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Editor's Desk

Every age has a ruling idiom. In the history of human civilization, the eighteenth century is a watershed age. The eighteenth century ushered in the age of reason. It marked a paradigmatic shift in both the mode of human perception and the mode of expression. Until then, imaginative and intuitive perception of reality was cherished and welcome. So, human mind could exult in the infinite expanse of imagination and intuition and communicate its ecstasy of perception in the poetic idiom. As a medium of expression, poetry liberates the human mind from the rigour of coherent expression and the labour of logical explanation. It communicates the perception/vision directly as observed, but presents it in multiple layers of denotation and connotation through a symbolic use of language. Its rhythm smoothens the audience's act of discovery of meaning and also helps to preserve its form against the deprecations of fickle human memory.

So, all ancient civilizations had their profoundest expressions of perception in the form of poetic works. The Renaissance enkindled the spirit of rational inquiry and in one fell swoop dislodged imagination and intuition from their high pedestal as the gateway to myth and superstition. The Enlightenment historiographers went to the extent of dismissing the saga of all human achievements until then as pre-history. Reason took over as the new and sole sovereign of the fiefdom of human enquiry, contemptuous of all other forms of human perception. It was labored in its exposition of Truth, meticulously dilating on all logical links that make up a perception. Vision gave way to theory and the theory had to be defended with logical constructs. Poetry was unsuitable for this responsibility. So, in stepped prose and as time passed on it evolved into the modern syntax from the early Senecan, Ciceronian and baroque styles, prose styles which were still rooted in the poetic mode of expression. With its Spartan nimbleness, prose directed the attention of the communicators to the meaning than to the language, thereby liberating them from an engagement with the cognitive richness of diction and granting them the felicity of thought. As science evolved into scientism, people foreswore all forms of human enquiry other than reason and consigned the knowledge lying in the poetic works into the trash can of history. This led to a world view that was mercilessly androcentric and fraught with dangers for the sustenance of human life on the planet. While the world has realized the significance of sustainable development, it has yet to realize the need for addressing this fundamental shift as the sole reason of human woes.

(Ravi K. Dhar)

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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PRESS COVERAGE OF WORLD TOBACCO DAY IN NIGERIA AND SMOKER JOURNALISTS ATTITUDE TOWARDS COVERAGE OF THE EVENT

Chinenye Nwabueze* Emmanuel Igwenagu Casmir Obiakor*****

The mass media have enormous potentials to influence health-related behaviors and perceptions. Much research has focused on how the media frame health issues. This study sought to explore how world no Tobacco day was framed in the print media and smoker journalists' attitude towards coverage of the event. Three privately-owned national dailies were studied to find themes dominating reports on world no tobacco day and to find the prominence given to the reports as well as sources of such stories. Twenty-two smoker journalists were also surveyed to find their attitude towards coverage of the event. It was found that world no tobacco day was not given enough prominence by the selected newspapers and majority of smoker journalists will be uncomfortable to cover the event. It was recommended among others that Nigerian press should give priority attention to the coverage of world No Tobacco Day issues in the country.

Keywords: Media, Public Health, Smoker, Press.

A major public health challenge of this century is finding a way to harness the powerful influence of the media to curtail tobacco use Davis et al (2013). Cigarette smoking is an important risk factor for many non-communicable diseases globally. It is one of the greatest contributors to preventable illness and premature death, mather and lancer, (2006). It kills a third to half of those who use it peto et al, (1996). The global tobacco epidemic threatens the lives of at least one billion people, peto and lopez (2001). Tobacco use is a risk factor for six of the eight leading causes of death globally (WHO, 2008). Cigarette smoking is a significant risk factor in the development and acceleration of the atherosclerosis, peto and lopez, (2001) citing schoen and cotran, (1999) and Taylor, (1993) especially those who started smoking before age of 20years, voller and strong (1981).

Tragically, more than 80% of tobacco deaths occur in developing world (WHO, 2008). Tobacco use is growing fastest in low- income countries due to steady population growth and the tobacco industry target this vulnerable population. Unlike other dangerous substances for which the health impacts are immediate, tobacco related disease usually begin to manifest up to 3 decades after tobacco use starts, lopes et al (1994). It has been suggested that as tobacco use rises globally, the epidemic of tobacco related disease and death is expected to increase (WHO, 2008).

Youth smoking is a major concern through the world, peto and lopes, (2001). A survey by Global Adult Tobacco Survey (GATS) cited in premium tunes (2014), showed that south easterners in Nigeria are the highest

consumers of tobacco, with about 9% of its adult population currently smoking, closely following the south east, is the North central- middle belt, where at least 8.5 percent of its adult population is hooked on tobacco.

In developing countries, the trend is on increase in cigarette smoking among adolescents (GYTSCG, 2002). The habit of cigarette smoking with onset during adolescence is difficult to break in adulthood, paavla et al, (2004). Most adult smokers began to smoke or where already addicted to smoking before the age of 18, paavla et al (2004).

This research aims to examine newspaper faming of world no tobacco day and smoking journalists' attitude towards coverage of the event. Since behavioral change is the key to stemming the tobacco epidemic, this study is significant in alerting stakeholders on what needs to be done in mobilizing the media for the task.

Objectives of the Study

1. To determine themes dominating the reports on world no tobacco day.
2. To determine prominence given to reports on world no tobacco day.

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3. To determine sources of such reports.
4. To find out smoker journalists attitude towards coverage of the event.
5. To find smoker journalists perception of the campaign.

Research Questions

1. What are the themes dominating reports on world no tobacco day in the selected newspapers?
2. What prominence do the selected newspapers give world no tobacco day?
3. What are the dominant sources on world no tobacco day reports?
4. What is the attitude of smoker journalists towards coverage of the event?
5. What is the perception of smoker journalists towards the campaign?

Framing Theory

Framing theory is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audiences, Scheufele & Tewksbury (2007). Framing is often traced back to roots in both psychological and sociological pan and Kosicki, (1973) cited in Scheufele & Tewksbury, (2007). McCombs (2004) cited in Tewksbury & Scheufele (2007) argued that Framing is simply a more refined version of agenda setting. Framing from that perspective means making aspects of an issue more salient through different modes of presentation and therefore, shifting peoples' attitudes. He labels this phenomenon "second-level agenda setting".

Framing theory suggests that how something is presented to the audience (called "the frame") influences the choices people make about how to process that information. (masscomintheory.com, 2016). Framing is in many ways tied very closely to agenda setting theory. Both focus on how media draws the public's eyes to specific topics. In this way, they set the agenda. But framing takes this a step further in the way in which the news is presented creates a frame for that information. This is usually a conscious choice by journalists. In this case, a frame refers to the way media as gatekeepers organize and present the ideas, events and topics they cover. This further underscores the importance of knowing the themes and prominence given to reports on world No tobacco day which constitute one of the research questions guiding this study.

Social Category Theory

Social category theory is a theory of mass communication that argues that individuals within broad subgroups such as (age, classes, sex, social or educational class) react

similarly to the mass media. (oxfordindex.oup.com). The social category theory focuses on reaction against the powerful effect of the media. Okenwa (2002) observes that the social category theory exists as reaction against the powerful effects on the media. It assumes that people of the same social category will respond to the mass communication messages in more or less uniform ways.

Bittner (1989) cited in Okunna (1999) explains that in social categories theory, the audience is made up of different sub-group, each constituting a mass within a mass, meaning that mass communication audiences are differentiated according either their age, gender, religious and ethnic affiliation, income level etc.

Okunna explains that members of each subgroup belong to a social category and are likely to have similar interests and attitudes which differ from those of members of other social category, and which determine which mass media they use and how they use them. Within each category, members have had commonly shared experiences and therefore have similar social norms, attitudes and values.

The above being the case, it is important to ascertain the views of smoking journalists who might knowingly or unknowingly be charged with the duty of covering the no tobacco day events.

I. Review of Literature

Overview of Tobacco Consumption in Nigeria

Nigeria is one of the three largest tobacco markets in Africa, others being Egypt and South Africa (cyparesearch.org, 2016). Tobacco sales in Nigeria have continued for long with profits of the Nigerian tobacco companies increasing year by year. A 2012 WHO report has estimated that Nigeria has a population of almost 13 million smokers and 18 billion cigarettes are sold each year at a value of about \$931m (185 billion Naira). Nigeria has a relatively low smoking prevalence rate compared to other countries across the globe. (cyparesearch.org, 2016). The smoking prevalence among males and female in Nigeria was 10% between 2012 and 2014. This percentage compares low to other West African countries like Burkina Faso, which has a prevalence of 22%.

Nigeria has one of the lowest smoking prevalence rates among females, estimated at 1% of her population (WHO, 2015). This pales in comparison to countries like Papua New Guinea, Chile and the Russian Federation, which have smoking prevalence rates of 34%, 28% and 27% respectively among females. Smoking prevalence is

low when compared to alcohol prevalence rate at 6.7% of the entire population aged 15 and above.

The median amount spent on one pack of 20 manufactured cigarettes is N187.70. The Nigerian global adult tobacco survey (GATS) published by the WHO showed that the median monthly expenditure on manufactured cigarettes was N1205.5. On the whole, Nigerians spend an average of N7.45 billion on tobacco monthly and N89.5 billion yearly.

A lot of Nigerians are also exposed on a daily basis to Environmental Tobacco Smoke (ETS) also known as “second-hand smoke”. Overall, 29.3% of the populations are exposed in restaurants, while 17.3% are exposed to smoke in the work place (cppresearch.org,2016). Second hand smoke poses serious health risks worldwide, especially among infants. Infact, exposure to second hand smoke is one of the leading causes of preventable deaths. In a recent study published in the journal of American Medical Association (JAMA,2013), smoking causes more than 80% of lung cancer deaths as well as 77% of larynx cancer deaths.

Government Efforts at Reining in Tobacco Consumption

Till date, Nigeria has passed only two pieces of legislation aimed at controlling tobacco consumption among its citizens. These are the 1990 tobacco (smoking) control decree and the 2015 tobacco control act. The 1990 tobacco (smoking) control decree banned smoking in certain public places and advertisements of tobacco products among other provisions and remained in place until 2004 when the country signed the WHO framework convention on tobacco control. However, the bill took years to be incorporated into Nigeria laws. The slow passage of the bill and increasing health challenges led to the suing of “big tobacco” in 2007 by three Nigerian states (Lagos, Gombe and Kano) and the federal government. “Big Tobacco” a collective name used to refer to British American Tobacco, phillip Morris (Altria) and international Tobacco for \$38.6 billion.

Subsequently, the Nigerian government withdrew the suit without any reason adduced for its withdrawal. Big tobacco has always influenced legislation aimed at restricting their activities or affecting their profits. In 2008, a draft reading of the Tobacco Control Bill passed through second reading in the Nigerian senate and then it went missing.

In 2009, British American Tobacco (BAT) controller of the largest share of Nigeria’s tobacco market allegedly coordinated lobbying efforts in stalling passage of the

tobacco control bill. That same year, the tobacco control bill passed through the senate but never received the required presidential assent. The same situation repeated itself in 2011. The bill was finally signed into law by Nigeria’s outgone president, Goodluck Jonathan, hours to the end of his tenure on May 29, 2015. (premiumtimesng.com, 2015).

World No Tobacco Day

The member states of the world health organization created world no tobacco day in 1987 to draw global attention to the tobacco epidemic and the preventable deaths and diseases it causes (www.who.int, 2016). In 1987, the world health assembly passed resolution WHA 40.38 calling for 7th April, 1988 to be a “world no smoking day”. In 1988, resolution WHA42.19 was passed calling for the celebration of world no tobacco day every year on 31st may. The objectives of the day were to urge tobacco users worldwide to abstain from using tobacco products for 24 hours, an action they hoped would provide assistance for those trying to quit.

Since 1988, the WHO has supported world no tobacco day every year, linking each year to a different tobacco related theme. 2016 world No tobacco day was themed “Get ready for plain packaging” the theme refers to measures to restrict or prohibit the use of logos, colors, brand images or promotional information on packaging other than brand names and product names displayed in a standard color and font style. In preparation for the event celebration, on May 5, This day published a full page feature titled “Nigeria children at risk of flavored cigarette Addition”, also on same day Guardian did a full page feature titled ‘watercress reduces cancer risk in smokers’. The theme for 2015 was "stop illicit trade of tobacco products "while 2014 was "Raise taxes on tobacco"

II. Research Design and Method

Three privately owned national dailies were content analyzed for this study. The papers are the guardian, thisday and sun newspapers. They were purposively selected based on their wide circulation. No national daily newspaper owned by government exists in Nigeria. This study was restricted to a period of three years (2014-2016). May and June editions of the selected newspapers were studied. World No tobacco day takes place on May 31 every year. It is expected that activities and programmes to mark world No tobacco day, including others issues on tobacco not directly tied to world No tobacco day, would be featured prominently in the media weeks before and after the day, including on that day.

It is against this backdrop that all May and June editions of the selected newspapers were studied. This brings the total number of editions of the selected newspapers studied to 549

In finding smoking journalists' attitude towards coverage of the event and their perception of the campaign, 22 smoking journalist were purposively selected and interviewed. The researcher combined face to face interviews and telephone interviews in collecting the opinions and views of smoker journalists

Unit of Analysis and Content Category

Themes of Stories: The themes of stories are categorized into: activities and pronouncements of NGOs, Actions of the government, Enlightenment campaign/tobacco education and others.

PROMINENCE: The prominence of the stories in the study was determined by the placement of the stories such as in: front page, editorial, back page, news page and inside page.

STORY SOURCES: The sources of story are categorized into: staff reporters/correspondent, foreign news agency and opinion and letters.

III. Results and Discussion

As one can see from the above table (1.0, 1.1, 1.2), a good number of the stories on coverage of world no tobacco day carried in the three papers within the period under study were devoted to the enlightenment campaign/tobacco education. These are the typical "may cause or it causes" stories and accounts for 56 percent of tobacco related stories the guardian newspaper carried within the period of study; 100 percent of that of the sun and 25 percent of the thisday.

On the activities and pronouncements of NGOs theme, 50 percent of tobacco stories in thisday were on the activities and pronouncements of NGOs and it accounted for 44% percent of tobacco stories in guardian. Onlythisday had a story with theme on actions on government and it accounted for 12.5 percent, 12.5 stories on thisday also went to others. Just as sun have zero stories on theme of activities and pronouncements of NGO'S.

Prominence of Usage

This study was also concerned with prominence of usage of stories on world tobacco today. This is whether such stories were placed on the front page, back page, news pages and inside pages. The table below contains data on the prominence of usage of the stories in the three newspapers.

As table 1.4 suggest, the guardian gave more prominence to world No tobacco day event compare to the other two newspapers. Though none of the stories appeared on the front page, editorial page and back page, the paper carried 7 reports on No tobacco day in the inside page which accounted for 77.8%. The paper's news page carried 2 story which accounted for 22.2 % of world no tobacco day report in the paper within the period of the study.

Just as the Guardian, Thisday Newspaper carried one story in its news page and it represents 12.5 percent of world no tobacco day news in the paper within the time of study. Also thisday as it can be seen on table 1.3 carried 7 stories on its inside page which represents 87.5 percent of the stories carried in the paper within the period of study. The sun featured the three stories it has on its inside page (1.1, 1.2, 1.3, 1.4).

Source of Stories

This study also sought to determine the sources of stories on world no tobacco day. In line with this objective, the following tables below shows how the world no tobacco day stories published in the three national papers was sourced. As can be seen from tables (2, 2.1, 2.2) all the stories on world No tobacco day published in the three papers within the period of study were written by staff reporters and correspondents except thisday which had one story in form of opinion/letter which accounted for 12.5 percent

Demographic Data

In studying smoking journalists' attitude towards coverage of the event and their perception of the campaign, several items that constitute the demographic data were presented in table and simple percentages. The items are age group and gender.

The age group table 3 shows that the respondents cut across diverse age groups. 5 respondents according for 23 percent reported 24-28 years; 59 percent of the respondents were between the ages of 29-33 years; 18 percent of the respondents are between the age of 34 years and above. Table 3.1 shows that 20 respondents representing 91 percent were males while 9 percent of the respondents are females.

What is the Attitude of Smoker Journalists Towards Coverage of the Event?

In some face to face and telephone interviews the researcher had with the respondents, 15 of the smoker journalists informed the researcher that they wouldn't be comfortable covering world no tobacco day and other tobacco related issues. A smoking journalist with one of

Nigeria National dailies by name kingsley described himself covering the event as a “a judge sentencing himself” he further noted that he wouldn’t want to cover the event. Another smoker journalist by name kyrian noted that coverage of tobacco issues is better left with the non-smoking journalists, he further asserts that he would not be comfortable covering the event and for objective report on tobacco issues, the non-smoking colleagues should cover the event.

However, 7 smoker journalists told the researcher that they wouldn’t want their personal life to affect their job. A smoking journalist by name phil, told the researcher that as a journalist, he owes the society the responsibility of reporting issues including health risk and such report should be objective and devoid of any personal feelings and attitude.

What Is the Perception of Smokers Journalist Towards the Campaign?

The respondents had various perception for the campaign as a, 12 respondent perceives the campaign as a “weak and less serious” campaign. A female smoking journalist by name Samantha told the researcher that for anti-tobacco campaign to be taken serious, first the government needs to place ban on tobacco. She further noted that anything less than a ban on tobacco, the campaign is fighting a lost war. Another smoker journalist by name Tolu, noted that the campaign has been over-laboured and overstressed, saying that even in cigarette packs and adverts, the campaign has always been there.

Six of the respondents told the researcher that the campaign is a good and right one as it is a case of health risk. In the words of one of the respondents, it will be wrong to ignore a health risk behavior. However, 4 respondents could not tell the researcher their perception of the campaign one of those in this category when asked by the researcher said the campaign is just there.

The findings of the study are revealing. Findings show that enlightenment campaign / Tobacco education is the theme dominating reports on world No Tobacco day during the period of study. This finding dispels the outcome of study Newspaper coverage of HIV/AIDS and stigma by kayode. J. et al (2008) which noted that government efforts and actions were the major themes dominating their port.

Another finding of the study reveals that world No Tobacco day was not given enough prominence in the Newspaper as only 20 stories of inside page and news

were published in 549 editions of the three Newspaper under study. This finding rein forces that position of Uwom & Olayede (2014) which states that Newspapers do not give prominence to health issues by way of placement and giving it enough space. Guptaand Sinha (2010) citing Weber (1990) and Oso & Odunlami (2008). Supports this assertion that “the health beat is not particularly high news yielding beat like politics or the economy. In this study, most sources of stories on No tobacco day were reporters / correspondents. This outcome/finding. Affirms Kayode. Jetal (2008) Newspaper coverage of HIV/AIDS which showed that reporters/correspondents were the most source of stories on HIV/AIDS. Also, on finding smoker journalist attitude towards coverage of the event, it was found that majority smoker will be uncomfortable to cover world No Tobacco day. This outcome rein forces the claim by Okenwa (2002) Social category theory which suggests that people of the same social category will respond to the mass communication message in more or less uniform ways.

Finding of the study also reveal that majority of smoker journalists perceive No Tobacco day campaign as weak and less serious. This finding compliments the position of Okunna (1999) social category theory which states that members of each sub groups belong to a social category, and are likely to have similar interests and attitudes which differ from those other social categories and which determine which mass media they use and how they use them.

IV. Conclusion

The major theme dominating the report on the 2016 world no tobacco day is enlightenment campaign/ tobacco education. The reports and activities to mark 2016 world no tobacco day was not given enough prominence by the newspapers under study. Also reporters and correspondents are the sources of all the stories to mark 2016 world no tobacco day and majority of smoking journalist are not comfortable covering the event just as majority of them also perceive the campaign as a weak one.

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Table 1: Prominence of Usage (The guardian)

S/N	Placement	Frequency	Percentage
1	Front Page	0	0
2	Editorial	0	0
3	Back Page	0	100
4	News Page	2	22.2
5	Inside	7	77.8
	Total	9	100

Table 1.1: Theme of The Reports Thematic focus of stories (This day)

S/N	Theme	Frequency	Percentage
1	Activities and pronouncements of NGO'S	4	50
2	Actions of government	1	12.5
3	Enlightenment campaign/tobacco education	2	25
4	Others	1	12.5
	Total	8	100

Table 1.2: Thematic focus of stories (the guardian).

S/N	Theme	Frequency	Percentage
1	Activities and pronouncements of NGO'S	4	44
2	Actions of government	0	0
3	Enlightenment campaign/tobacco education	5	56
4	Others	0	0
	Total	9	100

Table 1.3: Thematic focus of stories (sun)

S/N	Theme	Frequency	Percentage
1	Activities and pronouncements of NGO'S	0	0
2	Actions of government	0	0
3	Enlightenment campaign/tobacco education	3	100
4	Others	0	0
	Total	3	100

Table 1.4: Prominence of usage (This day)

S/N	Placement	Frequency	Percentage
1	Front Page	0	0
2	Editorial	0	0
3	Back Page	0	100
4	News Page	1	12.5
5	Inside	7	87.5
	Total	8	100

Table 1.5: Prominence of usage (sun)

S/N	Placement	Frequency	Percentage
1	Front Page	0	0
2	Editorial	0	0
3	Back Page	0	100
4	News Page	1	12.5
5	Inside	7	87.5
	Total	8	100

Table 2: Source of stories (this day).

Source	Frequency	Percentage
Staff/report/correspondent	7	87.5
Foreign news agencies	0	0
Opinion/letters	1	12.5
Total	8	100

Table 2.1: Sources of stories (the guardian).

Source	Frequency	Percentage
Staff/report/correspondent	9	100
Foreign news agencies	0	0
Opinion/letters	0	0
Total	9	100

Table 2.3: Sources of stories (sun).

Source	Frequency	Percentage
Staff/report/correspondent	3	100
Foreign news agencies	0	0
Opinion/letters	0	0
Total	3	100

Table 3: Age group

Variable	Frequency	Percentage
24-28	5	23
29-33	13	59
34 and above	4	18
Total	22	100

Table 4: Gender

Variable	Frequency	Percentage
Male	20	91
Female	2	9
Total	22	100

DEVELOPMENT NEWS IN SOUTH ASIAN ONLINE NEWSPAPERS: COMPARATIVE ANALYSIS OF THE DAILY STAR AND THE DAWN

Md. Belal Hossain*

This study is about the two leading South Asian online newspapers- The Daily Star of Bangladesh and The Dawn of Pakistan- to determine the coverage level and the content characteristics of development news in the two developing countries of Bangladesh and Pakistan. Previous research studies suggest that news organization in developing countries tend to denote higher attention and allocate a large proportion of space for development news. When covering developing news, government authorities and influential political personalities are given more priority. The findings of this research shows that most of the development news is not centered on economic activities and business news treatment. The priority to development news is not given on front and back pages rather on metropolitan and other pages. This study also tries to find out how development journalism can be a successful tool of development communication.

Keywords: Development News, Development Communication, Development Journalism.

Development communication is a very well familiar terminology in academic as well as practical field of journalism and mass communication. The practice of development communication can be traced back to efforts undertaken in various parts of the world during the 1940s, but the widespread application of the concept came about because of the problems that arose in the repercussion of World War II. The rise of the communication sciences in the 1950s saw recognition of the field as an academic discipline (Singh, A. K, 1997). This study conducted content analysis of prominent online English language daily newspapers from South Asia, namely The Daily Star of Bangladesh and The Dawn of Pakistan. The two online newspapers have largest print circulation in their respective countries.

The Daily Star is the largest circulating daily English-language newspaper of Bangladesh was founded by Syed Mohammed Ali on 14 January, 1991 as Bangladesh transitioned and restored parliamentary democracy. The Daily Star emerged as a leading and influential national newspaper in Bangladesh. Its editorial stance is characterized by staunch liberal and progressive ideals. It has a reputation for non-partisan quality reportage and a distinguished record of investigative journalism. The newspaper's position in Bangladesh is comparable to that of The New York Times in the United States and The Independent in the United Kingdom. Its motto, "Committed to People's Right to Know", appears on the upper-middle section of the front page. Its principal bureaus are located in Dhaka and Chittagong, with several representatives abroad. It is organized by several sections: News, Opinion and Editorial, Star Business, Star Sports, Arts and Entertainment, National and

Metropolitan. Its major supplements include The Star, Forum, Lifestyle, Star Literature, Law & Our Rights, Shout, Star Insight and Science and Life. The print version of this newspaper has a wide circulation of 40,862 in Bangladesh (The Daily Star, 2011).

The Online version of The Daily Star launched in 1997, as a leading English daily newspaper of Bangladesh is updating 24/7 with latest breaking news on politics, business, technology, world, entertainment, sports, lifestyle and crime etc. Mahfuz Anam, editor and publisher of The Daily Star is also on its six-member board of directors, of which Rokia Afzal Rahman is the chairman. The board deals with financial matters of the paper. The Daily Star is also owned by Media world, in which a major share is held by the businessman Latifur Rahman's Transcom Group.

The Dawn is the most widely read and oldest English-language newspaper in Pakistan. It is one of the country's three largest English-language dailies run by Dawn group of Newspapers and published by Pakistan Herald Publications. It was founded by Quaid-i-Azam Mohammad Ali Jinnah in Delhi, India on 26 October, 1941 as a mouthpiece for the Muslim League. The first issue was printed at Latifi Press on 12 October, 1942. The newspaper has offices in Karachi (Sindh), Lahore (Punjab), and the federal capital Islamabad, and representatives abroad. As of 2010, it has an everyday circulation of over 109,000. The CEO of Dawn group is

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Hameed Haroon, and the current editor of The Dawn is Zaffar Abbas. On 24 March, 2016, it became the first newspaper to oppose the resumption of the death penalty in Pakistan.

The objective of this study is to investigate the coverage of development news in South Asian online newspapers and answer the following research questions:

1. What is the proportion of development news in two online newspapers?
2. What are the content characteristics of development news?
3. How often do government authorities and influential personalities appear in the development news?

I. Review of Literature

Development communication is the communication of policies, programs and other facilities for the betterment of the lives of the people. The term "Development Communication" was first coined in 1972 by Dr. Nora C. Quebral, who defines the field as "Development Communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of human potential" (Vyas and Sachdeva, 2014). Chalkley has explained that the main task of the journalist is to inform and give the readers the facts. His secondary task is to interpret, to put the facts in their framework and where possible to draw conclusions. The facts are not only given to economic life and to interpret them but also to promote them and bring them home to the readers.

Development news casting is a practice of development communication and is used as a tool to flourish the development idea among the readers who are not involved in any research or theoretical work. Development news coverage in print media tries to communicate the message of the news content to the readers in the root level. That is why development news coverage can promote interaction among the masses and can be an active agent in the development process. The purpose of development journalism is to improve the quality of life both of the individual and society. John V. Vilanilam opines development journalism as journalism that deals with the process of development in developing nations. According to Jakob Oetama media contributes to social process, governmental system or societal control will determine the future of mass media. Mass media is always contextual and must continue to adjust to its environment.

The review of journal related to mass media and communication suggests that there is not any remarkable study about the coverage of development programs in recent years. Most of the studies describe unsatisfactory coverage by print media but at the same time, it is also a fact that some small newspapers have done remarkable jobs in the field of development communication (Singh, A.K, 1997).

In a study, Vilanilam, J.V. (2009) describes that development issues in media, which need to be addressed, is not enough. Another study by Arjun Banjade (2000) titled "Development News in South Asian Online Newspapers: Content Analysis of the Kathmandu Post, the Hindustan Times and the Daily Star" found that the newspaper of Nepal and Bangladesh give more space for development news than the Indian newspapers. This finding indicates that the least developing countries give more concentration on development issues than developing country like India. In another research work by Dr. A.K. Singh (1997) titled "Coverage of Development News in Print Media (A content analysis)" shows that the coverage of development programmes is very less rather it is almost negligible.

Another research paper published in December 2013 by Chetra Chap titled "Coverage of development news in Cambodia: Content analysis of The Phnom Penh Post and The Cambodian Daily" exhibits that 217 articles were found in The Phnom Penh Post while 111 from The Cambodian Daily. The first (The Phnom Penh Post) gave more space for development news in respect to profitable angle whereas Cambodian Daily covered as non-profitable angle, though its coverage is almost half as that of the first one.

Finally, the study of the coverage of development news is done in western countries also. A research was carried out by the journalism department at the Universitat Autònoma de Barcelona in partnership with IPS and the Spanish Agency for International Development Co-operation, AECID. The study of nine mainstream Spanish, French and British newspapers released on 6 May, 2010 reveals that only 3.5 % of their content is devoted to news about development (Singh, A.K, 1997).

II. Research Design and Method

This research was done over period of one year (June 2014 to June 2015) and the sampling followed two steps: first, the whole year was divided into 52 weeks and 6 weeks were selected using random sampling. Second, from these 6 weeks 7 days were selected randomly in

order to construct a year. Thus, there were 7 days in the sample. The unit of analysis in this study was a news story. Story placement (front page or other pages), types of story (development or non-development), appearance of government and influential political figures, were other major variables.

Hypothesis of the Study

News media are widely considered important tools for national development (McDaniel, 1986; Singhal & Rogers, 2001). Many researchers have pointed out that independent media in developing countries cover less development news than state media (Vilanilam, 1979a; Mustafa, 1979), and newspapers in developed countries devote less space to development news (Griswold & Swenson, 1992). In the era after the end of the cold war, more developing nations adopted democracy and free market principles, and a growing number of newspapers began showing a presence on the World Wide Web. Previous study found that newspapers in developing countries tend to devote a higher proportion of space to development news and quote government authorities or influential political leaders when covering the development news than newspapers in more developed countries (Arjun Banjade, 2000). But present study accessed the level of development news, appearances of prominent government official and influential political leaders and content characteristics of development news in two prominent online newspaper-The Daily Star and The Dawn in the two conservative largest Muslim countries of South Asia.

So the following hypothesis of the study are:

1. The Daily Star of Bangladesh gives more space on development Issues than The Dawn of Pakistan.
2. Though two countries belong to largest Muslim community in South Asia, The Daily Star is more ahead in covering development news than The Dawn.
3. In Bangladesh NGO or other influential groups are taking active part in development news along with government. But it is quite absent in Pakistan.

III. Results and Discussion

Development is a widely participatory process of directed social change in a society, intended to bring about both social and material advancement for the majority of people through their gaining greater control over their environment. Development journalism has been emerged to fulfill the purpose of development communication. After the Second World War the developing countries are seen pressing development news more than the developed nations through their prominent newspapers. In this study

we have found that The Daily Star has given much more space on various issues like agriculture, family planning, rural development, health, medicine, industry, technology, power sector, labor welfare, women affairs, environment and climate change, digitalization, economic activities and education etc. It is evident that The Dawn has not given space as much as than that of The Daily Star. On the other hand, healthcare, education, economic activities have been given more importance in The Daily Star, whereas women affairs, environment and climate change, digitalization and family planning issues are quite absent in The Dawn.

Comparative picture of the development news coverage of The Daily Star and The Dawn. It is evident that The Daily Star tries to give spaces on all issues as general but it has also given more attention on agriculture, economic activities and digitalization. On the other hand, The Dawn has given more space on economic activities, education and health but the other issues are quite absent. That means it does not try to focus all the issues like The Daily Star. Though The Daily Star deals more issues, they have little investigation, no follow up and are influence by the government. The positive side is that it provides content variety which is not found in The Dawn. As Bangladesh is an agricultural country, it is hoped that The Daily Star will cover agriculture related development news more. But only 9 issues related to agriculture have been found which indicated that it fails to draw out the development issues related to the interest of the largest population group. Bangladesh is fighting against climate change and has drawn the attention of the world leaders about their position and activities against this global concerning issues. We hoped that we would see a good number of issues related with environment and climate change in The Daily Star but we got only 3 news related to environment and climate change which indicates that The Daily Star is more interested in covering development news than that of The Dawn.

Front page and back page are the important and focusing part of a newspaper. The news in this pages give the best impression on reader's mind and bear the importance of the news. Table-2 presents the picture of the treatment of development news in the two leading dailies. Among the 90 news, The Daily Star has set 5 items in front page, 2 items in back page, 21 items in metropolitan page and 62 items in the other pages. It is quite surprising that The Dawn does not give any space for development news in front page. In our survey we found that among the 40 news it has given space 2 items in back page, 30 items in metropolitan page and 8 items in the other pages. We have also found that The Daily Star and The Dawn have

not covered any development news for days together. In fine, we can say that The Daily Star treats development news more importantly than The Dawn.

While study we found that The Daily Star has covered 60% news from government sources and 40% news from private sources, whereas The Dawn has covered 70% news from government sources and 30% news from private sources. Both the newspapers show the same behavior in casting the development news. It indicates their intention is to satisfy the government interest rather than the mass interest. Government sources provide development news centered with its ideology and goal. That's why development news from government sources may not bear the news in reality. According to table-3, we have found that both the newspapers tried to collect development news from the government sources. This type of behavior is not expected and lose appeal as the news are hard in nature and cast without investigation. In maximum cases this news is not followed up which another dark side of development journalism. If reporters report directly or collect news from private sources, they will bear actual picture that is very much needed to think and to take decision over an issue.

Table-4 shows the presentation of development news. When an issue becomes news and is not followed up, it loses its importance. On the basis of this view, we found that The Daily Star has covered all the development news as general news and some cases in editorial or post editorial pages. It may be defined as pathetic side of news presentation. If the news was presented as feature, they would be more attention drawing and more lasting. Surprisingly both the newspapers covered the development issues as news which had no follow up and lost their appeal to the readers. Here, The Daily Star is seen presenting important development news in editorial or post editorial pages to focus the issues more than The Dawn. It is also an approach to make the issues important to the readers.

IV. Conclusion

The findings of the study conclude that developmental issues like education, health, water, food, electricity, agriculture, poverty and unemployment issues are least reported in the two leading newspapers of Bangladesh and Pakistan where more than 60 percent population still live in the villages and also these are the key issues but reporters surprisingly did not give priority to them. The study found that some reasons behind this behavior of the newspapers about the development news, may be journalists are not interested in development news or

developmental issues in the newspapers for the lack of their proper training. We can give some suggestions which may be followed to make development journalism more effective to draw out the goal of development process. A development process becomes successful when the beneficiaries become an active agent to materialize it. In this case print media plays a vital role to make them aware and interested as print media have high accessibility to them more affordably and easily. Moreover, print media is the most used and trusted tool of communication process.

Some of the suggestions that emerged from the study were that development news should be covered in front or back pages to make the readers aware of and hopeful. Editorial and post editorial pages can be used to make the readers understand about the importance of the news. As internet access has become easier, newspaper can be used as a powerful tool to involve in the development process actively. Moreover, journalist should be more interested in reporting the development news or the developmental issues try to focus them over the negative issues that happens in day to day life.

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Table :1
Content Characteristics of Development News

Content Characteristics	The Daily Star	Content Characteristics	The Dawn
Agriculture	9	Agriculture	5
Family planning	1	Family planning	0
Economic activities	26	Economic activities	15
Education	3	Education	10
Digitalization	15	Digitalization	0
Environment & Climate change	3	Environment & Climate change.	0
Health	3	Health	10
Women affairs	2	Women affairs	0
Labor affairs	2	Labor affairs	0
Communication & Transport	2	Communication & Transport	0
Rural development	0	Rural development	10

Table: 2 Treatment of Development News

Newspaper	Item appearance				Total
	Front Page	Back Page	Metropolitan Page	Other Page	
The Daily Star	5	2	21	62	90
The Dawn	0	2	30	08	40

Table 3: Percentage of distribution of Development News (Govt. and Private Source)

Newspaper	Government	Private	Total
The Daily Star	60%	40%	100%
The Dawn	70%	30%	100%

Table 4: Characteristics of News Presentation

Newspaper	News	Feature	Editorial & Post Editorial
The Daily Star	74	Nil	16
The Dawn	30	Nil	10

WHAT ENGLISH-LANGUAGE PRESS IS REPORTING ABOUT DEFENCE SCIENCE AND TECHNOLOGY?

Phuldeep Kumar* Harish Kumar**

The study analyses defence science and technology (DST) coverage in thirteen English language dailies published from Delhi, India. Content analysis has been undertaken to analyse the published matter. Both quantitative and qualitative analyses have been done. The period under study is month of March 2013. Number of DST related news published has been quantified. The formats of these news items identified, source of these news items identified, level of reporting ascertained, number of words in each news items are quantified, and overall bias towards DST identified.

Keywords: Content analysis, Defence Journalism, Science Communication, Defence Science and Technology.

Defence is an important arena to be taken care of with utmost seriousness for any country. Security is a key dimension and necessary condition for other things to follow. When external borders are safe and secure internal economic prosperity may blossom. All major countries boast of powerful militaries. The stronger your country is militarily, more independent is the foreign policy. This important area is normally covered by press regularly. Newspapers report about conflicts between countries, intra country rebellions, compare military equations between countries, report defence developments within country, report politics of defence, report budgets allocated to it, and ramifications thereof. In a vibrant democracy like India, newspapers exercise their right to criticize, evaluate, review, comment, and appreciate anything and everything. It is inquisitive to find what English-language press is reporting on defence science and technology matters in India? The English newspapers cater to the elite and educated middle class. They do attract significant advertisements and are well off in terms of finances. They have more resources and therefore have more coverage. Generally, in India English newspapers have more number of pages than Indian-language newspapers. Following research questions will be answered;

1. How much defence, science & technology news is being covered by English-language newspapers?
2. In which formats defence, science & technology related material is being published and what are the sources of these news items published?
3. What is their bias towards coverage of defence, science & technology related issues?
4. In how many words these stories are being published?

I. Review of Literature

Scholar's around the world have shown interest in researching various aspects of communication of science

by various media, its presentation, effectiveness, aesthetic value, impact, retention, controversy, politics, benefits, use, public understanding, reach, etc. Fischhoff, B. (2013) says that science communication should effectively fulfill the understanding gap so that people can take informed decisions. To perform this task press should identify the science, which is relevant to the daily decisions that public at large face, determine what public already know, design the communication accordingly to fulfill the critical gaps, constantly evaluate the adequacy of the science communication exercise, and based on this make necessary adjustments.

Donk, A, et al (2012) studied the framing of nanotechnology related news by German Print Media from 2000 to 2008 and found it to be predominantly very positive. Groboljsek & Mali (2012) studied again the nanotechnology framing in Slovenia newspapers between 2004 and 2009 and found it to be emphasizing positive aspects.

Nelkin (1987) has emphasized on importance of newspapers as an important source of information for all around the world, and for some it is the only source of information. Science stories need space as they require some explaining along with the news. Various media have their own virtues, among TV, Radio, and newspapers; the newspapers offer maximum space for science to be told. Ward (1992) has found that most in-depth science reporting is done by specialized science magazines and journals, followed by large newspapers. Since then internet has also become a great place for science communication with ease of availability of internet and cost of having internet coming down.

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People are now even reading newspapers online. Internet offers a great advantage of scientists communicating directly with public without the need of press; it also eliminates time and space constraints. It combines power of print and broadcast according to Weigold (2001).

Palen (1994) reports that few journalists possess good science background. Weaver and Wilhoit (1996) found that among 56 percent of the journalists with college degrees less than 3 percent have majored in mathematics, physical science, or biological science. Dubas and Martel (1975) reported that in Canada fewer than one in three editors have studied a single science subject at college. Rogers (1986) point to the fact that nowadays large scientific organizations, major research laboratories, and industrial organizations are employing public relation people to provide science news to media. Clark & Illman (2003) while doing content analysis of New York Times for coverage of space issues in year 2000 have found that among the national security sector half of the news were on missile defence.

Hijmans et al (2003), having done content analysis of Dutch newspapers have reported most reports on scientific research appeared in the news section of the newspapers. The separate science sections were mainly reporting medical research and natural sciences. Even scientists are keen on knowing about other fields of science and they also find newspapers as good companions (Bucci and Mazzolini 2003; Lewenstein 1995). Coverage of science in newspapers is also affected by events such as National science Day, National technology Day, World Environment Day, etc. As on such days many functions are organized and many press releases reach the newspaper offices. Also some controversy or public debate issues such as genetically modified seeds many prop up science coverage in newspapers (Miller, 1999).

Many studies worldwide have reported about indulgence of newspapers with health and biomedical only news as science news (Bucchi and Mazzolini 2003; Pellechia 1997, Hinkle and Elliott 1989; Clark and Illman, 2006). Schafer (2009) argues that science communication is growing in newspapers, medialisation of science is taking place.

There are three dimensions of this.

- a) Extensiveness (more & more science is being reported in media)
- b) Pluralisation (coverage of science is increasingly diversifying both in terms of topics and depth of content)

- c) Controversial (media coverage is seen controversial by various groups such as scientists find it inaccurate).

Rosen et al (2016) has studied the science journalists' selection criteria for reporting news in Argentina, France, and Germany. It was reported that personal interest, news factors (proximity, controversy, natural calamity, achievements, excitements, etc), and policies of newspapers were the determining factors in selection of news stories to be reported.

Bharvi Dutt and KC Garg (2012) reported after analyzing 5385 items published in 37 newspapers during 01 April 2008 to 30 September 2008, that health & life sciences related news were the top priority with 36.5% of the total. This was followed by Environment and Space S&T. Defence Science & Technology reporting was abysmal with 2.5% of the total. The Times of India overall was leader with 19.2% of total news items published. Among the defence S&T news missiles were most reported about. The second and third position was occupied by MBT (Arjun) and Light combat aircraft (LCA), respectively. Defence Research & Development Organisation (DRDO) was most written about defence organization in India. Kumar and Kumar (2016) have done content analysis of Indian English-language papers and reported dismal coverage of defence science and technology. Schafer (2010) has done a meta-analysis of studies on the media's coverage of science from 1956 onwards. It has been reported that there has been a significant increase in reporting about science 1990 onwards, before that very few articles appeared in media. The natural science (Biology, Medicine, Climate, etc) occupied lion's share of science reporting. In terms of continents where content analysis of media is most pursued Europe (54.7%), and North America (40%) consumes almost all studies. Asian countries lagged abysmally in such studies with only 0.4%. Among countries USA media is most analyzed with 37.3% of the total. At second position is United Kingdom with 24.7% of the total. Print media was the most analyzed media with 78.7% of all the media analysis. In print media newspapers alone account for 57% of the content analysis done.

Bucchi and Mazzolini (2003) analyzed a leading Italian newspaper over a period of fifty years. They concluded that science reporting has increased over the period. Biomedical issues dominated the discourse in comparison to other fields. Scientists have also started to contribute general articles in newspapers. Length of articles has increased; more illustrations are being published. A general and increasing tendency to represent

science as uncontroversial has been found. The articles published generally quote single sources like research institutes, universities, science academics, etc.

II. Research Design and Method

Thirteen English-language national dailies published from Delhi, with wide circulation base are selected for this study. These newspapers are also the most resourceful, therefore, have wider coverage of news, which is also followed by other smaller newspapers. The newspapers are Daily News Analysis, Business standard, The Economic Times, Mail today, The Indian Express, The Times of India, The Hindu, The Pioneer, The Tribune, Hindustan Times, The Asian Age, The Statesman, and Deccan Herald. The period of study is entire month of March 2013. All the newspapers were manually scanned and read for DST related views, news, editorials, and opinions on daily basis. The political, social, economic, and scientific aspects of defence and national security are included in studying coverage of defence science and technology. Quantitatively for each news item the data regarding date of publication, newspaper of publication, weekday of publication, news item format, presence of illustration, and number of words in each news item were coded. Qualitatively each news item is read to ascertain source of news item, area of coverage, approach, presentation, bias, main actor/subject of news item, and level of reporting were coded. The census method was adopted, i.e., every news item related to defence was coded. The data so gathered has been put through SPSS software. The limitation of this study is same news items appearing in more than one newspaper were discarded. Only one news item is retained.

III. Results and Discussion

A total of 191 news items were found in all thirteen English language newspapers which pertained to defence science and technology and its various dimensions.

Occurrence of Defence Science and Technology News (Newspaper-wise)

A total of 191 DST news stories appeared in all the thirteen newspapers altogether. Among these newspapers, Indian Express covered 29 stories each which is 15.2% of the overall news covered in all of the newspapers. At second place is Times of India with 25 stories, which is 13.1% of the total news covered. At third place is The Hindu with 23 news stories i.e. 12.0% of the total news covered. DNA didn't cover even a single news story in period under study. Among these newspapers which gave least coverage to DST are The Economic Times with 1

news stories i.e. 0.5% of the total and The Hindustan Times only 4 news items, i.e. 2.1% of the total. The Statesman with only 6 news items i.e. 3.1% of the total is third from the bottom. This translates to 0.47 stories per day per newspaper, which is nothing compared to number of stories a newspaper carries in a daily edition (Table 1).

Specific Topic of News item

Most number of stories are about defence which was 19.4% of the total news items published. Agusta Westland scandal related coverage got the second most attention of journalists with 8.9% of the total news items published. News related to Defence budget got the third most attention with 7.9% of the total news items published. Defence Research & Development Organisation (DRDO) also got very good coverage with 13 (6.8%) stories published. Among the weapons Brahmos and Nirbhay missile got most attention with 6 stories each, i.e. 3.1% of the total. Among the foreign countries China seems to my considerable lime light with 12 news stories amounting to 6.3% of the total news items published (Table 2).

Weekday wise distribution of Defence, Science & Technology items

An attempt has been made to find out whether there is any connection between a particular weekday and more DST content published on particular weekday. Most DST related news stories were published on Friday (18.8%) followed by Tuesday (16.2%) and Wednesday (15.7%). Least DST news was published on Monday (11.5%) followed by Sunday (12%), and Saturday (12.6%), from the data so obtained, no generalization can be made regarding a particularly weekday being favorite to publish DST news (Table 3).

Format of the news items

Newspapers publish stories in various formats. Here the number of DST news published in these formats viz. news reports, articles, analysis, interviews, editorials, and pictorials are quantified. It is evident that favourite form of reporting is in news form (70.2%) followed by articles (14.7%) and analysis (12.6%). Only 4 editorials (2.1%) appeared about DST and only one interview was published. No news in pictorial format was published (Table 4) (Graph 3).

Approach towards news item

When science & technology is written about in newspapers, a lot of scope of explaining the underlying mechanisms is there. This also represents the efforts and seriousness of science journalists. This opportunity seems to be lost completely here, as not even a single news item explained the scientific principles and processes involved

in the defence weapons being talked about. All the news items were published in very general way (Table 5).

Way of presenting the news item

A news story can be reported just by giving the account of what happened and by giving supplementary. When journalists are reporting about defence weapon, they can talk about the technologies involved and compare these weapons with others in same class. This aspect has not been found to be adequately explored by the journalists. About more than half (67.5%) of the news stories were just informative and 32.5% news stories were interesting (Table 6).

Overall bias towards defence, science & technology

All the news items were read to find their bent towards furtherance of defence, science & technology news cause. The stories were quantified as supportive, critical, and ambivalent. The supportive stories were those which were positive about advances in defence science, the organisations involved in defence development and production (like HAL, DRDO, OFB's, Goa shipyard, BEML, private industry etc.). The government policies (such as more defence funding, openness to FDI in defence, international cooperation in defence, more incentives for armed forces, acquisition of modern weapons, etc.) and strategic analysis which view defence preparedness as one of the major attributes of a progressive nation.

The critical news stories are those which are focused on failure in defence arena, such as failed trials and tests. These stories portray a sorry picture and show defence expenditure as wasteful. These stories paint bleak future for indigenous developments of weapons and systems. The ambivalent stories are those which neither favor nor criticise, they just objectively narrate the story. It has been found that 50.3% stories were positive, this indicates that a large section of journalist's view defence as important sector of enterprise in country. The negative coverage of 32.5% indicates that journalists are also questioning the defence establishment's efficiency, effectiveness and their conduct. This is also one of the functions of the press to show mirror to the defence establishments. The neutral coverage of 17.3% indicates that some happenings were reported in objective manner also without taking any sides, which is difficult to do (Table 7).

Source-wise distribution of news item

Newspapers gather news from various sources. These can be grouped as news agencies, defence journalists, Newspaper correspondents, and not mentioned. This is also evident from the study that 43.5% news published is

anonymous. Most news appeared by name, these are published by defence journalists. Among these mostly are articles and analysis. These journalists gather information from various sources and present them with their inputs in exhaustive ways. Only 0.5% of the total news are from staff reporters. Only 11 news reports were from agencies, but while examining the news stories almost same content has been found to be published by newspapers with minor variations, which points to the fact that news might have originated from the agencies but was published without giving credit to them (Table 8).

Author-wise distribution of the news item

As more than half the news stories were published with name. We quantified number of news stories published by individual journalists. It was found that Gautam Dutt has been the most active journalist with 7 news stories, i.e. 3.7% of the total. After him are Rajat Pandit (3.1%) and Vinay Kumar (2.6%). 40 individual journalists have written one news story each. Two news stories each has been written by 3 individuals. Three news stories each has been written by 4 journalists. This also exposes the fact that in India there are few journalists who have some expertise in defence (Table 9).

Illustration with news item

The DST news published in the period under study 92.1% were without picture, only 6.3% were published with picture and 1.6% were published with graphics. This again reiterates the fact defence is secretive affair, in which very less visual information is available (Table 10).

Main actor/subject of news item

While quantifying the new items they are grouped in four broad categories. Equipment/product category includes news which tells about a specific weapon by name. In scientist category news which talks about people involved in defence activities. In govt. policy budget, finance, FDI, privatization, etc. are clubbed. In geopolitical category the news which involves analysis of more than one country are taken. The majority of news focused on equipment/product (38.2%). The politics of defence between different countries i. e geopolitical news (30.9%) comes second. The evaluation and reporting of government policy regarding DST is at 24.6%. The people involved in defence R&D, production, maintenance and use were very less reported about only 6.3% coverage could be found. This points to the fact that people from defence establishments are hard to find for press (Table 11).

Level of reporting

Defence is an area in which if any country does some new invention or develops a new weapon, it catches attention

globally. Indian press has also covered defence related happenings worldwide, as progress in this field elsewhere do have ramifications for India. It has been found that not even a single defence related news item is covered at local level. All the reporting was found either at national or international level. The national level reporting was 60.2% and international level reporting was 39.3%. The reporting at the regional level was found at .5 %. This points to the fact that India does have a strong defence establishment. There are enough activities going on to report about in field of DST. Indian press has also shown keenness in reporting international level conflicts and DST developments in other countries mainly china has been followed the most. US, Russia, Pakistan, North Korea, Iran, Israel, UK, Nepal and 20Saudi Arab are reported about (Table 12).

Depth of news stories

Depth of defence science and technology coverage can be gauged by the number of words published per story by any newspaper. The more the number of words published more is the depth of the coverage, i.e. various aspects of the news stories are highlighted and analysed. English news items were pasted in MS WORD to know the number of words for each story. The table shows the minimum number of words and maximum number of words among all the news stories for that particular newspaper. The shortest story is found to have appeared in Mail Today (65 words). The biggest story is found to have appeared in The Indian Express and The Asian Age (966 words each). Looking at the mean of the news stories the Business Standard has the highest (649.00 words), which means that usually Business Standard has published stories with maximum depth. The Times of India is second (458.84 words) and The Hindu is third (453.61 words). Hindustan times has the least mean (243.25 words), which means this newspaper generally published the DST news in lesser details. The standard deviation for The Statesman was found maximum standard deviation (253.415) meaning thereby it has maximum spread and very good coverage of DST. The overall mean is 387.97, median is 376.00, and standard deviation is 190.839 (Table 13).

Newspaper-wise distribution of journalist

As the number of news stories by individual journalists were more than half. It was examined that for which newspaper they write. The table presents newspaper-wise the journalists writing about DST for them. It is observed that none of the journalists have written for more than one paper. Hence we can assume that generally journalists are employed by particular newspaper to write about defence science and technology related areas (Table 14).

IV. Conclusion

The coverage of DST news by Indian English-language press has been abysmal during the period under study with 0.47 news story per newspaper per day. In terms of number of news stories published The Indian Express with 29(15.2%) news stories was at top. At the second and third position were The Times of India with 25(13.1%) and The Hindu with 23 (12%) news stories respectively. DNA didn't covered even a single story. No specific tendency towards publishing DST content on any particular weekday was found. Plain news reporting with 70.2% of overall has been the favorite format. Articles were 14.7% and analysis was 12.6% of the total items published. Not even a single pictorial was published. All the DST items were published with general approach. No attempt has been made to present the scientific principles and processes involved in defence technology. This also points to the fact that either Indian defence journalists lack the knack of making extra efforts or they lack in technical education.

Though they are good at making news appealing to their readers with 32.5% news presented in interesting manner. The bias of press has been found positive in 50.3% cases. This has been negative in 32.5% cases, which is huge. During this period press offered too much criticism for comfort. A general tendency among press was found that news agency were not given their due credit. The news published with minor modifications as without any source or with name of journalists. Articles and analysis were found to be published by defence journalists' names. Only 55 names of journalists figure in published DST news items. This is very less and points to dearth of trained defence journalists. Names of some foreign journalist's points to the fact that even foreign journalists write for Indian press.

DST news were published without photo generally. It points towards journalists writing from comfort of their homes rather than visiting actual testing sites. Also this points towards defence activities being done discreetly. Press has given balanced coverage in terms of talking about defence weapons, government policy, and alignments. Expectedly, national and international level of reporting only took place. A mean of 387.97 words per story points to the fact that defence news stories, when covered, have been covered elaborately. Business Standard covered defence news items rarely but in great detail with mean of 649 words per story. The maximum number of defence journalists were found writing for The Times of India and The Hindu (10 each)

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Table 1. Occurrence of Defence Science and Technology News (Newspaper-wise)

Newspaper	Number of news items	Percentage (%)
Mail Today	19	9.9
Business Standard	8	4.2
The Economic Times	1	0.5
The Hindu	23	12.0
The Indian Express	29	15.2
The Times of India	25	13.1
The Pioneer	19	9.9
The Tribune	22	11.5
Hindustan Times	4	2.1
Deccan Herald	15	7.9
The Asian Age	20	10.5
The Statesman	6	3.1
DNA	0	0
Total	191	100.0

Table 2. Specific Topic of News item

Area	Number of news items	Percentage (%)
Admiral Gorshkov	1	0.5
Agni	1	0.5
Agusta Westland	17	8.9
Army	3	1.6
B-52 Bomber	2	1.0
Brahmos	6	3.1
Chemical Warfare	1	0.5
China	12	6.3
Combat Vehicle	1	0.5
Cyber Security	4	2.1
Cyber Warfare	4	2.1
Defence	37	19.4
Defence Budget	15	7.9
Defence R&D	1	0.5
DRDO	13	6.8
Drone	1	0.5
Hawk	1	0.5
Howitzer Gun	1	0.5
IAF	10	5.2
INS Vikramaditya	1	0.5
INS Viraat	3	1.6
Iran	3	1.6
Myanmar	1	0.5
Mirage-2000	1	0.5
Missile	4	2.1
Myanmar	1	0.5
N Korea	9	4.7
Navy	3	1.6
Nirbhay	6	3.1
North Korea	4	2.1
Nuclear Deal	5	2.6
Pakistan	1	0.5
Pinaka	2	1.0
Radar	1	0.5
Raphael	1	0.5
Remotely Operated Vehicle	1	0.5
Russia	3	1.6
South Korea	3	1.6
Submarine	3	1.6
Sukhoi-35	1	0.5

Tejas	1	0.5
Unmanned Air Vehicle	1	0.5
US	1	0.5
Total	191	100.0

Table 3. Weekday wise distribution of DST items

Days	Number of news items	Percentage (%)
Monday	22	11.5
Tuesday	31	16.2
Wednesday	30	15.7
Thursday	25	13.1
Friday	36	18.8
Saturday	24	12.6
Sunday	23	12.0
Total	191	100.0

Table 4. Format of the news items

Format	No. of DST news items	Percentage (%)
News/report	134	70.2
Article	28	14.7
Analysis	24	12.6
Editorial	4	2.1
interview	1	0.5
Pictorial	0	0
Total	191	100.0

Table 5. Approach towards news item

Approach	Number of news items	Percentage (%)
General	191	100
Scientific	0	0
Total	191	100

Table 6. Way of presenting the news item

Presentation	Number of news items	Percentage (%)
Interesting	62	32.5
Just informative	129	67.5
Total	191	100.0

Table 7. Overall bias towards defence science & technology

Bias	Number of news items	Percentage (%)
Supportive	96	50.3
Critical	62	32.5
Ambivalent	33	17.3
Total	191	100.0

Table 8. Source-wise distribution of news item

Source	Number of news items	Percentage (%)
By name	97	50.26
Staff reporter	1	0.5
Agency news	11	5.75
Not mentioned	83	43.45
Total	191	100

Table 9. Author-wise distribution of the news item

Source	Number of news items	Percentage (%)
Staff Reporter	1	0.5
Agency News	11	5.8
Not Mentioned	83	43.5
Abhishek Bhalla	1	0.5
Ajai Shukla	4	2.1
Ajay Banerjee	4	2.1
Ananth Krishnan	3	1.6
Arindam Chaudhary	3	1.6
Arun Prakash	1	0.5
C Raja Mohan	1	0.5
Chetan Kumar	2	1.0
Chidanand Rajghatta	1	0.5
Choe Sang-Hun	4	2.1
Dinesh C Sharma	1	0.5
Fareed Zakaria	1	0.5
G.Parthasarathy	1	0.5
Gautam Dutt	7	3.7
Gurmeet Kanwal	2	1.0
Indrani Bagchi	1	0.5
Josy Joseph	1	0.5
Kalyan Ray	3	1.6

Kartikeya Sharma	1	0.5
Kounteya Sinha	1	0.5
Lalit K Jha	1	0.5
Loveena Tondon	1	0.5
Lt.Gen Nirbhay Sharma	1	0.5
M.V Ramana	1	0.5
Manu Pubby	4	2.1
Mighty Manoeuvre	1	0.5
N C Bipindra	1	0.5
Neeraj Chauhan	1	0.5
P. Sundera Rajan	1	0.5
Pranab Dhal Samanta	1	0.5
Premvir Das	1	0.5
Rahul Datta	1	0.5
Rahul Singh	1	0.5
Rahul Tripathi	1	0.5
Rajaran Panda	1	0.5
Rajat Pandit	6	3.1
Rajendra puri	1	0.5
Ratna Vishvanathan	1	0.5
S. Anandam	2	1.0
Saibal Dasgupta	1	0.5
Salman Haider	1	0.5
Samudra Gupta Kashyap	1	0.5
Sandeep Dikshit	1	0.5
Sandeep Joshi	1	0.5
Shankar Roy Chodhury	1	0.5
Sridhar Kumaraswami	1	0.5
Sridharkumara Swami	1	0.5
Sruthijith KK	1	0.5
Sujay Mehdudia	1	0.5
Syed Ali Ahmed	1	0.5
T.S Subramanian	1	0.5
T.S Subramanian & Y.Mallikarj	1	0.5
Vijay Mohan	3	1.6
Vinay Kumar	5	2.6
Vladimr Radyuhin	2	1.0
Total	191	100.0

Table 10. Illustration with news item

Illustration	Number of news items	Percentage (%)
No Photo	176	92.1
With Photo	12	6.3
With Graphic	3	1.6
Total	191	100.0

Table 11. Main actor/subject of news item

Actor	Number of news items	Percentage (%)
Equipment/Product	73	38.2
Scientist	12	6.3
Govt. Policy	47	24.6
Geopolitical	59	30.9
Total	191	100.0

Table 12. Level of reporting

Level	Number of news items	Percentage (%)
National	115	60.2
International	75	39.3
Regional	1	0.5
Local	0	0
Total	191	100.0

Table 13. Depth of news stories

Newspaper	N	Mean	Median	Minimum	Maximum	Std. Deviation
Mail Today	19	297.32	300.00	65	631	179.701
Business Standard	8	649.00	679.00	180	860	217.194
The Economic Times	1	280.00	280.00	280	280	--
The Hindu	23	453.61	427.00	235	709	113.864
Indian Express	29	319.07	269.00	93	966	202.914
The Times of India	25	458.84	449.00	170	911	167.636
The Pioneer	19	320.89	291.00	72	535	144.984
The Tribune	22	383.64	380.00	172	625	106.093
Hindustan Times	4	243.25	261.00	188	263	36.845
Deccan Herald	15	431.20	382.00	213	949	214.864
The Asian Age	20	372.95	281.50	105	966	232.989
The Statesman	6	397.83	349.00	156	827	253.415
DNA	0	--	--	--	--	--
Total	191	387.97	376.00	65	966	190.839

Table 14. Newspaper-wise distribution of journalist

Newspaper	Author
<i>Mail Today</i>	Abhishek Bhalla, Dinesh C Sharma, Gautam Dutt, Kartikeya Sharma, Loveena Tondon, Sridhar Kumara Swami.
<i>Business Standard</i>	Ajai Shukla, Premvir Das.
<i>The Economic Times</i>	--
<i>The Hindu</i>	Ananth Krishnan, P. Sundera Rajan, S.Anandam, Sandeep Dikshit, Sandeep Joshi, Aujay Mehdudia, T.S. Subramanian, T.S. Subramanian & Y.Mallikarj, Vinay Kumar, Vladimir Radyuhin.
<i>The Indian Express</i>	C Raja Mohan, Choe Sang-Hun, Manu Pubby, NC Bipindra, Pranab Dhal Samanta, Rahul Tripathi, Ratna Vishvanathan, Samudra Gupta Kashyap.
<i>The Times of India</i>	Arun Prakash, Chidanand Rajghatta, Choe Ang-Hun, Fareed Zakaria, Indrani Bagchi, Josy Joseph, Kounteya Sinha, Neeraj Chauhan, Rajat Pandit, Saibal Dasgupta.
<i>The Pioneer</i>	Arindam Chaudhary, Rahul Dutta.
<i>The Tribune</i>	Ajay Banerjee, G.Parthasarathy, Gurmeet Kanwal, Lt.Gen Nirbhay Sharma, Syed Ali Ahmed, Vijay Mohan.
<i>Hindustan Times</i>	Rahul Singh
<i>Deccan Herald</i>	Chetan Kumar, Gurmeet Kanwal, Kalyan Ray, Mighty Manoeuvre, Rajaran Panda.
<i>The Asian Age</i>	Arindam Chaudhary, Lalit K Jha, M.V Ramana, Shankar Roy Chodhury, Sridhar Kumaraswami.
<i>The Statesman</i>	Rajendra Puri, Salman Haider.
<i>DNA</i>	--

TELEVISION, RELIGION AND INTER-CULTURAL APPRECIATION: A CASE STUDY OF BHADRAVATI, KARNATAKA

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Considering television's power of socialising and converging cultures, the study looked into the perceptions of people of various religions to understand how powerful was the medium to make them appreciate and understand practices and traditions of other religions. The study also looked into their level of openness towards other religions. Study conducted among people of four religions living in a close geographical locality, showed that Muslims and Christians were more open culturally than Hindus and Jains. The preference given to Hindu religious programmes in televisions was also criticised by the majority participants.

Keywords: Television, Culture.

Television plays a very significant role in Indian society. It is a powerful socialising representative. It affects how people learn about the world and interact with each other. It intervenes in their relationship with institutions, family and friends. It bridges people with the outer world. People understand their place in society through television. In the absence of this powerful medium, people would be isolated not only from the rest of world but from the governments, laws, education, society, culture and even neighbours.

The culture of India is one of the oldest and unique. In India, there is amazing cultural diversity throughout the country. Majority Indians are descendants of immigrants across the Himalayas. People belonging to the different racial stocks have little in common either in physical appearance or traditions. India is a cultural museum. The south, north and northeast have their own distinct cultures and almost every state has carved out its own culture identity. India is culturally plural. (Culture India.net, 2017).

The social identity of an individual arises from caste, religion, class, clan, and community, interest group he/she belongs to and becomes the basic unit of social action. There are three thousand castes in the country. These castes are grouped as upper castes, intermediate castes and lower castes. There also untouchable castes. There is hardly any culture in the world that is as varied and unique as that of India.

I. Review of Literature

Many studies have been conducted on televisions' power to construct an intercultural society among multi religious societies. Harvey (1990) stated that digital

communication had compressed time by reducing the distance between different points in space, and the sense of space has led people to feel that local, national and global space becomes obsolete.

Olason and Pollard (2004) observed demassification as an effect of television, and noted that the traditional design for a large, homogeneous audience is disappearing and being replaced by a specific and individual appeal, allowing the audience to access and create the message they wish to produce.

Shipra Kundra (2009) stated that, due to the thrust of new media, the global trend creates new social networks and activities, redefines political, cultural, economic, geographical and other boundaries of human society, expands and stretches social relations, intensifies and accelerates social exchanges, and involves both the micro-structures of personhood and macro-structures of community. Especially, television has been used more for education and information purposes than for entertainment. It has performed different functions as compared to the television in west. Even today, though commercials have entered Indian television in a big way, its basic purpose has not changed. It continues to perform its function of national integration and development. Devadas and Ravi (2013) found out the relationship between viewing of television programmes and its implication on cultural norms of youths.

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His study revealed that television had influenced profoundly younger generations irrespective of gender. However, the study showed that both male and female differ in their preference for programmes. Women were more inclined towards serials, cookery shows, health, environment and science and technology. Whereas men liked news, sports, travel, documentaries, and quiz.

UNESCO world report (2009) looked at the cultural diversity in broadcasting, and found that media are becoming not only the 'enabler of globalization' but also a 'powerful agent' of social, cultural and political transformation, and often the most powerful tool for the conversation and dissemination of cultural diversity.

II. Research Design and Method

Television with its unique audiovisual range attracts audience than any other media. Through providing information about the various cultural norms, behaviours, food habits, religious practices, life styles, dressing patterns of the people of other cultures, television offers a platform for public discourse within this democratic state. Thus, the cultural content in television encourages inter-cultural understanding, assimilation and cultural dynamics.

As the need for intercultural understanding and acceptance is vital for the nation to stay secular, sovereign and democratic, television's ability to unite people through mutual cultural appreciation gathers importance.

The multi-culturality in India is observed highly among the various religious in India. The present research explores how people value and appreciate different cultures, practices and traditions of various religious groups and accept them. The study reveals the role of television in creating awareness and breaking barriers between religions and culture leading to a cultural convergence and communal harmony.

Objectives of the research

1. Identifying the role of television in giving equal importance to the cultural specialities of all religions.
2. To study the respondent's appreciation towards traditions of other religions.
3. To study the perception on the power of television for interreligious acceptance and understanding.

The study sought to gather people's attitude and perceptions about cultural content in television, how they understood them and their readiness to accept them. The research used Likert scale and interview to gather the perceptions. Using a questionnaire relevant data was

collected from randomly selected 80 respondents from Bhadravati city. The respondents belonged to various socio-religious and cultural subgroups like Hindu, Muslim, Christian and Jain community. The data was analyzed using SPSS.

III. Results and Discussion

The research found that the respondents were aware of the television's potential for intercultural transformation. People of various religions were aware of the various religious oriented programmes, and their power to build bridges across religions. Religious talks, movies and documentaries, programmes on various religious festivals were watched by people of all religions.

Television content and Multi-Culturality

Asked to share their perception on whether television gives approximate equal importance to cultural richness of all religions, the responses were slightly different.

Table 1 shows that only 4 respondents from Hindu religion strongly agreed to the statement. Twelve respondents from Hindu and Muslim respondents just agreed with the statement. However, only 9 Christians and 3 Jains responded the same. It is important note that 28 respondents did not give a clear answer. In total 40 (50%) positively agreed with the statement and 12 (15%) negatively reacted.

It is also important to note that Hindu and Muslim channels were available in the area, while there were no Christian or Jain religious channels available to the concerned respondents. Almost all the religious channels were Hindu in nature. It shows that those who were receiving religious channels of their taste responded positively that television gives equal importance to all religions. Further, most of the respondents especially of the Muslim, Christian and Jain religions stated that television was promoting only Hindu culture related activities.

Openness to Inter-culturality

The researcher gathered the cultural acceptance level of the respondents of various religions in the study site (Table 2). The respondents varied in their level of appreciating the various practices.

Study showed that 40 respondents (50%) of various religions appreciated other religious practices and traditions. Muslims and Christians were found to appreciate others' practices more than Hindu and Jain respondents. Ethnocentrism was noted high among these

two groups with 8 and 5 strong dislikes compared to the 3 and 4 strong dislikes from Muslims and Christian respondents respectively.

As the table shows, 27 (33.75%) of the respondents from all the four main religions strongly appreciated traditions of other religions. It indicates that majority of the respondents from different religions liked each other. But, some respondents were found to be rigid towards their practices and beliefs. Thus, while majority were open to other religious practices and traditions, some were highly ethnocentric and fundamentalist.

Power of TV for cultural Integration

The survey showed that all the respondents in research area stated that they are keen interest towards discussing and knowing more about matters of other religions in the society.

As the table 3 shows out of 80 respondents with equal representation from the four religions, 15 Hindu respondents strongly agreed that television is encouraging intercultural acceptance and understanding. Three agreed and two could not make any statement. Majority of the Muslims (19), Christians (11) and Jains (9) agreed to the statement. Out of the 80 respondents who had a positive perception was 57 (71.25%). Only four disagreed and 19 stated their ignorance.

IV. Conclusion

As all respondents lived in close geographical proximity, the exposure to practices of other religions was very high. Most of them partook in the religious festivals of other religions. Everyone was aware of each other's food habits, life styles and religious traditions.

The study revealed that the respondents liked and appreciated the different religious identities and understood them. But, most of the respondents were not ready to accept them. Most respondents found it difficult to accept the rituals of others, because of their blind faith, strict laws related to dress, and adherence to social systems like caste system, food and marriage traditions.

Further, it was noted that Hindus and Jains were more ethnocentric and were less open to religious practices of

other religious, where as Christians and Muslims were more appreciative of the traditions and rituals of other religions.

The study found that television plays a crucial role in encouraging the intercultural openness, acceptance and understanding in the society.

Almost all the respondents agreed that television has great power to unite people through inter-cultural understanding and acceptance. Television helped the people to share information and discuss certain things and that paved the ways to construct an Inter-cultural understanding.

However, study found that Hindu traditions and religious practices were given more importance in terms of time and programmes in television. The respondents wanted television to give equal importance to all the religions to understand each other.

In a secular country like India, inter-religious understanding, dialogue and appreciation and acceptance is crucial. Television, with its audio-visual capabilities is a powerful catalyst to engineer intercultural understanding and appreciation. It can be a tool to construct culturally open society. However, the study also cautions that if television programmes gives importance to only one religion, it can be a danger to the secular nature of the nation.

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Table 1. Television gives equal importance to the cultural specialities of all religions.

Religion	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say	Total
Hindu	4	12	4	0	0	20
Muslim	0	12	0	1	7	20
Christian	0	9	3	0	8	20
Jain	0	3	4	0	13	20
Total	4	36	11	1	28	80

Table 2. Appreciation towards traditions of other religions.

Religion	Strongly Like	Like	Dislike	Strongly Dislike	Can't Say	Total
Hindu	5	3	4	8	0	20
Muslim	9	4	2	3	2	20
Christian	8	2	6	4	0	20
Jain	5	4	3	5	3	20
Total	27	13	15	20	5	80

Table 3. Perception on the power of television for interreligious acceptance and understanding.

Religion	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say	Total
Hindu	15	3	0	0	2	20
Muslim	0	19	0	0	1	20
Christian	0	11	1	0	8	20
Jain	0	9	3	0	8	20
Total	15	42	4	0	19	80

ADVERTISEMENT IMPACT ON DIETING THOUGHTS AND PRACTICES AMONG WOMEN

V. SASIREKHA*

This research paper examines the relationship between the pressure perceived by the respondents, their body image investment practices and dieting habits. Extreme dieting may result in eating disorders; hence, this study attempts to investigate the impact of advertisements on their perception and attitude towards dieting. The sample size of this study is 915 women in Chennai the capital of Tamilnadu state in India. The results of this study indicate that around 30% of women are impacted by advertisements. Further, the results also indicate that the respondents overestimate their present body size and wish to have a thinner body which they aim to achieve through dieting. The results of the study support the theory that, advertisements without doubt have an influence on the body dissatisfaction and that dieting is an important practice to boost body imaging.

Keywords: Advertisement Pressure, Body dissatisfaction, Dieting, Body image investment, CBDS.

I. Review of Literature

Advertisements are more likely than articles to suggest that weight control is important for appearance (Jennifer C. Jacobson, 2003). Media was ranked as one of the most negative influences on body image (Aubrey Moore, 2014). The relation between media exposure to beauty messages and eating disorders was studied (Catherine M. Staub, 1997) and a correlation between the media messages that often cause women to overestimate their own body sizes, and dieting that may lead to eating disorder was found. Cultural determinism of eating disorders and body dissatisfaction in women are on rise in Non-Western societies. When exposed to media messages, women demonstrated eating disordered attitudes, body dissatisfaction feelings and also chose other compensatory behaviors such as veiling, fasting, and following diet (Shaima Ragab, 2005). The advertisements highlight thinness as the ideal standard of female attractiveness and are therefore seen as the most powerful messenger of socio-cultural pressures (Evans *et al.*, 1995; H. Posavac *et al.*, 2001). Body dissatisfaction is a disturbance in body image or in the way one perceives his/her weight or body shape that has the potential to affect mental health and quality of life (Cash & Pruzinsky, 2002). Dieting is an investment strategy that has been studied in the area of body image. Research examining dieting strategies, particularly unhealthy ones is important as the literature suggests that harmful dieting practices may be a precursor to diagnosable mental and eating disorders related to body image (Patton *et al.*, 1990). Diet and weight loss industries take in approximately 40 to 50 billion dollars per year (Wilson & Blackhurst, 1999). This statistic in itself is very revealing. It shows that women who feel badly about their bodies will spend a lot of money to try to change them.

Overall message of dieting and exercise discourse can be harmful to individuals, since it engenders body-focused anxieties and supports the adoption of extreme or unhealthy body-enhancing practices (Baghestani, Shireen Palmer, 2009).

With the advent of globalization of the Indian economy and a greater emphasis on meeting international standards, girls and women in India are increasingly exposed to Western media images. Unfortunately, the ideal body-type as portrayed by the media is a skinny frame. Twenty years ago, the average model in advertisements weighed 8 per cent less than the average woman — but today's models weigh 23 per cent less. An Indian Council for Market Research study mentioned that 68% of people in the metros believe they are fat while 71% of the respondents remembered being made to feel uneasy about their weight and another 63% had tried various diets. Unhealthy dieting may manifest to eating disorders. Hence, it is important to investigate the impact of advertisement pressure on the women perception, attitude towards dieting thoughts and practices.

Objectives of the Study

1. To measure the body image perception and body image dissatisfaction among the women respondents.
2. To find out the body dissatisfaction score of women respondents who also perceived the pressure created by advertisements.
3. To examine the dieting related thoughts and practices of women respondents and the relationship between

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the study variables (advertisement pressure and dieting).

II. Research Design and Method

As the impact of advertisements affect fewer men than women at a ratio of 1:20 (Ramya Kannan, 2010), men were excluded from the study and only women above 12 years of age were considered for the study. The Primary data was collected through a structured undisguised questionnaire prepared in English and Tamil (A Vernacular language predominantly used in Chennai). India's fourth largest metropolis is Chennai. This research has been carried out in Chennai as it is a place consisting of population with different psycho-social profile. Convenience sampling was adopted for the study. The final sample of the study contained 915 women in Chennai. Primary data was collected using a structured undisguised self-report questionnaire. Questions pertaining to the respondents' attitude towards advertisements, the pressure perceived, respondents' satisfaction with their body image. The body dissatisfaction scale (Stunkard and Sorenson) is administered to determine the body dissatisfaction of respondents. Advertisement Pressure, Body Dissatisfaction Index (BDI) score, CBDS – Cognitive Behavioural Dieting Scale – Dieting Practices and Dieting Thoughts.

III. Results and Discussion

Body Image Perception & Body Dissatisfaction - Silhouette Scale (Figure No. 1 & Table No. 1)

The Silhouette Figure Rating Scale (Stunkard, Sorenson, & Schlesinger, 1983) was administered to determine body image dissatisfaction. The scale has nine figure drawings representing a monotonic increase in percent body size from the first to the ninth silhouette (extremely thin to obese). Each figure is scored on a scale of 1-9 with 1 being the thinnest and 9 being the heaviest. The drawings are printed in the questionnaire in conjunction with questions asking them to choose which drawing accurately reflects their current body size and which drawing reflects their ideal body size. Body image discrepancy or body dissatisfaction was calculated by subtracting one's ideal body rating from one's current body rating. The discrepancy between the figures chosen is taken as a measure of their level of body dissatisfaction. Mean present figure scores (4.5) on silhouette scale were significantly higher than the ideal scores (3.4) and the attractive figure for both men (3.2) and women (2.9) indicating that the respondents are overestimating their present body size and idealize a thinner image. Moreover,

the mean scores of ideal figure, attractive figure is anorexic (Small body size) (as presented in Table No. 1)

Advertisement Pressure and Body Dissatisfaction Score (Table No. 2)

Body dissatisfaction score is calculated by subtracting the figure number the respondents want to look like from the present figure. Table No. 2 classifies the body dissatisfaction score of respondents pressurized by advertisements. It was found that, around 19% of the respondents have stated no dissatisfaction with their present figure and around 81% have stated their dissatisfaction with their present figure. Of which around five percent of the respondents aspire to have a larger body figure than their present figure and nearly 76% of the women aspire to have a smaller body size than their existing figure (as presented in Table No. 2).

Preferred Option for Reducing Body Weight (Table No. 3)

From the study it was found that around 59% of the respondents were unhappy with their existing physique and 41% were happy with their existing physique. The respondents opined their preferred way for reducing weight. Around 43% of the respondents have opined that Dieting is the best way to reduce weight, 35% have opted for yoga, around 31% have said that through exercise, weight can be reduced, around 26% of the respondents have said that being calorie conscious will help, 16% have opted for aerobics, nearly four percent have said other methods, two percent have stated the usage of slimming capsules / powder and one percent of the respondents have stated that by using laxatives weight can be reduced.

Bivariate Correlations between Study Variables (Table No. 4)

Bivariate correlations were conducted between the study variables to analyze the strength and direction of relationship among them. The results are as follows.

Advertisement Pressure (AP)

The variable Advertisement Pressure is found to have relatively strongest positive correlation with the variables CBDS_Dieting thoughts (0.221**) and CBDS_Dieting Practices (0.230**) and Body Dissatisfaction Index (0.132**). Thus, it can be inferred that the pressure created by advertisement has positive correlation with the body dissatisfaction and dieting variables indicating that advertisement is a factor that influences the respondents.

CBDS – Dieting practices

This variable measures the dieting practices of respondents. It was found to have strong positive

relationship with CBDS _ Dieting thoughts (0.559 **). It means that greater the thoughts of dieting greater the practice of dieting. Body Dissatisfaction Index has a correlation coefficient value of 0.281** indicating that greater the body dissatisfaction score more they follow dieting.

CBDS_Dieting thoughts

CBDS _ Dieting thoughts assess the respondents' thoughts of dieting. It was found that the variable Body Dissatisfaction Index (0.314**) was positively correlated.

Body Dissatisfaction Index – BDI

All variables were found to be positively correlated. Strongest correlation is found to be with CBDS _ Dieting Thoughts (0.314**).

IV. Conclusion

This research paper investigated the impact of advertisements contributing to body dissatisfaction of respondents and the body image investment practices especially dieting thoughts and practices of respondents. The results of the study indicate that around 30% of the respondents feel pressurized by advertisements with reference to their physical appearance factors (to have a smaller body size, to look attractive and to look beautiful). Moreover, it is evident from the study that the respondents suffering from body dissatisfaction wish to acquire a smaller body size than their actual and existing body size. Moreover, the mean scores of silhouette scale variables - ideal figure, attractive figure are anorexic (Small body size). Mean scores values indicate that many respondents are already practicing dieting. Nearly 40% of the respondents stated that they had been on diet. Around half (53%) of the respondents stated that they are planning to go on a diet, to increase confidence (29%), to look more attractive (21.5%) and that they hate themselves when they are fat. Alarmingly one fifth of the respondents stated that dieting means reducing food intake; skipping food and dieting means starving.

The results of the study distinctly explain that advertisements without doubt have an influence on the body dissatisfaction and dieting as a strategy to reduce the body dissatisfaction. Since body image concerns manifest

to eating disorders, identification of counter measures to reduce the concerns could prove to be of paramount importance since eating disorders are near the deadliest of all mental health issues. Hence media literacy, media sensitization, awareness and education needs to be imparted to women, girls and parents to mitigate the increasing rate of eating disorders in India.

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Table 1: Mean Descriptive Statistics of Silhouette Scale Variables

Silhouette Scale Variables	Mean	SD
Present figure	4.507	1.475
Figure you most want to look like (Ideal figure)	3.421	.991
Figure most women want to look like. (Attractive figure – Women)	2.932	.890
Figure men find women most attractive (Attractive figure – Men)	3.177	.916

Table 2: Advertisement Pressure and Body Dissatisfaction Score.

Body dissatisfaction score	Advertisement pressure	
	Yes	Percent
-2	6	2.2
-1	7	2.6
0 No-body dissatisfaction	50	18.6
1	93	34.6
2	80	29.7
3	26	9.7
4	5	1.9
5	2	.7
Total	269	100

Table 3: Preferred Option for Body Weight Reduction.

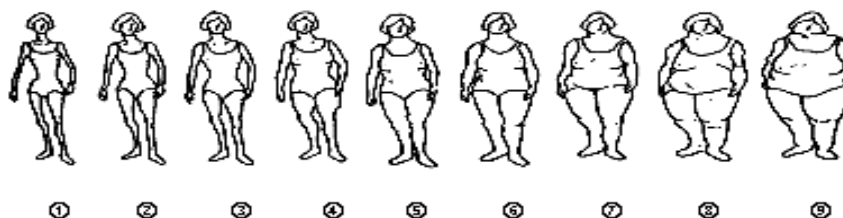
Reasons	No. of Respondents	Percent
Dieting	394	43.1
Yoga	322	35.2
Exercise - Walking / Jogging	280	30.6
By being calorie conscious	235	25.7
Aerobics	147	16.1
Others	32	3.5
Slimming capsules / powder	19	2.1
Using Laxatives	11	1.2

Table 4: Bivariate Correlations between Study Variables.

Variables	1	2	3	4
1. AP	1			
2. DP	.230**	1		
3.DT	.221**	.559**	1	
4 BDI	.132**	.281**	.314**	1

** Correlation is significant at the 0.01 level (2-tailed).

AP – Advertisement Pressure, DP – (Cognitive Behavioral Dieting Scale) – Dieting Practices, DT – (Cognitive Behavioural Dieting Scale) – Dieting Thoughts, BDI – Body Dissatisfaction Index

Figure 1: Silhouette Figure Rating Scale (Stunkard, Sorenson, & Schlesinger, 1983)

FUTURE OF THEATER IN DIGITAL ERA

Keerty Goyal*

With no cuts, no retakes, full on dressed in character's attire, the performing artist and the man behind the curtain that is the director of the play puts in his heart and soul waiting for the feedback from the audience. Theater being direct medium operates on human level with its audience. Though theater has always been facing upheavals and difficulties claiming for the audience but has a beauty of its own. The accomplishment that an artist and the director foresee from the audience is only the curtain falling with a thunderous applause. Theater artists live in a world of their own and are fully passionate about their work. Theater is an art to be felt and experienced. Theater is a live medium of entertainment which engages its audience through creative expression. The artist has the inner picture of who he is playing. The live response of the audience makes it all worth for them.

Keywords: Theatre, Audience, Culture.

The vivid culture of India has always been a way of living of its people. Different languages, religions, dance forms, music, architecture, food differing from place to place adds to the beauty of our country. It is therefore also referred to as the amalgamation of various cultures. India's drama and theater has a long vivid heritage. In ancient India it was an important medium of communication.

The Indian theater has a glorious history going way back to at least 5000 years. Kalidasa's play like 'Shakuntala' and 'Meghadoota' are few of the older dramas following those of bhasa. These dramas are immortal in the minds of Indian audience. Kutiyattam of Kerala is one of the oldest surviving theater traditions of the world and goes back way to almost 2000 years old. Drama has always been an important means of mass communication.

Natyashastra by Bharat Muni is a text which tried to depict the mind of the performing artists for the very first time in Indian drama. It is acclaimed to be the earliest book on dramaturgy anywhere in the world. According to this epic a theater group should have persons specialized in seventeen types of works like:

- a) Bharata means the producer or the one who can perform everything related to a production.
- b) Vidusaka meaning a multi-dimensional person who can make people laugh,
- c) Nata the person who perform as an actor-dancer,
- d) Sutradhara is further the person who is specialized in song and music during the performance,
- e) Natyakara is the one who according to Natyashastra expresses various rasas and bhavas natural to the people through different character,
- f) Nandi is the person praising in Sanskrit,
- g) Nayakais the person engaged in the direction of

dance during performance,

- h) Mukutkara the person who is responsible for the making of head gear for the required character,
 - i) Veskara the person who is engaged in making costumes for the drama,
 - j) Abharanakara person who has been assigned the duty of making ornaments for performance,
 - k) Chitrakarar the person given the task of painting for the performance,
 - l) Rajaka the one responsible for cleaning the costumes,
 - m) Karukara is the person engaged in decorating hall with wooden idols and sculpture,
 - n) Kusilava person who can not only dance but also play musical instrument during the performance.
- This list undoubtedly helps us in understanding the basic components of a theater group. The twenty seventh chapter of Natyashastra reveals that the actors acclaimed their performance to be successful by the immediate feedback of the audience and the parameter of this achievement was of two types human and divine. Theater in India has encompassed all the other forms of literature and fine arts into its physical presentation like literature, mime, music, dance, painting, sculpture and architecture- all merged into one art form: theater.

The parameter of acclaiming success in the current times is still the same but because of dearth of funds and onslaught of technology, theater in India now has a paradoxical image. Theater which has always been an institution since times immortal in the heart and soul of different cultures of world cultures millennia now is

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confronting unprecedented challenges in today's e-society. Digital technologies and internet have spawned an array of media. The exodus from theater to technology array of media. The exodus from theater to technology is ironic but one also needs to realize that these are two different art forms. With no cuts, no retakes, full on dressed in characters attire the performing artist and the man behind the curtain that is the director of the play puts in his heart and soul waiting for the feedback from the audience. Theater being and direct medium operates on human level with its audience. Though theater has always been facing upheavals and difficulties claiming for the audience but finally has a beauty of its own. The accomplishment that an artist and the director expect from the audience is only the curtain falling with a thunderous applause.

Theater artists live in a world of their own and are fully passionate about their work. Theater is an art to be felt and experienced. Theater is a live medium of entertainment which engages its audience through creative expression. The artist has the inner picture of who he is playing. The live response of the audience makes it all worth for them.

Recently a study was conducted in the Department of Communication Management and Technology. The study basically an empirical one was conducted in Haryana-one of the smallest but prosperous states of the Indian union. For this four cities of Haryana -Karnal, Adampur, Hisar and Gurgaon representing the state were selected. Further a sample of 300 respondents representing (75 from each city) which serves the purpose of study (choosing purposive sampling method) were selected. However, the actual responses received were 295 (Adampur 75, Gurgaon and Hisar 73 each and Karnal 74) and this constituted the universe of the study. The researcher resorted to purposive sampling but age, profession was kept in mind. Age of the respondent was further divided into parts (a) below 20 years (b) in between 20 to 30 years (c) above 30 years. In this study the respondents were asked as to how technology has affected the traditional ways of communication like theater. The response of the respondents is depicted through the following table:

According table no 1 when the respondents were asked that has the introduction of technology affected traditional ways of entertainment like theatre almost 219 (74%) respondents responded that introduction of technology has affected traditional ways of entertainment like theatre, whereas 76 (25.8%) respondents said that folk art has a specific audience and therefore introduction of

technology has not affected traditional ways of entertainment like theatre. In the age group of below 20 years 54 (18.3%) respondents responded that introduction of technology has affected traditional ways of entertainment like theatre whereas 19 (6.4%) respondents responded that introduction of technology has not affected traditional ways of entertainment like theatre. Further in age group of 20-30 years 71 (24.1%) respondents responded that introduction of technology has affected traditional ways of entertainment like theatre whereas 14 (4.7%) respondents responded that introduction of technology has not affected traditional ways of entertainment like theatre. Finally, in the age group of above 30 years 94 (31.9%) respondents responded that introduction of technology has affected traditional ways of entertainment like theatre whereas 43 (14.6%) respondents responded that introduction of technology has not affected traditional ways of entertainment like theatre.

Though onslaught of technology has affected traditional ways of entertainment like theater but theater will always have its own share of audience as it has always been a timeless art form but has gradually been losing its audience. Also the problem with the theater industry lies in funding. Though technology has also undoubtedly occupied the entertainment industry but though for some theater has its own charm. Theater has undoubtedly been confronting unprecedented challenges from the lucrative world of technological picturisation where they have too many entertainment choices on screen but it can always defy its critics by actively engaging its audience. The breathlessness that an actor upholds with tremulous fragility is what upholds the theater. Discipline, team work, time management, consistent hard work and above all presence of mind are what it takes to perform on stage. In the words of Ruch who said this in context of theater - "human beings creating and experiencing a story together in a room- that is not going away". The whole team rehearsing for months and coming out every night to give a wonderful show, such culture should definitely be preserved and allowed to flourish. Theater is the only institution which has not succumbed because of its tough and devoted people to keep it alive. Though a less number but there will always be an audience for theater, and the best way to revitalize is to constantly support it and introduce it to people at a very young age to its wonderful journey.

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Table No 1: Do you think introduction of technology has affected traditional ways of entertainment like theater?

			Do you think introduction of technology has affected traditional ways of entertainment like theater etc?		Total
			No	Yes	
Age group of respondents	Below 20 years	Count	19	54	73
		% of Total	6.4%	18.3%	24.7%
	20-30 Years	Count	14	71	85
		% of Total	4.7%	24.1%	28.8%
	Above 30 years	Count	43	94	137
		% of Total	14.6%	31.9%	46.4%
Total		Count	76	219	295
		% of Total	25.8%	74.2%	100.0%

STUDY OF PC BARUA'S BENGALI CELLULOID VERSION OF SARAT CHANDRA CHATTOPADHYAY'S NOVEL DEVIDAS

Manash Pratim Goswami*

Devdas, the most filmed non-epic story of India, was authored by Sarat Chandra Chattopadhyay, the versatile Bengali novelist and story writer of 19th century. The saga of the making of films based on the tragic romantic hero Devdas, who was a victim of prevailing social norms and customs narrated in the novel, started from the silent era of India cinema. The celluloid version of Devdas has been re-incarnated more than a dozen times in more than half a dozen languages across time, place and culture in different socio-economic and political situations and the commercial demand of the story. The story of the novel even adapted in Bangladesh and Pakistan twice to produce films in Bengali and Urdu language respectively. Although, Sarat Chandra's Devdas enjoys the reputation of being the most adapted novel for films in Indian history, but Pramathesh Chandra Barua's acting and direction in the Bengali version of Devdas produced in 1935 has been still appreciated in different circles even when later versions in other languages earned more money and exposures. Pramathesh Chandra Barua, popular known as PC Barua, who directed and played the role of Devdas made the character of Devdas a cult figure and the film a milestone in Indian film industry. Even many film critics of different periods anonymously had the opinion that Barua did not create Devdas-indeed he was Devdas. This paper focuses on the critical study of the significance of acting, direction, editing, dialogue and treatment of the creative elements of PC Barua's Bengali version of Indian cinema.

Keywords: Sarat Chandra Chattopadhyay, PC Barua, Devdas, Bengali film.

Sarat Chandra Chattopadhyay, born in Hooghly district of Bengal Presidency in 1876, was one of the most prominent Bengali novelist and short story writers of 20th century. His literary works mainly concentrated on the lifestyle, tragedy, struggle of the rural people and the prevailing social practices of Bengal in late 19th and early 20th century. His invaluable literary contributions included some highly appreciated, thought provoking and popular novels, short stories and plays. He is one the most popular, most translated and most adapted author of all time in Indian literary history.

Sarat Chandra's novel Devdas, the most filmed non-epic story of India, was written in 1901. However, he could find a publisher till 1917 for his romantic novel of tragic hero. After its first publication in May 1917, the novel made so much impact across the country in the literary circle that publishers have never been tired of reprinting Devdas repeatedly over last 100 years.

The celluloid version of Devdas has been re-incarnated across time, place and culture, in different socio-economic and political situations and the commercial demand of the story. From Naresh Mitra's Devdas (1928), produced in silent era of Indian film, Sarat Chandra's novel Devdas has been transformed into more than a dozen of films. Our neighbouring countries, Pakistan and Bangladesh, filmed twice the story of Devdas in Bengali and Urdu. As a matter of fact, the

celluloid version of Devdas has been produced in more than half a dozen of languages, from Urdu, Bengali to Assamese, Hindi to Telugu and Tamil to Malayalam. Although, Sarat Chandra's Devdas has been the most adapted novel for film in Indian history, but Barua's performance in Bengali version has been still appreciated in different circles even when later versions in other languages earned more money and exposures. This paper focuses on the critical study of the Bengali version of Devdas with respect to acting, direction, treatment of creative element and technical skills of PC Barua in the making of epoch-making film Devdas, based on the novel of Sarat Chandra Chattopadhyay of same title.

The paper encompasses to achieve the followings objectives:

1. appreciate role of Barua's personal life in the portrayal of the character of the novel.
2. understand the approach of Barua in the transformation of the novel to celluloid version.
3. examine the style of acting, dialogue delivery and role of body language in the film.
4. comprehend the editing skill, production techniques and creative treatment Barua employed in the film.

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Barua's Saga of Devdas

Pramathesh Chandra Barua, popular known as PC Barua, who directed and played the role of Devdas in the Bengali version in 1935, made the character of Devdas a cult figure and the film a milestone in Indian film industry. Although, Barua was born as a son of the king of Gauripur estate but he never had fascination for ruling his estate. He rather ruled the early decades of Indian cinema with his versatile acting and direction.

The novel that transformed to celluloid had substantial social relevance and significance of pre independence India. Barua's Bengali version of Devdas was one of the early films to portray the social ramifications of a man of high society who moves away from his feudal, upper-class bastion in rural Bengal to the colonial city of Calcutta. The film was a wonderful portrayal of a man with immense mental trauma, torn between the attachment to his village roots and his desire to run away to the city to escape from the tragic end of his love story. His aimless travelling and surrender to alcohol for self-destruction in the film could be understood as state of a human dilemma with social norms and aspiration. With enormous success at box office and appreciation in different sections of society, Barua introduced the saga of Devdas in the country in 1935, which still continues even after more than eight decades of its first production.

The grand success of the Bengali version motivated PC Barua to direct Hindi and Assamese version of Devdas in 1936 and 1937 respectively. With KL Saigal and Phani Sarma in the role of Devdas in Hindi and Assamese version, both films continued the saga of Devdas beyond Bengal and immortalized the tragic hero of Sarat Chandra's novel. With all three versions, Barua established Devdas as an all-time classic of Indian cinema. Indeed, the film marked the blossoming of Indian cinema with fervent depiction of human tragedy. Although, Barua was not the first filmmaker to direct Devdas, Naresh Mitra made the silent version in 1927. However, the film historians and critics found Barua's Devdas so captivating that the character of Devdas was identified with Barua most. With his Bengali versions of Devdas, the tragic character became a cult figure. It is often said that Barua did not create Devdas-indeed he was Devdas. In the success, be it box office collection, establishing Devdas as cult figure and appreciations received from critics for Devdas, Barua had immense contribution in art and craft of the film. Besides, his acting talent and direction skills, many had the opinion that he himself was a Devdas in real life.

Real Life vs. Reel Life

When Barua was 18, the family arranged his marriage Madhurilata, the daughter of Mitra family of Calcutta.

Leaving his wife back home to run the estate, he landed in Calcutta for higher studies. While in Calcutta, he felt in love multiple times and married at least twice more. Jamuna Barua, who acted in the role of Paro in Devdas, was his third wife. His second marriage with Amalabala was against the wishes of both families. His life with second wife living in a little rented room was told to be the happiest time. Barua was devastated after the death of his second wife.

PC Barua was living life in the state of intense pain during the production of the Bengali version of Devdas as Amalabala Devi (Kshiti) died just before his work started for the film. PC Barua and the tragic hero of the novel Devdas were in the similar state of mind during the production of the film. Similar to the extreme grief of Devdas at marriage of his childhood sweetheart Paro to an elderly man, Barua was also under mental trauma when he lost his beloved wife Kshiti. In the Bengali version of Devdas, made during the period of his personal agony, certainly had impacted in his role as Devdas. Perhaps, it was reason why Barua's sadness and disappointment reflected in the role of Devdas came naturally in the Bengali version of Devdas.

Novel to celluloid

In the context of 1930s, when the technology of film making was not so advanced, PC Barua made a valiant attempt to direct a film which was assumed unfilmable. It was the rare talent of Barua that he could manage to express the agony of the tragic hero of the novel intensely to the viewers.

As a realistic approach, Barua did not just translate the story of Devdas from novel to celluloid. Barua, rather smartly used the novel as just raw material, applied his skills and creativity to transform literary style of the novel into visual and dialogue sequences. He deviated from the novel in several occasions. He probably realised that such deviation or alteration may not create much effect on the film. He cut short the childhood sequence of Devdas and replaced with a quick look of his teenage before leaving for Calcutta. The character of Devdas was also not portrayed as awfully drunk as the novel depicted.

On the contrary, Barua expanded certain situations that the original novel does not elaborate. The brief sequence of Devdas arriving in Calcutta and meeting his cousins and their friend, Chunnilal, for the first time, was added in the film. Of being ridiculed for his dressing sense of a countryside man and turning into a sophisticated gentleman was Barua's own idea. The role of Chunnilal found more prominence in the film. Probably, it was more

for a practical reason that film audience can identify him by his name and face and recognize him from first meeting with Devdas in Calcutta, through the introduction of Chandramukhi, all the way till end. The long scene of Devdas travelling through train and never setting down anywhere was Barua's self-creation in the film. The novel of Sarat Chandra had a mention of Devdas going for travelling, but no mention of a long train travel. The novel depicts that Devdas travels throughout India, meets his mother and Chunilal in extreme pain, and finally lands in Paro's village. The sequence of Devdas travelling by train adds some more interest towards the end of the film.

Unlike stereotype films and romantic melodrama, Barua made his film Devdas a noble tragedy. The characters of the film were not depicted as heroes and villains, rather ordinary people affected by rigid social norms and system. Even the protagonist of the film was not presented with any heroic dimension in the film. His weaknesses, narcissism and humanity were depicted through emotion, dialogues and sequences. His life utterly driven by his passion and inner-conflict was significantly visible in Barua's Bengali version of Devdas.

Style of Acting

The life Pramathesh Chandra Barua was no less than a mystery. His rise as a stylish actor and skilled director was matched with catastrophic failures in his personal life. Although, he was not labeled as tragedy king of Indian cinema, but he was popular for his roles of sad characters in theatres and films. His rise as a versatile actor and director was matched disastrous failure in his personal life. It may be one of the reasons behind Barua himself playing the role of Devdas in Bengali version of the film.

Barua kept his face almost deadpan and used minimum body language in Bengali version of Devdas. He left it to his viewers to read from his emotions and from the total mise-en-scene. It seemed he was aware of the difference of acting from stage to the cinema hall. Barua introduced the audience of cinema to a new style of acting that blended natural and unaffected performance of skills, an exit from the theatrical mode. His adaptation of simple and easy-to-follow dialogues in Devdas without any literary nuances made the medium of cinema a popular form of entertainment among the mass. His acting performance in Devdas raised the bar of the performance and medium of cinema.

PC Barua's performance as actor in the Bengali version of the film was so brilliant that it was found to be difficult to draw the line between the Devdas on screen and Pramathesh Barua, the real man who was simply playing

the role. Barua in the character of Devdas engrossed so completely, so flawlessly and so perfectly that he brought the character to life on celluloid.

Composition and delivery of Dialogue

The Bengali version of Devdas was a beautiful example of the effective use of small and simple composition of sentences, away from dramatic lavishness or literary nuances. His experiment in Devdas with breaking each sentences into small bits and delivering each bit separately created a new style in Indian cinema. His dialogue delivery style of slow, soft and beautiful modulation became a hallmark all of New Theatres' films in subsequent years.

Barua's style of to underplay, to express emotion with shaky voice and use significant pauses in the film between the dialogue to create substantial effect. The natural tone spills over to the dialogue of Barua produced a lot of impact in the film. In order to bring realistic feel, Barua delivered the dialogues in the film in European naturalistic style. Nevertheless, many criticized the tone and style of dialogue delivery in the film Devdas as unnatural.

Creative treatment

Barua's passion to express and experiment with symbolism was very much evitable in Bengali version of Devdas. When Devdas in extreme mental agony travel aimlessly, in one scene he vomits blood. In the next scene, the camera cuts in to show a plate of floral offerings fall off Parvati's hands, far away in her married home. In another scene, one night while Devdas aimlessly travelling on train shouted the name of Paro, suddenly the scene cut to show the doors and windows burst open in Parvati's room as she screams out in sleep in the middle of a nightmare.

These beautifully and creatively treatment scenes make his film Devdas far superior than the films of contemporary filmmakers. He was very much successful in the attempt to exhibit his imagination through the language of cinema and the psychological stress the protagonist was going under. The film is a wonderful display of telepathic bonding the lovers shared, without reducing these to melodrama or using sentimental dialogue.

Editing skills

In the production of all his versions of Devdas, he displayed his exemplary talent particularly in the editing of the film that elevated him to the upper echelons of the contemporary directors of the country. With experiments of many new ideas and compositions in the picturisation of songs, voiceover and credit tiles, he always proved his

mettle. In several instances the effective uses of jump cuts, which used to be very rare in the early decades of India cinema, heighten the dramatical aspects of the film.

It is noteworthy that his brilliant editing skills turned the character of Devdas into a tragic icon in the country. Needless to mention that the editing and acting brilliance of PC Barua in Bengali, Phani Sarma in Assamese and KL Saigal in the Hindi version of Devdas immortalized tragic hero of Sarat Chandra's novel of the same title across the country.

A section of film critics highly appreciates PC Barua's valiant effort to transform the story of Devdas from novel to film than the rest of the versions of other directors. As they believe, in the context of film technology of 1930s and the creative treatment of the emotional elements, the novel Devdas was unfilmable. Many of them have the opinion that Devdas became a cult figure and the movie a milestone in Indian cinema, it all because Barua himself was a kind of a Devdas in real life.

Barua's adaptation of the novel in Devdas portrayed immaculately the tragic life of the protagonist starved with joy and laughter. His reflection of creative instincts and technical superiority over his contemporary reflected his proficiency in editing skills for dramatic effect, applications of symbols, esthetic uses of close-up shots for image construction and sound to suggest telepathic communication between the characters. The skillful representation of emotion of the characters with powerful visuals and dialogue delivering techniques made Barua's cinematic versions of Devdas much superior than rest of the versions of different periods. With experiments of many new ideas and compositions in the picturisation of songs, voiceover and credit tiles, he always proved his superiority over his contemporaries.

Alternation of climax

The climax of Barua's Bengali version of film Devdas was different from the original story of the novel. Had Barua presented the climax scene of the film that ended in the manner the novel did, the audience might not have understood it. Having realised it, the decision of Barua to change climax, where Paro heard that her Devdas was dying under a tree outside her house and door began to close as she tried to rush out, was found to be meaningful and significant sequence. The scene of the closing door is metaphor against the social taboo of a married woman of coming out to see her former lover, crossing the doorsteps of her marital home. It was Barua's own conceptualization and portrayal of the scene to leave powerful imageries of the tragic end and prevailing social system of Bengal on viewers. When Sarat Chandra saw

the film, even he appreciated the climax for the metaphorical end with powerful message.

Conclusion

Sarat Chandra Chattopadhyay, the author of the original novel, after watching Barua's Bengali version of Devdas was very much elated on the brilliant adaption of his novel Devdas for film. He paid a rare tribute while saying "It appears that I was born to write Devdas because you were born to recreate it in cinema." Perhaps, for Barua nothing could as big as the remark of the author of the most coveted novel of Bengali literature for his film.

PC Barua has been always remembered as highly economical filmmaker, perfectionist and strict disciplinarian. His mannerism, dialogue delivery and style of walking drew attention of viewers. In fact, his works were labeled as Barua's style of acting and direction. The powerful impact and endurance of the brilliant acting performance in the film could be understood from the fact that Devdas became synonymous with Barua, who played the character. The significant chapter that Barua added with his film Devdas in Indian cinema can be understood from the fact that his Bengali version of Devdas has been referred as one of the greatest classics of India cinema.

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