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## Editor's Desk

Nationalism in India has become a dirty word even before it could do the good work it has done in developed countries in the West. True, every phenomenon in life, like every coin, has two sides, and wisdom lies in tight ropewalking in the Middle. One can understand a developed country preaching the virtues of supra-nationalistic humanism or sub-nationalistic human aspirations. In its case, nationalism has already worked the wonder of welding people across demographic variables into a colossal monolith capable of executing herculean nation building tasks. Perched atop the developmental pyramid, it can only tip over and threaten others, if it persists with its nationalistic, rather hyper-nationalistic, fervor. But, in the case of India, the current angst against nationalism, voiced by its intellectual twitterati, seeks to turn the tide even before it has reached its high point. Though reborn as a free nation some seventy years ago, it has yet to assure economic and social justice to its citizens, let alone find its unique voice.

The seven decades of developmental journey have witnessed many a narratives of development, yet the nation remains in the band of the least developed countries of the world and what is more damning is the exponentially ever-widening gulf between the rich and the poor, indicating that all is not well with the nation. The problem is compounded by the loss of national character, with every citizen either voluntarily or involuntarily pushed to the brink of fending for himself/herself, leading thereby to a no holds-barred valueless scramble for the loaves and fishes of power. With corruption becoming rampant like in the Restoration Comedy, the very basis of the rule of law in equity and fair play stands knocked out. Pulling a nation out of such a quicksand of despondence requires the alchemy of nationalism, a war-cry that makes people rise above their petty selfish interests to work together as a community for the good of one and all. Those who fear this collective emotion and wish to shun it refuse to accept the reality that development happens not by virtue of achieving macro-economic indicators of economic development but by a total transformation in the attitudes of citizens towards their individual and collective responsibilities. And what better way to generate this collective emotion than by resurrecting the monuments of India's glorious cultural past, which of course, is not possible without bringing the Lazarus of Sanskrit back to life. For, it is Sanskrit that holds the intellectual treasure of the nation, something that even the Rationalist-West has acknowledged by setting up research centres on it in its universities.

**(Ravi K. Dhar)**

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As an active practitioner and scholar in the field of communication, you must have experienced the need for a journal with conceptual richness, which is normally missing in various mass communication magazines. In response to this need, a team of competent and dynamic professionals, at JIMS, Vasant Kunj, publishes a journal titled **Mass Communicator**.

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# EFFECT OF SOCIAL MEDIA ON YOUTH ACTIVISM DURING 2013 ELECTION IN PAKISTAN

**Rubab Musarrat\* Muniba Fatima Zahra\*\* Afsheen Masood\*\*\***

*This research investigates the role of social media in activism of youth in the general election of Pakistan, held in 2013. Another objective of this study was to measure the differences in behavior of youth in Election 2013 as compared to previous election. It was hypothesized that youth of Pakistan did not know the importance of vote and different activities of political participation before using social media. The sample of N=200 students was accessed from various educational institutes of Lahore. The data was collected through a self-administered questionnaire and was analyzed through SPSS version 21.00. By using uses and gratification theory as its theoretical framework, the findings of this study indicate that social media played a vital role in youth activism by getting them involved in various political discussions and to give them awareness about casting the vote to ensure the process of democracy. These findings carry strong implications for media persons and politicians alike.*

**Keywords:** Social Media, Election, Youth Activism, Internet, Social Networking Sites.

Internet has changed the face of communication by extending the layers of interaction among people living in any corner of the world. Internet has given birth to different social networking sites which have captured the attention of people who are using face book, twitter, Instagram and different other social interaction apps.

Social networking is defined as “web-based service that allows its users to construct a profile that other users can see and list connections with other users” (Boyd & Ellison, 2007). Furthermore, Social networking sites (SNS) such as Facebook and Twitter are built with micro blogging technology that wires blogging action with lesser size of word posts (Chin & Yusop, 2011). Social networking sites work as hub of political information to get required information about different political parties, political actors and their messages. This platform let people to be politically active, also known as political activism. Political activism is the practice of self-motivated action or interest as a means of achieving political or other goals, as by expressions, protest, etc.

This study will evaluate the role of different social networking sites in youth activism during election 2013 in Pakistan. It was for the first time that general election of 2013 got utmost attention of youngsters by getting them involved in various activities. Different political parties were also concerned about social media marketing as they realized the importance of latest demands of interactions and felt the rising tendency of social media usage among Pakistani masses. As a result, almost all political parties in Pakistan created their own social media pages to interact with people. These pages provide an opportunity to the youngster to be political active by

acquiring all required information. People can interact and learn about the importance of themselves as a citizen to strength the democratic procedure of the country. Android phones are also very important in this regard as they provide the opportunity to the youngsters to be connected with these social sites all the times. It was quite visible during 2013 election and youngsters were seen quite enthusiastic to discuss political affairs. They were a part of different political pages. Young adults of age 18 to 29, the mobile based technologies such as Internet and social media have become social phenomenon especially for them (Lenhart, Purcell, Smith, & Zickuhr, 2010).

This study investigates the role of social media for political activism among Pakistani youth. This study also highlights the change in political behavior of Pakistani youth because of using social networking sites. Tendency of using social networking sites will also be observed. With a sample size of 200 respondents, population for this study is taken from different universities of Lahore which include Punjab University, Superior University, University of Central Punjab and University of Engineering and Technology Lahore.

This study holds uses and gratification as its theoretical framework, which focuses on audience that how people use media to gratify their different needs. “The approach emphasizes audiences’ choice by assessing their reasons

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for using a certain media to the disregard of others, as well as the various gratifications obtained from the media, based on individual social and psychological requirements” (Severin & Tankard, 1997).

This study will also throw the light on the importance of social media to mobilize the youth which can play an inevitable role in democracy of any country. It will help the media practitioners to develop their media content for mobilizing the youth which is inescapable for the progress of a country. Like other researches this study also have some limitation like the students of four different universities of Lahore were administered questionnaires to provide their view point or information on how they see social media for political purposes in election 2013.

### **Hypotheses**

1. Youth of Pakistan did not know the importance of vote before the usage of social media.
2. Technology played a vital role in giving awareness to the Pakistani youth about casting the votes in general election 2013.
3. Social Media played a significant role in creating awareness about democracy
4. Usage of Social Media in Pakistan is getting popularity among youngsters.

## **II. Research Design and Methods**

Survey method was used to conduct this research. The data was collected through a self-administered questionnaire.

### **Sample**

The sample of N=200 students was accessed from various educational institutes of Lahore. Study was designed to calculate the role of social media in activism of youth in election 2013.

### **Activism Scale**

Role of social media in activism is a self-constructed scale by Mussarat (2013). This scale consists of 22 items and has used 6 point Likert scale from strongly disagree to strongly agree.

### **Definitions of Key Terms**

#### **Youth**

The UN defines ‘youth’, “as those persons between the ages of 15 and 24 years.” (UNESCO). For this study, youth will be youngsters between the ages of 17-24 years which are selected from 5 different universities of Lahore.

### **Social Media**

Andres K. & Michael H.(2010) describe social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web2.0, and that allow the creation and exchange of user-generated content."

For this study, following social media sites Facebook, twitter, Instagram are included and analysed.

### **Activism**

“The policy or action of using vigorous campaigning to bring about political or social change”. (Dictionary.com). The activism is measured through self-administered Questionnaire.

### **Election**

“The selection by vote of a person or persons from among candidates for position, esp a political office” (British Dictionary.com). For this study Parliamentary Election 2013 is selected to measure the political activism among youth.

## **III. Results & Discussion**

### **Hypotheses I**

It was hypothesized that youth of Pakistan did not know the importance of vote before the usage of social media. For this the questions asked and the results obtained are given below.

The hypothesis was supported by the data. The above statements and their frequencies revealed that majority of the youth mobilized their behavior because of social media. It was due to the social media youth came to know about the role of their political status. Due to social media people came to know the importance of vote. As the last question indicates 47% of the participants were strongly agreed to the argument that social media brought change in them. It was due to social media sites youth realized their power. The political pages and official accounts of politicians also played their role in it as they encouraged their supporters to use the power of their vote. Therefore, the turn out in election 2013 was very good and high.

### **Hypothesis II**

It was hypothesized that technology like social networking sites Facebook, Instagram, Twitter played a vital role in giving awareness to the Pakistani youth about casting the votes in general election 2013. Following are the results obtained. The hypotheses were proved true as the results indicated that majority of the respondents agreed to the role of technology and social media in

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bringing awareness about the importance of vote. The respondents showed positive responses as 94 (47%) and 76(38%) of the respondents were either agreeing or strongly agreeing to the role of technology and social media in bringing awareness about importance of vote casting among youth of Pakistan.

### **Hypothesis III**

It was hypothesized that Social Media played a significant role in creating awareness about democracy. The results are presented below. 82 respondents which donate the overall percentage of 41% were strongly agreeing to the role of social media in increased awareness regarding democracy. Similarly, 84(42%) respondents were agreeing that social media has brought awareness about democracy in Pakistan. Now a day we find so many pages' official accounts of political parties/ political leader on social networking sites like Facebook and Twitter. They encourage youth to take part in politics and get awareness of what is happening in the world of democracy. Youngsters directly contact these personalities through social networking sites. Therefore, a major change has been witnessed in youth of Pakistan regarding democracy. Now they are well aware of what is happening around them. They know about the benefits of democracy and want it to flourish. Hence this awareness has been given to them by these social networking sites. The mass media forms the backbone of democracy as they provide voters with political information which they use in electing their leaders. In the democratic system of government, the political advertising is considered the modern form of promotion for politicians.

### **Hypothesis IV**

It was hypothesized that Usage of Social Media in Pakistan is getting popularity among youngsters. The results are presented below. The above graph reveals that respondents belonging to the age group of 17 to 25 years were more frequent users of internet. While respondents belonging to age group 26 to 35 years were not much frequent users of internet and social media sites. Almost 90% of the youngsters use internet on daily bases. Therefore, the hypothesis supports the results of the study as youngsters on Pakistan are more frequent users of internet. Hypotheses of the researcher is proved by this question as the young generation are more bound towards social media and how frequently the exercise social media.

## **IV. Conclusion**

Internet has not only converted the world in to a global village but also provided a diversified platform to

everyone beyond the geographical boundaries. People are using the different social networking sites including face book, twitter, *Instagram* and different social interaction apps to get awareness and interaction with others. This usage of social media is making people more active and interactive and they seem politically mobilized as well. This result is supported by the findings of Schlozman, Verba, & Brady (2010) that there is increasing political polarization owing to the use of social media as internet may bring new people into political gathering. Political activism among Pakistani youth is also quite evident as a result of using social media sites for different political purposes. Data of this study shows that 90% youngsters use different social networking sites.

Political parties share the content of their advertising campaigns, announcements, and political advertisements on the social sites which cater the attention of youngsters. This study highlights the role of social media in mobilizing Pakistani youth in Election 2013. During this election a high tendency of social media users was observed and people utilized it as a political platform to gain information and to respond over different political discussion. Most of the youngsters have joined political pages to get stories about political leaders and to respond accordingly. This result is supported by the finding of Choi (2014) that explain that due to close relationships among network members, social media can function as effective and useful platform for people to talk about political issues and events with others.

Android apps have contributed a lot in this regard. This study determines the role of social media in order to give information about political activities and to make people politically active. Findings of this study show that 47% of the participants were strongly agreeing that social media was a source of awareness to them and they came to know about the important to cast their votes just because of using social networking sites.

Through social media young people are able to generate their own political messages whereas also sharing and distributing content created or shaped by others. In fact, one study proposed that having a preference for digital media as opposed or divergent to print predicts online political participation for young people (Bachmann et al., 2010).

The purpose was to get an idea that to what extent youth uses social media and if this technology has played any role to give them awareness about democracy, political scenario, political actors and political participation by motivating them to cast their votes in election

2013? Another objective was to measure the differences in behavior of youth in 2013 elections as compared to previous election. Result of all four hypotheses shows that Pakistani youngsters are frequent users of social networking sites and they find these sites a big source of information about democracy and get motivation to participate politically. They are quite optimistic about the role of technology in Pakistan and find it as a successful tool in increasing awareness towards vote casting and political activities. Youth also finds social networking sites very expedient to change their political behavior and to make them more active to participate in the various form of political participation like discussing different political affairs, political actors, and political agendas and to cast vote in election 2013. This study highlights a buoyant trend of political activism among youngsters as a result of using different social media sites which will bring a prospective drift in the Pakistani politics because no country can safeguard the development of democracy without ensuring the participation of its public. This study reveals an encouraging element regarding the acceptance of emerging technology and its adoption among youngsters for political activities.

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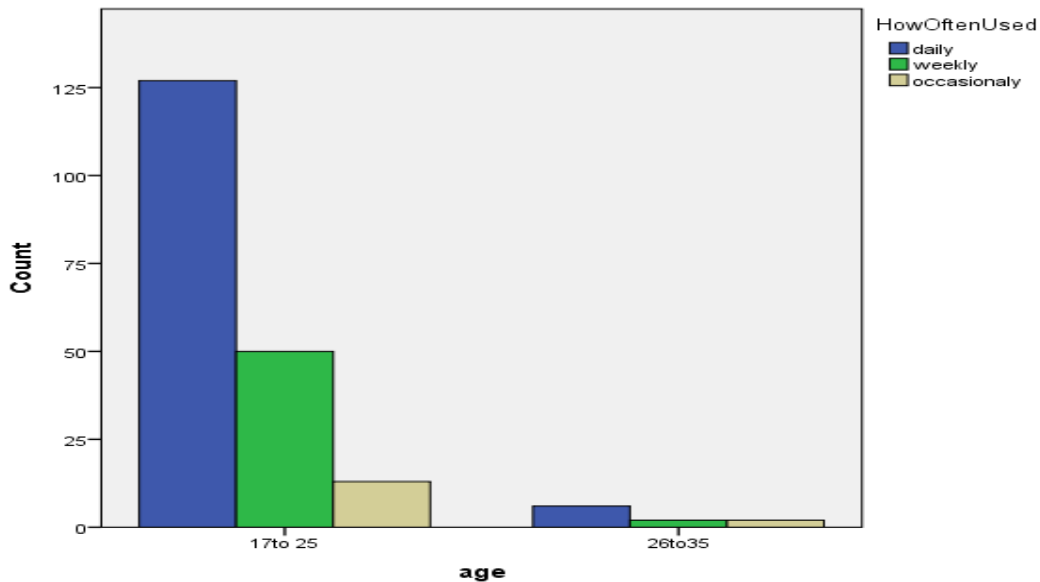
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## Hypothesis

Statements	Strongly Agree <i>f</i> (%)	Agree <i>f</i> (%)	Neutral <i>f</i> (%)	Disagree <i>f</i> (%)	Strongly Disagree <i>f</i> (%)
In your opinion social media changed the response of youth in 2013 elections.	96(48)	71(35.5)	19(9.5)	14(7)	0(0)
To what extent do you agree that the social media is a source of awareness for youth in Pakistan?	94(47)	84(42)	18(9)	4(2)	0(0)
To what extent do you agree that the social media information brings change in political behavior of youth.	90(45)	79(39.5)	27(13.5)	4(2)	0
To what extent do you agree that the social media information brings change in political behavior of youth?	94(47)	80(40)	23(11.5)	2(1)	1(.5)

Statements	Strongly Agree <i>f</i> (%)	Agree <i>f</i> (%)	Neutral <i>f</i> (%)	Disagree <i>f</i> (%)	Strongly Disagree <i>f</i> (%)
To what extent do you agree that social media has brought awareness about importance of vote casting among youth of Pakistan?	94(47)	76(38)	26(13)	4(2)	0(0)

Statements	Strongly Agree <i>f</i> (%)	Agree <i>f</i> (%)	Neutral <i>f</i> (%)	Disagree <i>f</i> (%)	Strongly Disagree <i>f</i> (%)
Has social media played vital role in creating awareness about democracy?	82(41)	84(42)	20(10)	12(6)	2(1)





# COVERAGE OF HEALTH NEWS IN REGIONAL AND NATIONAL DAILIES IN INDIA

Shrinidhi Adiga\*

*It is mass media which transmits most of the health promotional strategies to the general public. Mass media plays a crucial role in planning, implementing and evaluating public health care. Coverage of health issues in mass media inform, influence and determine the health seeking behaviour of an individual. Mass media focus on patterns of health seeking behaviours and also disparities. Though bringing awareness about the health care programmes of the government, media helps to improve health status of the country. Health campaigns can use media as an advocacy tool to achieve policy level change. Arguments were also going on about the role of mass media in promoting public health in the developing country like India. Public health communication is confined to publicity of government campaigns, inauguration of programmes and donations given by the ministers. Media has failed to give sustainable attention to public health issues which is in decay due to lack of infrastructure. This study has been undertaken in order to examine the role of media in health reporting. This study tries to compare the coverage of health news in national and regional/language press. This paper tries to find out the amount of coverage given to different health news in regional and national newspaper. The Hindu and Prajavan (Kannada) has been taken for the study. Content categories were made and operational definitions have been provided. Newspapers of one-month period were selected for the study. total 60 issues have been studied. This study has been undertaken in order to study the amount of coverage given to health news by the press, importance given to health issues by national and regional newspapers has been compared.*

**Keywords:** Communication, Health, Awareness, Disease, Politics, News, Mass Media, Medical.

Media can be a powerful tool for promoting health awareness. It reaches large group of people at a time and enhances people's knowledge about health related matters. Media are seen as a vehicle for health promotion. They provide adequate information on health matters. It includes epidemics, precautions and preventive measures, health tips, treatments and government health care programmes.

Health communication can be defined as the study and use of strategies to inform and influence individual and community decisions that enhance health (Friemuth et al, 2000). It is the duty of the media to report all the news concerning the developments in health related field, especially the ones creating awareness about health and convey the health-related notions to the individuals.

Generally public health communication coverage focus on inaugurations of new health schemes, celebrations/talks/walkathons organised to mark a special day, health checkup camps and successful treatment stories from private hospitals. Few popular programmes of government such as pulse polio drops administering programme, HIV/AIDS prevention campaign, importance of breast feeding and ill effects of tobacco consumption find place in media as public service advertisements. But media has failed to pay attention to issues related to public health which are very serious like lack of

infrastructure, staff shortage, lack of medicines and practice of corruption in both the rural and urban area.

This paper examines the content of the newspapers to find out the percentage of coverage given to health related news:

- To analyze the extent of coverage given to health related news in the newspapers
- Coverage given to health news in regional (Kannada) and national (English) newspaper
- Level of prominence given to health news in regional and national newspapers.
- Which health news is more emphasised in newspapers

## I. Review of Literature

Mass media is used as an effective strategy to increase activism of public health professionals on topics such as AIDS, tobacco, nutrition and alcohol (Wallak,1990). But there are arguments that public health rarely gets coverage in media. Media does not devote any sustained attention to matters relating to public health on regional

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or national scale and how society suffers from complete lack of attention to infrastructure (Vil'anilam, 2015). According to Vil'anilam media in developing societies had ignored the news coverage on public health. He says that health issues get attention in the media only when ill-health affects in a large number of people at a time.

According to Arkin (1990) communication through the mass media is a fundamental component of many health promotional strategies designed to change health risk behaviors. It has the capacity to influence both personal behavior and the community values. People's health seeking behaviors mainly formulated from the resources drawn from various mass media. Many people rely on news media for their health related information. Even policy makers also obtain information from the media (Freimuth et al, 1984).

In a paper on 'health coverage in mass media: A content analysis', Achala Gupta and A K Sinha (2010) had studied health related messages in print and electronic media. They stated that all type of media provide information related to health. But they noticed dominance of political news followed by the news related to crime in media. Researchers say that health messages were telecast more also on radio and newspapers than the television. They pointed that the Ayurveda and Homeopathy system of medicines received less coverage than allopathic.

The study on 'Newspaper coverage of health issues in Nigeria' by Uwom Oguchi Onyeizu and Oloyede, David Binta (2014) had focused on level of prominence given to health issues in The Guardian and The Punch newspapers. Researchers had observed a least prominence to the health issues in the newspapers in terms of placement and space. The paper found medical experts and researchers as main speakers in health reports.

## II. Research Design and Methods

One National level newspaper The Hindu and regional newspaper Prajavani were chosen for the study. According to the Indian Readership Survey (IRS) 2011, The Hindu is country's third largest English daily with a readership of 20.77 lakh. The Hindu is known for its independent editorial policy, reliability and balance in coverage of news. Prajavani, a sister publication of Deccan Herald, has a readership of 33.69 lakh. The paper is the second largest newspaper in the state and known for its consistent editorial policy. For the purpose of content analysis all issues of the two (Prajavani and The Hindu) newspapers between November 1 and 30 were selected. All stories that referred to the health news

in these 30 issues were counted and analysed. The number of news items that appeared in each of the selected issues is also counted for the purpose of analysis. This was done to find out the percentage of health stories in the coverage of news. Content categories were identified and operational definitions of units of analysis were prepared. The unit of analysis was a story/item that referred to the issue. A coding sheet was prepared with content categories and units of analysis. The data were entered into the coding sheet for each story/item. The data were analyzed using SPSS.

## III. Results and Discussion

### Coverage of health news

In order to understand the coverage given to the health news, all news stories and health stories published in the two newspapers were counted. Total 89 health stories were appeared in the two newspapers with national newspaper (The Hindu) accounting for 1.28 percent of the stories (Table 1). The coverage given to the health news was greater in national newspaper as compared to the regional newspapers. The regional newspaper accounted for one percent of the stories about the health news. Health news accounted for 1.15 percent of all news in the two newspapers for the one-month period.

### Prominence

Stories appearing on the front page of a newspaper indicate the issues being reported have been given prominence by the newspapers. As many as 70.8 percent health stories appeared in the inside pages against 2.2 percent stories appearing on the front page (Table 2). No health stories were found in the front pages of regional newspaper whereas as much as 3.8 percent health stories were appeared in the front pages of the national newspaper. In terms of giving prominence to health news, a slight difference can be observed between both regional and national newspaper. As much as 18 percent stories were appeared on dedicated health pages which were dedicated for health reports. Total nine percent stories were published in editorial pages. Health stories were totally absent in the editorial pages of national newspapers. But they had solely dedicated page for health coverage in their edition. 30.8 percent stories were appeared in the dedicated pages of national newspaper against 21.6 percent stories appeared in the editorial pages of regional newspapers.

### Type of Health Content

Reporting the news in a neutral, factual manner without opinion or personal point of view is known as straight report. Straight news reports present what has happened

in a straight-forward factual manner. They draw no conclusions, nor offer any opinions. There is no attempt to probe deeper than the surface happenings, or to elaborate background information, or even to examine the claims made. The main sources are government officials, elite groups, news agencies, eminent people, businessman and others (Kumar, 1994:87). As shown in the table 3, straight reports accounted for nearly 65.2 percent of health content in newspapers. Only 6.7 percent of the health news was interpretative. Straight news stories are the reports of current events, facts, issues, court verdicts etc. Reports with additional information provide information beyond facts and events. They are analytical and have background information. Letters to the editor provides a forum for readers to express their opinion. They accounted for 2.2 percent of the editorial content about health.

A stand-alone type of photos related to health occupied 4.5 percent coverage in the newspapers. As many as 20.2 percent stories were special stories. Newspapers carried special stories and interviews to provide depth and analytical news. As much as 21 percent special stories were appeared on national newspapers against 18.9 in regional newspapers. May be because of the availability of man power and resources, national newspapers became able to publish more number of special stories.

#### **Sources in health news**

As shown in the table 4, majority of the quotes cited in health reports are from medical experts and researchers. Medical experts/researchers were cited in 65 percent of the health stories. Quotes from officials, NGO's and affected persons occupied next places respectively.

#### **Coverage of health news**

As shown in the table 5, news stories published under 'health in general' category had received a highest coverage (47%) in the newspapers when compared to the other news. News items which have carried general aspects of health are included in this category. News items such as walkathons/celebrations organised to mark an event, talks, conferences, success stories of a surgery and free health camps were added to this category. New innovation/research findings and inadequate facilities in the hospitals accounted for 24 and 22 percent of the coverage given to the health news respectively. Health news stories which focuses on 'medical negligence', 'lack of infrastructure', 'shortage of staff', 'inadequate supply of medicines' and 'practice of corruption' were added to the in inadequate facilities in the hospital category.

Articles on research findings mainly appeared in national newspaper than regional newspapers. When compared to the percentage of health news appeared under awareness initiatives, news items concentrated on inadequate facilities of the government hospitals were very less. Both national and regional newspapers gave almost similar coverage to the health news related to 'inadequate facilities in the government hospitals'. News related to the general aspects of the health was frequently appeared in regional newspapers than the national newspapers. National newspapers concentrated much on the new innovation/research findings.

#### **Coverage of health news related to the state**

While counting coverage given to health news in newspapers, two sub categories were made to study the amount of coverage given to health news related to state and to those issues that were not directly related to the state. Newspapers provided as much as 65 percent coverage to news stories that referred to health news related to state against 35 percentage coverage for health news that related to outside the Karnataka (Table 6). National newspapers mainly focused on the health news that refers to outside the state (55.8) than the health news related to Karnataka (44.2). Whereas majority of the health stories (94.6) appeared in regional newspapers were related to the state. Regional newspapers concentrated on the health issues of its own region.

## **V. Conclusion**

Health news accounted for a very low percent of the total news in the newspapers. Health news related to the state appeared more frequently in regional newspapers than in national newspapers. Unlike national newspapers regional newspapers cater to the interests of the readers in small towns and villages where they have readership. Medical experts/researchers dominated health news as source in newspapers. Among the health news the stories that made general reference about health and goes without going into the specifics of any issues were the most frequently reported stories. It shows newsroom lack of interest in covering inadequate facilities of the public health system. In terms of giving prominence to health news there was difference between the regional and national newspapers.

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**Table 1: Health coverage in newspapers**

Type of Newspaper	All stories	Health stories	Percentage
National newspaper	4042	52	1.28
Regional newspaper	3681	37	1
<b>Total stories</b>	<b>7723</b>	<b>89</b>	<b>1.15</b>

**Table 2: Location of Health News**

Type of page	Type of newspaper		Total
	National Newspaper	Regional Newspaper	
Front page	2	0	2
	(3.8)		(2.2)
Inside page	34	29	63
	(65.4)	(78.4)	(70.8)
Editorial page	0	8	8
		(21.6)	(9)
Dedicated page	16	0	16
	(30.8)		(18)
<b>Total</b>	<b>52 (58.4)</b>	<b>37 (41.6)</b>	<b>89 (100)</b>

**Table 3: Type of Health Content.**

Type of Content	Type of Newspaper		Total
	National Newspaper	Regional Newspaper	
Straight Report	35	23	58
	(67.3)	(62.2)	(65.2)
Interpretative report	4	2	6
	(7.7)	(5.4)	(6.7)
Letters to The Editor	0	2	2
		(5.4)	(2.2)
Photos	2	2	4
	(3.8)	(5.4)	(4.5)
Interview	0	1	1
		(2.7)	(1.1)
Special story	11	7	18
	(21.2)	(18.9)	(20.2)
<b>Total</b>	<b>52 (100)</b>	<b>37 (100)</b>	<b>89 (100)</b>

**Table 4: Sources used in National and Regional Newspapers.**

Sources	Type of newspaper		Total
	National Newspaper	Regional Newspaper	
Government/ official	9	5	14
	(30)	(22.7)	(26.9)
NGO	0	2	2
		(9.1)	(3.8)
Medical experts/ researchers	19	15	34
	(63.3)	(68.2)	(65.4)
Affected person	2	0	2
	(6.7)		(3.8)
<b>Total</b>	<b>30 (100)</b>	<b>22 (100)</b>	<b>52 (100)</b>

**Table 5: Health News Covered.**

News	Newspaper		Total
	National Newspaper	Regional Newspaper	
Inadequate facilities in the government hospitals	11	8	19
	(21.2)	(22.2)	(21.6)
Diseases	6	1	7
	(11.5)	(2.8)	(8)
Health in general	18	23	36
	(34.6)	(63.9)	(46.6)
New innovation/research findings	17	4	21
	(32.7)	(11.1)	(23.9)
<b>Total</b>	<b>52 (100)</b>	<b>36 (100)</b>	<b>88 (100)</b>

**Table 6: Coverage to Issues Related and Not Related to the State.**

Health News	Type of Newspaper		Total
	National Newspaper	Regional Newspaper	
Health news that refers to outside the Karnataka	29	2	31
	(55.8)	(5.4)	(34.8)
Health news related to Karnataka	23	35	58
	(44.2)	(94.6)	(65.2)
<b>Total</b>	<b>52 (100)</b>	<b>37 (100)</b>	<b>89 (100)</b>

# MEDIA COVERAGE OF SWACHH BHARAT ABHIYAN IN MAINSTREAM DAILIES OF INDIA

Pitabas Pradhan\* Nazia Irshad\*\*

*The high voltage Swachh Bharat Abhiyan (Clean India Campaign) launched by the Government of India in October 2014, has completed two and half years. One and half years of the dead-line remains for declared target to be achieved. High visibility of the campaign, of course has, brought cleanliness to the centre stage of the public sphere discourses in the country. Meanwhile the government has claimed in May 2017 that over two lakh villages have become open defecation free. However, inadequate facilities to process the solid waste remain big challenges. Surveys indicate that conditions in cities has not improved substantially. Currently, about 80% of the total 1.7 lakh tonnes of waste generated daily is dumped without processing. The use of city-waste generated compost remains at low level of only two lakh tonnes. Despite the government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change, there has been no significant improvement on the ground. This paper analyses the role of media, a key player in the campaign, in taking the message to the people, and impact of the campaign on the public attitude towards cleanliness.*

**Keywords:** Swachh Bharat Abhiyan, Open Defecation, Newspaper, Cleanliness.

India generates close to 60 million tonnes of garbage every day and of this, around 45 to 50 million tonnes is left untreated. The metros themselves generate 10 million tonnes of waste daily. By 2040, urban India alone would be generating close to 170 million tonnes of garbage daily. India's sewerage system is among the poorest in the world. Throwing of household garbage on the streets is not unusual.

Open defecation remains a part of rural life in India, as millions of houses are yet to build toilets. Spitting and urinating in the open, unmindful of the defacement it causes, is ordinary practice for millions. Much of these actions add to growing filthiness, cause illness and make the country sicker. Avoidance of these actions can make India a clean place to live, decrease diseases and hugely reduce the treatment burden on the economy.

Even if we stress personal hygiene, our collective responsibility towards cleanliness of our surroundings such as roads, parks, drainage systems, river banks remains rather weak. Indians are so accustomed to throwing the waste on the open that garbage bins hardly come to our mind. We dislike others throwing garbage on the open but never mind our own actions. So, what is imperative to make India clean is change in our approach to cleanliness-it must be ingrained in our behaviour. The Swachh Bharat Abhiyan (SBA), hereafter referred to as SBA, is a national campaign to towards this end. Action and communication programmes are the two vital dimensions of the campaign. Besides eliminating the practices through creation of alternative facilities-toilets,

sewage systems, waste disposal systems and recycling plants, it also talks about public communication campaigns to create wider awareness, induce pro-healthy behaviour among the people remains at the core of the campaign.

Media has the capacity to spread and make widespread awareness about cleanliness and its advantages and provide the right ambience for behaviour modifications. Interpersonal communication is more effective in changing the behaviour of the target population so as to prevent them becoming vulnerable to infection. Mass media can make a topic popular, fashionable or worthy of attention. Newspapers are expected to play a very significant role in educating and empowering the public towards cleanliness. Is the Indian print media effectively playing the role expected of it? Is the editorial space devoted to SBA in keeping with priority of the campaign? Is the media reporting in tune with the theme of the campaign? This study attempts to answer these questions through content analysis of four mainstream newspapers.

- To quantify the coverage of SBA in the selected newspapers;

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- To analyse the space provided to the SBA in two English and two Hindi dailies and understand the SBA impact on public perception on cleaner environment;
- To explore the impact of SBA campaign on cleanliness;
- To analyse the newspaper updates on the status of health and hygiene in Aligarh;
- To find out whether public attitude towards cleaner environment has been affected in any manner due to SBA and whether SBA is improving the cleanliness.

## I. Review of Literature

Media is so much embedded in our lives that some scholars suggest that the “Public may not know how deep the interlocking media reach into every phase of our lives, our reading, our viewing, our entertainment, our politics and our education” (Klotzer, 2007, p.28). In all scenarios, the most important is the content of news media, which include of all day- to -day issues such as environment, health, socio-economics, politics, culture, business etc. The public rely heavily on the media for the information.

According to a UN report, India leads the world in open defecation in rural India due to lack of toilets. According to government estimates urban India generates 68.8 million tonnes of solid wastes per year (1.88 lakh tonne every day), which is estimated to touch 16 million tonnes by 2041. One third of the garbage in urban areas remains untreated. According to census 2011, 5.48 crore households (32.7%) has access to toilets which means that 67.3% of the rural households in the country still do not have access to sanitation facilities. As per a Baseline survey, 2012-2013, 40.35% rural households have access to toilets. Over two million people, mostly children die each year from diseases associated with lack of access to safe drinking water, inadequate sanitation and hygiene (WHO AND UNICEF, 2000). The problem is compounded by about 38 billion litres of sewage generated every day in 498 Tier I cities (2009 figures). Out of this, 26 billion is left in the open untreated. Rural India generates 0.4 million tonnes of solid waste. According to a UN report, India leads the world in open defecation. 88% of disease in rural India is due to lack of clean water, sanitation and solid waste management.

In urban areas, people throw litter and dust on the roads, outside their homes, footpath instead of putting it in dustbins, which slowly accumulate and transforms into huge garbage. If not cleaned in time, this garbage smell stink and welcomes diseases affecting people. Public defecation in open fields lead to human contact with

excreta via various water routes: contamination of fingers, field crops, food, flies etc. (Cairn Cross and Valdmanis, 2006). The WHO reports about 600 million episodes of diarrhoea and 400,000 childhood deaths a year due to contaminated water and lack of sanitation, with an estimated 80% of all diseases and one third of all deaths in developing countries induced by consumption of contaminated water (Rajgire, 2013). In this context, Mahatma Gandhi has said, “Sanitation is more important than Independence”. But, still 600 million of the 1.2 billion people in India have no access to toilets.

Government report in May 2017, claims that over two lakh villages have become open defecation free (Dash, 2016). However, urban areas struggle to manage their daily municipal waste and open urination. In rural areas, the challenge is the liquid waste generated. Shirking responsibilities of those responsible and inadequate facilities to process solid waste remain big challenges for this flagship programme. Online survey by Local Circles shows a rise from 35 % to 57% of respondents who said their cities haven't become cleaner due to Swachh Bharat, clearly indicating the cleanliness drive is losing steam in urban areas. Despite the government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change, there has been no significant improvement on the ground. One of the main reasons is the slow progress in setting up of plants to process solid waste. Currently, about 80% of the total 1.7 lakh tonnes of waste generated daily is dumped without processing. Despite all efforts, the use of compost remains at low level of only 2 lakh tonnes.

### The Swachh Bharat Abhiyan (SBA)

Swachh Bharat Abhiyan was launched by the Prime Minister, Narendra Modi as a nationwide cleanliness campaign on 2nd Oct. 2014, the birth anniversary of Mahatma Gandhi. It was visualised as a mass movement to make India clean by 2019. To convert it into a mass movement, the prime minister nominated nine celebrities to help galvanise public support for his SBA and asked them to nominate nine more people each to make the initiative go viral and transform the move into a national mission. The citizens were called upon to spend 100 hours each per year towards cleanliness in their surrounding areas or other places to really make it a successful campaign. An estimated fund requirement of Rs. 38,000 crores, for setting up of waste treatment facilities across the country. The Centre was supposed to contribute 20% (Rs. 7600 Crores), states one-third and rest from private sector. To trace the historical roots of the campaign, the government of India launched Nirmal Bharat Abhiyan in 1999, which aimed at universal

household sanitation coverage by 2012. This was an integral part of the Total Sanitation Launched in 1991. It was rechristened as “Swachh Bharat Abhiyan” with the objective of making India “clean”, by eliminating the practice of open defecation, building up of toilets for all households, providing running water supply, treating of solid and liquid wastes in a proper manner. This drive also includes cleaning of roads, pavements and clearing of encroachments in unauthorised areas. Above all, the project aims at creating awareness about the need for proper sanitation and hygiene facilities.

Urban sub-mission of the campaign, known as the swachh bharat mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town. Gramin Swachh Bharat Mission, earlier the Nirmal Bharat Abhiyan, is aimed to make rural areas free of open defecation till 2019 for which the cost has been estimated is one lakh thirty-four thousand crore rupees for constructing approximately 11 crore 11 lakh toilets in the country. A major dimension of the campaign is a plan of converting waste into bio-fertilizer and useful energy forms, for use in farming.

There are various implementation policies and mechanisms for the programme including three important phases such as planning phase, implementation phase and sustainability phase. This mission has targeted to solve the sanitation problems as well as better waste management all over the India by creating sanitation facilities to all. The endeavour of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behaviour and mind-sets of people (The Hindu, October 4, 2014).

The Swachh Bharat Abhiyan is expected to bring the following transformation:

- Eliminate the open defecation practice in India and make toilets facilities to everyone.
- Convert the insanitary toilets into flushing toilets.
- Eradicate the manual scavenging system.
- Proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- Behavioral changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
- Create global awareness among common public living in rural areas and link it to the public health.
- Support working bodies to design, execute and operate waste disposal systems locally.

- Private-sector participation to develop sanitary facilities all through the India.
- Make India a clean and green India.
- Improve the quality of life of people in rural areas.
- Sustainable sanitation practices by motivating communities and Panchayati Raj Institutions through the awareness programmes like health education.

From the available literature, the following hypotheses have been drawn for the present study:

- English Newspaper provide more coverage to SBA
- The Hindu is better in presentation of the SBA news.
- Public’s attitude towards cleaner environment has changed.
- Newspapers provide adequate information about SBA.
- SBC would catalyze people participate in the cleanliness drive.

## II. Research Design and Methods

Content analysis of coverage of SBA in two English and Hindi national dailies each was carried out. 10 August to 20 August issues of the Times of India, The Hindu, Dainik Jagran and Amar Ujala of 2014 and 2015 were analysed quantitatively. Altogether 80 newspapers were subjected to the analysis. The selection of the newspapers was based on circulation, readership, acceptability and reputation among diverse groups of readers. The Hindu has the reputation of being an objective serious and unbiased newspaper with a coverage qualifying sales of 1518.082 million copies as of July to December 2015. The Hindu has its largest base of circulation in Southern India and in the most widely read English Daily newspaper in Andhra Pradesh, Tamil Nadu and Kerala.

The Times of India with a readership of 3,05,7678 is widely popular among the masses for its presentation or packaging of news in an attractive manner. It is the 3<sup>rd</sup> largest and oldest newspaper in India by circulation and largest selling English language daily in the world according to ABC (India). Dainik Jagran is the most read newspaper in India with an average issue readership (AIR) of 16.37 million. As per Indian readership survey 2012 it has now been the most read daily newspaper in India for the 25<sup>th</sup> consecutive time with a circulation of 33, 07,517. Amar Ujala publishes a 16 to 18-page issue daily. It sold 4.5 lakh copies through its five edition. Its readership is 29,35,111.

SBA related stories which appeared in four newspapers are broadly classified into the following categories;



News, Anchor story, Articles, Editorial. By the definition, news newly received and noteworthy information especially about recent and important events reported by mass media to give awareness and knowledge to the public about the happenings around them. The front page of a newspaper published all the hard news like political changes, natural calamities, terror attack accidents etc. But there is one story on the front page that is not a hard news story, this news story is known as anchor story. It is a soft story, a light story that is written with great love and passion. An Article is a piece of writing on a particular subject or topic in a newspaper, magazine, academic journals and internet. (An article is a group of coherent words highlighting one idea or problem. A newspaper article is filled with lots of information. Every article tells the reader the 5 Ws (Who, When, Where, What Happened and Why) and 1 H of the story. Articles try to attract the interest of the reader by telling them what the story is about, in a short and interesting way. Articles can contain photographs, graphs, statistics, interviews, polls, debates etc. An editorial is an article that presents the newspaper's opinion of the editor, editorial board and publisher on an issue in a newspaper or magazine. Editorial give a detailed account of the issue by clearing the doubts and misunderstandings about the issue.) They are different from other types of news stories because opinions are expressed here.

News items were measured in column centimetres and analysed in terms of its area covered, number of columns, news type, and headline, and whether the news is accompanied by a photograph or not as well as how much area is covered by the photographs. The length and breadth of the column were measured for the quantitative analysis. The total area covered under the selected defined categories is measured as part of quantitative analysis. For the purpose of proportional quantification, the formula total SBA related news divided by total area of selected newspaper multiplied by 100 was used. To study the view of the people towards the SB campaign a survey was conducted among 100 respondents in Aligarh selected randomly. The sample includes teachers, scholars, students and other members of the public. Copies of pre-structured questionnaire containing both close-ended and open-ended questions were administered among selected 100 respondents, out of which 92 completed questionnaires could be collected. Of the 92 respondents, 38 were female and 54 were male. The age groups of the respondent considered were from 18 to 20 years, 20 to 25 years and 25 to 30 years. 6 respondents were in the age group of 15 to 20 years, 26 respondents were in the age group of 20 to 25 years and 60 respondents were in the age group of 25 to 30 years.

### III. Results & Discussion

Results of the quantitative content analysis of the sample newspapers from August, 10<sup>th</sup> to August, 20<sup>th</sup> of 2014 and 2015 are presented in tables 1-6. To add visual sense to the contents newspapers have published photographs of the SBA. It is well accepted that pictures and Graphics present stories beautifully, grabs the attention of the readers. Pictures lend more emotions and credibility in the stories to tell its Joy and poignancy. A photographs sharpens the whole story.

According to the table 1, The Hindu and Amar Ujala have published no photographs in 2014. And there was a marked and significant difference in the presentation style of "The Times of India" and "Dainik Jagran", since Dainik Jagran published 03 photos as compared to 02 in TOI. Whereas the area covered by photographs in Dainik Jagran is 95.3 and in TOI is 569.94 sq. cms. The table further reveals that the Hindu has reported 45 photos in 2015, followed by 05 in TOI, 02 in Dainik Jagran, and 01 in Amar Ujala. Whereas the area covered by photographs in The Hindu is 3033.83, in TOI, Dainik Jagran and Amar Ujala are 175.88, 38.4 and 42.84 respectively.

Table-2 reveals that the newspapers 2015 published more news articles related to the SBA than the year 2014, as the year 2015 published 49 news articles and the year 2014 published 8 news articles in the same period. The English newspapers published 45 stories and the Hindi newspapers published 12 stories.

In the year 2015 newspapers published 17 news stories related to SBA and in 2014 newspapers published 5 news stories. So the area devoted to SBA news stories in the year 2015 and 2014 was 4404.5 and 657.19 cm sq. respectively. 01 anchor story published in 2015 with area 58.68 cm sq. and 02 anchor stories in 2014 with area 209.96 cm sq. It means 2014 leads in publishing anchor story of SBA. The year of 2015 leads in publishing "Articles" as it published 27 articles and cover 53330.87 cm sq. of area while in 2014 no article was published regarding SBA. The 04 Editorial was published in the year 2015 with area 459.19 cm. sq. but in 2014 just one article was published related to SBA. Table-6 reveals that 2015 devoted more space to SBA with 10253.24 cm. sq. whereas 2014 spared 1098.15 cm sq. related to SBA. We can see there is substantial difference in coverage of SBA in the selected newspapers. The Hindu gave more space to SBA with an area 6292.32 cm. sq. than TOI with 3746.33, Dainik Jagran with 753.96 and Amar Ujala with 558.78 cm sq.

It is clear from the table; the English newspapers gives more space in publishing SBA stories than Hindi newspapers. The English newspapers covered 10038.65 cm sq. area and the Hindi newspapers covered only 1312 cm sq. area. It is a remarkable difference between these two languages papers.

If we go by numbers in the year 2015 the total number of photos published stood at 53 compared to only 5 photos in 2014. The total photograph area 2015 p 3290.33 cm sq. which in 2014 stood at 187.15 cm sq.

### **Public Perception on impact of Swachh Bharat Abhiyan**

The respondents were asked to express them on the Swachh Baharat Abhiyan by selecting the appropriate option on a five-point scale- Strongly agree, Agree, neither agree nor Disagree, Disagree, and Strongly Disagree. The responses are presented in the table. 76.08% respondents are satisfied that Swachh Bharat Abhiyan is helping in the development of our country. But, 15.21% respondents are not satisfied. Interestingly, about 8.69% respondents are still not aware about Swachh Bharat Abhiyan. To the question whether Swachh Bharat Abhiyan has made differences in the last two years, 54.34% respondents give positive response. It means these respondents think that Swachh Bharat Abhiyan has made the difference in sanitation, hygiene, waste management after launching of the SBA. But 28.25% respondents feel there was no difference in the last two years. According to the survey 47.81% respondents agree that participation of celebrities increase public participation with the mission. But 32.6% respondents disagree. It means they think that involvement of celebrities in SBA as such not does not to increase the participation of general public.

According to the survey, 49.99% respondents feels that Municipal Corporation is not helping to improve Sanitation, Hygiene and Waste management facilities of the city properly. According to the fifth statement, 73.91% respondents are fully satisfied that they feel motivated while working on SBA, while 21.73% respondents are not motivated. But for better improvement of the city, it is very important to motivate every person of the city. This survey finds that, respondents feel positive about SBA, they believe that SBA has made difference in the last two years. But, 47.82% respondents gave negative response. It means they feel that SBA still has not been able to improve the situation.

The seventh statement finds that 43.47% respondents feels sanitation facilities have improved in their area. But, 45.64% respondents are not satisfied. That means the

government's efforts to provide sanitation leaves more to be desired. 45.64% respondents are satisfied with the waste disposal system, they agree that the situation improved after launch of SBA but, 39.12% still not satisfied. 63.03% respondents agree that attitude of public has changed towards clean India due to SBA. That means most of the people have changed their attitude towards clean India. 47.81% respondents feels that cleanliness in their area has not improved after launch of SBA.

Chart I presents about the source from where they got information about the Swachh Bharat Abhiyan, 54.34% said Newspaper, 47.82% select Television, 30.43% select Online Media, 13.04% select Radio, 6.52% select Personal Contact (Word of Mouth) and 2.17% select other sources (please specify). That means most of the respondents get information and awareness about SBA mostly from Newspapers then from Television and Online Media. According to Chart 2, 32.60% of respondents feels that Amar Ujala Newspaper has more coverage on SBA, 23.91% of respondents said Dainik Jagran. Gave better coverage. The English Newspapers- the Times of India and The Hindu were opted by 21.73 % of respondents each. That means Hindi Newspapers have more coverage than English Newspapers. Perhaps the news value of proximity had its role. The Hindi newspapers being local publications had given more attention to news on Swachh Bharat Abhiyan by the local municipal corporation.

## **IV. Conclusion**

There is no iota of doubt that cleanliness is very important in our life as well as for the nation. Huge population are dying daily just because of diseases caused due to the lack of information and knowledge about cleanliness issues, health and hygiene, environmental issues etc. The main objective of a sanitation is to protect and promote human health by providing a clean environment and breaking the cycle of diseases. Efforts are on to turn SBA into a mass movement so as to bring a change of people's behavior and mindset. The campaign will not only help to adopt good habits of cleanliness but also boost our image as a nation.

Media play an important role to develop positive attitudes towards cleanliness. It spreads awareness and change other people's behavior towards SBA. Media has played an active role in taking the campaign to the door steps of the people from the urban to the rural areas. Newspapers, because of their wider presence, play a lead role in spreading awareness of sanitation to involve every individual from each sectors of the society. Newspapers

give knowledge about diseases which spreads due to lack of sanitation and moreover informs people regularly about the ranking of the Swachh States. Newspapers continuously published SBA news daily to aware the condition of the garbage treated in market areas, streets, parks, roadsides, construction of public and community toilets and provide water facilities etc.

Through Survey analyses of Aligarh, the study found that 92% people are aware of SBA and think that SBA has made the difference after its launching and will help in the development of the country. Moreover, Municipal Corporation leaves a lot to be expected in improving sanitation facilities and waste management. The people expect the municipal body to collect garbage from each and every house daily so that people stop trying to throw garbage at nearby areas of their houses. The attitude of the public has changed towards clean India but a lot remains to be done. There are still people who throw garbage on the roads even if there is a garbage bin nearby. High footfall at market places pose a challenge. The situation has certainly improved since last year, but the aim of Zero visibility of garbage still remains a distant dream.

The Quantitative content analyses of the newspaper reporting on Swachh Bharat Abhiyan reveal the following:

- Media reporting of SBA news in 2015 attained substantial improvement over the reporting in 2014.
- English newspapers have devoted more priority to covering Swachh Bharat Abhiyan compared to the Hindi newspapers during both the years.

The Hindu newspaper gives more attention in the year 2015, in publishing news articles related to SBA and presented in a very attractive manner by incorporating more photographs and articles compared to English newspapers. The Hindu remained more committed in overall advocacy for this nationwide cleanliness mission, followed by the TOI and other Hindi newspapers.

As per the findings, the hypothesis that the English newspapers provide more coverage to SBA in the last two years stands validated. Public attitude has been changed towards cleaner environment. It can safely be concluded that SBA will really bring godliness all over the country in a few years if it is adopted by the people in latter and spirit. SBA must be a collective effort of both the, with

active role of the government and participation of the people. There is no doubt about the fact that change begins at home. The people must be the change they want to see. Every citizen of the country should take it upon himself/herself to make this campaign a success rather than waiting for the govt. to do.

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**Table-1: Reporting of Photographs in the Sample Newspapers**

Name of paper	2014		2015	
	No of Photographs	Area in cm Sq	No of Photographs	Area in cm Sq
The Hindu	0	0	45	3033.83
The Times of India	2	91.85	5	175.88
Dainik Jagran	3	95.3	2	38.4
Amar Ujala	0	0	1	42.84
	5	187.15	53	3290.33

**Table-2: News Reports on SBA**

Name of paper	2014		2015	
	No of News Items	Area in cm Sq	No of News Items	Area in cm Sq
The Hindu	3	281.24	3	474.15
The Times of India	1	297.35	8	3317.98
Dainik Jagran	0	0	4	402.55
Amar Ujala	1	78.6	2	209.82

**Table-3: Anchor Story**

Name of paper	2014		2015	
	No of Items	Area in cm Sq	No of Items	Area in cm Sq
The Hindu	0	0	1	58.68
The Times of India	1	131	1	0
Dainik Jagran	1	78.96	0	0
Amar Ujala	0	0	1	0

**Table-4: Articles**

Name of paper	2014		2015	
	No of Items	Area in cm Sq	No of Items	Area in cm Sq
The Hindu	0	0	25	5193.27
The Times of India	0	0	0	0
Dainik Jagran	0	0	2	137.6
Amar Ujala	0	0	0	0

**Table-5: Editorial**

Name of paper	2014		2015	
	No of Items	Area in cm Sq	No of Items	Area in cm Sq
The Hindu	1	231	2	53.98
The Times of India	0	0	0	0
Dainik Jagran	0	0	1	134.85
Amar Ujala	0	0	1	270.36

**Table-6: Details of the stories published**

Newspaper	News Story		Anchor Story		Article		Editorial	
	2014	2015	2014	2015	2014	2015	2014	2015
The Hindu	3(281.24)	3(474.15)	0	1(58.68)	0	25(5193.27)	1(231)	2(53.98)
Times of India	1(297.35)	8(3317.98)	1(131)	0	0	0	0	0
Dainik Jagran	0	4(402.55)	1(78.96)	0	0	2(137.6)	0	1(134.85)
Amar Ujala	1(78.6)	2(209.82)	0	0	0	0	0	1(270.36)
Total	5(657.19)	17(4404.5)	2(209.96)	1(58.68)	0	27(5330.87)	1(231)	4(459.19)

**Table 7: Public Perception of impact of Swachh Bharat Campaign**

Statement	Strongly Agree	Agree	Don't Know	Disagree	Strongly Disagree
Swachh Bharat Campaign helps in the development of the country	39.13	36.95	8.69	8.69	6.52
Swachh Bharat Campaign has brought changes on the ground level	6.52	47.82	17.39	21.73	6.52
Participation of celebrities increase public participation in the mission	4.34	43.47	19.56	26.08	6.52
Municipal corporation is not much helpful in sanitation, hygiene and waste management	39.13	36.95	8.69	8.69	6.52
Respondents are motivated towards SBA	17.39	56.52	4.34	13.04	8.69
Respondents feel positive about SBA	6.52	26.08	19.56	34.78	13.04
Sanitation facilities have improved in the area after SBA	8.69	34.78	10.86	26.08	6.52
Respondents satisfied with the waste disposal system	13.04	32.6	15.21	26.08	6.52
Attitude of public has changed towards cleanliness after SBA	19.56	43.47	10.86	19.56	6.52
Cleanliness in the area has improved after SBA	6.52	39.13	6.52	36.95	6.52

Chart 1: From where did you come to know about SBA

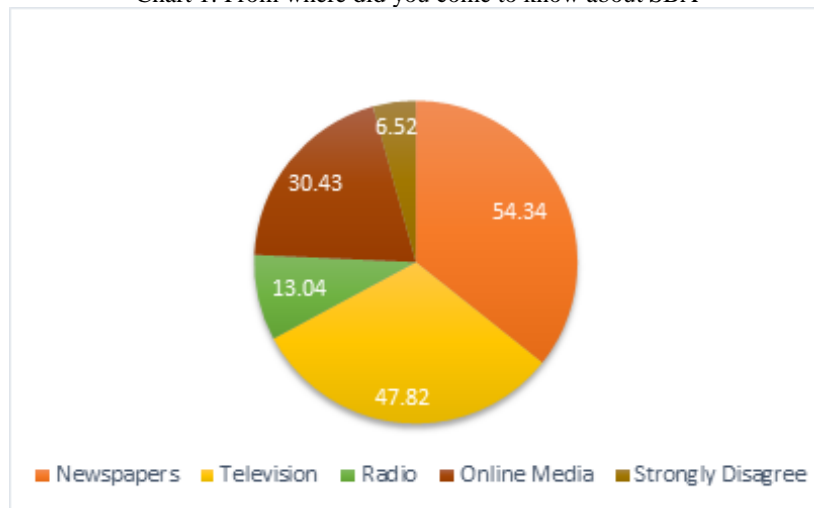
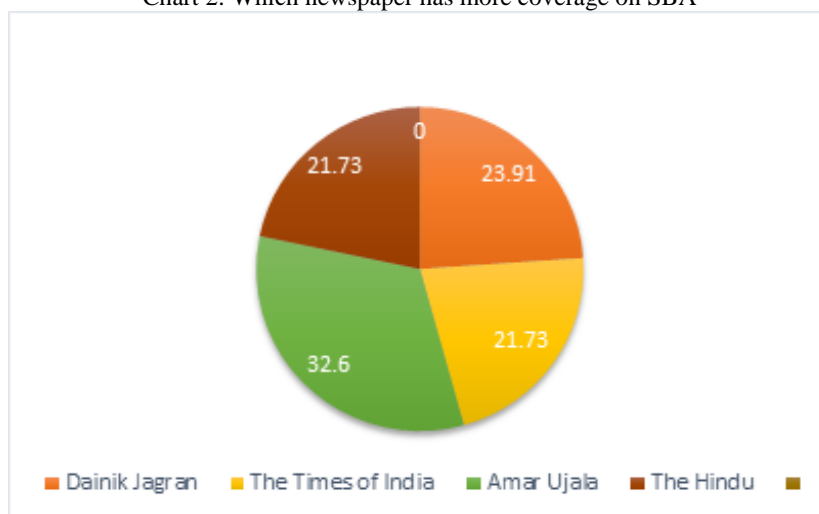


Chart 2: Which newspaper has more coverage on SBA



## CHANGING ROLES OF WOMEN IN CRITICALLY ACCLAIMED HINDI FILMS OF 2013

**Shourini Banerjee\* Onkargouda Kakade\*\***

*Our world today is increasingly driven by a combination of information and entertainment, values and these are both promoted by the explosion of different means of communication, especially electronic communication such as satellite TV, Films and Internet. Films constitute to be a very strong medium of mass communication. For decades, films have been entertaining the masses with songs and dance. Moreover, it carries responsibility on its shoulders as it reinforces values and introduces trends. Films can bring about radical changes and improve social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook. There has been enormous research and debate over representation of women in mainstream Hindi films. In majority of the films, women are shown as “an object” or “commodity”. But that concept is undergoing a change. Of late, there have been films which have portrayed women on a positive note. More and more films portray women to be independent and not submissive and timid. In the male dominated and male centric film industry, women’s role is often undermined yet, there has been an increasing trend of female centric films in the recent past. Hindi films are travelling beyond the chartered territories. The paper is aimed to study the films, analyze the role and character played by the women in the critically acclaimed films in the year 2013 and four films have been chosen. The purpose is to examine how real are the women of our films? The shift in the psyche, attitude and portrayal of women in the films has been studied closely in this paper.*

**Keywords:** Hindi Films, Women, Independent, Critically Acclaimed, Stereotype, Reality.

Cinema is believed to entertain the masses. The Lumiere Brothers are credited with making the first motion pictures in the world. Slowly, its charm spread all over the world. Over the years, Cinema has become the most popular means of mass communication. It serves as a form of medium where people escape from the realities and are transported to a life of dreams. It plays a significant role in moulding the mind sets, constructing certain images and reinforcing ideas. Cinema sets trends and creates lifestyles.

In India, films are considered to be the most popular form of mass communication. The term “Bollywood” has been coined to the Hindi film industry in Mumbai. It is said to be the largest film industry which produces around 900 films per year and incurs a turnover of more than 200 crores sometimes. Films entering “200 crore club” or “100 crore club” are common phenomenon nowadays. Films and Cricket are considered to be the “Religion” of India. According to Gokulsing & Dissanayake (1998) Hindi films are assumed to be “the opium of the Indian masses” which is enjoyed for it renders abundant entertainment, lavish spots of the world, amazing sequences of dance and song. It is through the films that we enter the world of fantasy. Certain dialogues as well as songs are immortalized. Film stars have a fan following and are treated God like. At times, it is not the story line, but due to the star, the film ends up incurring huge margin of profit. Indian Cinema right after

Independence was yet to break free from the chain of colonial rule. Just like the country men were displaced, the film industry had made films with themes related to partition and communal violence. Women were portrayed to be very homely and usually related to mythological characters, they were either motherly or the all sacrificing wife whose chastity was intact. The “other women” were the ones who were vamp- skimpily dressed and tried to seduce the man, but ultimately the heroine through her goodness would eventually get back him. Heroines would be “Sexually moral” whereas the vamp would exhibit sexual overturns. Satyajit Ray, Rituparno Ghosh and later on a host of female directors like Meera Nair, Deepa Mehta, Meghna Gulzar, Aparna Sen and Nandita Sen have raised certain issues where the women power has been visible. Indian cinema has always tried to the set standards that have been in existence from time immemorial. During 1920’s, the heroines were Anglo-Indians, Europeans origins, therefore, the audience could not relate to these heroines. Heroines of Indian origin came quite later, and they were treated in bad light.

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Therefore, the heroines played the characters of mythological tales or as homely, decent wives. Their characters had to cater to the existing societal norms. Heroines in our country begin their career in their teens and it comes to an abrupt end once they marry. The urge to cast a fresh face opposite hero still exists and is a trend. Once the heroines are in their 30's, they are replaced by the new faces. But in case of male actors, that is not the norm. They are portrayed as hero even when they turn 40's and act opposite much younger heroines. There is a constant need for women to look young, vibrant, sleek and youthful. Films have certain norms wherein the heroine should fit into it. The dance item numbers in every film depict woman in a gross manner, often commodifying or objectifying women. Malaika Arora Khan in "Munni Badnaam Hui", Kareena Kapoor in "Halkat Jawaani" and "Fevicol Se", Katrina Kaif in "Sheila Ki Jawaani" are some examples of unnecessary dance and song sequence with explicit lyrics enough to provoke the audience.

Mulvey Laura (1975) has criticized films for objectifying the body of women. It is a reciprocation of the male gaze towards the female anatomy. Women are either object for male gaze or they are the embodiment of sanctity. There is nothing else which women can portray on screen. Sometimes, the role of the women in the film is insignificant and it is just for the sake of voyeuristic pleasure. For instance, in *Dhoom 3*, released during Christmas, the role of Katrina Kaif was unnecessary. She has no significant character in the film. In fact, the only high point of the film was when she shed her clothes step by step on a dance number. The song was the talking point of the film. But other than that she had no other substantial role in the film which could make or mar the plot. Thus, sexually portraying women serves to satisfy the voyeuristic pleasures of the viewers. Mainstream films portray unrealistic images about women and society. Whereas parallel films depict a realistic image about women as well as society with a touch of Indianans. A woman leading life outside home is a forbidden illusion, therefore the films which presents women leading independent life and pursuing her dreams facing all odds is a welcome change. With the entry of women directors as well as thought provoking directors, the portrayal and representation of women is undergoing a change. We have women who smoke, drink, make love and do not conform to the set standards of the society. For instance, in the film "Cocktail" (2012), Deepika Padukone was a character who lived her life on her own terms, without any care for the traditional societal norms. She smoked, drank, partied and slept with men according to her own whims and fancies. She was adored by many,

in fact the character of Saif Ali Khan was head over heels in love with her. But when it came to marriage, the hero chose the more indianized, decent and homely character of Diana Penty. Thus, the essence which is portrayed in the society is that men have fun with outgoing women but chooses a homely avatar when it comes to settle down and have a family. The glamorous one is rejected when it comes to settling down. In the recent past our society has witnessed several women oriented films like *Astitva*, *Fire*, *Bandit Queen*, *Arth*, *Kahaani*, *Water* etc which has moulded the opinions of the masses as a whole. These films have portrayed women as strong, independent and having a mind of their own. Thus, the impact of these films upon the masses has been tremendous and enormous. In everyday life, women struggle a lot, yet those things remain unrepresented. At times the representation of women highly ambitious and glamorous yet in the year 2013, no women centric films had been made. However, the objective of any form of mass media is to provide information, promote welfare of the society besides providing entertainment. Representation of women has been of serious concern over the years. Mainstream Hindi films have been accused of portraying women in gross manner. This paper is an attempt to analyze the critically acclaimed Hindi films of 2013 and depict the changing roles of women in the films.

### **Changing role of women**

During its amazing journey of 100 years, the Indian Cinema has been a witness to a sea-change in the presentation of the female protagonists. The picture of woman presented by the Hindi Cinema is changing in more than one sense. Women still play the same role as wife, mother, beloved or vamp, but the presentation has changed a lot. With the change of time, women of Hindi Cinema too face new challenges. Directors like Deepa Mehta, Mira Nair and Meghna Gulzar are bold enough to depict 'taboo topics' like lesbianism, polygamy and even surrogate motherhood. In spite of cutting a sad picture where women have been reduced to a commodity, filmmakers like Bimal Roy, Guru Dutt, Mehboob Khan, Satyajit Ray, Rituparno Ghosh, Basu Bhattacharya, Hrishikesh Mukerjee, Ritwik Ghatak, Madhur Bhandarkar and many others have marked an exception with their brilliant presentation of women excelling beyond their roles as wives, mothers or beloveds. Modernity here does not only mean using body as a sex object or lighting up a cigarette. Earlier the concept of smoking or drinking or even wearing sexy outfit was associated with vamps. But that concept has changed. This is why when we see Vidya Balan in "The Dirty Picture", smoking or hinting towards sexual advances has brought out a fresh lease of life. Today's women are not

afraid to reveal her sexuality or her desires. In the film "Vicky Donor" we find Yami Gautam to be a divorcee who remarries the man of her choice and also gracefully accepts his husband's profession of donating sperms at a sperm bank. Films like "Kya Kehna" and "Salaam Namaste" have defied the conventional myth of mothering a child out of marriage. It was in the 80's that Shabana Azmi paved the way for being a woman with a mind of her own. She left her husband when he was found cheating on her instead of shedding copious tears. Mothers in our films have also gone a long way. They are no more the saree clads, sad creatures whose life revolved around husbands, in-laws or children. For instance, in the film "Kal Ho Naa Ho", Jaya Bacchhan is shown to be handling her own restaurant business. She gladly welcomes the child her husband fathered outside marriage.

Thus, not only the heroines but mothers too are becoming modern and trendy. Not everything in cinema is fantasy, it reflects the cultural traits at present. There have been characters of an unwed mother taking care of her son suffering from Progeria in "Paa" or the loud mouthed journalist in "No One Killed Jessica" who lives her life on her own terms. There are films like "Ishqiya" and "Kahaani" where the protagonists were not afraid to take revenge against their abusers. Priyanka Chopra had depicted a bold character in "Saat Khoon Maaf" where she took revenge against her offenders. "Fashion" revealed lives of three models and their experiences. The film did not necessarily end on a good note, but it had female characters that were bold and were necessarily not the stereotypical heroines. "Vicky Donor" had broken the stereotype of elderly women drinking. Here the mother of the hero and her mother in law both share a drink to relax themselves. Thus, the concept of the ever sacrificing women has changed to leaps and bounds. The new crop of mothers like Kirron Kher, Ratna Pathak Shah, Reema Lagoo, Jaya Bacchhan, Dimple Kapadia, Lilette Dubey to name a few, have redefined the way in which "mothers" are portrayed. The women of now are more liberated than their previous counterparts. The objectives of the paper are as following: -

- To analyze and study the depiction of women in critically acclaimed Hindi Films
- To study the portrayal of women in Hindi Films and how they broke the stereotype.

## I. Review of Literature

Mistry Pratima (2014) has stated in her study, that "new woman" idea is slowly gaining strength. She mentioned

that, "Today's woman is not making a martyrdom of virtues. She wants to be heard, wants to express herself." Kumari Suman (2013) has studied the portrayal of women in films and how the patriarchal society functions. For women actresses, the acting ability often takes a back seat, it is the glamour and the beauty which is counted upon mostly. She has mentioned that (p.82) "male centralism and bias not only in the minds of those who make films but also the viewers who have been accustomed over years to view characters in films from this point of view." Nidhi Shendurnikar Tere (2012) stated that, "Cinema has to create a separate and independent space for Indian women to help them realise their dreams. Cinema's only end is not to entertain. It must begin a quest for social change through entertainment."

Nandakumar Sowmya (2011), in her study about portrayal of women in Indian cinema has revealed that there are certain pre-defined roles in which the female character is represented in the films. Out of the box roles are very rare in Hindi cinema. "In so many years of Indian cinema, having women characterized as stereotypes seems to have been selling very well with viewers. The most monetarily beneficial option is to continue to do the same." She has asserted it in her thesis. She stated "Women are either absolutely pure wives or girlfriends, or self-sacrificing mothers and sisters, or they are immoral prostitutes, cabaret dancers, strippers and vamps." Ayob Asma (2008) stated that, "Film-makers are increasingly depicting women characters in roles that promote gender equality." It is a welcome change from the routine stereotyped portrayal of women. Datta Sangeeta (2000) stated in her study that, "The print and electronic media surrounding the film industry continues to perpetrate the voyeuristic gaze of consumer culture. The Indian female star is continually objectified as photographs and inside stories continually establish her lack of control over her body and her life story." She asserted that the glamour factor of the actress is focused more upon rather than her acting ability. She said several factors are there to rank her like "different clothes, hairstyles and jewellery-even varying colours of contact lenses."

## II. Research Design and Methods

Only four films have been selected from the host of films. Due to certain constraints all the critically acclaimed films of the year 2013 could not be studied. The critically acclaimed films have been chosen from the list published by The Times of India. These have been analysed from the point of portrayal of women using Feminist Film Theory.



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### III. Results and Discussion

The codes categorized to read the films are as follows:

a). Major role, b) Ambitious, c) Dressing sense, d) Number of scenes.

#### **Bombay Talkies**

First story Directed by: Karan Johar.

Duration: 29 minutes.

The theme of the story is Homosexuality. Bombay Talkies is a collection of 4 short stories directed by acclaimed Directors of Hindi film industry- Karan Johar, Dibakar Banerjee, Zoya Akhtar and Anurag Kashyap, for commemorating 100 years of Indian Cinema. For the analysis of the changing role of women, the first of the four stories have been taken. The main characters in this film are Rani Mukherjee, Randeep Hooda and Saqib Saleem. The film begins with Saqib Saleem(Avinash) entering a house and beating up his own dad as he did not accept his sexuality. He leaves the house. Another story revolves around a young journalist couple- Rani Mukherjee(Gayatri) and Randeep Hooda(Dev) who are too busy with their jobs and barely spend time with each other. Gayatri's, dress here comprises of a saree with deep back cut blouse.

Therefore, though she is a married and an ambitious lady, she has her own unique style of dressing and does not conform to the societal norms of covering the body. She flaunts her style in her own way. Gayatri is the Assistant Editor of a tabloid named Mumbai Masala where Avinash joins as an intern under Gayatri. He is outgoing, jovial with a good sense of humour who clicks instantly with his boss- Gayatri. Avinash, who is a gay, slowly gets into a relationship with Gayatri's husband and it shocks her. After Gayatri comes to know she confronts Dev, and after the story is revealed he breaks down. Gayatri takes a bold step of coming out of the marriage. Now, this is a big step in the life of a woman, where her decisions are her own. She is not shown compromising with her husband and independently takes the decision. Thus, this role essayed by Rani Mukherjee depicts a bold character. She is shown throughout the film. Therefore, in this film she is bold, ambitious and independent, takes her own decision. She is not hesitant to accept a gay friend, but she walks out of the marriage as she feels cheated, when Dev's sexual identity gets disclosed. She is not those stereotypical woman, who cry and surrender themselves on the feet of their husband. She fends for herself and leads her own life. Though hurt at first but gradually she moves on. The director has empowered her woman and has depicted the theme of Homosexuality in a fair and just manner.

#### **Lootera**

Director: Vikramaditya Motwane

Duration: 2 hours 15 minutes.

The story is about based in a small hamlet named Manikpur, where lives a Zamindar with his daughter Pakhi Roy Choudhury (Sonakshi Sinha). Here comes, Varun Srivastava (Ranveer Singh) along with his associate Deb (Vikrant Massey) for digging up a site for archaeological purposes. Over the period of time, Pakhi and Varun come closer, which is consented by Zamindar and engagement is fixed. On the day of engagement, Varun, though unwilling, leaves the town along with his associate after plundering the wealth of Zamindar by con. Zamindar is dumbstruck and eventually expires. Pakhi leaves Manikpur after the tragedy, and shifts her base to Dalhousie. The conmen arrive at Dalhousie for robbing a Ganesha idol, where Deb dies. Varun seeks shelter in Pakhi's Bungalow, where they first come face to face after the tragedy at Manikpur. They settle their differences and Varun leaves back an inspiration for Pakhi to live in the form of "The last leaf" which is her source of living. The film has been adapted from O. Henry's "The Last Leaf".

Pakhi's character in this film is completely away from the usual formula based Hindi films. She is a strong, pampered, well-read, educated woman in the post-independence era who takes her own decisions. She does not shy away from showing her love towards Varun and confidently moves ahead with her will. Though physically unfit (asthma and at a later stage she contracts Tuberculosis), her determination and strength is rock strong. Even after the tragedy, she moves on to a new city in the hope of starting her life afresh. She has nowhere been depicted in sexy or gross manner. She is firm and the hope of love lingers again when she meets Varun at Dalhousie, despite the fact that her family was looted by him. Therefore, here she portrays the role of a woman who is not deterred by troubles and who stands on her own decisions. She has a de glamourised role and shares more screen space in the film than the hero. This film is an unconventional love saga of pain and separation, which is different from the routine Hindi films.

#### **The Lunchbox**

Director: Ritesh Batra.

Duration: 1 hour, 36 minutes.

The Lunchbox is a film about two lonely hearts in the city of Mumbai, which ends up meeting through the small notes exchanged in the lunchbox every day. The story is about a housewife Ila (Nimrat Kaur) whose only companion is another lonely neighbor aunty. Her world revolves around cooking, taking care of household chores

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and looking after daughter and a disloyal husband. She finds solace and her companion in the form of Saajan Fernandes (Irrfan Khan), who gets a lunchbox meant for Ila's husband by mistake. They both exchange notes regularly, baring their heart open. Saajan is a lonely and reserved man who at first denies to help his successor Sheikh (Nawazuddin Siddiqui) in his office works, but slowly they come close to each other. Saajan confides in Sheikh about his newfound love in the form of Ila. Ila finds many women like her, who leads a meaningless life-one being her mother and the other being her neighbor aunty. She does not want to live a life without love or meaning, she desires to leave for Bhutan with her daughter to Bhutan- where the gross domestic happiness is high. He leaves for Nasik, after he retires from the job, but returns back eventually to meet Ila. The ending has a twist and has been left to the audience to conclude.

Here, the character of Ila, though homely and naïve yet has a desire to lead her life happily. She has a disloyal husband, but unlike other stereotypical wife chooses to move away with her daughter to a far off place. She does not shy away from exchanging notes with a stranger who happens to receive her lunchbox by mistake every day. She tries to amend relations with her husband, but all in vain. The point to be noted here is that, housewives often in spite of being in an unhappy marriage, do not want to walk out of marriage so easily. But, Ila is the woman who instills us with courage, as she chooses not only to walk out of her marriage with her daughter but also desires to be with the man with whom she gets intimate through the mode of letters exchanged every day. She does not choose a life her mother and her neighbor aunty chooses-meaningless marriage and life. She craves for freedom and wants to have it. Therefore, she is the woman with abundant courage, determination and grit to live her own life in whatever way possible, and does not mind taking risks. She is bold enough to go and sit in a restaurant to meet Saajan or ends up in search of him in his office. She is calm, composed yet has that streak of courage which inspires us. She has a traditional look, nowhere has she been depicted in cheap and gross manner. In fact, it is her want to look forward in life in spite of difficulties which is a motivation for women.

### **Madras Café**

Director: Shoojit Sircar

Duration: 2 hours, 10 minutes.

The film is a political thriller revolving around the assassination of Ex- Prime Minister by Rebel Tamilian forces in Sri Lanka. The lead character here is a special officer Vikram (John Abraham) who is dealing the peace process in Sri Lanka amidst the conflict. Jaya (Nargis)

plays a Journalist from UK. She is on a special mission to interview and report on the Srilankan rebels and the crisis situation in Sri Lanka. Her character is bold, independent, strong willed and shrewd. She knows what she wants and represents the woman of today. She has not been portrayed in a provocative manner, in fact nowhere has she been depicted in a sexy manner. Though she does not share considerable amount of screen space, her role is nevertheless important, for she helps Vikram during crucial moments of crisis. She is a strong willed woman whose determination and strength is witnessed throughout the film. Her job is demanding, but she does not bow down, instead she rises and plays an important part in the film. She has a complete deglamorized role.

Portraying realistic women on the silver screen does not implicate that they have to be "Superwoman", instead it should be the usual woman who is pursuing a life outside the barriers of her house. She, who has a desire to live her life on her own terms, break the conventions. These films have been quite unconventional in their approach towards depicting the female lead. It is not mandatory to conform to the set standards of "ideal" women. A woman can lead her life in her own way, but the scrutiny of the society never ends. Films have generally portrayed the way in which the woman should walk, talk, behave, dress with correct behavioral attitudes.

Women can be independent, they can find this 'space' but it means breaking free of restrictive and unitary homogenous identities. Women may be daughters, mothers and wives but they are also individuals who have to integrate their different roles within a society, which is both traditional and modern, where stereotypes conflict with individual needs and desires. Renowned film maker Rituparno Ghosh has always made the female characters in his films defy the traditional customs. Women in his films have always challenged the societal stereotypes. Take for instance his films- "Chokher Bali", "Unishe April" or "Chitrangada". He has braved to portray the innate desires of women as well as men in a natural way. Human beings are juxtaposed when it comes to their sexual feelings and the role disposed by the society. A woman is not always "Mother India" when she marries and has kids. She has a life of her own and her own wishes ought to be fulfilled. What has changed is that the films with a different portrayal of women are also box office hits. In the film D-Day directed by Anurag Kashyap, the character of Zoya (Huma Qureshi) is a special officer of the Indian Government in charge of arresting world number 2 criminal Iqbal Seth (Rishi Kapoor). She along with her associates ultimately emerge victorious. She keeps her aside her marriage and her

husband to work for the nation. Her character is very strong, and she carefully handles all the matters, be it bombing, shooting or charting out the blue print. She is not those stereotypical bollywood heroines who have nothing to do in a film except being a glamorous doll or being an aide of the hero. She has equal role in the film along with Arjun Rampal and Irrfan Khan. Therefore, there is a tendency of portraying “realistic woman”. Even though, films like *Ishqiya*, *Paa*, *No One Killed Jessica*, *The Dirty Picture* has brought woman into the forefront. *D-Day* which deals with India-Pakistan issues, can be very well related to and depicts a positive and paints a realistic picture. Feminist film theory reads a film from feminist perspective. It analyses all the elements of the film corroboratively. The women in the films have broken the stereotypes and have been active throughout. Their role portrayal was in no way inferior to that of men. Women were realistic and had a positive influence. For films like *Lootera*, *The LunchBox* and Karan Johar’s short film from Bombay Talkies, women dominated the screen time. In *Madras Café*, Nargis Fakhri had crucial part and she was not depicted in a sexy manner, nor did she have any intimate scene with any male character. Her character was that of a professional journalist, and a very significant role.

It can be said here that what we see, perceive or view remains stuck in our minds and we develop such notions. We later on perceive the world through those aspects. Therefore, if more positive images are portrayed on screen, it will lead to a change in the mindset of the people. Cinema reflects the culture of the society. Though patriarchal society, we are moving towards a change and towards gender equality. As mentioned by Blumler and Katz’s, “Users and Gratification Theory” states that people use media for satisfying their senses. Cinema is a vehicle of mass communication which impacts heterogenous mass at a large. Our country has more than 1000 languages where only 22 are recognized by the Constitution. Therefore, Hindi being the official language unifies the whole nation. Hindi cinema is popular as it is understood by people of almost all parts of the country. Deities like Kali, Chamundi or Durga signify absolute power and empowerment yet our society finds its solace in mythological characters like Sita and Draupadi who were pawns in the hands of males. Our society instructs women to be like Sita or Draupadi.

#### **IV. Conclusion**

Among the host of films released every year in Bollywood, it can be noted that very few depict women in the way they are in the society. Often, unreal depiction of women is done. But of late, directors have more affinity

towards women centric films. Therefore, these films portray the concept and idea through women’s point of view. Depicting women as weak, dependent and bound in the four walls damages the harmony of the society. Films before either had only women as “mothers” or “wives” whose chastity were intact or as girls who were to be had fun with. Diverse roles of women are something which has very irregular portrayal in our Indian Hindi film industry.

Indian Cinema has evolved over the past 100 years. Even in the male dominated film industry, women are trying to bring in a change with the kind of roles they are playing. Interesting, meaningful roles are being played instead of being the glamorous arm candy for the hero. In fact, besides opting for meaningful roles, women are actively working behind the camera as technicians, writers, casting directors, assistant directors. More and more writers are required to make gender conscious themes, which will break the stereotyping and portray reality. Depicting male superiority and heroism further underrates women and its importance in the society. The method of storytelling has undoubtedly modified because of the current crop of thinking directors, yet mainstream cinema needs to bring more relevant themes and gender conscious stories. Films constitute to be an essential medium which enables people to think and impacts their lifestyle. Different perceptions of reality are perceived through the mode of films. The questions of gender, oppression and subjectivity are quite vast as well as complex. This study was an eye opener for the changing dimensions in Hindi cinema. The representations of female in the critically acclaimed yet mainstream films have been studied closely to bring out a relationship. A whole new audience has emerged, who wants to see themselves in the silver screen- the modern woman, who is equally efficient at home and workplace, independent, bold as well as sensible. Globalisation and new breed of sensible directors has ushered in a new herald in the Hindi film industry. Thus, Hindi Films should be more straight forward and honest in their approach towards portraying women. We can hope and look for a better society only when the stereotypes are broken.

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# A STUDY ON ROLE OF ONLINE COMMUNITIES OF PRACTICE IN IMPROVING THE KNOWLEDGE MANAGEMENT PROCESS

R. Venkatesan\* S. Kuppusamy\*\*

*Workforce attributes are changing very rapidly. We have to deal with workforce diversities such as geographic/location, generation/age group and cultural dimension. There are more and more millennials are part of the workforce who is located across the globe and working with virtual teams. Complexity in the business environment and competitions drives the need for continuous upgrade of their knowledge and skills. Legacy knowledge management processes and systems are no more supporting the current needs of workforce. This demands a change in the current process of managing knowledge in the workplace. This paper studies the online communities of practice provided by ESNs in the workplace and their role in improving the knowledge management process.*

**Keywords:** Community of Practice, Knowledge Management, Enterprise Social Networking, Online Community of Practice.

Workforce attributes are changing very rapidly, we have to deal with workforce diversities such as geographic/location, generation/age group and cultural dimension. There are different age groups of employees present in the workplace.

Today's large, complicated organizations are now facing increasingly complex business environments that require agility in simultaneously learning and working (Jarche, H, 2010). An employee's knowledge and skills quickly become obsolete and continuous learning is required (Jain, S., & Martindale, T.,2012). This demands a change in the current process of knowledge management in the workplace. Legacy knowledge management processes and systems are no more supporting the current needs of workforce. Online Community of Practice(OCOP) powered by enterprise social networking platforms (ESN) could be of great alternative for knowledge management. This paper studies the online communities of practice provided by ESNs in the workplace and their role in improving the knowledge management process. Following research questions are formulated:

1. What is the role of online communities of practice and their impact on knowledge management process?
2. What makes the Online Communities of Practice an effective platform for knowledge management in the workplace.

## I. Review of Literature

**Knowledge:** Knowledge is a fluid mix of framed experiences, values, contextual information, and expert insights that provide a framework for evaluating and

incorporating new experiences and information (Davenport TH, Prusak L,1998) Knowledge is a justified belief that increases an entity's capacity for taking effective action. The term entity in this definition may refer to an individual, or a collectively (e.g. an organization). The term action may refer to physical skills (e.g., playing tennis), cognitive / intellectual capability (e.g., problem solving), or both manual skills as well as cognitive competency (Nonaka I, 1998). Knowledge can be defined as a combination of experience, values, contextual information and expert insight that help evaluate and incorporate new experience and information (Gammelgaard J, Ritter T, 2000.) Knowledge not only exists in documents and repositories, but it becomes embedded in people's minds overtime and it is demonstrated through their actions and behaviors (Al-Alawi AI et al, 2007)

**Knowledge Management:** Knowledge management has been defined as the process of capturing, storing, sharing and using knowledge (Davenport TH, Prusak L,1998). Knowledge management is defined as "a systemic and organizationally specified process for acquiring, organizing, and communicating both tacit and explicit knowledge of employees so that other employees may make use of it to be more effective and productive in their work" (Alavi M, Leidner DE, 2001).

Knowledge Management systems are "a class of

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information systems applied to managing organizational knowledge. That is, they are IT-based systems developed to support and enhance the organizational processes of knowledge creation, storage/retrieval, transfer, and application" (Alavi M, Leidner DE, 2001)

**Knowledge Management in the Workplace:**

Information is an important and valuable commodity of today. If used efficiently (combined with an individual's ideas, skills and abilities), information is transformed into the most valuable knowledge. Information not only has to be transferred speedily and efficiently, but it has to be collected, stored and efficiently shared in order to get transformed "by hand of a capable person" – a manager or an employee – into knowledge (Urbancová H, Urbanec J, 2011)

Knowledge and intellectual capital are key organizational assets (Hansen MT, Von Oetinger B,2001). Knowledge belongs to the family of steadily increasing corporate assets, like management systems, brand identity, customer information and corporate reputation (Pascarella P,1997). Knowledge seems invisible, but it clearly drives the bottom line reputation (Pascarella P,1997). Knowledge is a human, highly personal asset and represents the pooled expertise and efforts of networks and alliances. Reportedly, 99 percent of the work people do is knowledge based (Wah L,1999). The value of knowledge is increased when it has a key purpose and focuses on mission, core values and strategic priorities (Stewart TA,1997). Employees of an organization, including workers, can be knowledge employees, i.e. people with the necessary (critical) knowledge who are able to utilize it at the right moment. They thus emphasize the concept of knowledge management as a strategic advantage of an organization which determines the change in organizational culture shared by all employees (Nonaka I, 1998)

**Community:** A community is referred to as a group of people who share a concern, or a set of problems about a particular topic (Wenger et al.,2002)

**Communities of Practice:** Communities of practice are groups of staff bound together by common interests and a passion for a cause, and who continually interact (Young S, Mitchell J,2003). CoPs have been described as "groups of people informally bound together by shared expertise and passion for a joint enterprise" (Wenger EC, Snyder WM, 2000)

**Online Communities of Practice:** The advent of computer networks and the Internet has made it possible

for group interaction to take place regardless of geographic location or time zone, and the incorporation of Web 2.0 technologies has made this interaction and co-operation more fluid, cost effective and easily maintained (Sophia van Zyl A, 2009).

Communities of Practice can drive strategy, generate new lines of business, solve problems, promote the spread of best practices, develop people's professional skills, and help companies recruit and retain talent (Wenger EC, Snyder WM, 2000). The community creates the social fabric of learning (Wenger E et al 2002). Communities of practice discuss challenges, solutions, ideas, and trends in their respective domains, their members ideally gain knowledge that can help to drive strategy, start new lines of business, solve problems more quickly, and transfer best practices, among other activities (Wenger E et al 2002).

**Enterprise Social Networking and Community of Practice:**

Wikipedia describes ESN as "the use of online social networks or social relations among people who share business interests and/or activities" and is often "a facility of enterprise social software". Enterprise social networking is the activity of creating and maintaining relationships in an enterprise context for any purpose. It generally deals with online social networking sites where employees can both share context as well as follow content shared by others (DiMicco J et al 2008).

The Enterprise Social Networking site or platform, which is the software, enables the visualization of the network and facilitates the networking between people (Laan, A. V. D. ,2013). Enterprise Social Networking platform like Yammer, Jive provides a platform for online communities of practice. Knowledge sharing can happen through these platforms.

**Effective Knowledge Management Process:**

It is important that we measure the Effectiveness of the knowledge management system / process, otherwise we may not be able to see the true value of the KM process and application. Prior research has identified the following four ways to assess the value of knowledge sharing: efficiency, quality, learning, and understanding. Efficiency was the sole metric examined by Zander and Kogut (1995). The knowledge sharing process should improve efficiency by saving employees time in the performance of their jobs. For some jobs, there are key elements that are fairly standard, and having knowledge about those elements readily available will help employees to be efficient in the performance of their jobs (Zander & Kogut, 1995).

The ability to capitalize on knowledge that has already been created within the organization results in significant time savings, thus improving the efficiency of individual workers as well as the organization as a whole (Hansen et al., 1999). Although enhancing efficiency is important, knowledge sharing should also improve the quality of work performed; otherwise, why share knowledge? As more knowledge is consistently available to more individuals in the organization, work quality should improve (Hansen et al., 1999). For knowledge sharing to be truly valuable, it should also enhance learning and understanding (Argote, McEvily, & Reagans, 2003; Ko, Kirsch, & King, 2005). Learning and the ability to apply that learning (i.e., understanding) are separate and distinct aspects of knowledge sharing (Ko et al., 2005). Individuals need to share both their knowledge and the deep structures necessary to apply it. Thus, assessing the degree to which an individual has learned new knowledge and is able to use it to perform his or her work as a result of knowledge sharing are key aspects of evaluating the value of knowledge sharing. (Brown et al 2013)

## II. Research Design and Methods

Descriptive research method and a combination of Qualitative and Quantitative approach is used for the study. A randomly selected sample set of employees in IT Organizations was chosen. A carefully designed online survey instrument was used to collect the data from the set of employees.

## III. Results and Discussion

### Theory

**Organization Factors:** Existing literature says that organizational culture, structure, strategy will have an impact on effectiveness of knowledge management.

**Organization Culture:** Organizational culture refers to shared assumptions, values, and norms (Schein, 1985). Existing literature concur that a positive relationship between organizational culture and knowledge management. Organizational culture is a source of sustained competitive advantage (Barney, 1991) and empirical research shows that it is a key factor to organizational effectiveness. There are four dimensions of organizational culture that are conducive to organizational effectiveness: adaptability, consistency, involvement, and mission. Adaptability refers to the degree to which an organization has the ability to alter behavior, structures, and systems in order to survive in the wake of environmental changes. Consistency refers to the extent to which beliefs, values, and expectations are held consistently by members. Involvement refers to the

level of participation by an organization's members in decision making. Mission refers to the existence of a shared definition of the organization's purpose (Denison, 1990; Denison and Mishra, 1995; Denison and Neale, 1996; Fey and Denison, 2003)

H1: There is a positive relationship between organization culture and knowledge management.

**Organization Structure:** Organization Structure can influence knowledge management processes through shaping patterns and frequencies of communication among organizational members, stipulating locations of decision-making, and affecting efficiency and effectiveness in implementing new ideas. (Zheng, W., Yang, B., & McLean, G. N. ,2010). Organizations with a centralized, bureaucratic management style can stifle the creation of new knowledge, whereas a flexible, decentralized organizational structure encourages knowledge-sharing, particularly of knowledge that is more tacit in nature. In order to be successful in knowledge transfer firms must be organized to be highly flexible and responsive” (Chung 2001)

H2: Organization Structure (Centralization) will have a Negative relationship in effective knowledge management.

**Moderator:** The literature tells us that an online moderator combines the roles of technical troubleshooter, educator, hostess, chairperson, facilitator, and community organizer (Mason, 1994; Tagg, 1994; Berge, 1995; Berge & Collins, 2000). The works of Anderson and Kanuka (1997) and Burge et al. (2000) both concur that the role of the moderator goes beyond just posing problems or responding to questions.

The moderator facilitated learning by helping them to explore issues of meaning more deeply. Moderator techniques of summarizing, weaving, and nudging the discussion to a deeper level helped coordinators to construct meaning and identity in the community of practice. In the absence of this nudging, much of the conversation might have stayed at the level of information exchange, (Gray, B. ,2004).

Despite the informal nature of the learning context, participants regarded the moderator as integral to sustaining the existence of the community of practice and enabling the experience to be of greater learning value than just a social community of interest (Gray, B. ,2004).

H3: The Moderator role in online communities of practice will have positive relationship in effective knowledge management.

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## Personal Factors

**Sense of Community:** Sense of community is defined within a group as “a feeling that members have of belonging that members matter to one another and a shared faith that members’ needs will be met through their commitment to be together” (McMillan & Chavis 1986: 9). SoC leads to a common perspective of knowledge as a public good, owned and maintained by the community (Wasko & Faraj 2000).

H4: The more the shared faith and commitment, the greater the effectiveness of knowledge management process.

**Trust:** Trust among members of the community is an important factor in effective knowledge management. According to Mitzal, “trust, by keeping our mind open to all evidence, secures communication and dialogue” (Mitzal 1996: 10). Trust facilitates transactions and collaboration (Fukuyama 1995). This suggests that “where relationships are high in trust, people are more willing to engage in cooperative interaction (Nahapiet & Ghoshal 1998).

H5: The greater the trust among organizational members, the more favorable will be the attitude toward knowledge sharing.

## Network Factors

**Network Strength (Ties):** An important component of individuals to receive value from person-to-person knowledge transfer outside of a formal KMS is the existence of a network of ties through which to share knowledge. Advice networks are comprised of connections among individuals who seek knowledge from others (Brown SA, 2013). Knowledge seeking is determined in large part by whether an individual is aware of another’s knowledge, has access to that other person, and values that other person’s knowledge (Borgatti & Cross, 2003).

H6: The size of an individual’s social network is positively associated with the value of person-to-person knowledge sharing.

**Frequency of Post and Time Spent:** Frequency of post on various topics or skills will help the organizations in building the knowledge library. Similarly amount of time spent in ESN will lead to posting new content, answering queries, writing comments or individual views.

H6: The more the frequency and time spent the greater the effectiveness of knowledge management.

**Quality of Content:** Information quality has been shown to indirectly affect participation in online communities (Yoo et al.2002). Quality of information residing in the electronic repositories, and includes the quality of documents, reports, lessons learned, and so forth, in structured and unstructured format. When the members see more value and more interested to participate in online communities of practice will depends on the quality of content shared.

H7: Higher the level of knowledge content the greater the effectiveness of knowledge management

## Technology Factors

Computer-mediated communication may increase the quality of knowledge creation by enabling a forum for constructing and sharing beliefs, for confirming consensual interpretation, and for allowing expression of new ideas (Henderson and Sussman, 1997).

**Ease of Use:** Ease of use of an application depends on how easily you can navigate the application. Best designed user experience and user interface makes an application easy to use. Enterprise Social Networking websites user experience and user interface is a major factor for the effectiveness of online communities of practice and thereby enabling effective knowledge management.

H8: The greater the ease of use of an enterprise social networking application, the greater one’s use of the system for knowledge sharing.

**Easy to Author and Store, Search and Retrieve:** Empirical studies have shown that while organizations create knowledge and learn, they also forget (i.e., do not remember or lose track of the acquired knowledge) (Argote, Beckman, and Epple, 1990; Darr, Argote and Epple, 1993). Thus, storage, organization, and retrieval of organizational knowledge also referred to as organizational memory by Walsh and Ungson (1991), and Stein and Zwass (1995); constitute an important aspect of effective organizational knowledge management. Advanced computer storage technology and sophisticated retrieval techniques such as data warehousing and data mining, multimedia databases and database management systems, and powerful search engines have proven to be effective tools in enhancing organizational memory (Alavi, M., & Leidner, D. E.,2001)

H8: The greater the ease of authoring, storing, search and retrieving knowledge content of an enterprise social



networking application, the greater one's use of the system for knowledge sharing.

**Easy to Search and Locate Subject Matter Experts:** A subject-matter expert (SME) or domain expert is a person who is an authority in a particular area or topic. Subject Matter Experts (SMEs) adds more value in the online communities of practice. It is important to look at how easy to search and find SME's based on various skillsets, keywords, topics, categories, job roles...etc.

H9: The greater the searching and locating the SMEs of an enterprise social networking application, the greater one's use of the system for knowledge sharing.

The research finding will draw attention on online communities of Practice provided by Enterprise Social Networking sites and this will form a base for future research in this area. Online Communities of Practice provided by Enterprise social networking platform will become widely accepted practice in managing the multi generation human resource.

### III. Conclusions

Organization are looking at bringing a single platform for employee communications, company intranet, innovation, idea management, knowledge management, employee engagement...etc. Bringing a separate knowledge management system may not fulfill this need. Enterprise social networking platform can be of one stop solutions for all of these requirements especially for online communities of practice. This paper has presented various theories which will be helpful in making an effective knowledge management system for online communities of practice. Enterprise social networking platform such as Yammer also provides all the features listed in the paper for managing online communities of practice. With proper metrics in place it would be easy to measure the Return on Investment on these applications.

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# BEHIND THE BORDERS: MEDIA FRAMING OF THE GOVERNMENTS' STAND ON PALK BAY CONFLICT

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*This research paper aims to understand the print and social media construct and coverage of the Central, Tamilnadu, Sri Lankan governments' stand on Tamilnadu fishermen and Sri Lankan Navy conflict at Palk Bay during the Congress and BJP regimes. An attempt has been made here using the Quantitative framing analysis to investigate how governments' stands were constructed in Indian print media (Dinamani and The Hindu) and social media (Twitter).*

**Keywords:** Conflict, Media, Newspaper, Cross border, Fishing.

The conflict between the Indian fishermen and Sri Lankan Navy over the cross border fishing issue in the Palk Bay region have repeatedly been the subject of newspaper headlines in India and Sri Lanka for the last two decades. From 1983 to 2005 totally 378 fishermen lost their lives to the bullets of Sri Lankan Navy soldiers. Even Pakistan Navy, which is considered as a more hostile country to India is not involved in firing or assaulting the fishermen fishing in the Arabian Sea. Though Sri Lanka has good relation with India government, its navy is committing serious human right violations against the fishermen by opening fire and attacking with stones and bottles. During 2014 May, general election campaign, the BJP senior leaders accusing the then Congress led Indian government for mismanagement of Tamilnadu fishermen crisis in Palk Bay region. After BJP party came to power, they also maintain good relationship with the Sri Lankan government.

The nearly three-decade long armed conflict between Sri Lankan forces and the LTTE came to an end in May 2009. During the civil war, India supported the Sri Lankan government to act against rebel forces. Then Sri Lankan President Mahinda Rajapaksa visited New Delhi in May 2014 to attend the swearing-in ceremony of the Modi led BJP government. Though both the governments have good and strong foreign relationship between them, the arresting and assaulting against the Indian Tamilnadu fishermen and capturing of the trawlers by Sri Lankan Navy persons continue still date. The Sri Lankan government accused that Tamilnadu Fishermen involved in trans-boundary fishing on its sea water. The Indian fishermen argued that they are fishing in their traditional sea regions. Meanwhile, Sri Lankan Prime Minister Ranil Wickramesinghe said that as per the law Sri Lankan Navy has the right to shoot any Indian fishermen who entered venture out into the Lankan water. The Taminadu

political parties strongly reacted and condemned the Sri Lankan Prime Minister's statement and asked the Central Government to react strongly against the island nation. But till date the arrest and assault against the Tamilnadu Fishermen continue by the Sri Lankan Navy and government who try to portray the fishermen as robbers. The people of Tamil Nadu and those living in the northern part of Sri Lanka share a common history, heritage and language. However, after the Eelam war came to an end in 2009 May, Indian Tamilnadu fisher men – Sri Lankan Navy conflict took new dimension. After the war, the Sri Lankan government lifted restrictions on fishing in many areas of the Northern Province and normal fishing operations commenced. The fishermen displaced due to war returned to their villages and resumed their regular fishing activities.

During the Eelam war and peace period, the Sri Lankan government accused the Tamilnadu fishermen of helping the Liberation Tigers of Tamil Eelam (LTTE) for arms and essential commodities smuggling. Due to three decades of conflict, totally 378 Indian Tamilnadu fishermen have lost their life. After the Eelam war came to end, the Sri Lankan army defeated LTTE outfit which hope to the Tamilnadu fishermen that the conflict between Sri Lanakan Navy and the Fishermen would come to end. In contrast, the Palk Bay conflict amplified many folds after the Eelam war. Later, the Sri Lankan government accused that the Tamilnadu Fishermen were involved in fish poaching in their sea area and causing damage to their Sri Lankan Tamil fishing gears. The Sri Lankan Navy open fired against the Indian Tamilnadu fishermen which killed 22-year-old Indian fisherman

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Brido on March 7 2017, while he was fishing in a mechanized boat, a short distance off Katchatheevu islet. Indian government asked the Sri Lankan government to investigate the incident. The statement from Indian Foreign Ministry said that the Government is deeply concerned at the killing of an Indian fisherman. Indian high commissioner to Sri Lanka has taken up the matter with the prime minister of Sri Lanka. By using the framing analysis, this paper investigates how Indian, Tamilnadu, Sri Lankan governments' stand on the Palk Bay conflict were constructed in Indian print media (Dinamani and The Hindu) and social media (Twitter) during the Congress and BJP regimes from May 2013 to May 2015, last one year of Congress regime and the first year of the BJP regime.

Indian, Sri Lankan and Tamilnadu governments' stand as a frame Entman (Entman, 1993) states that framing was essential selection of a perceived reality and present them saliently and forcefully in a communicating text. Typically framing involves a diagnosis tone with an evolution and prescription in the textual analysis with a causal interpretation. In yet another interpretation, Tiung (Tiung, 2009) looks at framing as a media capacity to visualize and present a reality till the perceived meaning reaches the target groups. Framing is otherwise the content coverage of the media with phrases and linkages in order to create a desired public opinion (Dunaway & Marisa, 2007). Though framing theory assumes mass media as potential tools in the public opinion building, it also needs to be contextualized by the political orientation and cultural indicators of the audience characteristics (Scheufele, 2007).

With the above premise, the Palk Bay conflict coverage of Government stands on Palk Bay conflict in a National Daily 'The Hindu', regional daily 'Dinamani' and the Social Media 'Twitter' is explored in this investigation. The Hindu and Dinamani have given wide coverage and discussed the issue in terms of news, columns and editorials and hence they are chosen for the analysis, whereas Twitter as a social media offered wider opinions of the public and to the point, reflecting and reacting to not only to reality but also to other media and thus chosen for the investigation. This inter correlation and social interaction strike a unique mediation process that needs to be deconstructed and described for its sheer penetration. Most of academicians consider Twitter as easily accessed open source network site, which provides ample amount of tweets and those represent their political orientation. Twitter has more than 190 million registered users and processes about 55 million tweets per day. The number of users and tweets keep on increasing every day. The events

have political significance were debated widely in Twitter. (Alessio Signorini, 2011). Twitter seems to provide a ready source of data for researchers interested in public opinion and popular communication. As an increasing amount of everyday social interaction is mediated by these systems, servers actively aggregate vast storage of information about user behavior. In comparison to Facebook, which is largely closed-off to the academic community, Tweets are small in size, public by default, numerous, and topically diverse. (Driscoll & Shawn, 2014)

When the Sri Lankan Navy arrested or assaulted the Tamilnadu fishermen at Palk Bay, it becomes the headlines in the regional and national newspapers. Meanwhile, the media houses tweet on Twitter, which triggers debate over the fishermen conflict.

## I. Review of Literature

Hettiarachchi opines that the poaching of fishery resources by Indian Tamilnadu fishermen on the Sri Lankan side of the Palk Bay resulted not only in significant losses to the economy of the Sri Lanka, but also in severe political problems to their Government. He recorded that the fishermen of North, who were prevented by the security agency, recommenced fishing after 20 years. He observed that the root cause of this problem was the uncontrolled expansion of the trawler fleet of Tamil Nadu during the period of restricted fishing by Sri Lankan fishers in the Bay region. Suryanarayan argued that the Palk Bay has never been a barrier. Nutrients rich in this sea region have been a bridge to link fishermen of both the countries. He also said that with the end of the ethnic conflict a new situation has arisen on the Sri Lankan side of the Palk Bay. The Sri Lankan Tamil fishermen, who were banned from fishing because of security considerations, have resumed fishing operations. They find that poaching by Indian fishermen is having a very negative impact on their livelihood. He also said that bottom-trawling fishing practices followed by Indian fishermen are causing irreparable damage to marine ecology.

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

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authorities do not bring the fishermen and their government closer together. Suryanarayan and Swaminathan have argued that the India-Sri Lanka Maritime Boundary Agreement of 1974 and 1976, concluded between the India and Sri Lanka Governments in the spirit of good neighborly relations, have severely affected the livelihood of thousands of Tamil Nadu fishermen. The rich fishing grounds of Palk Bay have become a bone of contention between Tamil Nadu fishermen and the Sri Lankan Navy. Since the conclusion of the maritime boundary agreements, a number of fishermen have been killed in incidents of firing; some have been detained; others have been intimidated and harassed; their fishing boats destroyed and their catch dumped into the sea. They said that the agreements have been country centric and ignored the ground realities of the livelihood of Tamilnadu fishermen.

Vivekanandan has argued that the India-Sri Lanka Maritime Boundary Agreement of 1974 and 1976 did not reflect the sentiments of Tamil Nadu fishermen. The agreement gave room for confusion among the fishermen. He said that the lack of proper navigation equipments on board the Indian trawlers may accidentally crossing borders. Some fishing vessels are involved in intentional border crossings and travelling deep into Sri Lankan waters and since the start of the civil war in Sri Lanka in 1983, the Palk Bay has been a troubled location. The civil war has had a deep impact on the fishing operations on both countries. Till 1983, the fishermen of both sides, who shared a common language and a long history of contact, fished harmoniously in the Palk Bay with only occasional problems. After sea borders was demarcated in 1974, fishing across the border was not uncommon and rarely an issue. Due to the civil wars, the Sri Lankan government implemented severe restrictions on fishing operation at Palk Bay. On the Indian side, Tamilnadu fishermen faced arrest and assaults from the Sri Lankan Navy.

Maarten Bavinck observed that the Palk Bay conflict closely connected to the Blue Revolution instigated by the Government of India after Independence. It has increased the size of the fishing population through natural growth and immigration. Though the Ramnathapuram fishermen were fishing in resource rich Palk Bay, he said that the specific patterns of poverty and riches. Charu Gupta has argued that there is a need to rethink questions of security in the context of people, environment and resources at Palk Bay. His research moves beyond looking at environmental crisis as the sole reason for this conflict. Rather, the research links it to other arena of society such as economics and politics and

attempts to understand coastal conflicts from several overlapping but distinct standpoints including identity, nationalist anxieties, ecology, role of capital, fisher folk.

Dr. N. Manoharan, from Department of International Studies, Christ University, Bangalore argued in Beyond the Borders article that if adequate fish population through extensive fish farming is maintained in Palk Bay and Gulf of Mannar, most of the fishermen would not find the need to venture into other's 'territories' in search of a 'big catch'. India may also consider leasing fishing blocks, especially those identified as 'surplus total available catch', from Sri Lanka. The Palk Bay fisheries conflict has serious implications in the Indo-Lanka relations as the escalation of this conflict also polarizes Sri Lanka and Tamil Nadu, resulting in difficulties for strengthening relations between Colombo and Delhi. The socio-economic implications of this conflict have resulted in the tremendous suffering of the fisher-folk in the Northern Province of Sri Lanka. Arresting fishermen has been an option in recent years, but has led to immense political fallout and appears to have little potential for an eventual solution. In this context, a credible approach for negotiations with both interim measures and a long-term vision of a solution are required, which necessarily entails downsizing the trawler sector.

Cem Sefa carefully analyzed using opinion mining methods on social media like Twitter. They investigated contents of news about a jetfighter incident in 2012 between Turkey and Syria from nine national newspapers and compared them with over 100,000 messages containing reference to the incident from more than 34,000 people on Twitter to find whether messages on Twitter mirror the opinion in newspapers. Using content analysis and semi-supervised opinion mining method, their results show that agenda of newspaper and Twitter users widely differ on the incident, indicating a possible agenda mismatch. Following research questions were raised:

- Is there any difference in Dinamani daily coverage towards Governments' stand against Indian Fishermen by Sri Lankan Navy at Palk Bay during the Congress and the BJP regimes?
- Is there any difference in The Hindu daily coverage towards Governments' stand against Indian Fishermen by Sri Lankan Navy at Palk Bay during the Congress and the BJP regimes?
- Is there any difference in Twitter responses toward Governments' stand against Indian Fishermen by Sri Lankan Navy at Palk Bay during the Congress and the BJP regimes?

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## II. Research Design and Methods

The study focuses on framing of the Indian fishermen in the Sri Lankan Navy conflict at Palk Bay in selected two newspapers Dinamani and The Hindu and Twitter using quantitative frame analysis method. An attempt has been made here using the frame analysis to investigate how Indian, Sri Lankan, Tamilnadu governments stands were constructed by Indian print and social media. The study period is two years, the last one year of the then Congress Central Government regime and the first one year of the BJP regime, from May 2013 to May 2015. These dates are significant because the country witnessed major changes in policies from economic to foreign relations.

## III. Results and Discussion

Dinamani published 305 news items related to the governments stand from May 2013 to May 2015. The Hindu published 109 news items during the same period. By adopting the quantitative frame analysis method, the articles were and measured with the help of 5 point Likert scale. The Keywords generated from these news articles were used to extract the tweets from the social media Twitter pertain to the fishermen conflict. The keywords are Congress and Tamil fishermen, BJP and Tamil fishermen, #Savetamilfishermen, #Saveinnocentfishermen, Tamil fishermen arrested. Keyword search method adopted to extract the tweets, which related to the governments' stand. By using keyword search method, 310 tweets from May 2013 to May 2015 which related to governments stand were overviewed. The public responses in social media (Twitter) carefully were analyzed using qualitative frame analysis method, where political deliberations are heavily made. Here, Likert scale analysis was used to quantify the data.

### Twitter

The N value of the Central government stand during the Congress regime is 61 and BJP regime 147 as seen in the above table (1). The mean value of the Congress regime is 1.97 and BJP regime 2.52. There is difference between the mean values. The N value of the Tamilnadu government stand during the Congress regime is 37 and BJP regime 32 as seen in the above table (1). The mean value of the Congress regime is 3.84 and BJP regime 4.00. There is very less difference between the mean values. The N value of the Sri Lankan government stand during the Congress regime is 10 and BJP regime 32 as seen in the above table (1). The mean value of the Congress regime is 3.84 and BJP regime 2.96. There is difference between the mean values.

The result of one-way ANOVA as seen in the above Table (2) for the Twitter related Central government's stand on Palk Bay conflict during the Congress and BJP regime + (206) =  $-2.248$ ,  $p < 0.5$  provided evidence that there is a significant difference at 5 % level. The result of one-way ANOVA as seen in the above Table (2) for the Twitter related Tamilnadu government's stand on Palk Bay conflict during the Congress and BJP regime + (67) =  $-.500$ ,  $p > 0.5$  provided evidence that there is no significant difference at 5 % level. The result of one-way ANOVA as seen in the above Table (2) for the Twitter related Sri Lankan government's stand on Palk Bay conflict during the Congress and BJP regime + (31) =  $-1.748$ ,  $p > 0.5$  provided evidence that there is no significant difference at 5 % level.

### Dinamani

The N value of the Central government stand in Dinamani during the Congress regime is 79 and BJP regime 70 as seen in the above table (3). The mean value of the Congress regime is 1.82 and BJP regime 2.77. There is difference between the mean values. The N value of the Tamilnadu government stand during the Congress regime is 27 and BJP regime 15 as seen in the above table (3). The mean value of the Congress regime is 4.04 and BJP regime 4.13. There is very less difference between the mean values. The N value of the Sri Lankan government stand during the Congress regime is 47 and BJP regime 67 as seen in the above table (3). The mean value of the Congress regime is 2.19 and BJP regime 1.82. There is difference between the mean values. The result of one-way ANOVA as seen in the above Table (4) for the Dinamani related Central government's stand on Palk Bay conflict during the Congress and BJP regime + (147) =  $-4.381$ ,  $p < 0.5$  provided evidence that there is a significant difference at 5 % level.

The result of one-way ANOVA as seen in the above Table (4) for the Dinamani related Tamilnadu government's stand on Palk Bay conflict during the Congress and BJP regime + (40) =  $-.239$ ,  $p > 0.5$  provided evidence that there is no significant difference at 5 % level. The result of one-way ANOVA as seen in the above Table (4) for the Dinamani related Sri Lankan government's stand on Palk Bay conflict during the Congress and BJP regime + (112) =  $1.374$ ,  $p > 0.5$  provided evidence that there is no significant difference at 5 % level.

### The Hindu

The N value of the Central government stand in The Hindu during the Congress regime is 28 and BJP regime

19 as seen in the above table (5). The mean value of the Congress regime is 2.29 and BJP regime 2.53. There is less difference between the mean values. The N value of the Tamilnadu government stand during the Congress regime is 12 and BJP regime 7 as seen in the above table (5). The mean value of the Congress regime is 3.42 and BJP regime 4.29. There is difference between the mean values. The N value of the Sri Lankan government stand during the Congress regime is 23 and BJP regime 20 as seen in the above table (5). The mean value of the Congress regime is 2.22 and BJP regime 3.40. There is difference between the mean values. The result of one-way ANOVA as seen in the above Table (6) for the The Hindu related Central government's stand on Palk Bay conflict during the Congress and BJP regime + (45) = -.559,  $p > 0.5$  provided evidence that there is no significant difference at 5 % level. The result of one-way ANOVA as seen in the above Table (6) for the Hindu related Tamilnadu government's stand on Palk Bay conflict during the Congress and BJP regime + (17) = -1.062  $p > 0.5$  provided evidence that there is no significant difference at 5 % level. The result of one-way ANOVA as seen in the above Table (6) for The Hindu related Sri Lankan government's stand on Palk Bay conflict during the Congress and BJP regime + (41) = -2.293,  $p < 0.5$  provided evidence that there is a significant difference at 5 % level.

#### IV. Conclusion

By adopting the quantitative frame analysis approach, the news data collected from the Regional Tamil News daily 'Dinamani', Nation daily 'The Hindu' and Social Media 'Twitter' during the period of May 2013 to May 2015, last one year of Congress regime and the first year of the BJP regime. The one-way ANOVA analysis of the Central government's stand frame in the Twitter and the Dinamani reveals that there is significant difference in stand between the Congress and BJP governments towards the Palk Bay fishermen conflict. The one-way ANOVA analysis of the Central government's stand frame in 'The Hindu' revealed that there is no significant difference between the Congress and the BJP governments stand towards the Palk Bay fishermen conflict. The one-way ANOVA analysis of the Tamilnadu government's stand frame in Twitter, 'Dinamani', 'The Hindu' reveals that there is no significant difference between the Congress and BJP governments stands towards the Palk Bay fishermen conflict. The one-way ANOVA analysis of the Sri Lankan government's stand frame in Twitter, Dinamani reveals that there is no significant difference between the Congress and BJP governments. The one-way ANOVA analysis of the Sri

Lankan government's stand frame in 'The Hindu' reveals that there is a significant difference between the Congress and BJP governments towards the Palk Bay fishermen conflict. After the BJP led NDA alliance came to power in the center, it changed many policies from economic foreign. Though the Indian government has cordial relations with the Sri Lankan government, the data from the Dinamani and Twitter reflected that there is significant difference in the central government approach towards the Palk Bay conflict. The Dinamani and Twitter framed that the BJP led central government took several steps to address the fishermen problems and help the fishermen, serving imprisonment at Sri Lankan prisons. Analysis of the Hindu data revealed that there is significant difference in the Sri Lankan government approach towards the Palk Bay conflict during the Congress and BJP regimes. In contrast to the general Tamilnadu perspective of Palk Bay conflict, 'The Hindu' published column and stories in favour of Sri Lankan government and their fishermen.

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Table - 1

Group Statistics					
Twitter	Period	N	Mean	Std. Deviation	Std. Error Mean
Central Govt Stand	Congress Regime	61	1.97	1.516	.194
	BJP Regime	147	2.52	1.669	.138
Tamilnadu Govt Stand	Congress Regime	37	3.84	1.482	.244
	BJP Regime	32	4.00	1.164	.206
Srilankan Govt Stand	Congress Regime	10	1.80	1.476	.467
	BJP Regime	23	2.96	1.846	.385

Table – 2

Twitter		T	df	Sig. (2-tailed)	Mean Difference
Central Govt Stand	Equal variances assumed	-2.248	206	.026	-.557
	Equal variances not assumed	-2.339	122.749	.021	-.557
Tamilnadu Govt Stand	Equal variances assumed	-.500	67	.619	-.162
	Equal variances not assumed	-.509	66.429	.613	-.162
Srilankan Govt Stand	Equal variances assumed	-1.748	31	.090	-1.157
	Equal variances not assumed	-1.912	21.364	.069	-1.157



**Table 3**

<b>Group Statistics</b>					
	Period	N	Mean	Std. Deviation	Std. Error Mean
Central Govt Stand	Congress Regime	79	1.82	1.163	.131
	BJP Regime	70	2.77	1.476	.176
Tamilnadu Govt Stand	Congress Regime	27	4.04	1.454	.280
	BJP Regime	15	4.13	.743	.192
Srilankan Govt Stand	Congress Regime	47	2.19	1.484	.216
	BJP Regime	67	1.82	1.370	.167

**Table 4**

<b>Dinamani</b>		T	df	Sig. (2-tailed)	Mean Difference
Central Govt Stand	Equal variances assumed	-4.381	147	.000	-.949
	Equal variances not assumed	-4.319	130.787	.000	-.949
Tamilnadu Govt Stand	Equal variances assumed	-.239	40	.812	-.096
	Equal variances not assumed	-.284	39.841	.778	-.096
Srilankan Govt Stand	Equal variances assumed	1.374	112	.172	.371
	Equal variances not assumed	1.355	94.024	.179	.371

**Table 5**

<b>Group Statistics</b>					
The Hindu	Period	N	Mean	Std. Deviation	Std. Error Mean
Central Govt Stand	Congress Regime	28	2.29	1.536	.290
	BJP Regime	19	2.53	1.307	.300
Tamilnadu Govt Stand	Congress Regime	12	3.42	1.832	.529
	BJP Regime	7	4.29	1.496	.565
Srilankan Govt Stand	Congress Regime	23	2.22	1.536	.320
	BJP Regime	20	3.40	1.847	.413

**Table – 6**

<b>The Hindu</b>		T	df	Sig. (2-tailed)	Mean Difference
Central Govt Stand	Equal variances assumed	-.559	45	.579	-.241
	Equal variances not assumed	-.577	42.608	.567	-.241
Tamilnadu Govt Stand	Equal variances assumed	-	17	.303	-.869
	Equal variances not assumed	1.122	14.878	.279	-.869
Srilankan Govt Stand	Equal variances assumed	-	41	.027	-1.183
	Equal variances not assumed	2.263	37.132	.030	-1.183

# ANALYSIS OF NEWS TELECAST BY LOCAL NEWS CHANNELS IN RAJASTHAN, INDIA

Prabhat Dixit\*

Media plays a vital role. In India, television started as experimental telecast in Delhi on 15th September, 1959 with a small transmitter and a makeshift studio, the regular daily transmission started in 1965 as part of All India Radio. News moves through different media, based on word of mouth, printing, postal systems, broadcasting and electronic communication. Irrespective of geographical boundaries the world has turned into global village because of the revolution created by technology. Media has a great influence on our lives as opinion maker. Electronic media is also called a multimedia device. It has several objectives such as information, entertainment, education and information. Youth is that phase in which easily the mind can be changed and sometimes news is exploiting it and sometime it is moralizing the mind having both a positive or negative impact. As point of view of reader/consumer of news, news is not good or bad. All news is useful for us means it can be for any type of news like entertainment, political, social and other. Good news and bad news type of terms have been generated by media industry for making readerships swing.

Following are the objectives of the study;

1. To find out the basic difference between the concept behind good news and bad news.
2. To identify the concept of news, good news and bad news according to the news owner and news consumer.
3. To identify the parameters on which the news owner and news consumer selected the news as a good or bad?

## I. Review of Literature

Roshco in his book "News making" has defined news as "News is more easily pursued than defined, a characteristic it shares with such other enthralling abstractions as love and truth." (Jackie Harrison, NEWS, The concept of news: assumptions and analysis, kindle edition.)

Williams. B in his book wrote about that news is becoming important in life day by day. The news is based on orientation towards truthfulness. This in itself demands a respect for the truth. Chip Health opines that "Do people prefer to pass along good or bad news? Valence and revalence of news as predictors of transmission

propensity". Public pass both good or bad news. That means they emotionally negative domains, contrary to some theoretical predictions, People are willing to pass along bad news even when it is exaggeratedly bad.

Paul R Hilgram used mathematical theorems of research. Other Researcher is Jereny freese and Douglas W. Hayhard. They are in department of sociology in Indiana University Bloomington. "The Prosodic features of bad news and good news in conversation"...we conversation to other person, so at that time we got a news to other. so that time this is good or bad. This research work suggests the importance of integrating prosodic research with research on the sequential organization of ordinary conversation. They also gave joy and sorrow. (In this research Researcher used sampling method.)

Medhabi Chatterji, from Columbia university says that "Good and Bad News about Florida student achievement". Good news at elementary level in all subject and bad news on secondary level reading. Good news read 80% students and students have an advantage in writing with 84-86% at an above the basic level in the most recent NAEP testing.

Achievement gaps are still large. The technique used in this research survey in the university. Ozge akinci and Ryan chahrour's research done in Sep, 2015 states that "Good news IS Bad news: Heverage cycles and sudden stops. In this research Researcher made a model. He saw in a model which imperfectly forecast able changes in future productivity and an occasionally binding collateral constraint can match a set of stylized fact about 'sudden stop events'. The method used in this research is mathematical theorem.

## II. Research Design and Methods

For conducting this research both survey and interview techniques have been used. A sample of 50 respondents and views of public of Jaipur and short interviews of some editors from local news channels of Rajasthan were done.

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### III. Results and Discussion

Table 1 shows that 40% respondents say good news is relevant 20% people said good news is for society welfare and 30% people said good news is good content in news telecast and none of the above is 0%. That is public opinion about good news. Table 2 shows that 20% respondents said bad news is Gossip, 30% bad news is bias, 0% people says bad news is sensation, 50% people said bad news is all of them. Table 3 shows that 10% respondents said news channels telecast good news, 30% said news channels telecast bad news, 20% said they telecast good news more, while 40% admitted news channels telecast bad news more. Table 4 shows that 75% respondents said news channels mostly telecast bad news for TRP 3% said news channel mostly telecast bad news for society, 22% said news channel are bias to other and 0% said that this is for public demand. Table 5 shows that 5% respondents said ETV (Rajasthan) telecast more good news, 5% said zee telecast more, 75% respondents said DD (Rajasthan) telecast more good news and 30% said none of these. Table 6 shows that 65% respondents said news channel decided the types of news on TRP, 10% said news channels are self-desired, 15% said relevancy and 10% respondents said none of these. Table 7 shows that 90% respondents said Yes TRP is affected by bad news and 10% said that No TRP is not affected by bad news. Table 8 shows that 40% respondents said yes bad disturb the unity of society and 60% said sometime bad news disturbs the unity of society. Table 9 shows that 74% respondents said quantity of good news there should be certain limitation of bad news, 3% said no, 20% said strongly yes and 3% said strongly no the quantity of good news there should be certain limitation on bad news. Table 10 shows that 45% respondents said quantity of good news is more than bad news, 15% said quantity of good news is less than bad news and 40% said no of them.

#### Interviews

Interview of two reporters from ETV (Rajasthan) and one from first India news reporter shared that bad news is bias and gossip. Sometimes reporters and readers are also expected to raise funds. Why news channel mostly telecast bad news, according to respondent I, at present time news channel mostly telecast bad news for TRP, they show anything for TRP. According to respondents II, News channel telecast bad news on public demand and sometimes they are biased also. When public demand bad news TRP automatically comes down. According to respondent I, news channels telecast bad news on public demand. News channel news editor cannot be biased but people think that news editors are bias which is not true.

In the question what do you understand by good news, according to R, I good news is for society's welfare. In simple words news which is useful for public is called good news. According to R II good news should be relevant. good news is not paid news and is for society's welfare and development. According to R III good news is good in content whether hard or soft news.

In question on which basis news channels telecast the news, according to R I news channel telecast news for TRP. According to R II news channel telecast for TRP as well as on public demand, for society welfare etc. According to R III news channels are self-desired. They have target audience TRP basis. For and telecast news accordingly.

In question do you think bad news disturbs the unity of society, answer of all the respondents were the same, they said that sometimes bad news disturbs the unity of society. From point of view of news owner, entertainment and gossip news is bad news. News channel telecast news on public demand not for TRP. Television news is not telecasting news with true facts and figures and should not give any information that is against the ethics.

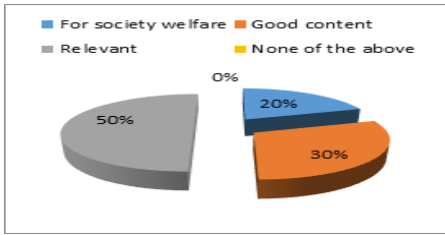
### IV. Conclusion

About 30% respondents were said news channel telecast good news and 70%. News may mislead the masses quite often but it is also the duty of the people to take steps that media channels feel the sense of accountability and responsibility. Therefore, they should ignore bad and 'masala' news. If media does not get TRP from bad news, then they automatically stop telecasting bad news. TRP by bad news may be beneficial in short run but in long run trust of the public only key of success.

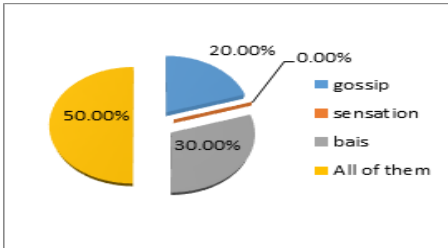
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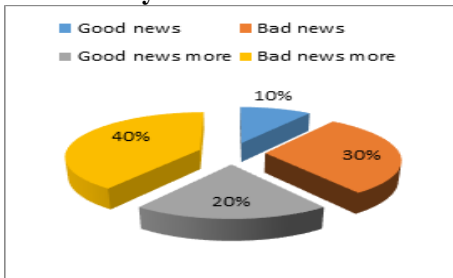
**Table 1: What do you understand by Good news?**



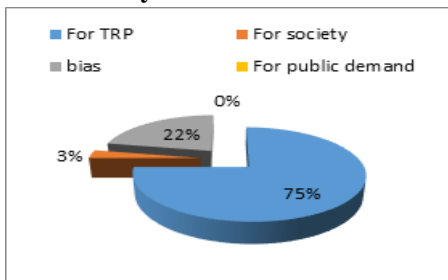
**Table 2: What do you understand by bad news?**



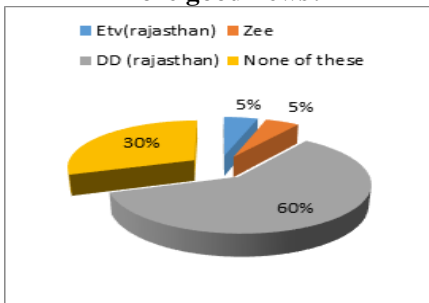
**Table 3: Which type of news is being telecast by news channel?**



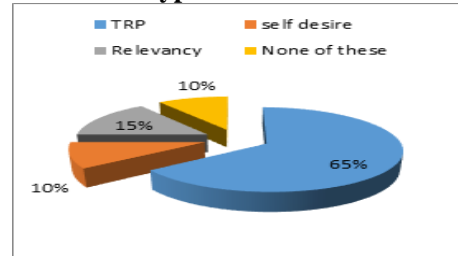
**Table 4: At present time why news channel mostly telecast bad news?**



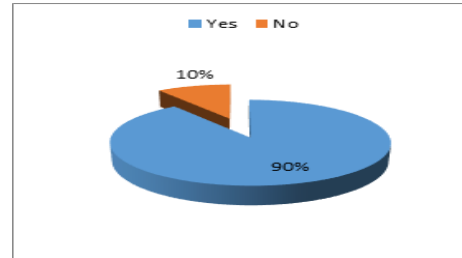
**Table 5: Which news channel telecast more good news?**



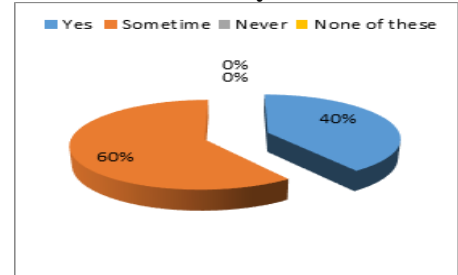
**Table 6: On which basis news channel decided the types of news?**



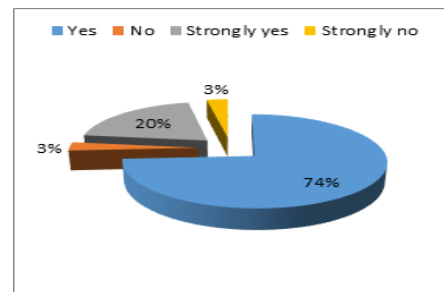
**Table 7: Is TRP affected by bad news?**



**Table 8: Do you think that bad news disturbs unity of society?**



**Table 9: To enhance the quantity of good news there should be certain limitation of bad news?**



**Table 10: The quantity of Good news should be?**

