot of channels are being shown particularly seven channels of the state are so familiar. They are Sun TV, Jaya TV, Vijay TV, Makkal TV, Kalaignar TV, Raj TV, and Podhigai TV. These are greatest entertainment channels of Tamil people. For the present study channels like Sun TV, Jaya TV, Vijay TV, Kalaignar TV and Raj TV based on their viewers' base.

Statement of the Problem

A lot of TV programmes provided by number of channels to develop the intelligent quotient, personality development and other talents. But at the same time some programmes creates a negative approach, hardness and finally create pessimistic persons. At present the viewers are more dynamic. Their taste needs, preferences are changing as per the current scenario. By considering it this study proposed to analyse the questions like:

Whether the viewers are really satisfied or not?

What are the factors influencing them to watch TV and problems faced by them?

Objectives of the Study

The study is undertaken to identify the following objectives.

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- To examine the opinion of viewers towards selected Tamil TV channels.

- To identify the factors influencing the viewers' of Tamil TV channels.

- To study the level of viewers' satisfaction towards Tamil TV channels.

- To analyse the problems faced by the viewers' of Tamil TV channels.

- To offer suitable suggestions

Hypothesis of the study

Ho: There is no relationship between socio-economic characteristics such as Age, Gender, Education, Occupation, Marital Status, Number of Members in the Family and Monthly Family Income of sample viewers (respondents) and their satisfaction level.

I. Review of Literature

Viajayalaxmi.M, M (1989) has conducted a survey on "Television an effective Medium of advertising". The objectives of the study are to analyse the viewers' attitudes towards television advertising with regard to frequency and duration. She found that the 60% of the respondents answered that the duration should be maintained. Information elicited with regard to the frequency with which the advertisement of a particular product should be telecast, 37 percent of the respondents informed that a product advertisement should be telecast daily once, whereas the other 37 percent of the respondents felt that it should be telecast every alternate day once. She suggested that the advertisers most advertisers most advertise their products (or) service at least once in a week to build up the product and brand awareness among the television viewers.

Nabi, M.K. and Raut. K.C (1990) conducted a survey on "Television as a media of advertising television". The objective of the study is to examine the influence of various media on the consumer decision making process, particularly of television buyers. It was found that 44 percent of the respondents expressed television is the best media and followed by newspaper (26 percent), they concluded that the television as a medium of advertising is the best thing that has other media in terms of reach.

Kathleen Curry (2001) analysed on the topic "Mediating *Cops*: An Analysis of Viewer Reaction to Reality TV". This study examines viewer reaction and response to the reality police program *COPS*. Survey data were collected from 117 undergraduate students enrolled in Justice Studies courses and additional focus group data were gathered from 35 of the respondents. A path model was constructed, positing that gender, race, and having been the victim of a property or a non-property crime would have significant effects upon two attitude scales constructed about policing and fear of crime. These measures of attitude were expected to affect how often respondents watched the program and how violent they perceived the program content to be. Watching frequency and perceived violence in turn were expected to affect how satisfied the respondents were with the *COPS* episode they viewed and the program overall. Using path analysis, the derived model conformed well to the reality of the data producing a chi-square that is small (23.71 with 20 degrees of freedom) and non-significant (p=0.26).

II. Research Design and Methods

The study is purely based upon primary data. The primary data were collected through personal interview with the help of a well-structured interview schedule. The Present study is related to viewers of most popular Tamil TV channels such as Sun TV, Jaya TV, Vijay TV, Kalaignar TV and Raj TV. As the population is unknown, it is decided to select 100 sample respondent viewers and convenience sampling technique has been employed to collect the required data from the selected respondents.

Statistical Tools Applied

The primary data collected from 100 sample respondents were analysed with the help of statistical tools such as Simple Percentage Analysis, Garrett Ranking analysis, Likert Scaling Technique and Chi-square Test. Statistical package (**SPSS) 17.0** was employed to work out the calculations.

Area of the Study

The area of the study is confined to Gobichettipalayam town, Erode district.

The study was conducted during January 2010.

III. Results and Discussion

Opinion of Viewers towards Tamil TV Channels

Viewers' awareness is that type of social component which increase the collective consciousness among the people and generate confidence in the individual to face the problem contemplates. Generation of awareness develops conscious attitude in the awareness. Awareness means the ability

of viewers' to recall more or less correctly the various aspects of viewers' movement and viewer rights and the respondents' clarity of understanding of the select aspects. The awareness regarding channels effectiveness has increased in India because of economic and socio development, urbanization state policies and competition among different channels. In this study viewers' opinion as regards Tamil TV channels in various aspects is analyzed by considering channels like Sun TV, Jaya TV, Makkal TV, Podhigai TV, Vijay TV, Raj TV and Kalignar TV.

Table 1 elucidates that majority of the respondents mentioned that they are watching TV for entertainment purpose and it helps to relax themselves at free times, at the time of stress and tiredness.

Table 2 shows that 59% of the viewers' are watching TV channels averagely 2 to 5 hours per day.

Table 3 shows that majority of the respondents are aware about the news time in the TV channels.

Table 4 clearly shows that majority of the viewers' insisted the need of having censor board for TV channels.

Table 5 explains that majority of the viewers' felt that only less importance is given to sports in these channels.

Table 6 clarifies that majority of the viewers' felt only less importance is given to social awareness programs.

Table 7 elucidates that majority of the viewers' were aware of listing of the shares of the TV channels in stock exchanges.

Factors Influencing the Tamil TV Channel Viewers

In this multi-channel and competitive scenario, selection of channels and programs is not an easy one and for which it must be necessary to consider so many factors. There are various programmes available in various TV channels. Watching a particular channel or a program is not static, as it is subject to change based on various factors. Hence, it is decided to analyse the various factors influencing the viewers while selecting the programmes of various popular Tamil TV channels.

It was seen that majority of the viewers consider TV channels as best entertainers/time passers as it helps for their mental relaxation and enjoyment. Family-oriented serials and films are also attracting the Tamil TV viewers as they ranked it as a second main factor which influences them to see Tamil programs. Also majority of the viewers consider TV channels as best source of information about the world as it has been ranked third. Fourth rank has been

given for the factor of opportunity to see cinema stars as they are entertaining and attracting people every day through these TV channels. Almost all the TV channels are telecasting unbiased news and it has been considered as one of the major factors which influencing people to watch Tamil TV channels and given fifth rank followed by other factors such as colourful and informative advertisements, developing our own cultural values and language, more humors, help to see the world in home itself, updated news, new films and reality shows in these Tamil TV channels.

Satisfaction level of Tamil TV channel viewers

To assess the satisfaction level factors such as TV News, Innovative programmes, Children oriented programmes, Awareness creating programmes, Reality shows, Films, Program timings, Marketing strategies, Entertainment, Creation of Employment Awareness, Stock market information, Interviews with leading industrialists, Festival day special programmes, Business News, Social Responsibility, Business Ethics, Agriculture News, Helping people to expose talents were considered. A Five point Likert's scaling technique was used.

Results revealed that the over-all satisfaction of the sample respondent viewers and it is found that 47% of the viewers are having medium level of satisfaction and 35% of the viewers are highly satisfied. Only 18% of the viewers are less satisfied towards the various aspects of the selected popular Tamil TV channels.

Relationship between the Socio-Economic factors and level of satisfaction:

To study the level of satisfaction of viewers of Tamil TV channels various socio-economic factors such as Age, Gender, Education, Occupation, Marital Status, No. of Members in the Family and Monthly Family Income were considered in this study.

The findings clearly revealed that all the socio-economic factors such as age, gender, education, occupation, marital status, number of members in the family and monthly family income taken into consideration for the study are not significantly associated with the satisfaction level of Tamil TV channel viewers.

Hence, it can be concluded that though some factors like age, education might have a chance of influencing the satisfaction level of TV channel viewers, this study clearly revealed that there is not at all a significant relationship between these and other socio-economic factors and the viewers' satisfaction in watching TV programs as people used to watch all varieties of programs irrespective of their

age, gender, education, occupation, marital status, number of members in the family and monthly family income and consider it as a major stress buster.

Problems faced by the Tamil TV channel viewers

It was seen that majority of the viewers felt that some TV channels are more commercial oriented rather than service oriented and it has been considered as their major problem. Viewers felt that, as there is no censor board especially for TV channels, some unwanted and harmful programs/movies which ravage our culture and discipline have been telecasted and almost all the viewers in the present study realised the indispensable need of the TV Censor Board.

Hence, the non-availability of common censor board is considered as another major problem of the viewers and it has been given second rank. Numerous advertisements usually irritate the viewers and it has been ranked third followed by the problem of less chance to know General Knowledge. Program timing is also considered as their problem because viewers might have a chance of missing some of their favourite programs due to its timing which makes it inconvenient to see them. Less innovative programs, number of endless serials and disturbance in their children's' education are considered as their least problems.

SUGGESTIONS

- In this study it was found that 36% of the viewers are watching TV especially for the purpose of getting knowledge apart from entertainment. Hence, it is suggested to the TV network authorities that numerous knowledge development programmes like Quiz, Discussion on emerging issues like Global Warming, Food Security etc., tips relating to stock market & employment opportunities , health tips, innovative programmes that extracts latent talents of individuals etc. should be given top priority which may feed the knowledge thirst of these kinds of people.

- In this study it is found that telecasting all the programmes only in commercial motive is the first and foremost problem as ranked by the viewers. Hence, it is suggested that the TV network authorities may try to telecast some important programmes which are viewed by almost all the viewers without any or less interruptions/ disturbances such as advertisements of any product, advertisements relating to their channel's other

programmes or scrolling news/ads in a big font size.

- In this study, it is found that the factor best entertainer / time passer has been ranked as an important factor which influencing the viewers to watch Tamil TV channels. Hence, it is suggested to the TV network authorities that, more number of entertaining programs in an innovative and harmless way may be telecasted by which TV channels can be emerged as perfect entertainers.

- As need for special censor board is realized by viewers of all types, it is suggested to the Government that they may launch a Censor Board especially for TV programs for censoring the unwanted, illegal, unethical and culture degrading programmes.

IV. Conclusion

Now-a-days, Televisions have become a very powerful mass communication medium and it is seen as a long run influencer able to shape an individual competences, knowledge, values and beliefs. Televisions continue to dominate as a communication tool primarily because the size of its audience is unrivaled dwarfing that of even the most popular websites. Television is a medium of conservative socialization as it reinforces cultural norms and practices. The present study reveals that majority of the sample viewers realised the impact of some unwanted TV programs/movies which could cause more serious problems to our culture and they also insisted the need of Censor Board.

Television is also deemed to play a role in providing information and imparting knowledge through different types of programme from purely informative broadcasts to much more light-hearted programmes aimed at providing entertainment, but from which new things can be learned and which can arouse curiosity. Viewers in the present study also favour broadcasts which aim to be both informative and entertaining.

On the whole, Television should cultivate or promote knowledge, shape individual competences, strengthen the culture and provide informative entertainments which have become indispensable in modern days.

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Table 1
Purpose of Watching TV

Purpose of Watching TV	No. of Respondents	%
Entertainment	52	52.0
Time Passing	12	12.0
Getting Knowledge & Awareness	36	36.0
Total	**100**	**100**

Source: Primary Data

Table 2
Time spent for watching TV per day

Time spent per day	No. of Respondents	%
Up to 2 hours	28	28.0
2- 5 hours	58	58.0
More than 5 hours	14	14.0
Total	**100**	**100**

Source: Primary Data

Table 3
Awareness about news telecasting time

Awareness	No. of Respondents	%
Aware	80	80.0
Unaware	20	20.0
Total	**100**	**100**

Source: Primary Data

Table 4
Opinion on need of Censor Board for TV channel programmes

Need	No. of Respondents	%
Yes	89	89.0
No	11	11.0
Total	**100**	**100**

Source: Primary Data

Table 5
Importance given to sports

Importance given to sports	No. of Respondents	%
More	29	29.0
Less	71	71.0
Total	**100**	**100**

Source: Primary Data

Table 6
Importance given to social awareness programme

Importance to Social Awareness Programme	No. of Respondents	%
More	37	37.0
Less	63	63.0
Total	**100**	**100**

Source: Primary Data

Table 7
Awareness on listing of Tamil TV channels

Awareness	No. of Respondents	%
Aware	11	11.0
Unaware	89	89.0
Total	**100**	**100**

Source: Primary Data

Table 8
Factors influencing Tamil channel viewers while selecting the programmes of various popular Tamil TV channels - Garrett Ranking Analysis

Factors	Total Score	Mean Score	Rank
Best Entertainer/Time Passer	7119	71.19	I
Source of Information	6698	66.98	III
Help to see the World in Home itself	4375	43.75	IX
Opportunity to see Cinema Stars	6175	61.75	IV
Develops our Cultural values& Language	4749	47.49	VII
New Films	3480	34.80	XI
Flash/Updated News	3823	38.23	X
Colorful& Informative Advertisements	5349	53.49	VI
More Humors	4705	47.05	VIII
Family-Oriented Serials & Films	6700	67.00	II
Reality Shows	2488	24.88	XII
Unbiased News	5660	56.60	V

Source: Primary Data

SLANG EXPRESSIONS AS REFLECTION OF IDENTITY AMONG RESIDENTS OF OF LAGOS STATE, NIGERIA

Ajibola, Moshood Olawale ★

This study examines the use of slang expressions as a reflection of identity among the residents of Agege Local Government of Lagos State, Nigeria. The study looks at who use slang expressions, how slang expressions spread, the dominant communication uses of slang expressions, and ends for which slang users tend to achieve. Field observation method was adopted. The researcher made use of covert observer and/or complete observer. Maximum variation sampling was used to pick the following sites: Alagba, Dopemu, and Agege garages; Dopemu, Asade, Alagba and Agege markets; Isale Oja and Pen Cinema.Findings show that: slang expressions are developed through music and home movies, television and radio independent presenters, and other local languages; slang expressions spread through individual, group, media and community levels, with little variance; slang expressions used as synonyms and those used in communicating anger take dominance and those used in communicating affection are least used; to exclude others from conversations, to avoid the consequences of certain actions, and to be brief, are some of the ends slangstars intend to achieve. Furthermore, it was concluded that sexually related slang expressions are biased against the female folk.

Communication is basic to human existence. It is to this that Gamble and Gamble (1996) explain that one of the five axioms of communication is "You cannot Not communicate". That is, one cannot do without communicating. Communication can be verbal or non-verbal. In the course of communicating verbally, human beings make use of language. Meanwhile, one major distinguishing factor that differentiates man from other animals is the use of language.

Apart from making use of language, professional bodies such as medicine, pharmacy, marketing, and judiciary make use of jargons. While the organized professions make use of jargons as complement to language, some other groups of people that include commercial motorists, bus conductors, butchers, market men and women, ghetto residents, drug addicts, prostitutes, and social miscreants make use of slang expressions. (All of these groups are referred to as community of trait in this study.)

The word slang was originally an expression for the old French phrase "sale langue" which is translated as "dirty language" (www.wikipedia.org). This means that the vocabulary referred to as slang started having negative connotation. However, this negative connotation is gradually changing in some quarters.

Some slang expressions can lose their status as slang to become formal or standard expressions while others maintain their forms or go into extinction. For instance, the word cool developed as slang. When the word cool is used as slang, it could means to tell somebody to calm down and when used in the standard vocabulary, it could mean somewhat cold (Microsoft Encarta Dictionary, 2006). As such, slang is one of the ways a language goes through changes and/ or development. If this is so, it then means that the study of slang should be given more attention than hitherto given.

In Nigeria, the use of slang did not call for much scholarly attention many years back. However, the rate at which slang expressions spread among groups such as the community of trait, students, government workers, professionals such as advertisers, marketers, media practitioners, and so on across the Western part of the country and especially in the Lagos metropolis makes it worthy of scholarly attention.

★ **University of Ibadan, Ibadan, Nigeria**

This study set out to investigate why slang expressions are gradually becoming more acceptable and/or used among the residents of Agege Local Government of Lagos State. Also, this study is to find out the category of people that make use of slang expressions, how they develop slang expressions, slang expression spread methods, and the end the users intend to achieve.

Therefore this study sets out to address the following research questions.

- Through what means do members of the community of trait acquire slang expressions?

- What are the methods through which slang expressions spread among members of the community of trait?

- What are the dominant communication uses of slang expressions as employed by members of the community of trait?

- For what ends do members of the community of trait use slang expressions?

I. Research Design & Methods

Field observation was used in gathering the data. Field observation was adopted because it was the most suitable methodology for the study.

The six-step method put forward by Wimmer and Dominick (1997) was adopted in carrying out this study.

The six steps are choosing the research site, gaining access, sampling, data collection, data analysis, and exiting. Furthermore, the researcher made use of covert observation method as explained by Wimmer et al (1997) or what Baxter and Babbie (2004) refer to as complete observer.

Maximum variation sampling technique was used. According to Wimmer et al (1997: 94), maximum variation sample is the situation where "settings, activities, events and information are chosen purposefully to yield as many different and varied situation as possible".

As a result, the following sites were picked: Alagba, Dopemu, and Agege garages; Dopemu, Asade, Alagba and Agege markets; and places like Isale Oja and Pen Cinema were also used. The rational for choosing each of these sites was that the categories of people under study are easily accessible. In collecting information, pencil, paper and MP3 Recorder were used. Nominal Level of Measurement was used.

II. Results & Discussion

Through what means do members of the community of trait acquire slang expressions?

Members of the community of trait develop slang expressions or words through various means.

For the purpose of easy presentation of data, the findings are categorized using nominal level of measurement. Slangstars acquire slang expressions through the following means:

1   One major means through which slangstars acquire slang expressions is through music and Home Movies. The musics so referred to here are mainly local musics like Fuji, Juju, Afro Juju, Afro-Beat, Nigerian Hip-Hop, among others. Examples of the musicians are Pasuma, Obesere, Said Osupa, 9ice, Atawewe, and 2Face. Also, it was discovered that actors and actresses come up with slang expressions in order to appeal to their audiences. Movie directors and script writers do the same. Apart from originating slang expressions, they equally help in popularizing them.

2   Some of the slang expressions originate from the television and radio independent presenters. Most of the television and radio presenters are hignly instrumental for the development of slang expressions. For instance, Gbenga Adewusi, popularly known as Baba Itunu, Adegbenro Sulaimon, also known as Consoligbadun, and the late Gbenga Adeboye are/was known for this.

3   Neighbouring local and foreign languages as sources of slang expressions. Some slang expressions are got from other languages within the country. An example of this is gombe from Hausa Language. Examples of slang expressions from foreign languages are askari, from Arabic Language which means police.

4   Slang Expressions that cannot be traced to Particular Sources. They emanate either from individuals or groups that cannot be easily traced and such words or expressions have been accepted for use. An example of this is ojo which means police.

Research question two:

What are the methods through which slang expressions spread among members of the community of trait?

The methods through which slang expressions spread among the slangstars in Agege Local Government vary. Three of such have been recognized. For the purpose of clarity, the findings are presented in models and explanations are provided.

Figure 1 explains four different levels through which slang expressions spread among the community of trait. It starts from an individual who conceives the idea (of slang). Various stimuli can be responsible for this. It could be a deliberate thought or unconscious conception. The second level is the interpersonal. At this level, the idea has transcended the stage of mere thought to a discussion. The next level is group. At this point, the expression or word so conceived is gradually gaining more attention.

At the first two stages (individual and interpersonal levels), the idea so conceived cannot be referred to as slang. This is because it has not been generally acceptable. Even at the third stage (group level), the expression may not be considered as a slang expression depending on some factors among which are the number of the people who make up the group and the kind of group it is (secret or open). The last level is the community and that is when the expression can be properly referred to as slang. This is due to the fact that it has become spread and generally acceptable. Not all slang get to this stage.

Figure 2 explains the same idea but in a different method.

Figure 3 shows a three stage model in the spread of slang expressions among the community of trait. The first level is the individual. This is similar to the individual level in figures 1 and 2. The individual, having conceived the idea of slang, he or she has access to the media. The media, being a powerful instrument for information spread broadcast the expression to become a community affair.

The media at this point refers to electronic (broadcast (television and radio) and narrowcast) and print (newspaper, magazine and other outdoor) media. Usually, the person(s) at the individual level are independent presenters, directors, musicians, actors and actresses, among others.

The individual, sometimes, may not fall into any of these categories, but just someone who could find his/her way to the reach of the media, though this is rare.

Figure four is similar to figure three. The main difference is that there is the group level. In this method of slang spread, the slang conceived by the individual does not go straight to the media stage, but first passes through the group level.

Research question three:

What are the dominant communication uses of slang expressions as employed by members of the community of trait?

This aspect is based on the accessible slang and not on the available list of slang expressions.

A list of available slang is not realistic, especially for a study of this nature. More so, new slang expressions are developed nearly everyday. In order to avoid clumsiness and to ensure easy presentation of data, the findings are categorized.

From the findings presented above, data gathered for Slang Belonging to Other Category has the highest occurrence with 25. This was followed by Expressions Used as Synonyms, and Expressions Used to Communicate Anger and/or Violence with 22 and 19. It should be noted that Expressions Used to Communicate Friendship or Affection has the lowest with 6. For proper visualization, the data is presented in chart below.

Research question four:

For what ends do members of the community of trait use slang expressions?

Members of the community of trait make use of slang expressions in order to achieve or attain certain ends. This was examined by paying keen attention to the circumstances surrounding the usage of slang expressions.

This also aided the psychological analysis of ends the slangstars intend to accomplish. Some of the ends they intend to achieve are presented below.

1   Exclusion: The study reveals that one of the ends that members of the community of trait intend to achieve through the use of slang is to exclude others from their conversation. For instance, a slangstar who wishes to buy marijuana may tell the dealer that he wants to buy eja (meaning "fish"). By so doing, he/she has excluded others around from knowing the exact thing he wants to buy.

2   To feel among: It was also revealed that some people make use of slang in order to feel among. Such a person either has mastery of the slang expressions or is just trying to understand them. One who is not familiar with the slang expressions is likely to misuse them. A typical example was a boy who wanted to buy N5 rice and told the food vendor that he wanted to buy

rice of faiba. Meanwhile, faiba means N10. The food vendor followed what the boy told him and sold N10 rice. It was another story when the boy handed N5 to the food vendor.

3. To avoid certain consequences and/or to scare others: Those who are usually successful with this have mastery of slang expressions. They use slang expressions skillfully and accompany them with effective paralanguage and non-verbal cues. An example was a bus conductor who injected fear, with the use of slanguage, in a passenger who was reluctant to pay the transport fare. The aim could also be to avoid the consequences of some actions as in the case of a passenger who spoke slangishly in order to avoid the consequence of his inability to pay the transport fare.

4. To shorten some expressions: Some slanguage help users to avoid long expressions. For instance, instead of saying Fifty Naira (which is made up of two words), it can be shortened by referring to it as White.

5. To circumvent social taboos: This may be responsible for why the slang vocabulary is rich in areas such as drugs, sex, crime and violence. For instance, it seems not to carry much weight if one should utter an expression like Moti fo ri which has been translated to mean I once had sex with her, unlike when the actual language is used to express the same.

III. Conclusion

So far, certain conclusions can be made. First, it can be concluded that the media play important roles both as source or means through which members of the community of rait develop their slang expressions and in how slang expressions spread among the community of trait.

Second, it can be concluded that the dominant communication uses of slang by the community of trait are expressions belonging to other categories, expressions used as synonyms and expressions used to communicate anger or violence.

Third, it can be concluded that the ends that the community of trait tend to achieve are generally to protect themselves and to maintain their privacy.

Finally, a sensitive conclusion is the fact that expressions used to communicate sexual relationships are biased against female. This, to some extent, might have been influenced by the social structure that places male at an advantage in such sexual matters.

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Figure 1
Expressions Used to Communicate Anger and/or Violence:

Slang	Direct Translation	Correct Translation
Din agbara ku	Reduce your power	Do it gently
Matojue mole	I will step on your eyes	I'll have no mercy on you
Majego lorie	I will eat bottle on your head	I'll hit bottle on your head
Isan lopa Bruce Lee	It was muscle that killed Bruce Lee	Do it gently
Oju eje	Eyes of blood	Very angry
Orie ti ya	Your head has torn	You are stupid
On show	You are showing	You are acting to please yourself
On se laulau	You are doing laulau	You are rude
Kosi orie nibe	Your head is not there	You are not worth it
O lon gbemu	You are lifting your nose	You are behaving rudely
Ike nimu	The nose is made of plastic	Be careful
Olon funmi lowun esu	You are using the tone of the devil for me	
Olon saya bi'yin	You're faking your chest like back	You are behaving rudely
Olon sapa bi'tan	While faking your hand like lap	
Gobe	Tomorrow	Trouble
Matasimi jo	Don't splash on me	Don't interact with me
Lami	Cut me	Hit me
Fi owun sile	Drop your voice on the ground	Saying what you like
Kilagbe-ki-le ju		What sort of reaction?

Figure 2
Expressions Used to Communicate Respect:

Slang	Direct Translation	Correct Translation
Tuale		Respect
Bros	Brother	Brother
Baba	Father	The respected
Egbon	Brother	Brother
Alaye	Owner of the world	The respected
Chairman	Chairman	The respected
Agbalagbi	The elder	The respected
Agbalamo	The elder	The respected
Orie foka sibe	Your head got broken there	You have influence
Tasansan	To smell nice	To be in town
Olenu	You have mouth	To have influence

Figure 3
Expressions Used to Communicate Friendship or Affection

Slang	Direct Translation	Correct Translation
Padi		Friend
Paro		Friend
Ajo lepo	We are glued together	We are together
Moje dodo e	I ate your plantain	I like you
Mogbadun e	I enjoy you	I like you
Gbesunmo	To move it close	To woo

Figure 4
Expressions Used to Communicate Abuses

Slang	Direct Translation	Correct Translation
Bebeto		Wayward/Loud person
Oya	Bush-pig	Wayward person
Mugun		A dense person
Olose	Seller/Owner of soap	A dense person
Ajebota	one who eats butter	One not too strong
Judiciary		To twist waste around
Solo		To backbite

Figure 5
Expressions Used to Communicate Sexual Relationship

Slang	Direct Translation	Correct Translation
Moti gun ri	I once stabbed her	I once had sex with her
Moti ba ri	I once touched her	I once had sex with her
Moti fo ri	I once washed her	I once had sex with her
Moti toto e ri	I once "toto" her	I once had sex with her
Moti tosibe ri	I once urinated there	I once had sex with her
Moti "kerewa" e ri	I once did "kerewa" with her	I once had sex with her
Moti gbon ri	I once drawn from her	I once had sex with her
Moti runri	I once squeezed her	I once had sex with her
Moti jogodo e ri		I once had sex with her
Goodie goodie		Sexual relationship
Ragabu		To rape
Yata		To enjoy sex

Figure 6
Expressions Used as Synonyms

Slang	Direct Translation	Correct Translation
Omo yati	The child of yati	Prostitute
Sandi		Twenty Naira
Kala		Five Naira
Faiba		Ten Naira
Eja/Payan/wiwi	Fish	Marijuana
Ase		Innocent
White/Waso		Fifty Naira
Owokan	One hand	One thousand Naira
Ten faiba		One hundred Naire
Egun/Panpa/Orijo	Masquerade	Examination malpractice
One M		One million Naira
Maga		Victim/Accoplice
Yahooyahoo		Internet scam
Lepa		A slim lady
Saje	To bite it	Prostitute
Oge	Fashion	A beautiful lady
Orobo		A plump/fat woman
Osodi-Oke		Woman breast
Sawa		To clap
Epa	Groundnut	Bullet
Irin tutu	Cold iron	Gun

EMERGENCE OF CROSS MEDIA OWNERSHIP & ITS IMPACT ON INDIAN MEDIA INDUSTRY

Arulchelvan Sriram ★

Media industry is facing tremendous changes, adopting new technologies and new business strategies. Media is no more a social institution which is a business organisation started already spreading its wing everywhere. Many Indian media groups have entered into the Cross Media Ownership (CMO). They are buying existing media organisations and starting additional media constantly. They own television/ radio channels, newspapers, magazines and online media. Some media groups are expanding their businesses into various platforms. Due to the expansion, the groups monopolized the industry. Media critics, policy makers, social activists are surprised on the emergence and style of operation. Media industry is now organized and has developed the corporate model. It provides more freedom to the journalists to produce better output and can easily adopt new technologies and machineries. Staff members are enjoying with good salary and welfare schemes. The news reaches the entire audience through various media and production cost is reduced. They can use same news content to the entire network and advertising revenue is increased. On the other hand numbers of unhealthy issues are promoted. Availability of news is limited, so audience watch TV, listen to Radio, read newspaper where the content is mostly the same. It becomes boring and they will never know the other news. CMO uses its network properly to popularise its media. Small organizations face difficulties due to the dominance. Some older companies voluntarily sell their media as they cannot withstand the competition. CMO is created a complex situation in the Indian media industry.

Mass media, the fourth pillar of democracy has spread all over the world. The latest advancement in the communication technology provides a huge scope for development to the media sector. The modern media and new media are converging together which offers a wonderful commercial platform. Media is no more an exclusive social institution. Commercial viability decides on the fate of media organisations. Profit becomes the ultimate motive. Person who finances the media will have an upper hand. In simple terms, we can say that media owners are dancing to the tunes of advertisers, politicians and other revenue providers.

Especially after globalising our economy, foreign direct investments started pouring in different sector. Media industry is also open to FDI up to 49 Per cent. It created a major change in the sector. Corporate companies have also started trying their hands in Media industry. Political parties believe that if they own a channel then, they can have better reach among the people. In India name a prominent political party, one can name the Television channel it owns.

As Noam Chomsky says in his propaganda model, there are five classes of 'filters' in society which determine what is 'news'- in other words, what gets printed in newspapers or broadcast by radio and television. According to him reporters are in fact highly dependent upon the pronouncements of 'the Prime Minister's personal spokesperson' for government-related news. Business corporations and trade organisations are also trusted sources of stories considered newsworthy. Editors and journalists who offend these powerful news sources, perhaps by questioning the veracity or bias of the furnished material, can be threatened with the denial of access to their media life-blood - fresh news.

It is true that the media industry has been corporatized at a large scale. Not only the political parties had even the corporate people started establishing their own media organisations. Media organisations are not getting complacent to their holdings. Spreading the wings to the

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maximum extent is the current trend. Heavy competition at the global as well as local level and a commercial outlook invariably keep the media away from social responsibility. Political leniency/ leaning and an elite mind set often result in biased information and affect the objectivity of the news. These factors compromise media's role as a tool for democracy and convert it into mere commercial institutions. According to Denis McQuail (2005), the influences on media organisations can be studied at different levels, both from within the organisation and without. While social, political economic, cultural pressures are external, the communicator, his perception of his duties, the ownership and its policy and goals from the internal sources of pressure.

Ownership and its policy definitely will have a major impact on the editorial content. The policy of the editorial board filters most of the news as well as promotes most of the unworthy news. If an owner owns more than one Media Company ultimately the same view point is going to reflect in all the media products. A section of experts consider this as a threat to democracy, another section feels that this is an ongoing development of media industry like other industries.

In India, media companies can own any number of media houses. There is no restriction. Many larger groups are playing well in the media industry. Times of India, India Today, Zee, Eenadu, Sun Network, etc. have joined in the list. Bennet and coleman & co Ltd is owning 12 newspapers including Times of India, two leading magazines, 30 special magazines, 32 radio stations, two television channels, and websites. This is the largest media group in India, which owns all kinds of medialike print, radio, TV, internet, etc. Zee group is also one of the largest media conglomerates in India. It has 15 television news channels, 30 entertainment television channels, two production companies, cable and dish service companies,

Zee Entertainment Enterprises Limited: It is one of India's leading television, media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 80,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, Zee houses the world's largest Hindi film library. Through its strong presence worldwide, Zee entertains over 500 million viewers across 167 countries. Pioneer of television entertainment industry in India, Zee's well known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Ten Sports, Ten Cricket, Ten Action+, Zee Cafe, Zee Studio, Zee Trendz, Zee Khana

Khazana, Zee Salaam, Zee Jagran, Zing, ETC Music and ETC Punjabi. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Bangla, Zee Telugu, Zee Kannada, Zee Talkies and Zee Cinemalu. It was establishes in the year 1992 in the country. Subhash Chandra, one of India's leading entrepreneurs, who sought to create a revolution by facilitating the convergence of media and communication with a mirror into the common man's life and ways, created Zee Telefilms Limited in October 1992. In 2010, it acquired stakes from Ten Sports and later launched Ten Cricket and Ten Action+. Its registered headquarters is at Worli, Mumbai.

The Times Group: The Times Group is one of the most respected business houses in India. The 168-year-old group is a market driver across all media platforms. It is headed by brothers Samir and Vineet Jain. It is a flagship company of Bennett Coleman & Co. Ltd. (BCCL). The group's brands include: The Times of India - World's largest broadsheet English daily; The Economic Times - India's largest and world's second largest financial daily; Navbharat Times – Popular Hindi daily newspaper; Mumbai Mirror – Leading morning newspaper in Mumbai; Radio Mirchi - India's largest FM radio network; Planet M - India's largest chain of music stores; Zoom - Lifestyle television channel; Times Now - Television News channel (in association with Reuters); Femina - India's largest women's magazine (published in association with BBC); Times Jobs – India's leading job portal; SimplyMarry – India's leading matrimonial portal; Magic Bricks – India's premier real estate portal; Its other recent ventures include ET NOW, Times of India's Coimbatore's edition and a Kannada magazine.

Hindustan Times (HT): HT Media found its beginning in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi. Hindustan Times (English newspaper) and Hindustan (Hindi newspaper through a subsidiary Hindustan Media Ventures Limited), have a combined daily readership base of 12.7 million (based on round 2 of Indian Readership Survey 2009) to their credit. Shobana Bhartia is its current Chairperson and Rajiv Verma is the CEO. HT Media also publishes a national business newspaper, Mint. Mint has an exclusive agreement with the Wall Street Journal to publish Journal-branded news and information in India. Mint is today the second-largest business newspaper in India which has got a sizable share in the markets of Delhi, Mumbai, Chennai, Bengaluru, Chandigarh, Pune, Kolkata and Ahmedabad. HT Media has also made its foray into electronic media. Diversifying its ambit of operations, the company in a consulting partnership with Virgin Radio, has launched the FM radio channel

- Fever 104. Currently is available in Delhi, Mumbai, Bengaluru and Kolkata. Internet businesses of HT Media incorporated under Firefly e-ventures; operate leading web portals Hindustantimes.com and livemint.com in the general and business news categories respectively. The company's job portal Shine.com which has received high appreciation from consumers and industry for its innovative design and usability crossed 5 million registrations. Desimartini.com - a social networking site is growing phenomenally. The company has recently launched an education portal www.HTCampus.com aimed at students passing out of school and college to help them take the right decision about their higher education.

LMI (Living Media India): It was founded in 1975 and its first publication was India Today International which was a fortnightly news magazine. Aroon Purie is the Chairman and Editor-in-Chief and Ashish Bagga is the CEO. It was launched in 1975. It has goteditions in five languages, with a circulation of 1.1 million every week and a readership of more than 15 million. Its publications include: Reader's Digest, Cosmopolitan, Business Today, Chartered Accountant, Money Today, Design Today, Golf Digest India and TIME.

Music Today, a division of The India Today Group, since its inception in 1990, is a popular label for Classical Indian music. Aaj Tak, a 24 hour television channel was launched in the year 2000 followed by Headlines Today in the year 2003. Meow FM is a talk-based FM Radio Channel currently broadcasting in major cities Delhi and Mumbai and Kolkata. It is an India Today Group venture. Its broadcast frequency is 104.8 MHz FM. It has been noticed for its catchy advertisement on the BEST buses which clearly catches attention. It has also introduced "Meri Meow", a social networking site for its fans.

Star India Private Limited: Star India is a fully owned subsidiary of News Corporation. It is, beaming to over 168 million people every week across India and over 65 countries across the globe which is the highest among the country's broadcasters. Its portfolio includes 32 channels in eight languages spanning the household brands STAR Plus, STAR One, STAR Gold, Channel [V], STAR Jalsha, STAR Pravah, STAR World, STAR Movies, STAR Utsav; along with the joint venture channels Asianet, Asianet Plus, STAR Vijay, Suvarna, STAR News, ESPN and STAR Sports. STAR India also manages a portfolio of business ventures including DTH operator Tata Sky; cable system Hathway, channel distributor STAR Den, news channel operator MCCS, the film production and distribution business Fox STAR Studios India and STAR CJ Home Shop-

ping. startv.in, the definitive online video entertainment platform, is the company's very own video player, Star Player.

Network18: Network 18 is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18), Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has expanded into print with Infomedia18, an entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. Through its holding in ibn18 Broadcast Ltd (ibn18), Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN-Lokmat, a Marathi news channel in partnership with the Lokmat group. IBN18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and 'Colors', the country's leading Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, HomeShop18, its full spectrum events management venture, E18 and its sports management & marketing division, Sport18.The group recently launched Forbes India, the nation's first local edition of a foreign news magazine title and the world's most influential business brand, in collaboration with Forbes Media. In a pioneering foray into television distribution, the group has recently announced a strategic alliance with Sun Group, SUN18, the first truly Pan-India distribution company and slated to be one of the biggest distribution entities in the market. CNN-IBN is India's first and very own world class English news channel, headed by one of the most credible faces of news journalism, Rajdeep Sardesai.

Sun Group: Sun Group, India's largest media conglomerate has power packed 20 TV Channels with the reach of more than 95 million households in India. Sun Group's channels can be viewed in 27 countries including U.S.A, Canada, Europe, Singapore, Malaysia, Srilanka, South Africa, Australia and New Zealand. It also has Forty Eight FM Radio Stations –Suryan FM in Tamil Nadu and Red FM in other states, both at a frequency of 93.5, Two Daily News Papers – Dinakaran, morning tamil daily, Tamil Murasu, evening tamil daily, Four Magazines- Kungumam, Vanathirai, etc, Sun Direct, DTH (Direct To Home Satel-

lite TV service) service provider in India having more than 6.7 million subscribers, Sun Pictures the film division of Sun Group which produces / releases at least 8 movies every year and SpiceJet India's most preferred Airline. Sun Net work pioneer in the cable television channel owns 20 television channels. It is the largest media conglomeration. Other media houses have also started following the trend. The extended cross media ownership of the Sun Network will definitely reflect on its various media content it produces.

Eenadu is one of the largest regional media in the southern India. Sakshi is a newly originated company owning television channel and newspapers. In the state of Tamil Nadu, many media group developed recently. Sun group is the leader in Tamil Nadu. Jaya TV group has three television channel and one newspaper. Kalaignar TV also has four television channels and two newspapers. Makkal TV group has one channel and one newspaper. Daily Thanthi has one morning newspaper, one evening newspaper, two magazines, one cable television and few FM radio channels. Dinamalar has some websites and eagerly waiting for start a TV channel. Kumudham group has few FM radio channels, web media and web TV. Some other media groups are preparing to start and acquire additional cross media. This trend is growing every day.

It is also true that because of the monopolization other small media companies found great barriers to entry. Media companies which are in crisis have opted to merge with the bigger companies. Mergers and acquisitions are taking place at a larger level. Media companies are spreading their wings to the maximum. Though many say that it provides scope for sharing resources and infrastructure, it may not always allow each media house to act independently. Cross media ownership has got its own advantages as well as disadvantages. This paper aims to analyse the pros and cons of the cross media ownership in India.

I. Review of Literature

Various studies have been conducted by the researchers to assess ownership related issues in different countries throughout the world. The cross media ownership is an important issue now. Wang (2003) conducted a study to examine whether the different types of ownership will affect the degree of objectivity of newspaper coverage of 2000 presidential election.

He also mentioned about the Shoemaker's news content theory which says that publicly-owned newspaper is more objective than privately-owned newspaper. The researcher has done a content analysis of 238 news stories and eight editorials from publicly-owned the Boston Globe and privately-owned the Boston Herald. The study supports the shoemaker's theory.

Chandra and Wexler (2009) studied about the effects of mergers in two-sided markets in the Canadian newspaper industry. They studied the spate of mergers in the late 1990s especially the prices for both circulation and advertising to understand the impact that these mergers had on consumers. Results revealed that the greater concentration did not lead to higher prices. This does not bring any change in the prices for either newspaper subscribers or advertisers.

Fan (2010) developed a structural model of newspaper markets. It helps us to analyse the effect of ownership consolidation. It is a study on U.S. daily newspaper market which shows how the welfare effects of mergers differ from market to market. One cannot ignore the adjustment of product characteristics otherwise it will cause a major difference in the effect of merger.

Milyo (2007) studied the effects of cross-ownership on the local content and political slant of local television news. He recorded the late evening local news broadcasts for three nights for every cross-owned station and for other major stations affiliated to main stations in the same market. The study revealed that the television network of the cross-owned broadcasts local news for more than 1-2 minutes than the non-cross owned. Cross-owned newspaper also provides significantly more local news coverage than the non-cross owned newspaper.

Zelaski (2010) in this thesis mentioned, "The corporate expansion into journalism has taken the priority away from honest journalism and placed it on the bottom line. A select few corporations are now controlling a large portion of the news message American people receives. Many Americans consider television personalities and political pundits to be actual journalists".

Various studies quoted above analyse the pros and cons of the different patterns of media ownership. In those lines, this study will also provide an evidence for those arguments.

The broad aim of this study is to analyze the effect of cross media ownership in the Indian media. The specific objective of the study is, analyse the changes caused by the cross media ownership in the industry and know the opinion of journalists about the cross media ownership and its impact within the industry.

II. Research Design & Methods

In this study the researcher used interview method through the self administered questionnaire. Interview method has been adopted to analyse the cross media ownership trends. Interview is considered to be one of the best methods in the quantitative cum qualitative study which gives the experience and opinion of various persons.

One to one interview will fetch various opinions on the same issue. 53 journalists from different media houses were interviewed with the same set of questions. The study was conducted during the period of July and September 2010.

III. Results and Discussion

The outcomes from the structured interview are tabulated and analyzed based on some simple statistical methods. The data are presented in the form of tables, charts and discussed in this chapter.

1. Number of Media Owned by the groups

Among the respondents, 62% said their organisations own more than one media houses (see the figure 1). And 38% of the respondents said that the media organisations which they belong to do not own more than one media houses.

2. New Acquisitions by the Media Groups

Data from the figure 2 shows that, 9% of the journalists said that their organisations acquired some media companies recently and 91% said that they did not acquire anything recently. Though not many media companies have started buying other companies the trend is picking up gradually.

3. New Ventures in the Media Groups

According to the data (see the figure 3), 17 per cent of the journalists say that their organisations have ventured into launching additional media houses recently and 83 per cent say that they have not ventured into it recently.

4. Salary Hike for the Journalists by the Media Group

This new trend gives huge hike in the journalist salary. About 21% of the journalists said that cross media ownership got their salary hike and 79% said that cross media ownership did not bring any change in their salary amount (see the figure 4).

Some of the valid reasons for the salary hike; one is getting more work and productivity for the group, second one is to avoid of staff shifting from their groups.

5. Satisfaction on the Cross Media Ownership by the Journalists

Majority of the journalists are not happy with the cross media ownership which is coming up in the media industry. They also say that the news productivity was also not improved. The statistics say that 58 per cent are not happy with the trend and there is no change in the amount of work they do. Instead of that their working hours increased (refer the figure 5). 42 per cent are happy with the trend and their job has been made easy.

6. Venturing into other Businesses by the Media Groups

Horizontal expansion in the media industry is becoming very common as many corporate companies are trying their hands into media business as well as established media companies also venturing into corporate business. Even though the percentage is low the trend is picking up (see the figure 6).

7. Opinion on the New Trend of CMO

Regarding to the new trend the respondents have different kind of opinion and feelings (see the figure 7). About 8% of the journalists say that olden days were good and 17 % of the journalists say that there is a lot of scope for improvement. 19% of the journalists say that the trend is really doing well to them. 30% of the journalists say that they do not have any idea about the trend. 26% of the journalists say that the trend is not doing any good to them.

8. New CMO Ventures by the Media Groups

The findings revealed about 21% of the journalists are aware of the newly launched media organisations by other companies and they also say that because of cross media ownership the journalists are being shifted to other media houses. 79% of the journalists are not aware of the newly launched media organisations by other companies and they also say that they are not being shifted to other media houses.

IV. Conclusion

The overall picture emerging out of the above study is that the trend of cross media ownership is slowly picking up and one fourth of the media houses are cross owned. A majority of respondents agreed their organizations own more than one media and ventured into the cross media ownership. Only one of ten respondents said that their organizations acquired some media companies recently. Slowly the trend of buying other media companies is picking up gradually. One fifth of the respondents said that

their organizations have ventured into launching additional media houses recently. This new trend gives huge salary hike. About 21% of the journalists said benefitted in terms of salary due to the cross media ownership. The valid reason for the salary hike is getting more work and productivity from the journalists for newly started media and to avoid of staff shifting.

A majority of journalists are not happy with the cross media ownership because of productivity is not improved and there is no change in the amount of work. Horizontal expansion in the media industry is becoming very common as many corporate companies are trying their hands into media business as well as established media companies also venturing into corporate business and the trend is picking up. Journalists have different kind of opinion and mixed feelings about the new trend. One fifth of the respondents are aware of the newly launched cross media organizations.

They also said, because of cross media ownership the journalists are being shifted to other media houses. This new trend of cross media ownership is creating a boom to the media field along with few transition period problems.

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Figure 1
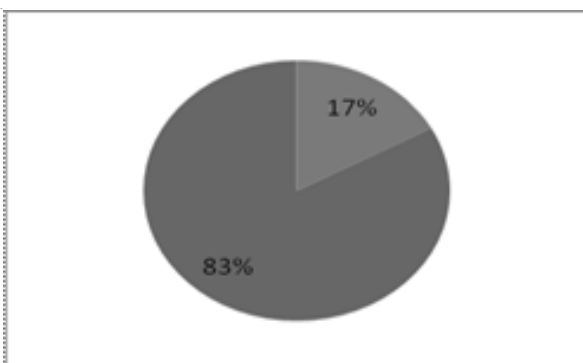Number of Media Owned by the Groups & Respondents
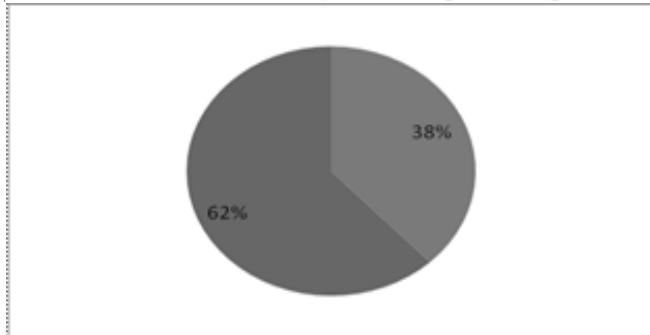
62% - own more than one media house; 38% - not own
more than one media house

Figure 2
New Acquisitions by the Media Groups and Respondents
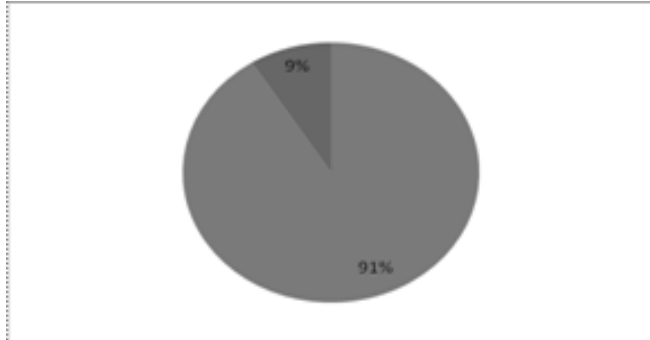
9% - acquired other media companies; 91% - not
acquire other media companies

Figure 3
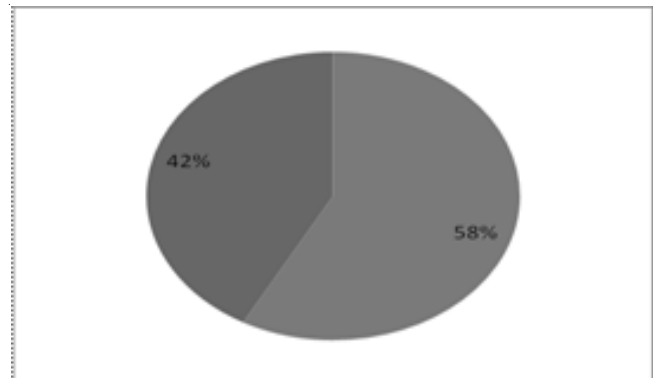New Ventures in the Media Groups and Respondents

17% new ventures into getting additional media house; 83%
no new ventures into getting additional media houses

Figure 4
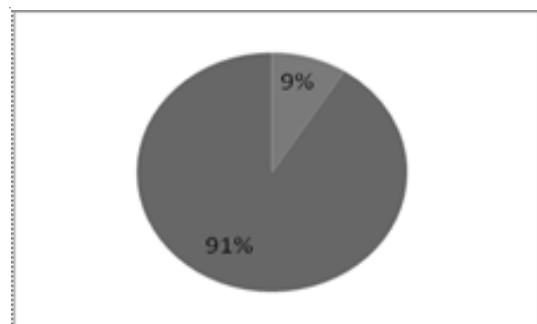Salary Hike for the Journalists by the Media Group and
Respondents
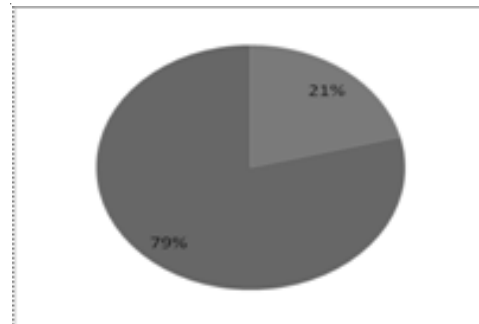
21% - salary hike is there; 79% - no salary hike

Figure 5
Satisfaction on the Cross Media Ownership by the
Journalists

58% - not happy with the trend; 42% - happy with the
trend

Figure 6
Venturing into other Businesses by the Media Groups

9% - venturing other business also; 91% - not venturing
other business

LIBERALIZATION OF TELECOMMUNICATION SECTOR IN NIGERIA : A STUDY OF GLOBAL SYSTEM OF MOBILE COMMUNICATION

Church S. Akpan ★   Barry Nnaane ★ ★

This study examined the liberalization of the telecommunication sector in Nigeria, with a focus on the Global System of Mobile Communications (GSM). The quantitative research method was used, while survey was the research design. Three hundred copies of the questionnaire were administered on the respondents in Benin, which was the study area, while 288 copies, representing 96% response rate were retrieved. Both cluster and systematic random sampling techniques were adopted. Apart from some preliminary questions, two hypotheses were tested using a one-sample chi-square test. The results of the findings showed that there is a significant relationship between the liberalization of the telecommunication sector and the marginal growth and development recorded in the economy since then. The findings also showed that the use of mobile phone(s) contribute(s) to the reduction of uncertainty on the information needs of the people. The study recommended among others, that telecommunications companies should adopt the strategy of co-location, which would make them to share certain facilities like masts and booster stations, in order to reduce the costs of operation.

One of the advantages of the industrial revolution which started in Britain in 1760, despite its historical antecedents, was that it spawned an avalanche of scientific and technological developments in many spheres of human endeavour. As this epochal phase was undergoing its dynamism, another dimension was added by Alexander Graham Bell in 1876, when he invented the telephone. The telephone, which is the precursor to the mobile phones we have today, was the first technological device for point-to-point communication. Between 1877 to 1906, telephone became rented for business, its directory published, its first pay-phone station opened in some districts in New York and the first coin telephone installed in Connecticut in the United States of America (Akpan: 75).

Thus, the laying of the transatlantic telephone cables in 1955 was to ensure that submarine repeaters were of high quality to last two years, before replacement would be required. Akpan noted further that the mobile phone as we know it today, was an improvement upon the telephone. But the difference is that while the telephone could not be carried about, the mobile phone as the name implies, could be carried about, and today it has gone beyond being a medium of point-to-point communication to a medium of group and mass communication.

In a seeming corroboration of the influence of the industrial era on Information and Communication Technologies (ICTs), Chapman and Slaymaker (2002: v), argues that the: "Industrial society has moved into an era of advanced technological innovation, affecting the way developed countries run their businesses, their institutions and lead their lives. One of the areas in which these technological advances are dramatically influencing people's lives is information technology and telecommunications hence the claim that we are in the midst of a "digital revolution".

It is worthy to note however that the origin of the Global System of Mobile Communication (GSM), could be traced to 1982, when the Conference of European Post and Telecommunications (CEPT) formed a committee called the Group Special Mobile to workout the modalities on how to develop a standard for mobile phone that would use radio spectrum effectively, provide international roaming service, give satisfactory voice quality, have low equipment costs, be compatible with other systems such as Integrated Service Digital Network (ISDN) and be ready to support new services as they would evolve (Akpan,

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2005: 76). By 1985, the European Commission endorsed the GSM project. Furthermore, between 1986 and 1987, the European Commission endorsed the basic parameters of GSM standard. Specifically by 1987, a Memorandum of Understanding (MoU) was drawn and signed in Copenhagen in Denmark by members from 13 countries which were committed to deploying GSM. By 1988, the first set of detailed GSM specification for infrastructure tendering purposes was made (www.cellular.com.za/gsmhistory.htm).

By 1989, the Group Special Mobile transferred to a technical committee. It was this committee that defined the GSM standard as an internationally-accepted digital cellular telephony standard. By 1991, the first GSM call was made by radio in Finland, the home of Nokia phones. Furthermore, by 1992, the first international roaming agreement was signed between Telecom Finland and Vodafone.

Also in that 1992, the first Short Message Service (SMS), otherwise known as "text message" was sent. By 1993, the first truly hand portable terminals were launched commercially. By 1994, GSM MoU membership consisted of more than 100 operators. In the same 1994, GSM subscribers hit one million. By 1995, the subscriber base exceeded 10 million (www.cellular.com.za/gsmhistory/htm).

In 1996, prepaid GSM Subscriber Identification Module (SIM) cards were launched. Moreover, GSM MoU membership got to almost 200 operators from nearly 100 countries, while 167 networks were in existence in 94 countries. In the same 1996, GSM subscribers hit 50 million. By 1997, 100 countries were hooked to the GSM service, while the first set of handsets was launched. By 1998, GSM subscribers increased and passed the 100 million mark. The Global Packet Radio Service (GPRS) was introduced and contracts were placed for GPRS systems. By the year 2000, the first commercial GPRS service was launched; following this was the launching of the first set of GPRS- enabled handsets. In addition, five billion SMS were sent in a month. (www.cellular.com.za/gsmhistory/htm).

An Overview of the Evolution of Telecommunications in Nigeria

The history of the telecommunications sector in Nigeria has been a chequered one. Telecommunications infrastructure came into Nigeria in 1886 through the colonial administration. As at independence in 1960, the country had about 18,724 lines to a population of about 40 million. Between 1960 and 1985, the telecommunications sector comprised of the Department of Post and Telecommunications (P&T),

which was saddled with the duty of internal network; while the Nigerian External Telecommunications (NET) limited, was responsible for external communications service. NET provided the gateway to the world. The installed switching capacity at the end of 1985 was about 200,000 lines, as opposed to the planned target of 460,000 (www.ncc.gov.ng).

During this era, all the exchanges were analogue. The tele-density was abysmal and it was virtually one telephone line to 440 people, a far cry from the target of one telephone line to 100 people as recommended by the International Telecommunication Union (ITU) for developing countries. The deplorable state of telecommunications in Nigeria then, which contributed immensely to low socio-economic growth and development, as well as a parlous state of the economy, has been examined by Akpabio (2005: 133) as well as Okoro and Nnaane (2006: 21).

Arising from the poor service delivery status of the defunct P&T, hallmarked by corruption, bureaucracy and administrative redtapism, by January 1985, P&T was split into postal and telecommunications divisions. The telecommunications division later merged with NET to form the Nigerian Telecommunications Limited (NITEL).

The main purpose of establishing NITEL was to harmonize the planning and coordination of the internal and external telecommunications service. But between 1985 and 2001, when the telecommunications sector was liberalized by the government of former President Olusegun Obasanjo, NITEL's services were epileptic, with a poor tele-density of 400,000 lines to a population of over 100 million people.

It follows therefore that the liberalization of the telecommunications sector by the Obasanjo administration, will go down in history as one of its landmark achievements. There is no doubting the fact that no modern economy can thrive without on integral information technology and telecommunications infrastructure. This is because ICTS provide the veritable platform for development across all sectors, if well-harnessed. ICTs are an enabler of broad based social and economic development of education, health, governance and sustainable human development, amongst others. Ndukwe (2004:5) underscores this as follows:

There were debates over choosing between ICTs and other development needs with respect to developing countries. Opinions had it that investments in ICTs were tantamount to diverting resources from more pressing needs. There is no doubt that availability of ICTs, cannot eliminate the need

for good health care system, good educational facilities, clean and portable water, sufficient food, good roads and transport system etc. however, ICTs have a critical role to play even in improving the performance of these sectors.

Be that as it may, the Nigerian Communications Commission (NCC), the government agency that cautioned the Digital Mobile License, was established in 1992 through Decree No.75, but the Decree became replaced with the Nigerian Communications Act (NCA), which was passed into law in 2003. However, between 1992 and 1999, when Nigeria transited to democracy, nothing much was done in the telecommunications sector. It was the return of democracy that revived and transformed NCC, which led to the blossoming of that sector.

By April 2000, the Board of NCC was inaugurated by President Obasanjo. In that same year, the government released a new National Telecommunications Policy (NTP), which set the blueprint for the liberalization of the telecommunications sector and also provided a short to medium-term objectives. The government further charged the NCC to ensure effective service delivery in the country. Its duty was akin to the cleansing of the Augean stable.

Appointed as the Chairman of the Board was Ahmed Joda, Ernest Ndukwe as Executive Vice-Chairman (just stepped down after serving for two tenure of five years each), Steve Bello and Bashir Gwandu, both as Executive Commissioners. Others are Patrick Kentebbe, Olawole Ige, Muhtari Zimit, Michael Onyia and Bayo Atoyebi, all as Non-Executive Commissioners (Bilewomo, 2002: 5).

In line with its mandates, NCC auctioned the Digital Mobile Licenses in 2001, which led to the emergence of three mobile networks. Econet Wireless (now Zain), Mobile Telecommunications Network (MTN) and M-Tel. The then Econet Wireless was given the license on august 11, 2001, while MTN was given the license on August 23, 2001. The bidding process was described as one of the best both locally and internationally because of its high level of transparency. By October 2003, NCC added to the number of mobile digital licenses. When it issued a fourth license to Globacom, as the Second National Operator (SNO), to strengthen and increase the telecommunications backbone infrastructure in the country. It is important to point that Globacom was a reincarnation of Communications Investment Limited (CIL), wholly-owned by a Nigerian, Otunba Mike Adenuga.

This company took part in the bidding process in 2001, but was refused license on "technical grounds", after paying a non-refundable fee of $20 million into NCC's ac-

count in Chase Manhanttan Bank in New York, United States of America (Okoro & Nnaane, 2006:92-93). Also important to note is that fact that both the then Econet Wireless and MTN paid the sum of $285 million each into the coffers of NCC for the license, while Globacom paid $200million for the SNO license, Glomobile, being just its mobile arms. Today, the telecommunication industry boasts of GSM national operators, such as MTN communications limited, Globacom limited, Zain Nigeria limited, M-Tel limited and EMTS limited (Etisalat). Other operators in the industry using the GSM platform include Starcomms, plc, Visafone limited, Multi-links-Telllem and Reliance Telecommunication (Neltel/Zoom). In addition, there are other operators which are on the Code Division Multiple Access (CDMA) mobile platform. These are Starcomms plc, Visafone limited, Multilinks-Telkom, Reltel/Zoom, Intercellular Nigeria limited, VGC/MTN, 21st Century Technologies, O'Net (O'dua Telecom), among others.

This is the face of the telecommunications industry in Nigeria today, a revolution which has spawned a lot of job opportunities and also created tremendous impact on virtually all sectors of the economy. There is no gainsaying the fact that apart from land, labour, capital and entrepreneur, which elementary economics says are the factors of production, ICTs, especially telecommunications have emerged as a factor of production in this 21st century.

The thrust of this study therefore, is to evaluate the evolution, growth and impact of GSM in Nigeria and show how it has contributed to the socio-economic growth and development of the country including how it has revolutionized mediated interpersonal communication.

Statement of Problem

From the chequered history of telecommunication in Nigeria, it is quite glaring that the government of President Obasanjo, 1999 – 2007, took the initiative by leveraging on the potentials of ICTs, especially telecommunications to drive the economy. This contributed to making Nigeria a player in an emerging knowledge economy, where information holds the ace to groundbreaking socio-economic growth and development.

It is almost ten years now that the telecommunications sector was liberalized. The contributions of GSM to the socio-economic growth and development of Nigeria is not in doubt. According to Adebayo, as cited by Eni (2007: 27), telecommunications has empowered many Nigerians than any other sector of the economy has done, and has also reduced the level of unemployment in the country. He argues that some of the youths who were hitherto jobless,

now have jobs, both direct and indirect, thereby contributing to the human capital development and growth of the country. Furthermore, Ndukwe (2007: 16), argues that the impact of GSM on the lives of Nigerians has been quite phenomenal and that this has contributed the Gross Domestic Product (GDP) of the country, since telecommunications is an infrastructure of all infrastructure.

Following the above, it becomes quite pertinent to interrogate some issues in this regard: how has GSM contributed to the socio-economic growth and development of Nigeria; to what extent has GSM contributed to mediated interpersonal communication; and how has GSM contributed to the reduction of uncertainty of human information needs. This forms the kernel of the research.

Objectives of the Study

In broad terms, this study seeks to appraise the liberalization of the telecommunications sector in Nigeria particularly the Global System of Mobile Communication (GSM), but in specific term, it aims;

1. To evaluate the contributions of GSM to the socio-economic growth and development of Nigeria.

2. To determine if GSM is a major means of mediated interpersonal communication.

3. To find out if GSM contributes to the reduction of uncertainty on human information needs.

Research Questions

The following are the research questions guiding the study:

1. How has GSM contributed to the socio-economic growth and development of Nigeria?

2. Does GSM constitute a major means of mediated interpersonal communication?

3. How does GSM contribute to the reduction of uncertainty on human information needs?

Hypotheses

The following are the hypotheses which guide this study:

HO1:   There is no significant relationship between the use of GSM and an improvement in the socio-economic development of Nigeria.

H02:   There is no significant relationship between the use of GSM and the reduction of uncertainty on the people's information needs.

I. Review of Literature

The tenuous link between ICTs, especially telecommunications and sustainable human development as well as other forms of socio-economic growth and development has been sufficiently appreciated in many extant literature. The most dramatic impact of GSM has been remarkably economic and it has become indisputable that the productivity and competitiveness in the economic sector and its capability to be innovative in terms of products, services and processes, are hinged on ICTs, telecommunications particularly, Ndukwe (2004: 4) corroborates this by arguing thus:

The availability of an efficient, reliable and affordable telecommunications systems is a key ingredient for promoting rapid socio-economic and political development of any nation. Such a system must be universally accessible and cost effective. Telecoms is a vital engine of any economy; it is an essential infrastructure that promotes the development of other sector such as agriculture, education, industry, health, banking, defense, transportation and tourism. It considerably reduces the risks and rigours of travel and rural-urban migration.

Melkotes and Steeves (2001:266) as well as Ojo (2004: 147), equally argue that ICTs have the potential of accelerating development in the developing countries, provided there are drastic changes in socio-economic and legal structures. For Atojoko (2007: 7) and Eni (2007: 27), the boom in the telecommunications sector has sparked a chain of reactions as telecommunications firms provide direct and indirect jobs to mostly the youths. Apart from the GSM service providers and other telecommunications firms that provide direct jobs in the region of 150,000 to 200,000 to the youths, there are more than 200 dealers that also employ several thousands as well, not to talk of the ubiquitous "umbrella phone centres", as well as thousands of youths including teenagers hawking recharge cards and other accessories. This point has also been supported by Joda (2007:13) and Ndukwe (2007: 16). Furthermore, Ndukwe as cited by Opara (2007: 47), argues that the deepening of the telecommunications sector in Nigeria, has contributed immensely to the growth of the economy; and that "this has had direct impact on sustainable development of other key industries, such as financial services, oil and gas, agriculture, maritime/shipping, trade and industry, among others."

According to Utomi (2007: 21) the liberalization of the telecommunications sector in Nigeria has radicalized the economy. He argued that the poor telecommunications

systems in the country cost Nigerians so much and that with the revolution it was now clear to every discerning Nigerian that telecommunications is at the heart of human relationships and businesses. He stated explicitly that "telecoms is one of the basic things that people need. You could fix many problems and get many things done by just making a call, many people do not travel to the villages again at the slighted opportunity because they now have an alternative reaching their relations on phone."

Utomi revealed further that one of the factors that impeded the growth of the capital market in Nigeria was because information did not spread quickly about the opportunities in the market, Utomi's position is very true, given that in the stock market today, trade alerts which are enabled by telecommunications, has engendered openness and transparency in the market. Any person buying and selling shares in the market, is sent an alert to intimate him or her of the quantity, value and type of stock bought or sold.

According to Pyramid Research, a telecommunications research group based in London, as cited by Amaefule (2010: 314), the liberalization of the telecommunications sector in Nigeria has exerted phenomenal impact. The research group stated specifically that: Mobile services has ample reach in Nigeria and will continue to post rapid growth… Due to intense competition and constant innovation from mobile service providers, a greater number of people will see value in it and be in a position to use mobile services in the near future. We project that Nigeria's mobile subscription will surpass128 million by 2014, creating a substantial user base for the development of the mobile applications market.

The research group also noted that apart from about 3 million indirect jobs created in the telecommunications sector, the use of mobile phones has positively influenced every aspect of life, connecting people to clients, relatives and friends, thus helping them to have access to information, business opportunities and lowering the costs of transaction, while also enhancing social interactions. Okonta (2009: 29), also added that GSM has enhanced human relationships and mediated communication.

In addition, the Pyramid Research Group also noted the investments which have been made in the telecommunications sector in 2001. It argued that as March 2010, a total figure of $18 billion had been invested in the telecommunications sector, with $16 billion of this amount going into its mobile telephony unit. The massive inflow of both domestic and Foreign Direct Investment (FDI) into the tele-

communications sector has also been appreciated by Okereocha (2007: 14) and Akwaja (2007: 1).

As at the time of carrying out this research, the subscriber base of GSM grew to 78.5 million, over 52%. This means that over 52% of Nigerians cutting across class and geographic boundaries now have access to GSM. This is a phenomenal feat no doubt, looking at Nigeria's chequered pedigree in telecommunications (Anofi, 2010:31). Furthermore, GSM has equally exerted tremendous impact on other sectors. In the area of health, the development and deployment of mobile communications, teleconferencing and other multimedia gadgets of ICTs have been of immense benefits. For instance, doctors on call can easily be reached on their mobile phones, in case of emergency. Also, with broadband facilities and video conferencing, doctors in any part of the country or globe, can consult with their counterparts in Nigeria on any case of interest.

In the sphere of education, the impact of the telecommunications revolution has been pervasive, since telecommunications is a major enabler of the Internet, which provides for universal and virtual library, where e-books, e-journals and other materials can be sourced right within the confines of one's home. In addition, the contributions of mobile phones to the development of the rural areas cannot be over-stressed. The use of mobile phones by the rural dwellers, who constitute majority of the county's population, bear an eloquent testimony to the importance of telecommunications in Nigeria. This access to mobile phones by rural dwellers has led to improvement in their living conditions, because some of them now sell recharge cards and other mobile phone accessories, while also operating call centres. Apart from these, mobile phones enable rural dwellers to communicate easily with their relations, friends and business associates in the urban areas.

Other benefits include better access to agricultural extension services, such as prompt information on availability of fertilizers, health services and the reduction of rural / urban migration, among others. Related to the above, in a study carried out by Ozor, Alumona and Mbam (2008:17), entitled "Rural Women's Access and Use of Information Communication Technologies (ICTs) in Nsukka Agricultural Zone of Enugu State", they discovered that only GSM (mobile phones) was mostly available in the study area, out of 11 other ICTs. They equally noted that the availability of GSM made the rural women to exchange and transfer messages and ideas to another.

Mohammed Yunus, Professor of Economics, 2006 Nobel Peace Prize Winner and founder of Grameen Bank (a

Microcredit Bank) in Bangladesh, has underscored the above by arguing that: "we must see that information technology and telecommunications get there (to rural areas) very fast. If we are interested in eliminating poverty, you have the best chance ever in human history through telecommunications, through information". (Chapman and Slaymaker, 2002:13). Furthermore, the impact of the telecommunications revolution has also been quite substantial in the banking sector. In fact, telecommunications has redefined the way banking is done in the 21st century. It has at least contributed to faster service delivery and information flow. With the mobile phones that are enabled by Wireless Application Protocol (WAP) and laptops that are filled with Internet data cards from GSM service providers, people can now transact businesses with their respective banks from the comfort of their homes. Edwards, as cited by Akwaja (2007: 46), supports this by saying that there is even huge unsatisfied demand for mobile banking services in Nigeria.

In a survey conducted by Akpan (2005:78), entitled "A Comparative Analysis of the Uses and Gratification of GSM and Landlines phones among students of the University of Nigeria, Nsukka", he found out that out of the 192 respondents, 158, representing 82.2%, said they preferred GSM to landlines. The respondents gave their reasons for such preference to include the fact that GSM is clearer than conventional landline and it is also cheaper. In another research by Akpabio (2005: 135), he noted that GSM has led to more information dissemination in the society. Other advantages are socialization, motivation, debate and discussion, education, cultural promotion, entertainment and integration.

It therefore follows that since 2001, there has been a plethora of empowerment and development agenda occasioned by the telecommunications revolution. As a matter of fact, the telecommunications industry, especially GSM, has experienced exponential growth and rapid progress in policy as well as technology development and deployment, resulting in an increasingly competitive industry which is striving to reduce the country's digital divide. Moreover, the growth and transformation within the period of almost 10 years, have led to improved tele-density and phenomenal contributions to the country's Gross Domestic Production (GDP), making Nigeria to be described as one of the world's fastest growing telecommunications market in Africa.

II. Theoretical Framework

Theories provide the benchmark with which certain phe-

nomena can be pigeon-holed. They also contribute the yardstick with which certain hypothetical issues can be explained. Therefore, the theory for this is technological determinism. Baran (2009:22), Griffin (2000:33) as well as West and Turner (2000; 96) argue that technological determinism presupposes the notion that it is machines and their development that drive economic and cultural change. Enunciated and popularized by Marshal McLuhan in 1962 in his ground breaking work, entitled The Gutenberg Galaxy, technological determinism, according to McLuhan, refers to the way media technology shapes how individuals in the society think, feel, act, and how the society as it moves from one technological epoch to another (tribal, literate/print, electronic and digital).

It therefore stands to reason that since GSM is a product of technology, it has redefined the way most people in the country communicate. Even those in the rural areas have been affected because they now use GSM to reach out to their relations, friends and business associates who live in the city, thereby making them to stay in touch. Moreover, it is can obvious fact that because of the economic and cultural change which information technology has brought into the society, GSM has contributed to some level of economic activities in the country in terms of the sale of mobile phones and its artifacts and also getting information on agricultural matters like fertilizers, its availability and variety, among others.

Furthermore, the man hours that used to be lost due to traffic hold ups for instance, has been reduced because with GSM, some problem can be fixed without living one's office or home. What about the banking sector; transactions can be done from one's home or office. With teleconferencing facilities, organization with branches in parts of the country can still hold Board meetings without the personnel meeting physically. So this theory which assumes that it is technology that drives economic and cultural change in the society will be used to study the GSM revolution in Nigeria.

III. Research Design & Methods

This research used the quantitative method, which Wimmer and Dominick (2000:431), described as a "description or analysis of a phenomenon that involves specific measurement of variables." Hence the research design was survey. Osuala (2005:244), states that survey is used to study both large and small population by selecting and studying samples hosen from such population.

As a result, the residents of Benin constituted the popula-

tion of the study, while the sample was drawn from three areas which constitute Benin metropolis – Ugbor, Ugbowo and New Benin. Benin has a population of 374, 515, from the 2006 census retrieved from the website of the National Population Commission.

Furthermore, from the records obtained from Oredo Local Government Area, there are 120 registered streets in Benin. Ugbor has 47 streets, Ugbowo has 40 streets while New Benin has 33 streets. Firstly, cluster sampling technique was used to divide Benin into the three areas; afterwards, the systematic random technique was adopted to select the streets.

The streets were listed alphabetically, then the systematic random sampling technique was used to pick 10 streets, choosing every fifth element, after the first.

In addition, the questionnaire was the instrument for data collection. Concerning the validity and reliability of the instrument, the questionnaire was pre-tested on a group of subjects chosen from the population. This actually helped to ensure stability and internal consistency of the instrument. While the research questions were analyzed, using simple percentages, the hypotheses were tested using a non-sample chi-square test.

IV. Results and Discussion

Before going into the hypotheses, the respondents were asked some preliminary questions on the liberalization of the telecommunications sector in Nigeria. The findings are represented in the table below:

From the table 1, the respondents were asked if they owned a mobile phone; all of them (288), representing 100% said 'yes'.

From the table 2, the respondents were asked if they subscribed to more than one network. Sixty six of them, representing 22.9% said 'yes'; while 222 (77.1%) said 'no'.

Table 3 shows respondents who subscribe to only one network. MTN has 111, representing 50%; Glo 86 (38.7%); Zain 47 (21.2%); M-Tel 0 (0%); Etisalat 18 (81%); Zoom 17 (7.7%); Visafone (94.1%); while others 0 (0%). MTN, having the highest number of subscribers among the respondents, tend to support the claim that the GSM service provider has the highest number of subscribers in Nigeria, with a subscriber base of 40 million (See: Echenim, 2010, p.19).

From the table 4, out of the 66 respondents who subscribed to more than one network, subscribers to MTN/

Glo were 20, representing 30.3%; MTN/Zain, 16(24.2%); MTN/Etisalat, 10 (15.2%); Glo/Zain, 14 (21.2%); MTN/Visafone, 4 (6.1%); MTN/Zoom, 2 (3.0%).

From the table 5, the respondents who use more than one network were asked their reason(s) for that, 28 of them, representing 42.2% said for convenience; 20 (30.3%), said for effective reach; while 18 (27.5%) said for business.

From the table 6, the respondents were asked which among the mobile phone and wallet they could afford to forget at home; 280 (97.2%), said they could not afford to forget their mobile phones at home; while 8 (2.8%), said they could not afford to forget their wallets at home.

From the table 7, the respondents gave the following reasons for mobile preference. (a) 136 (48.6%); (b) 47 (16.5%); (c) 63 (22.5%) and (d) 34 (12.1%).

Testing of Hypotheses

The Likert scale was designed to elicit the responses of the respondents, which were used to test the hypotheses. As stated earlier, the hypotheses were stated in the null, and a one sample chi-square test was adopted.

Hypothesis 1: There is no significant relationship between the use of GSM and an improvement in the socio-economic development of Nigeria.

Decision Rule: Reject Ho1, if Ho1, if x^2_{cal} x^2_{tab} > and accept if otherwise.

x^2_{cal} = 43.6, df=3, r α =0.05, x^2_{tab} =7.82

A one sample chi-square test at 0.05 level of significance (á = 0.05) and three degree of freedom (df = 3), where the calculated chi-square (x^2_{cal} = 43.6) is greater than the critical value (x^2_{tab} = 7.82), invalidates the null hypothesis. We therefore conclude that there is a significant relationship between the use of GSM and improvement in the socio-economic development of Nigeria. This position has justified the views of Ndukwe (2004:4); Ndukwe (2007:16); Utomi (2007:21); Ekuwem (2007:25); Eni (2007:27) and Kalu (2007: 30).

Hypothesis 2: There is no significant relationship between the use of GSM and the reduction of uncertainty on the people's information needs.

Decision Rule: Reject H02 if x^2_{cal} x^2_{tab} > and accept if

otherwise.

A one-sample chi-square test at 0.05 level of significance (á = 0.05) and three degrees of freedom (df-3), where the calculated chi-square (x^2_{cal} = 43.6) is greater than the critical value (x^2_{tab} = 7.82), invalidates the null hypothesis. We therefore reject the null hypothesis, accept the alternative and conclude that there is a significant relationship between the use of GSM and the reduction of uncertainty on the people's information needs.

V. Conclusion

This study appraised critically the liberalization of the telecommunications sector in Nigeria, using GSM as a case study. It traced the dynamics and the trajectory of telecommunications to forces that shaped human civilization after the industrial revolution which began in Britain in 1760.

The researcher noted that the invention of telephones by Alexander Graham Bell, was the precursor to the wave of telecommunications revolution which swept across the world. We also noted the historical antecedents of telecommunications in Nigeria from the colonial era to the present day, and discovered that the history has indeed being a chequered one.

With the comatose NITEL, having a mere 400,000 lines to over 100 million people, prior to 2001, the story has changed radically that mobile phones are no longer seen as status symbol as Nigerians were meant to believe. Now, with 78.5 million subscribers (over 52%) and an installed capacity of 145.74 million (GSM = 121.78 million; CDMA – 14.92 million; and fixed wired/wireless – 9.36 million, all amounting to a tele-density of over 80%. There is no doubt that the telecommunications sector, apart from oil and gas, is going to be a major contributor to the country's GDP, socio-economic development and mediated interpersonal communication.

It therefore stands to reason that the importance and impact of GSM cannot be glossed over; it has empowered a lot of Nigerians. We therefore posit that Nigeria is emerging as a recognized player in a knowledge economy where ICTs will be leveraged to contribute to the development of the country in all ramifications. Arising form the above, we therefore recommend the following:

1. The regulatory agency as represented by NCC, should continue to ensure that quality services are rendered to the people.

2. The Telecommunications Consumer Parliament (TCP), should be further decentralized from the structure of the six geo-political zones, to the states and Local Government Area (LGAs) level, so that more Nigerians, including the rural dwellers can discuss their problems, thereby contributing to efficiency in telecommunications service delivery.

3. The government should solve the perennial problem of power and provide good infrastructure, so that the cost of these will not be transferred to consumers. A situation where service providers, provide their own power, security and other logistics will only make them to transfer the costs arising there from to the consumers.

4. Telecommunications Engineering should be introduced as a department in Nigeria Universities and Polytechnics, and not be subsumed under Electronic Engineering, in order toe boost the technical man power needs of the sector.

5. Telecommunications service providers should adopt the strategy of co-location, which would make them to share certain telecommunications facilities like masts, booster stations, among others, in order to reduce the costs of operation.

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Table 1
Ownership of Mobile Phone(s)

Respondents	Frequency	% age
Yes	288	100
No	0	0
Total	**288**	**100**

Table 4
Usage of More Than One Network

S.N.	Respondents	Frequency	% age
a	MTN/Glo	20	30.3
b	MTN / Zain	16	24.2
c	MTN/Etisalat	10	15.2
d	Glo/Zain	14	21.2
e	MTN/Visafone	4	6.1
f	MTN/Zoom	2	3.0
	Total	**66**	**100**

Table 2
Usage of More than one Network

Respondents	Frequency	% age
Yes	66	22.9
No	222	77.1
Total	**288**	**100**

Table 5
Reasons for Using More Than one Network

S.N.	Respondents	Frequency	% age
a	For convenience	28	42.2
b	For effective reach	20	30.3
c	For business	18	27.5
	Total	**66**	**100**

Table 3
Usage of one Network

S.N.	Respondents	Frequency	% age
a	MTN	111	50
b	Glo	86	38.7
c	Zain	47	21.2
d	M-Tel	0	0
e	Etisalat	18	8.1
f	Zoom	17	7.7
g	Visafone	9	4.1
h	Others	0	0
	Total	**222**	**100**

Table 6
Preference of Mobile Phone to Wallet

S.N.	Respondents	Frequency	% age
a	Mobile phone	280	97.2
b	Wallet	8	2.8
	Total	**288**	**100**

Table 7
Reasons for Mobile Phone Preference

S.No.	Respondents	Frequency	Percentage
a	My mobile phone(s) help(s) me stay in touch	136	48.6
b	Without my mobile phone(s), I could lose business opportunities.	47	16.8
c	Without my mobile phone(s), I will feel incomplete.	63	22.5
d	Without my mobile phone(s), I could lose valuable information		
	Total	**280**	**100**

Tables 8

Issues	Strongly agree	Agree	Disagree	Strongly disagree
The use of GSM has resulted in an improvement in the socio-economic development of Nigeria	200	88	-	-

Table 9

Issues	Strongly agree	Agree	Disagree	Strongly disagree
The use of GSM contributes to the reduction of uncertainty on the people's information needs	200	88	-	-

VIOLENCE IN THE NEWS MEDIA BLEEDING IS LEADING

Tarjeet Sabharwal

Each one of us thinks that we know the term 'violence' because 'we know it when we see it '.When we have to write a definition, it is difficult to translate our understanding into words. Violence in the media has been a topic of controversy for long. Its definition has been debated and there is no single commonly accepted definition of violence in research literature. Potter (1999) states that violence is a violation of a characters' physical or emotional well-being. It includes two key elements—intentionality and harm—at least one of which must be present.

However, many researchers do not share this view of violence.The definitions of the term violence are also affected by questions of how violence is represented (NTVS 1972). Representation of violence in the media has been found in everything from cartoons to prime-time programs, commercials, news broadcasts, films and video games. Given the multiple definitions—or lack there of—of violence it is not surprising that every aspect of the media has been identified as containing some sort of violence. But not all media violence is equal; some of this violence elicits more outcry than others.

It is then in this background that it becomes pertinent to raise some questions regarding media violence. Firstly, why is there so much violence in the media? Is it because the societies are becoming more violent and if so, is this partly because the mass media portray violence as inevitable and even sometimes as desirable? Is it something of a journalistic cliché that if something 'bleeds, it leads'?

Historically speaking, Hartley (2000) suggests western journalism has been a 'profession of violence', its occupational ideology based on the pre-supposition that 'truth is violence, reality is war, news is conflict.........Journalism is combat'. New York Times columnist Michael Wolff argues that some journalists responded with much enthusiasm to the 2001 campaign in Afghanistan, primarily because it provided them with something 'serious to report'. In his view journalists were thinking...........a war.......it's a real story. It`s real journalism. If this true, is it possible to discern patterns or trends in the ways media cover violence? Violence in news demonstrates power. It portrays victims as well as victimizers. It intimidates more than it incites. It paralyses more than it incites. It defines majority might and minority risk (Nancy Snow 2001).A key problem is that most journalists operate without a well-developed ethical framework for covering violence. As a result, it follows that their reporting will contribute not only public misunderstandings of the complex violent situation but also placing the nations at a grave risk as was observed in the case of 26/11 Mumbai attacks. The incessant drive to be the first to break the story in the race for TRP'S led to the tragic loss of human lives.

This also means that due care and accuracy are sacrificed in the heat of the moment. Not only this, they are unable to explore in depth the stories that they are reporting. They aim to be the first and the fastest with news. Essential to the success of any news organisation is holding the trust of its audiences. In this case, journalists made the violent situation worse with live telecast of the operations of the commandos. It delayed the entire operation with the terrorists getting vital information on the crucial details that led to delay in implementing their strategies which saw the loss of valuable lives. If journalists are to address these deficiencies, then reporting would be more socially responsible. This issue of social responsibility is of central importance. Of particular significance is the marked tendency in Indian journalism to assume that certain types of violence namely that happen in public domain are legitimate. To pursue this, I am compelled to provide an overview of opinions by media experts and senior journalists on the media reportage of the 26/11 Mumbai terrorists attacks.

"It seems that media are active parties to conflict", says a senior journalist from CNN IBN. The India TV channel aired a telephone call by the Mumbai terrorists. An ordi-

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nary citizen with genuine issues of concern does not get space or time in the media; here a national channel aired a tthe front line get emotional and hysterical to report the attack compromising on national security? The irresponsible reporting of responsible reporters needs to be questioned. On the other hand, the role of the government was also inadequate. The media behaved in an immature manner. But did that mean that the government too should have handled the crisis situation without due responsibility? The military operations were being conducted in public glare. If the media is ignorant and irresponsible in our country as seen in the past, was it not the duty of the government to ensure that the operations were conducted beyond the visibility of the media? The fact remains that the media in our country is free; it is vibrant but not mature. Indian media ethics are a neglected truth.

Not only this, there were instances of false reporting and the over-enthusiastic reporters were carried away. Vir Sanghvi from HT comments, "We don't need hysterical reporters telling us how bad things are. We can see the picture for ourselves. Too many journo failed to realise this". "The days of journalists as objective observers and objective reporters are over", says a senior journalist from a news channel.

Recalling the assassination of Prime Minister, Indira Gandhi the Indian press reiterated in their headlines the fact that the bodyguards were Sikhs. The Times of India headline read, 'Indira Gandhi assassinated; Sikh security guards pump bullets into chest, abdomen'. . To add to this the government mouth-pieces, the then AIR and the Doordarshan aired provocative slogans of unruly mobs like,"Khoon ka badla Khoon se leyenge" in their news bulletins. The country witnessed one of the worst communal riots killing nearly 3000 Sikhs; some place the figures as high as 5000.

The media in our country has not learnt its lessons. Or is it that we as academicians credit too much intelligence to the media? Telling people what they want to hear is not doing them any favours. It may not be comfortable to challenge governments or even popular opinion, but its what we are here to do. There is a need to uphold a stricter line between news and editorial comment, not least with regard to the implications for reportorial standards. Some critics have another viewpoint. They understand that television has become a 24 hour slog with the result some may have all the traditional dedication but they are unable to use it. TV reporters have been held hostage by the voracious appetite of 24 hour television news, they contend. The dynamics underpinning 24 hour news—especially

when "going live"—raise significant issues regarding public perceptions about the nature of violence. The Babri masjid-Ayodhya issue and the Godhra riots are glaring examples mishandled by the media. Provocative articles and stories aided riots killing innocent people in different parts of the country.

Research on media violence that have been applied to the study of the press and the other media especially the behavioural effects theory, the desensitization and the cultivation theories, each proposes a different understanding of media violence. The effects theorists argue that this research proves that viewers learn from TV to consider violence appropriate behaviour and that this applies to viewers from pre-school through to adult ages (Wilson et al. 1998a). The behavioural effects theories have gained wide acceptance among politicians, broadcasting regulators and media watchdog groups. However, critics maintain that politicians and government policy accept arguments about media effects because it avoids their having to scrutinize how violence in society might be caused by wider structural inequalities between people in society and decision making. The increasing number of road rage deaths, violent means of ragging in colleges, juvenile crimes justify this.

However, most of these studies largely fail to understand that media violence takes on many 'styles and forms' and it is produced consumed in a range of different ways (Cunningham 1992). Some researchers warn against assuming that the media have power to encourage violent behaviour. We may learn how to rape, rob or murder from what we see in films or in television but the barriers to our performance in these acts in everyday life are more motivational than knowledge based (Cumberbatch 1989) . It is important to consider how media messages are responded to within the context of social and cultural forces which is beyond the scope of this paper because of the type of violence and who commits it—- becomes the core issue.

The effects theories are highly influential in the formulation of media policy and regulation in the US. To state an instance—many researchers' especially cognitive psychologists continue to assert that there is conclusive evidence to prove a link between children and adolescents watching violence on TV and subsequent aggressive behaviour. These arguments are taken very seriously by media regulators and often form the basis of new communication policies especially in the US. This is in stark contrast with media in India. We have had the Sikh riots, the Mumbai blasts, the Godhra riots....... and of late the Mumbai attacks.....all these have been played on communal lines by the media.

Here the media was muzzled and I think it was self muzzled. It is not the question of not doing these stories. It is the question of the tone, it is the question of intelligence whether elephonic conversation with the terrorist in the newsroom. Is this not aiding terrorism? The Barkha Dutt reportage of the Mumbai terrorist attack has been condemned all over by the media professionals. She stood right in the middle giving the precise locations of hostages interviewing their relatives. The relatives ended up giving information about the hiding place of his relative in the hotel. Did the channel she was representing not have edited it before airing it? Should responsible editors in supervisory positions take of the administration or of the journalists.

On the other hand, consuming a constant diet can undermine feelings of concern, empathy or sympathy viewers or readers might have towards victims of actual violence (Wilson et al 1998 a :22). Research concludes that men who watch films containing rape depictions show less sympathy towards actual rape victims (Dietz et al. 1982). They also consider rape attacks to be less violent than men who do not view the diet of violent imagery. With the proliferation of media depictions of violence, viewing violent imagery has become comfortable for viewers........ (Linz et al. 1984)The Geeta—Sanjay Chopra murder by Billa –Ranga way back in the early 80's sent shivers in the entire country. Now, people have become immune to murders. Recently, a story headlined, 'Beautician shot dead by former mayor' did not gather any momentum. It was not followed up by the media either.

Although crime and related violence are the driving agenda for news in the media, the nature and way of presentation is gruesome.

The news media in India have been presenting gory pictures of the dead with great disregard. The recent cover story of the frontline magazine that carried a gruesome picture of a dead child during the Gaza conflict is a glaring example of sensationalism. Why are we glorifying death? Why can't the media present dreadful events with the same intensity without being gory? It is important to point out that the 9/11 attacks on the WTC in the US did not publish /release even a single picture of the dead. However, some critical media researchers tend to disagree that any decline in the sensitivity to either media violence or real acts of violence is directly and attributable to media representations.

It is said that television's repeated portrayal of certain groups as victims represents a symbolic expression of those victim types' social impotence in society. Such symbolic

imagery cultivates social conceptions about who the aggressors are and who are the victims'. There is a relationship between the roles of the victims and victimizers. Both roles are learned by viewers. Additionally, the more heavily television is watched, the more vulnerable is the viewer to this learning. This suggests that heavy users of TV in particular believe that their neighbourhoods are unsafe, that crime is rising and live in a state of fear of crime which is a very serious problem. This has been witnessed recently with the Nithari killings, the Arushi murder case, the young MBA student raped enroute Noida and so on.... Not to forget is the murder of journalist Soumya Vishwanathan of Headlines Today recently in South Delhi.

In all these cases there has been an encouraging support for tougher policies on law and order. However, to understand the relationship between representations of media and violence and peoples' fears of crime, it is not enough to argue that such representations cultivate fears of victimhood especially in the so called heavy television viewers. Violence is....... everywhere. You can't avoid it. We can plug into violence on television, internet, popular film advertisements, radio, brochures, magazines, newspapers, novels, theatre.

From thousands of people living in Gaza who stare in disbelief to those in Kashmir who left home never to return from people who went to work on 9/11 never to return to those on the bus in London and more recently in the hotels in Mumbai.It seems as acts of terror are targeting all countries, all religions, all people. It is time for a world exhausted with violence to try other options.

Media violence is now a crucial question that urgently needs to be addressed. The ugly face of violence needs to be condemned. In no way can terrorism and violence of hate be justified. If the civil society is strong and united and if the media is conscientious with a healthier journalism we can find new ways to strengthen the government and advance public interest.

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FILMS OF GULZAR: AN AMALGAMATION OF STYLE AND THEME

★ Harjeet Singh

Film is a combination of different elements. Director uses different elements like images (cinematography, mise-en-scene- setting, props, performance, costume and makeup, lighting and color), editing and sound, to construct a film or to tell a story through the medium of cinema. How director uses all these elements, reflects his style of filmmaking.

Gulzar's films are a unique blend of style and themes. Gulzar has developed his own individual style of filmmaking over the years, which is easily recognizable in his films from Mere Apne to Hu Tu Tu made in 1971 and 1998, respectively. "A film style can be defined as the individual characteristics we associate with a director's technique and can refer to cinematography, editing, sound and mise-en-scene, but also to such aspects as narrative technique and the use of actors."1

The thematic connotations of flashback technique and his use of point of view shot structure are the focus of this paper.

Gulzar uses flashback technique in all of his films. Only Koshish has the linear structure. In Achanak, Gulzar uses flashback within flashback technique.

Gulzar explores human relationships in his films. Even his use of different types of shots and camera distance from the subject, establishes the relationship between characters. Gulzar uses matching on action editing for continuity. Use of symbols like bird in flight, flowing river, shadows etc. are some of the characteristics of Gulzar's style that consistently appear in his films. Most of the actors appear and reappear in his films to play different characters. For example, Sanjeev Kumar has worked in six of Gulzar's films. Hema Malini played different outstanding and memorable roles in four of Gulzar's films.

Non-linear narrative structure, similar shot compositions, triangular positions of the characters in a shot, use of close up and extreme close ups, white kurta pyjama, village setting, dilapidated structures to signify unhappy life, expressionistic lighting, consistency of themes in his oeuvre, are some of the common features of Gulzar's style of filmmaking. Relationships between human beings, anger, wait etc. are some of the thematic motifs in Gulzar's films.

His flashback technique of storytelling and the theme of dominance of past over present of the characters is inseparable. The flashback technique has thematic connotation in Gulzar's films. Gulzar uses flashback technique to suggest that characters grapple with their past and it conveys the theme of guilt. Therefore, flashback technique and past life of characters become inseparable. In other words, the narrative structure of Gulzar's films is non-linear. Therefore, it is not possible to separate Gulzar's style of filmmaking from the stories he tells and themes he explores.

Inderjeet and Aarti Sanyal in Kinara, Dr Amarnath Gill in Mausam, Mohinder in Ijaazat, Rewa in Lekin, JK and Aarti Devi in Aandhi are some of the characters whose life is controlled by the past events. Characters confront the situation in order to get rid of the burden of the past at the end of films. Inderjeet in Kinara reveals to Aarti Sanyal about the truth behind Chandan's death. Chandan is Aarti Sanyal's fiancé. Inderjeet repents. In Mausam, Dr Amarnath Gill tells Kajli that he is the same doctor who gave a pledge to her mother but could not keep the promise. Mohinder, at the climax of the Ijaazat admits that he was responsible for unhappy life of Sudha. He repents that he could not give Sudha what she deserved.

It is raining when Ijaazat opens. However, at the end of the film, the rain stops. It has the cathartic connotation. Throughout night, Mohinder and Sudha express their grievances against each other. In the morning, both of them are calm and cool and. The rain also has stopped. It is a very beautiful morning. In one of the scenes, Sudha says,"baras jayagi to apne aap tham jayagi (When it has poured out, it will stop automatically)" At the end of the film, Sudha,

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Mohinder, and rain has poured out completely. Gulzar blends the feelings of Mohinder and Sudha with rain beautifully.

The subtlety of relationship is single dominant theme in all of Gulzar's films. Gulzar uses cinematic technique to establish relationships among characters. Take for example Mausam- Gulzar's seventh and one of the best films. There is a scene in Mausam in which Gulzar uses point of view shot structure to establish the relationships between characters.

Mausam is about Dr Amarnath Gill who goes to Darjeeling from Calcutta in search of Chanda, his beloved 25 years ago. Later in the film, he comes to know that Chanda has expired and is survived by her daughter- Kajli. In one scene, Dr Amarnath Gill finds out Kajli who has become a prostitute. Kajli resembles her mother.

Dr. Amarnath Gill wants to reform Kajli. He brings Kajli along with him where he is staying. In the next scene, the Maharaj- the cook, brings bed tea for Dr. Amarnath Gill. He enters the bedroom and finds out that Kajli is sleeping in the bedroom. The audience looks at Kajli from Maharaj's point of view. The first shot is of the Maharaj (Figure 1) and the next close up shot is of Kajli (Figure 2). The close up shot of Kajli gives an idea that Maharaj is looking at a prostitute.

In the next scene, Dr. Amarnath Gill gets up and goes to see Kajli. Now the audience looks at Kajli from Dr Amarnath's point of view. The first close up shot is of Dr. Amarnath Gill (Figure 3) and the next long shot is of Kajli in which her whole body is shown (Figure 4). Here Gulzar uses the long shot of Kajli to establish that Dr Amarnath Gill is looking at her daughter not at a prostitute as in the example of Maharja's point of view shot.

The close up shot of Kajli suggests that Maharaj is looking at her face, which clearly conveys about her character and profession. Generally, people do not look at the particular part of their sister, father, brother or mother. They look at the whole body.

Gulzar has used the point of view shots to establish the relationship between Dr Amarnath Gill and Kajli and this is the beauty of Gulzar's film technique and theme. Gulzar is trying to contrast and convey attitude, mind-set or outlook of Dr. Amarnath Gill and his servant Maharaj toward Kajli.Gulzar uses props as a motif in his films. The prop becomes integral part of the story.

In Mausam the prop- walking stick appears and reappears. Walking stick works as a connection between Dr Amarnath Gill and Chanda. Each scene has a walking stick in one of the flashback sequences in the film. Gulzar uses walking stick to build relationship between Amanath Gill and Chanda. It also functions as a bond between past and present of Dr Amarnath Gill.

In the first scene of the flashback sequence, Dr Amarnath Gill gets sprain in his foot and goes to Vaid Harihar Tahapa-Chanda's father. After the treatment, Dr Amarnath Gill finds it difficult to walk. Vaid Harihar Thapa offers him his walking stick so that he could walk without difficulty. Harihar Thapa asks his daughter Chanda to hand over the walking stick to Amaranth Gill. Chanda gives him the walking stick and says, "sham ko yaad se le aana (Remember to bring it in the evening)."

Moreover, before Amarnath Gill leaves, Chanda looks at the walking stick keenly as if he is taking something precious from them. Again in the next scene, Chanda says, "paisa dhela milta nahin oopar se chari lekar chala gaya (He does not give mony, on top of that, he has taken the walking stick)." In the subsequent scene, Chanda goes to Amarnath Gill's house for bandage; she takes the walking stick from Amarnath Gill while giving him a glass of milk. Before she leaves she asks Amarnath Gill, "yeh chari le jayoon (Can I take this stick)?" Dr Amarnath Gill says no. She reluctantly keeps the walking stick near the table and leaves.

In the following scene, Chanda suggests her father to get rid of Dr Amarnath Gill by taking the walking stick back. She further adds, "aisi chari pakri hai chorta hi nahin (He has caught the walking stick in such a way, he does not want to leave it)." The walking stick is the part of each scene of this sequence. Walking stick is a recurring motif that symbolizes love relationship between Chanda and Dr Amarnath Gill. "In the course of a narrative, a prop may become a motif."2 Walking stick is the representational motif of Chanda's romantic relationship with Dr Amarnath Gill. The flashback sequence also ends with the image of the walking stick. Moreover, Gulzar uses walking stick as the flashback transition technique. In the last shot of the flashback sequence, Chanda throws the walking stick and scene cuts to present in which stick falls on the ground and Dr Amarnath Gill picks it up and embraces it in such a way as if he is feeling the touch of Chanda's hand.

Another stylistic technique that Gulzar uses is of flashback transition from one scene to another scene. This also reflects Gulzar's philosophy of relationship. Gulzar says, "No relationship ever ends completely. No relationship ever dies…It transcends to a different meaning. Sometimes changing makes it better. All of us change. Life changes

us. We change our relationships."3 In Ijaazat, in one of the scenes Mohinder says, "sab kuch…vahi to nahi hai lekin hai vahin (Everything is…not the same. But, it is at the same place…there itself)." The first flashback sequence in Mere Apne begins with Anandi Devi, now old and a widow, sitting in the veranda (courtyard) (Figure 5). She remembers her marriage day. The next shot is of Anandi Devi, young and married (Figure 6). In both the shots, position of Anandi Devi, the camera placement is same that is the visual representation of the dialogue, "sab kuch…vahi to nahi hai lekin hai vahin (Everything is…not the same. But, it is at the same place…there itself)." The difference between the two shots is of time. Anandi Devi's age has changed. Everything is there but it is not the same.

This is how Gulzar uses his stylistic technique to reflect theme and philosophy. Gulzar uses this technique throughout the film. In another example from Mere Apne, all the elements of mise-en-scene are same (Figure 7 and 8). This is also one of the shot signatures of Gulzar and establishes him as an auteur.

Aandhi is a film about the relationships between J.K. and Aarti Devi, who because of their clash of interests, get apart. They enjoy the fragrance of their relationship when they meet again after nine years. They remember each beautiful moment of their life, which they have lived together. "The most obvious thread running through all of Papi's films, however, is the exploration of the complexity and fragility of human relationships…an inclination he developed perhaps during his days with his mentor, Bimalda."4 In Aandhi, J K- the male protagonist asks, "saalon se riste toot jaate hain kya (Does the passing of years break relationships)?" Gulzar has penned a song, "haath chhote bhi to rishte nahin toota karte" for Chandar Parkash Diwedi's film Pinjar.

Gulzar uses long shots of green and snow covered hills in his films to establish relationship between human beings and nature. He shows open windows to suggest oneness of human beings with nature. This is evident from two images taken from Mausam. Mausam has been set in Darjiling. In one scene, Chanda is working in the kitchen and the window is open (Figure 9). Harihar Thapa- the vaid is grinding medicines and the window is shown open (Figure 10).

Therefore, this paper concludes that Gulzar uses cinematic techniques in such a way that it reflects his themes and philosophy of love and relationships. Both his themes and his style of filmmaking are in each other's pocket.

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