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Editor's Desk

Self-communication or intra-personal communication, call it what you like, has never been as significant as in the present times. With most countries embracing the free-market model, competition has become rampant and vigorous in all spheres of human activity. This has led in many cases to individuals leveraging their potentialities much beyond the critical limit. Fear of not meeting heightened expectations and deprivation of normal sleep hours has pushed many into the abyss of stress and anxiety neurosis. And if the individual has a problem in his/her personal life too, the problem is compounded. While an individual cannot always control his/her circumstances, (s)he can certainly control his/her internal processes. The internal processes of an individual are localized in his/her psychological processes, which include one's rational and emotional processes. Most individuals are ill-equipped to handle these two processes, as there is nothing in the formal educational system that prepares an individual to face the challenges in these two areas. Further, while it is easier to handle the thought processes, it is difficult for most persons to handle their emotional processes. Besides, as the two are most often intertwined, weaknesses in handling emotional challenges cloud the strength of rational responses too.

This leaves even the best of managers and leaders de-capacitated when they are caught up in the vortex of their internal processes. As the continuum of thoughts and emotion cycle is deciphered in the human mind through linguistic labels, the process of finding one's bearings in the uncharted territories of the internal processes is dependent on how well an individual communicates with himself/herself. Ability to handle one's ideational and emotional challenges/problems is enhanced when an individual can map these challenges unambiguously. In normal circumstances, it would be difficult for a person to do so. But, if a person were to be initiated in the distinctive syntactic roles of the subject and object in human life, (s)he could be taught to look upon his/her critical situation as a binary wherein (s)he is the subject-observer and (s)he-in-the-event is the object-observed. Once this disengagement is achieved, the person can be his/her own doctor/therapist. The success of self-communication is dependent not only on linguistic capability to map the internal processes but also on the ability to interrogate one's belief and value systems. Grounding in philosophical inquiry into life comes in handy here. Given the multi-disciplinary character of self-communication, there is an urgent need to formalize its teaching to help individuals sucked in by stress and anxiety to better handle them and lead happy and effective lives.

(Ravi K. Dhar)

Mass Communicator has been conceived as an international journal of communication studies with the avowed objectives of stimulating research in communication studies in Indian academia of international level as also to publish research carried out abroad to serve as a window on the multi-dimensional aspects of media and communication research in countries beyond the Indian borders.

To this end, the journal is a platform for the publication of outcomes of new and innovative thinking in the subject/profession that follow not only the rigours of academic research methodology but also non-conventional modes of expression such as perspectives and opinion, which often come from media and communication practitioners, be those journalists or development communicators self-interrogating their profession. The scope of research published in the journal is deliberately kept open-ended to facilitate an osmotic interchange of ideas across disciplines with a bearing on media and communication theory.

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POPULAR CULTURE AND PRODUCT PLACEMENT A STUDY OF BOLLYWOOD BLOCKBUSTER FILMS

Vijay Kumar* Padma Rani**

A film is a form of popular culture. Films represent different clusters of the society and pursue messages without disturbing the cultural setup. Audiences have deep psychological connection with their Superstars and want to follow their lifestyle. Understanding this phenomenon, corporate bodies have started advertising their product through product placement and positioning the products in the storylines. Films have a huge potential in terms of using this medium as advertisement and promoting consumer culture because audiences are bound not only to watch in theatre but also according to their own preference of time and location. This paper seeks to analyze films released between the years 2001 to 2010 and understand the types and modes of product placements being done in films.

Keywords: Product placement, Popular culture, Films, Blockbuster films.

Popular culture can be described as a field that consists of artifacts (objects and people) and events (activities surrounding the objects and people); in addition, "reflects and shapes audience beliefs and values (it arouses and frustrates us)"; it is commercial and often imitative, the products of popular culture are produced daily around us (Moraru, 2010). According to Dr. Cawelti (1971) popular culture fall in between "convention" and invention", where convention provides stability, recognition, and comfortable to the subjects, and invention keep surprising the subjects with narrative and the aesthetics presentation to get attraction from the society (Berger, 1992 & Rooy, 2004).

Since the end of the 90th century, films are one of the major art forms of contemporary culture. The main Centre of Hindi films production is Bombay (Mumbai) and therefore the name Bollywood. The Bollywood is known for films having a variety of elements - drama, song-dance sequence, a celebration of the festival, happiness, sorrow, classes and caste conflict. Bollywood was granted "industry Status" in 1998, it brought about changes in the process of production and distribution. International production houses and Indian corporates have also ventured into the production of Bollywood films (Chopra, 2007 & Sharma, 2014). The directors, production houses and corporate bodies jointly work for surrogate placement in films. The earliest evidence of Product placement in Bollywood films was in Chalti Ka Naam Gadi (1958) where Coca-cola and Shell appeared. The trend of product placements was noticed in Raaz (1967), Evening in Paris (1967), Johny Mera Naam (1970), Bawarchi (1972), Bobby (1975), Maine Pyar Kiya (1989) and Dilwale Dulhaniya Le Jayenge (1995) (Panda, 2005; Kripalani, 2006; Rathi et al., 2012).

In the Twenty-first century, producers are earning revenue from product placement in films. Corporate bodies keep a watch on the Bollywood films in the first week of its release which crosses ten million (crore) known as "Hundred Crore Club" also known as Blockbuster. Ghajini (2013) was the first film to enter the prestigious club (Dwivedi, 2013), it explicitly featured cars from world class automobile manufacturers like BMW, Volvo and Mercedes. Corporate heads have found a lucrative avenue to advertise their products and create brand recall through the potential "Hundred Crore Club" films.

The product placement takes place in three modes: implicit, explicit, or associative (Deighton & Hoch, 1993). In the implicit mode viewer's emotions smartly stimulated by the advertiser through non-verbal communication, where the product is placed in-active mode in the background or around the character of films. The product placed to create a natural environment for the story; sometimes a product can appear accidentally in the story. In the explicit mode product name, slogan, or benefit directly articulated by character, where the corporate place the product in active mode, closed to character, and with suiting the story (Stern, 1994). Product name gets total benefit of recall and recognizes from the viewer's. Emotions stimulate with the warm feelings, where action become co-character which treated parallel to the main character of a story with claiming the

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positive benefit. Viewers directly want to recognize and endorse the brand name is through associative mode (Tellis, 2004).

I. Review of Literature

Product placement in films has become an alternative medium for advertisement of the product. Most international brands like Pepsi, Coco-Cola, Nike, Puma, Ferrari, and BMW are placing their products frequently in the films. Daugherty and Gangadharbatla (2005) in their study point that films get off screen after few weeks but audience watch it later on a different medium. So product placement in films has advantage of a future recall. They concluded that traditional mediums are stronger in terms of recall behaviour. Product placement in films can be a future platform to advertise the products because advertisements take place through storytelling.

Product placement in films is mixture of commercial and non-commercial, where corporate bodies and film production houses sit together and create the space for each other to generate revenue. Williams, Petrosky, Hernandez, and Jr. (2011) evaluated the different dimensions of product placement with the help of previous studies by different scholars. They point that product placement is a modern practice where producers intelligently use natural settings to reach the target audience. Product placement in the content of films, restrict audience nature of skipping the commercials.

In the era of globalization, product placement is widely practised, where competition is to get the attention of consumers. Product placement is a phenomenon in which audience may not notice integration of product at a real time, but they can recall in future (Stringer, 2006). Babacan, Akcali, and Baytekin (2012) in their study have explored how product placement through television serials had an impact on Turkish audience. They concluded that it is gaining positive momentum because it is built into the content itself. Product placement practices are increasing, establishing the network with audience emotions (Hudson & Hudson, 2006). Positive outcomes of placement being call branded entertainment by corporate bodies. B2B practices of placement in films are less recalled at purchasing point, but it takes a natural path to get registered in audience psyche because a message is narrated by their favourite personalities (Lord & Gupta, 2010).

The stored information in the people mind help to make perception. Further, it works when decisions are made (Brown & Johnston, 2006). The information centres for

the consumer are books, newspaper, radio, television, and films. The bonding with brands depends on the strength of the perception.

Films are cluster free medium and cannot be generalized for anyone geographical location in the era of globalization. Films give a wide opportunity to placement partners. However, placement partners should be intelligent otherwise it will shrink, and a message will not reach the target audience (Devlin & Combs, 2015).

Production houses smartly use the pace of the story for product placement to make a mark in audience's mind. Product placement is an art of placing the brands by a protagonist in dialogue, songs, foreground, and background of the story. (Panda, 2005; Kripalani, 2006; Rathi et al., 2012).

II. Research Design and Methods

Bollywood blockbuster films of the decade 2001-2010 have been studied. Blockbuster films are those who have had the largest viewership in the particular year. From 2008 onwards revenue is also considered for declaring a film as Blockbuster. Ten Films - Gadar: Ek Prem Katha (2001), Devdas (2002), Koi Mil Gaya (2003), Veer Zaara (2004), No Entry (2005), Dhoom:2 (2006), Om Shanti Om (2007), Ghajini (2008), 3 Idiots (2009), and Dabaang (2010) has been taken up for analysis. Content analysis has been done for the films observing the frequency of the placed product and scene was examined on three modes of the placement: implicit, explicit, and associative mode. After the products have been identified, they have been categorized under several heads such as Automobile, Electronic, Books and Media, Apparels, Food and Beverage (Alcoholic and Non-Alcoholic), and Services. (Note: Films were excluded in a table which doesn't have any product placement in them.)

III. Results and Discussion

Ghajini (2008), is a perfect example of creating space for international brands. All big players in the Automobile sector like BMW, Audi, Mercedes-Benz, Volvo, Honda and Toyota have placed their vehicles. Among the national brands, only TVs and Ambassador make their appearance. The storyline plays a major role in Indian films as seen in the film Gadar: Ek Prem Katha (2001) was a love story set at the time of India's partition. Devdas (2002) was a love story of young, wealthy Bengali Brahmin boy and a young woman from the middle class in the early 1900s written by Sarat Chandra Chattopadhyay. Both the films had no labelled products

placed in the film, except for Air India in *Gadar: Ek Prem Katha* (2001).

On comparison of the automobile sector, the brand Mahindra makes an appearance most frequently. Among the international companies' Volvo, Audi, and Toyota have placed their products more than other companies. Amongst two-wheelers, international brand Suzuki makes an appearance with a bike which plays a central role in *Dhoom:2* (2006). There were different models placed and used by the leading characters. Among the local brands Hero Honda in *Koi Mil Gaya* (2003) and *No Entry* (2005).

In the electronic category, television brands are the most featured products. They appear in *Koi Mil Gaya* (2003) and *Dhoom:2* (2006). International brand Sansui TV showroom was placed throughout the backdrop of the film *Koi Mil Gaya* (2003) while Sony TV was frequently used by the leading character in the film *Dhoom:2* (2006). Nikon DSLR camera with *No Entry* (2005), Sony camera are placed in *Dhoom:2* (2006) and in *Ghajini* (2008) in prominent forms. Apple MacBook's and Sony Laptops were placed in films are *Dhoom:2* (2006), *Om Shanti Om* (2007), and *Ghajini* (2008) displaying elite lifestyles and people from elite classes. The mobile phone was an emerging product, hence placed prominently in *Om Shanti Om* (2007) and *3 Idiots* (2009).

The storyline is an essential element to create space for placing the brand in films. *Koi Mil Gaya* (2003) story is about a mentally challenged young man Rohit (Hrithik Roshan) who behaves like a child and studies with young children, the placed products in the stationary category are Natraj Pencil, Camel Instrument Box, and Today's Pen. *Ghajini* (2008) was a psychological thriller where the protagonist, Sanjay Singhania (Aamir Khan) lost his memory. Montex Pen appears in prominent form when he enters the shopping complex in search of Sunita (Jiah Khan).

In apparel and personal category, Ray-Ban glass was prominently placed in the films - *Veer-Zaara* (2004), *No Entry* (2005), *Om Shanti Om* (2007), *Ghajini* (2008), and *Dabangg* (2010) which symbolises the dress code of Superstars. Nike and Adidas which symbolizes branded sportswear were also placed subtly in *No entry* (2005) and *Dhoom:2* (2006); Converse shoes in *3 Idiots* (2009).

In food and beverage category Bacardi in *Koi Mil Gaya* (2003) and Old Monk Rum in *3 Idiots* (2009) was placed to connect with a younger demographic, creating brand associations that set a mood for party and celebration in

the minds of the consumer. Other products were Bournvita, Nescafe, and Coco-Cola in *Koi Mil Gaya* (2003) and Pepsi, 7up, Slice, and Mirinda in *No Entry* (2005). These are some of the popular beverages.

In Services category, electronic as well as print, news related products are frequently featured in all the films. Other products like hospitals, credit cards, DTH service providers, banks, insurance companies etc. are also placed in films. In *3 Idiots* (2009), the climax of the story revolves around Fortis Hospital. The Indian Air Force in the film *Veer-Zaara* (2004) which evokes the feeling of patriotism and pride for the country.

The Mode of Product Placement in Films

Implicit mode

In implicit mode, products causally appear without any emphasis on the placement. This may be observed in *Koi Mil Gaya* (2003), a black Volvo car appears for a fraction of seconds while Sanjay Mehra and his wife Sonia Mehra meet with an accident while returning from the Research centre. In another scene at the entry gate of the Cinema Hall, Kodak film causally appears in the frame. Ahuja speaker was used by police officers announcing the message to surrender the alien to them. In *No Entry* (2005), flat owner throws the luggage of Sunny, where the camera causally shows his Vega helmet, Adidas vest and Nike bag. In another scene, Kishan and Kaajal go to Mauritius for a holiday, where hotel staff carries their luggage, and the camera casually shows on the blue bag with Nike logos. In the end, scene children were playing on the beach, and in the background, Pepsi and Mirinda soft drink were placed. Sameera Reddy appears at the beach as a guest appearance, where Sunny looks towards her by sliding his Ray-Ban glasses. In *Dhoom:2* (2006) the young boy is shown carrying a Nike travelling bag and an Adidas cup, at the airport while he inquiries about his flight at the reception. In *Om Shanti Om* (2007), the song "Jag Soona Soona Lage," a big hoarding of red Exide Battery is featured while Ovaltine Malted drink and Dulux paints placed in the background. In *Ghajini* (2008), When Sanjay Singhania chases Sunita, she enters a shopping complex, where in the background Montex pen posters were placed. Aurine Video Intercom was used by security personal to view the attendants when Sunita comes to meet Ghajini. When Sunita goes to Kalpana's home for orphans to meet Sanjay Singhania and the kids, she arrives in a Honda car. In *3 Idiots* (2009), the story starts with Air India where Farhan Qureshi is a passenger on one of their planes. In the waiting lounge at the airport, cellular operator Airtel poster was placed in the background.

Explicit mode

The explicit mode was widely practiced in films, like in *Koi Mil Gaya* (2003) Sonia Mehra (Rekha), mother of Rohit Mehra (Hrithik Roshan) in the scene where she arranging his notebooks and books in school bag, a big jar of Bournvita was placed in the kitchen that served as a backdrop. In the next frame, she is shown going into the kitchen and preparing a glass of milk with Bournvita for Rohit. In another two scenes of the film, there are several brands like Nescafe coffee shop, Coco-Cola, Sansui TV showroom, Today's pen, and Killer Jean showroom was featured prominently. The first scene, where a group of Nisha's friends are seated in Nescafe coffee shop while they discussed how Raj avenged her and insulted. Meanwhile, Rohit's mother comes and reveals his mental disorder to the group about his son. In the second scene Rohit playing with his father's supercomputer and sending a signal to another planet. After receiving the signal from Rohit, thunder and lightning ensue following a city-wide blackout and an Undefined Flying Object (UFO) enters earth. In a song sequence, "Jadu Jadu" with the alien, Rohit, Nisha and her friends the young kid's offer alien Coco-Cola bottle and alien happily drinks Coke that was featured prominently.

In *Veer Zaara* (2004) Veer Pratap Singh (Shah Rukh Khan) goes to rescue Zaara Hayaat Khan (Preity Zinta) while he was wearing Indian Airforce uniform and subsequently the camera focuses on the logo on shirt and his co-pilot is shown wearing gold-framed Ray-Ban glasses, which is placed in the prominent form. In another scene, Chaudhary Sumer Singh (Amitabh Bachchan) gets a call from Maati (Hema Malini) Oh...Chaudhary Sumer Singh Ji...Where are you loitering? In background red colour Mahindra tractor was placed prominently. In another scene, some local villagers enter with his red Mahindra 285-DI tractor with Veer and Zaara on-board in order to drop them at the railway station. In this scene, a tractor was prominently placed, while both of them touched villager's feet for blessing, which symbolises cultural values and beliefs of the Indian society. The story ended with the song "Tere Liye Hum Hain Jiyeh" when he is being released after twenty-two years from Pakistan jail. A similar red Mahindra 285-DI tractor was placed in the backdrop with Veer and Zaara sitting under a tree she offered food to Veer.

In *No Entry* (2005), Shekhar Saxena 'Sunny' (Fardeen Khan) enters in the frame as an investigative journalist, to click private party picture of a minister with his Nikon DSLR camera which is placed throughout the film. In the first song of the film, "Just Love Me," a white colour Mercedes-Benz car was prominently placed in between

Prem (Salman Khan) and the group of dancers are standing. In another scene, Sunny went to click pictures of the suicide point on a red Hero Honda Karizma bike which was prominent.

In *Dhoom:2* (2006) Ali Akbar Fateh Khan 'Ali' (Uday Chopra) enters into the frame with a yellow colour Suzuki Bandit 1200S bike, while ACP Jai Dixit (Abhishek Bachchan) enters the frame with a Yamaha Wave Runner which was placed in the frame. Sony TV was featured on the wall, and Compaq Laptop was placed on the table in a scene where ACP Jai Dixit, Ali, Monali Bose and other police officers discussed about a clever thief. Mr A comes to Mumbai for his next theft, where he uses a Sony Vaio laptop, a Sony Handycam and a Coco-Cola is placed. In another scene, the Taj Hotel was prominently placed which was hosting a jewellery fare. In next scene car enters into the frame at the hotel, where Mr A has concocted his next theft, Monali Bose monitors activities of the jewelry fare and traces Mr A. in hotel premises, the white Audi care and Toyota SUV are placed. In the last scene, Suzuki Bandit 1200S bike was prominently placed to catch Mr A. Where all four leading characters ACP Jai Dixit, Ali, Mr A and Sunehri (Aishwarya Rai) race each other.

In *Om Shanti Om* (2007), in the make room, a beautician enters into the frame wearing Maybelline T-shirt to put make-up on Sandhya (Deepika Padukone). All Maybelline products were kept on the make-up table and the camera focuses on the brand name in the product placed. In a long shot, Mukesh Mehra 'Mike' (Arjun Rampal) and Om Kapoor (Shah Rukh Khan) enter into the frame on an Audi car and the escort cars were Ford SUV featured in a subtle form in an implicit mode to establish the character's wealthy status. They discuss about the location and the new project in which Mike sports gold framed Ray-Ban glasses, and the camera focuses on his glasses while his dressing style represents his elite background.

In *Ghajini* (2008), in one of the important scenes, Kalpana Shetty (Asin) enters into the frame on a TVS vehicle where Sanjay Singhania (Aamir Khan) first witnesses her helping nature, as she helps a nun trying to enter a group of disabled children through the museum gate. TVS vehicle prominently placed in an explicit mode to associate the brand with social responsibility and to create strong brand value. In the five minutes' song 'Behka Main Behka,' the two Volvo cars, the first dark pink and the second dark orange, were placed in the prominent form. In another scene, International Bank American Express's Gold credit card was placed during a

transaction between Singhania and a roadside vendor. By placing American Express credit card in prominent form, the director establishes that Singhania hails from an elite background. Singhania comes for the New Year party organised from Kalpana's Boss; he comes in a BMW car again depicting the characters' wealthy background where car placed in explicit mode. The releasing of kidnapped young girls from antagonist Ghajini Dharmatma (Pradeep Rawat) news was covered by IBN7, Aaj Tak, NDTV, IndiaTV, and Daily Saamana, a Mumbai based Marathi newspaper where all media houses were prominently shown. Singhania comes to meet Kalpana in Hiranandani apartments in an Audi SUV, where the whole scene of Kalpana's murder by the hands of Ghajini was shot, and even supporting actress Sunita (Jiah Khan) uses a black TVS Scooty while she takes Singhania to identify Ghajini, where the Audi SUV and TVS Scooty placed in explicit mode.

In 3 Idiots (2009) Shamaldas Chanchad 'Rancho' (Aamir Khan) and Pia (Kareena Kapoor) admit Raju Rastogi's (Sharman Joshi) father in the trauma centre of Fortis Hospital. Here Fortis Hospital is prominently placed, and the camera pans on the hospital's green logo and hospital's 24hrs. Helpline number 1800-11-7000, 011-2692-7000 is also placed. After completion of a song "Zoobi Doobi," Pia comes and wakes up Rancho and Farhan Qureshi (R. Madhavan) while they slept on the chairs at Fortis Hospital. 'Behti Hawa Sa Tha Who' song completely shot in Fortis Hospital and continued till Raju Rastogi got discharged. Even the film ended with Airtel Official ringtone on Chatur 'Silencer' Ramalingam (Omi Vaidya) mobile phone where Fortis Hospital and cellular operator Airtel placed in explicit mode.

In Dabangg (2010), Chulbul Pandey (Salman Khan) character wears gold framed Ray-Ban glasses and drives a white Mahindra Bolero that is prominently placed. Even supporting characters Makhanchan Pandey (Arbaaz Khan) and the constable wear Ray-Ban glasses.

Associative mode

In Koi Mil Gaya (2003), a well-recognised Indian bicycle brand Avon is featured to depict the child-like characteristics of Rohit Mehra, the protagonist of the film, in an associative mode. A new model "MTB Cycle" is gifted by Nisha to Rohit in order to apologise for her selfish behaviour and extend a friendly hand. Rohit comes back from school, on seeing the new cycle, he says with surprise, "Avon cycle! Ma...Ma...Is this cycle for me, Ma?" His mother replies, "Yes, it is for you." Rohit happily says, "It is a very nice bicycle, Ma! Avon! Thank you, Ma!" His mother says, "Say thank you to her. She is

the one who bought it for you." In India, the advertisement for ethically charged products like alcoholic beverages and tobacco products is completely prohibited, but films provide an opportunity to bypass the government rules and regulation to place these ethically charged products. The corporate and production houses engage in tactical bonding to advertise their products as an associative mode with thin line changes in the script and climax of the story. In another scene, Nisha takes Rohit to a discotheque where her friend asks for Coke and fuse it with an alcoholic drink from "Bacardi". One of the girls gives him the drink and says, "It will rid you of your fear, and you will stop sweating." Rohit replies, "But I am all right." Again girl says, "Have some..." Rohit says, "It is not nice at all." Again girl says, "It is very nice. Have it... Go on. Then, let's dance together." Nisha comes from the dance floor and says, "You are forcing him to have liquor?" Then one of the male friend's reply, "What harm will some "Bacardi" do? He is not a kid anymore."

Another example of an associative mode is leading characters clearly inform the positive attributes of product which benefit the viewers and the brands. In the next scene, Nisha invites Rohit to come inside the house, where her parents welcome him and ask, "Will you have something to drink, Rohit? Tea, coffee...? Rohit reply "Bournvita" than her parents surprisingly react, "Bournvita?" Rohit replies, "Yes, Bournvita is important for strengthening our body and mind. Look at me. I am in the seventh, but I am the tallest in my class. Because of Bournvita." Nisha says, "Sorry Rohit. We have no Bournvita." Rohit replies "No...But you must have Bournvita at home! You must drink it every day." Her parent says, "Oh yes. We will have some bought today. And we will drink it too". In this scene, Bournvita was not physically placed but leading characters talk about the Bournvita. In another scene basketball match organised was called the 'Hero Cup' and the first sports bike by Hero Honda-'CBZ' was given as a prize to the winning team. The match was played between Rohit and Raj Saxena's (Rajat Bedi) team. Even Rohit's team wears red T-shirts with the Hero Honda logo, the Hero Honda logo was also painted on the backboard of the basketball, as well as the name appears on the boundary of the basketball court.

In the race of breaking news, media houses smartly use popular culture forums to create the brand image by using different strategies of product placement. In film Koi Mil Gaya (2003), Dainik Jagran, a Hindi newspaper, carried a headline, "Rohit Mehra in police custody" and the next headline appears as "Special Court to deliver a verdict on

Rohit Mehra's fate today." Zee News is featured at an associative mode, where the reporter says "This is Zee news correspondent reporting from Kasauli...where the special court yesterday acquitted Rohit Mehra on the grounds that he is mentally abnormal and today, the citizens of Kasauli are felicitating Rohit Mehra for setting a rare example of humanity and friendship in helping an alien, whom he considered his friend, go back to his own world. Let's all felicitate Rohit Mehra." Mid-Day tabloid carried the headline, "Rohit Mehra released" and Aaj Tak covered news prominently where two media houses Mid-Day and Aaj Tak was placed in explicit mode.

Veer-Zaara (2004) is probably one of the few films that sent a message for public awareness by placing in associative mode. One of the best examples is when Chaudhary Sumer Singh takes Zaara for a round of his village and they both talk with each other and Zaara says "Veer was telling me that Maati and you have built this village on your own." Chaudhary Sumer Singh replies, "Yes...That is right. At first, there were just fields here. Then after writing many letters, we arranged for electricity. Do you see that hospital?" Zaara says, "Yes." Chaudhary Sumer Singh says, "That was a cowshed earlier. How are you, Doctor? Doing fine, Sir. Very well friend. And look the children's school...Maati and I were the first teachers here. No one knew how to read or write. Now, the kids study here until eighth grade. After that, the boys are sent off to Kartarpur, for further studies." Zaara asks, "And what about the girls?" Chaudhary Sumer Singh says, "It is not possible for us...to send the girls so far. And anyway, they have to learn to...look after the household. So, what use is higher education for them?" Zaara says, "That is not fair, Father." Chaudhary Sumer Singh asks, "Not fair? What do you mean by that?" Zaara answer, "What you and Maati have done for this village...would've it took people centuries to achieve. But while you made the men capable of facing the world...you disabled the women. That is why a Veer has become an Air Force Pilot...and the girls of the village remain illiterate and unpolished. Girls today have reached the moon. They walk shoulder-to-shoulder with men. With education, perhaps, a girl from this village could've outdone Veer. Do you think so, Babu Ji?"

Popular Culture can create strong feelings of patriotism by using associative mode. In Veer Zaara (2004), Squadron Leader Veer Pratap Singh recollects the past to his lawyer, and he says, "This was me, and this was my life. Squadron Leader Veer Pratap Singh. A rescue pilot with the Indian Air Force. I loved my work. Flying was a childhood fantasy. And saving people's lives...was my father's legacy. He was an army officer...who gave his

life for the country. I was alone and free. And I lived every moment as if it were the last." The Ray-Ban glasses seemed to be a part of the uniform and it also symbolises the class and authority of a man in uniform in Bollywood films. It evokes a sense of patriotism and national pride within the consumers or audiences.

In No Entry (2005), Sanjana Saxena and her group of friends following Sunny in the market while drinking Pepsi and 7up. Sunny purchases rat killing pills and say, "Give me Dettol as well". Then Sanjana standing behind him with a group of friends says, "Dettol? Even in soap, he's searching for death...Can't he buy a 'Lifebuoy?'" Dettol and Lifebuoy placed in an associative mode where the leading actress means that while Dettol kills germs and Lifebuoy gives 'Life'.

In Dhoom:2 (2006), Aaj Tak news channel placed the story as an associative mode where news Anchor reads the news, "After 30 crores of diamonds got stolen, this intelligent thief, what is his next plan, police are not able to guess, but we can tell that. Few minutes before our news desk got a phone call from Mr A told us that the six hundred years old sword, which is kept in the Junagadh ford, is his next target." Another Media house Hindustan Times and DNA newspaper placed the story. In another example, in the last scene, beach side camera pans on Sunehri, and Aryan Singh aka Mr A's restaurant, which has a Coco-Cola flag and inside the restaurant, a refrigerator with Coco-Cola logo as well as a Coke can on each table is featured. Sunehri serves Coco-Cola and tells the customer, "This is your Coke and Burgers...enjoy it..."

After the reincarnation in the film Om Shanti Om (2007), Om Kapoor is born in a rich family, and he is a superstar. He is discussing the story with the director while he is engaged in a conversation over the phone. When the director interrupts him, he says, "This Nokia Bluetooth you keep talking I keep talking...you talk talk talk". Here Nokia placed an associative mode where Om Kapoor means that customers can keep talking while doing their work. In 3 Idiots (2009), when three friends Farhan Qureshi, Raju Rastogi and Chatur meet on the tower after ten years. Chatur takes out his Samsung mobile to search the phrase "liquor=Maderia" and asks his friends, "Maderia Piyo Ge???" He takes out an "Old Monk" bottle from his blazer pocket and says, "This is Old Monk Rum which we use to drink on college days." He throws the Old Monk Rum bottle towards them. In both films, Koi Mil Gaya (2003) and 3 Idiots (2009) alcoholic drinks were placed in an associative mode in scenes of celebration and partying amongst youths. Bacardi was

placed in the party of a young elite crowd, where Nisha is the District Magistrate's daughter, subsequently; Old Monk was placed with three friends with a middle-class background.

IV. Conclusion

A wide range of products from automobiles to apparels, media, beverages and services are placed in films. As films provide a variety of opportunities for displaying the products, talking about its features and also a medium to promote products whose advertisements are banned ethically.

Some of the conclusions that can be drawn from this study are: -

- Blockbuster films have a significant mark on the audience, products which are placed in these films can be viewed whenever viewers watch the films.
- The service sector has greater opportunity to place their products, is dependent on the storyline. In certain cases, in spite of the producer's reluctance to place the products, it is still possible like Air India and All India Radio in Ghadar Ek Prem Katha (2001).
- Popular culture can be prominently used for public awareness message. Veer Zaara (2004) and Ghajini (2008) for social responsibility as well as entertaining the audiences. In Veer Zaara (2004) the girl child's education and story of developing 'modern village' with all basic facilities.
- Product placement also depends on the Production houses, and storyline.
- Through product placement, the brands are shown in the film before its launch in the market. Example Volvo car and Mahindra Power Scooter was used by an actress in the 3 Idiots (2009). After which Kareena Kapoor was appointed as the brand ambassador of Mahindra's.

Product placement in films is here to stay and becoming popular. Creative scriptwriters can place a wide array of products in the films without making it obvious as a form of advertisement. Films are a cheaper medium and are viewed a number of items. In terms of viewership, today due to technological advancement they can be viewed all across the globe and also for many more years to come. Therefore, international brands are also promoted in Bollywood films with some of the national brands. Only in cases where the story is about a historical event or is located in the 1940s and 1950s, the kind of products that can be placed is limited.

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Table 1: Automobile Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Koi Mil Gaya (2003)	Volvo Car	1
		Mahindra Jeep	2
		Avon Cycle	1
		Studds Helmet	1
		Hero Honda	4
2.	Veer-Zaara (2004)	Ashok Leyland	1
		Mahindra (Tractor)	4
3.	No Entry (2005)	Mercedes Car	2
		Hero Honda	1
		Toyota SUV	2
		Vega Helmet	1
		Mitsubishi	1
4.	Dhoom:2 (2006)	Suzuki Sports Bikes	4
		Yamaha seas Cycle	1
		Audi Car	1
		Toyota SUV	1
		Ford SUV	1
5.	Om Shanti Om (2007)	Mercedes Car	1
		Audi Car	2
		Ford	1
6.	Ghajini (2008)	TVS Scooty	5
		Volvo Car	2
		Mercedes-Benz Car	1
		BMW Car	1
		Ambassador Car	1
		Audi SUV	1
		Toyota SUV	1
		Honda Car	1
7.	3 Idiots (2009)	Volvo Car	3
		Mahindra Power Scooter	4
8.	Dabangg (2010)	Toyota Quails	1
		Mahindra (Bolero and Scorpio)	8

Table 2: Electronic Products Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Koi Mil Gaya (2003)	Sansui Television	4
		Kodak Film	1
		Ahuja Speaker	1
2.	No Entry (2005)	Nikon DSLR Camera	4
3.	Dhoom:2 (2006)	Sony (TV: 3, Camera: 1 and Laptop: 1)	5
		Compaq Laptop	1
		LG (Refrigerator)	1
		Apple Mac book	1
4.	Om Shanti Om (2007)	Exide Battery	1
		Nokia Mobile Phone	3
		Apple Mac book	1
5.	Ghajini (2008)	Sony Camera	1
		Apple Mac book	2
		Exide Battery	1
		Haier Refrigerator	1
		Aurine Video Intercom	1
6.	3 Idiots (2009)	Samsung Mobile Phone	1
7.	Dabangg (2010)	Videocon Washing Machine	1

Table 3: Stationary Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Koi Mil Gaya (2003)	Natraj Pencil	1
		Camel Instrument Box	1
		Today's Pen	2
2.	Ghajini (2008)	Montex Pen	1

Table 4: Apparel & Personal Products Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Koi Mil Gaya (2003)	Nike	1
		Siyaram Suits	3
		Emami Naturally Fair	3
		Killer Jeans	5
		Adidas	1
2.	Veer-Zaara (2004)	Ray-Ban Glass	3
3.	No Entry (2005)	Adidas	1
		Dettol Soap	1
		Lifebouy Soap	1
		Nike	2
		Ray-Ban Glass	1
4.	Dhoom:2 (2006)	Nike	1
		Adidas	1
5.	Om Shanti Om (2007)	TAGHeue Watches	1
		Maybelline	1
		Ray-Ban Glass	1
6.	Ghajini (2008)	Crocodile	2
		Ray-Ban Glass	1
		Hamam Soap	1
7.	3 Idiots (2009)	Converse Shoes	3
8.	Dabangg (2010)	Rupa Brief	1
		Ray-Ban Glass	9
		Zandu Balm	1

Table 5: Food and Beverage (Alcoholic and Non-Alcoholic) Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Koi Mil Gaya (2003)	Bournvita	5
		Britannia Biscuits	1
		Nescafe	5
		Lay's	1
		Bacardi (Alcoholic)	1
		Coca-Cola	8
2.	No Entry (2005)	Pepsi	2
		7up	1
		Slice	1
		Mirinda	1
3.	Dhoom:2 (2006)	Coca-Cola	4
		Sugar free Gold	1
4.	Om Shanti Om (2007)	Ovaltine Malted drink	1
5.	3 Idiots (2009)	Old Monk Rum (Alcoholic)	1

Table 6: Service Placed in Films of 2001-2010.

S.N.	Name of Films	Featured Product	Frequency
1.	Gadar: Ek Prem Katha (2001)	Air India	1
		All India Radio	1
2.	Koi Mil Gaya (2003)	Oriental Bank of Commerce	1
		Aaj Tak News Channel	2
		Zee News	1
		Mid-Day Newspaper	1
3.	Veer-Zaara (2004)	Indian Air force	3
4.	No Entry (2005)	City Centre Mall	1
		Barista Coffee Shop	1
5.	Dhoom:2 (2006)	Taj Hotel	1
		Aaj Tak News Channel	1
		Hindustan Times Newspaper	1
		DNA Newspaper	1
		Cinemax Picture Hall	1
		Air India flight	1
6.	Om Shanti Om (2007)	Airtel Telecommunications	1
		Shopper Stop	1
		Adlabs	1
7.	Ghajini (2008)	Orient Insurance Bank	1
		Hiranandani	2
		Frankfinn Institute of Air Hostess Training	1
		Star Gold TV Channel	1
		Tata Sky DTH	1
		CNN News Channel	1
		Airtel Telecommunication	1
		American Express (Credit Card)	2
		IBN7 News Channel	1
		Aaj Tak News Channel	1
		NDTV News Channel	1
		IndiaTV News Channel	1
Daily Saamana Mumbai Marathi Newspaper	1		
8.	3 Idiots (2009)	Air India Airline	1
		Airtel Telecommunication	2
		Fortis Hospitals	3
		Reliance BIG-TV DTH	1

TRENDS IN SCIENCE COVERAGE

A STUDY OF LEADING DAILIES OF KASHMIR

Rabia Noor*

Science reporting involves covering news related to science. The current study aims at analyzing the nature and amount of coverage given to science news by leading English dailies published from Jammu and Kashmir State of India viz. Greater Kashmir, Rising Kashmir and Kashmir Times. It endeavors to assess the dominant themes in science beat, story interest, source of Science news and the treatment given to these news stories. The study shall also come up with suggestions and recommendations for the publications in area of science.

Keywords: Science Reporting, Print Media, Greater Kashmir, Rising Kashmir, Kashmir Times.

The laws of nature are revealed to human beings through science and the new scientific inventions and discoveries are revealed through science reporting. As the name suggests, this beat of reporting involves covering news related to science. Science reporting acts as a bridge between scientists, journalists and the audience. It conveys the latest happenings in the field of science to people in layman's language by simplifying the scientific jargons to them.

In recent years, the communication of science news has grown rapidly across the globe, with science playing an increasingly a central role in society. The interaction between the scientific community and news media has also increased. The newspaper organizations of national and international repute nowadays devote separate pages to news stories based on science, while television channels spare separate segments for these stories.

The trend now seems to have reached the Indian-administered Kashmir as well, even though conflict and politics still dominate the headlines there. The leading local dailies of the Valley seem to give due coverage to new scientific inventions and discoveries besides other news in the Science beat.

Language in Science Reporting

Journalistic writing must be a precise form of communication. Science reporting calls for even greater precision. Science deals with laws of nature. Ideas and images in science communication should flow in logical progression. The skill of good writing improves with usage. A science reporter has deadlines to keep and so may not have time for re-writing. Good science reporting needs language that communicates. One has to follow the grammatical practices that make the writing orderly for others to follow. The English language is today

considered as the window to the Science–technology information of the world (Arora, 2003).

Interviewing Scientists

As per Berkeley Science Review (2001), a Science reporter should go to the lab in person for interviewing scientists, where one can get the best information and meet most of the people. The Science reporters should take good notes. With a fast talker, they should use a mini-tape recorder. While reporting, they should try to be present for a physical act that illustrates the Science in the story. A scene can explain that science in an active, engaging way. If the reporter can tag along and interview the scientist while he/she is rotating the telescope to find the outer edge of the universe, that's more interesting than just reporting the details of their research gleaned from an academic paper. For magazine articles or newspaper features, they should pay attention to physical details: what does the lab look like? How does it smell? They should paint a picture to bring the reader to the action. Even if they are writing for a magazine, the common newspaper rhetoric of who, what, where, when, and why still applies. Even if they think they know the basic tenets or importance of the research, they should ask the scientist anyway. If they can't get a simplified explanation of the research from a scientist, they should make sure that they understand the science, so they can find a simple explanation while writing later. If they run into an inarticulate interviewee, a good way to get a comprehensible explanation is to ask a graduate research assistant working on the project, or even a professor in a related field, who can explain the concept to them, though

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they may not quote that person in the piece. Questions to keep in mind: What are the discoveries they've made already? Why are they doing the research in the first place (finding a cure, making semi-conductors cheaper, mom has the same type of cancer)? How does it work? How long have they been investigating this area? Who else is working on a similar thing or who do they collaborate with? Where do they get funding from? The last question will not be so important for this journal unless there is an interesting conflict of interest or the story is about funding.

Following research questions will be answered;

- Analyse the nature and amount of coverage given to science news by leading local English dailies.
- Identify the dominant themes in science beat.
- Assess story interest and source of news.
- Assess the treatment given to science-based news stories by sample dailies.

I. Review of Literature

Media researchers, over the years, have analysed various aspects of science journalism. Allan (2011) argues that not many science stories present scientific evidence because of the journalistic assumption that audiences will fail to understand the technicalities of science beat. He states that media have consistently failed science because editors have a cynical preference for the stories that sell.

Badenschier and Wormer (2012) found that a certain adaption of the classical approach is reasonable to improve the description of selection processes for science news. Some of their conclusions raised the general question in how far the classical news theory is still up to date in the fast changing cross-media world of journalism.

In their research paper, Secko, Amend and Friday (2013) have presented four models of science journalism, viz., science literacy, contextual, lay-expertise and public participation. The models represent as to how science journalism can be produced from within different theoretical frameworks and thereby provide a theoretically-informed but practical guide for nuanced evaluations of the quality of science journalism.

Some authors have examined the state of science journalism in digital age. Holliman (2011) explore the evolving practices of science journalism and public debate in the digital age. The author concluded that the journalistic shorthand of 'climategate' may have profound implications for the production and distribution of science news, and how climate science is represented and debated in the digitally mediated public sphere.

Laslo, Baram-Tsabari and Lewenstein (2011) observe that little attention has been paid to how new media foster public discussion of science-related issues. In their exploratory study, the authors examined discussions generated by articles on the most popular daily news website in Israel. All articles dealt with research studies that involved animal experimentation, a topic often linked to deep ethical conflicts. Based on the analysis of 10 articles and more than 600 reader comments, the authors found that topics in both science and ethics are initiated both by the original article and in the linked discussion threads. The authors concluded that most fruitful topics (measured by number of comments) were initiated in the discussion threads, not in the articles themselves.

II. Research Design and Methods

The study involved analysis of the content categories that include hard and soft news stories, articles and visual elements like pictures and illustrations based on science. The analysis was made in terms of presence or absence of the content categories and frequency with which each category appeared. In case of news stories and articles, type, theme and number were major parameters. Story interest was also assessed to ascertain seriousness of the sample dailies in covering local news based on science. To assess source of news, bylines and credit lines were taken into consideration. The treatment given to write-ups was assessed on the basis of placement, boxed or shadowed item and presence or absence of visual elements. The study encompassed sample of three local leading English dailies published from Jammu and Kashmir, viz., Greater Kashmir, Rising Kashmir and Kashmir Times. The three newspapers have been selected for their circulation, frequency and popularity.

Greater Kashmir is the first and the largest circulated English newspaper being published from Kashmir. From a weekly news tabloid, it has become 20-page daily newspaper. The circulation of Greater Kashmir increased from 2,500 to 11,000 in 2000 to 50,000 at present (Greater Kashmir office). On the other hand, Rising Kashmir has emerged as one of the strongest competitors of Greater Kashmir in a short span of time. Its total circulation at present is 15,000 (Department of Information, J&K Government).

Kashmir Times is the oldest newspaper of J&K state. It reaches every corner of the state and several parts in the neighboring states of Punjab, Himachal Pradesh and Delhi (Kashmir Times website, n.d.). Its total circulation is 5,000 (Department of Information, J&K Government). The study covered a period of three months from May 1

to July 31, 2012. The period was selected for a couple of reasons. Firstly, the year 2012 saw huge moments in science in terms of new scientific discoveries and inventions. From finding a long, long sought subatomic particle to pushing the limits of extraterrestrial exploration to righting an ethical wrong, science took some big steps in 2012 (Wired, 2012). Besides, it is the period of peak summer season, when the newsprint is readily available with newspaper organizations in Kashmir and the number of pages published is usually more than in winters. The publications, thus, have no reason for not carrying Science news at a time when they have enough space in their newspapers.

III. Results and Discussion

Greater Kashmir

During the reference period, overall 117 write-ups based on Science were published by Greater Kashmir that included 109 news stories and 8 articles. 68 write-ups were published in May, 33 in June and 16 in July. 35 of the write-ups were supported by visual elements that include 24 pictures and 11 illustrations. Most of the stories (89) were based on Health discoveries. Astronomy (9), Feats in Science (8), Science-based events (4) and Scientific theories (4) were other themes covered in Science beat. Maximum number of stories (103) were covered by international news agencies that included 74 by Indo-Asian News Service (IANS), 3 by Reuters, 3 by BBC, 2 by Press Trust of India (PTI), 1 by Agence France Presse (AFP), 1 by Associated Press (AP) and 19 by other agencies. There were 5 press releases as well and merely 1 reporter story. Among articles, 1 was written by a columnist, while 7 were written by other contributors.

Maximum write-ups (106) including 101 news stories and 5 articles had international interest. Most of the stories with international interest were reported by international news agencies. 9 write-ups were having local interest that included 6 news stories and 3 articles. Only 2 stories had national interest. There was no separate page for Science news, even though there were separate pages for Business, Sports, Career Counselling, Health, City and State news besides Edit and Op-ed pages. Science related news was mostly carried on inside pages, while 1 story was published on the front page. 85 stories were carried on Health pages, 17 on News pages, 5 on State pages and 2 on City pages. 2 articles were carried on Edit and Op-ed pages, while 5 were published on GK Magazine.

Rising Kashmir

The publication carried 19 Science-based write-ups, 3 of which were published in May, 14 in June and 2 in July.

The write-ups included 16 news stories and 3 articles. 9 of them were supported by visual elements that included 6 pictures and 3 illustrations. The local news based on events (8) dominated the stories. The events included seminars, conferences, exhibitions, meetings and interaction sessions based on Science. 5 write-ups were based on Feats in Science, 2 on Astronomy, 2 on Scientific theories, 1 on Health discovery and 1 on another kind of discovery in Science.

There were no reporter stories, but 11 press releases and 5 agency stories. The 3 articles were written by contributors other than columnists.

Among all, 11 news stories had local interest, which were mostly based on local events. 8 write-ups that included 6 news stories and 2 articles had international interest. There was no Science specific page in Rising Kashmir, while Business and Economy, Sports, City and other pages were carried regularly. 9 of the Science-based stories were published on News pages, while 7 were carried on City pages. The articles were carried on Edit and Op-ed pages.

Kashmir Times

As many as 82 write-ups based on Science were carried by the publication during the reference period that included 80 news stories and 2 articles. 27 of the write-ups were supported by visual elements that included 24 pictures and 3 illustrations. 24 write-ups were published in May, 28 in June and 30 in July. Agency stories (64) dominated the write-ups that included 7 IANS stories, 3 Reuters stories, 1 AFP story and 53 stories by other agencies. There were 15 press releases and just 1 reporter story. One of the articles was written by a columnist, while other was written by a contributor.

Health discoveries (52) dominated the stories, while 15 stories were based on events and 8 on Astronomy. 4 write-ups were based on Feats in Science, 2 on other discoveries and 1 on a Scientific theory. Maximum number of write-ups (64) including 63 news stories and 1 article had international interest. The stories were reported by international wire agencies. 12 news stories had local interest, which were mostly based on local events. 6 write-ups including 5 stories and 1 article had national interest.

Science & Technology page was carried on only seven occasions by the publication. Other pages like Kashmir, India/World, Business, Classified, Miscellaneous, etc, were published regularly. Maximum number of Science-based stories (22) were carried on page 2 (Classified), while 16 stories were carried on News pages, 13 on

Miscellaneous page, 9 on Health and Fitness page, 7 on Science and Technology page, 6 on Life and Leisure page, 4 on Kashmir page and 3 on India/World page. 2 articles were carried on Edit page.

Trend

It was observed that there is no steady trend in Science news coverage by local dailies. Where on one side, there is a fall in the number of write-ups based on Science from May to July for Greater Kashmir; there is an increase in the same for Kashmir Times. And for Rising Kashmir, it is first increase and then decrease in the number of write-ups.

IV. Conclusion

The leading local dailies of Kashmir cover Science beat on almost regular basis and give a good amount of coverage to Science news. Health discoveries form the most dominant theme in Science beat that are published on Health pages. News related to Astronomy and events form other major themes. Rest of the themes are carried sporadically. Most of the stories based on Science, however, have an international interest that are given due space. Very few stories with local interest are published by the local dailies. The stories of local interest are mostly based on local events. The local dailies do not publish exclusive or soft news stories on Science. The publications mostly rely on international wire agencies for Science news, especially Indo-Asian News Service (IANS). They also rely on official handouts for local news rather than sending a reporter to the venue of news. For Science-based events especially, press releases form the source of news. There can be hardly any reporter stories seen in this beat.

Science & Technology page is carried rarely by Kashmir Times and never by other dailies. Multiple Science-based stories are usually clubbed on one page, not necessarily Science specific page. The stories are not given any

special treatment, though they are usually accompanied by visual elements including pictures and illustrations. The publications should devote separate pages to Science news. Apart from international news, they should give good coverage to local news as well. Reporters should look for scientific inventions and discoveries at local level and do in-depth stories. They should visit institutions like Sher-I-Kashmir Agricultural University of Science and Technology and come up with exclusive Science-based stories. Interviews of scientists and experts from the state should be given due space. The organisations should assign Science-based events to reporters rather than relying on official handouts. In addition to above, Journalism schools and news organizations should provide training to journalists to cover Science beat and write stories based on Science.

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Fig 1: Monthly Analysis

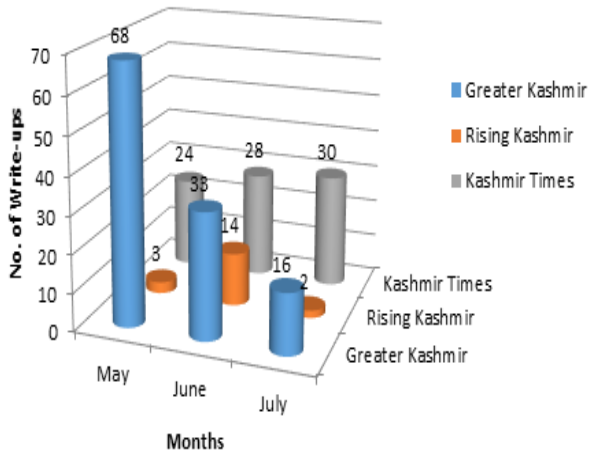


Fig 4: Credit Analysis

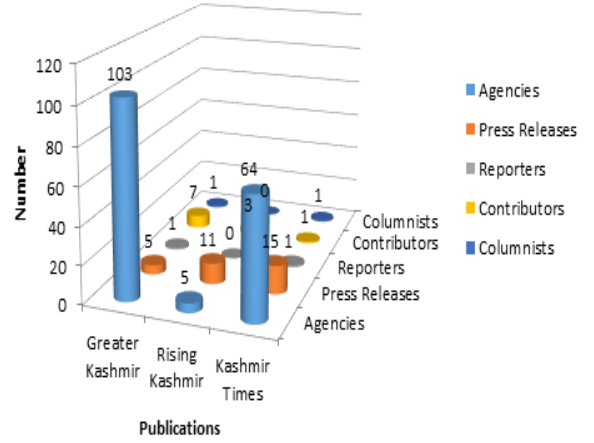


Fig 2: Analysis of Content Categories

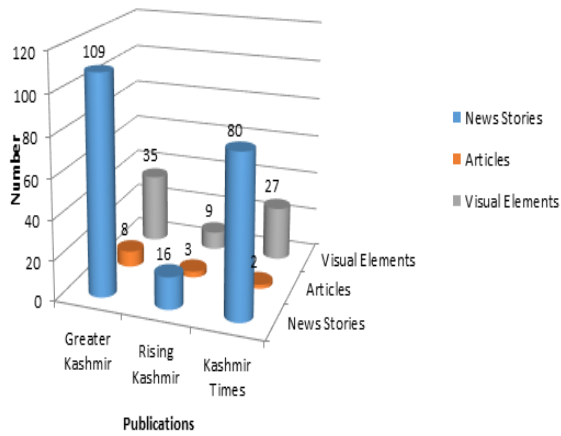


Fig 5: Story/ Article Interest

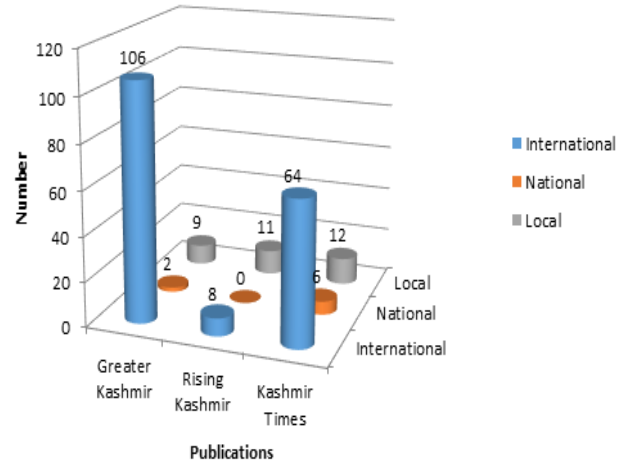
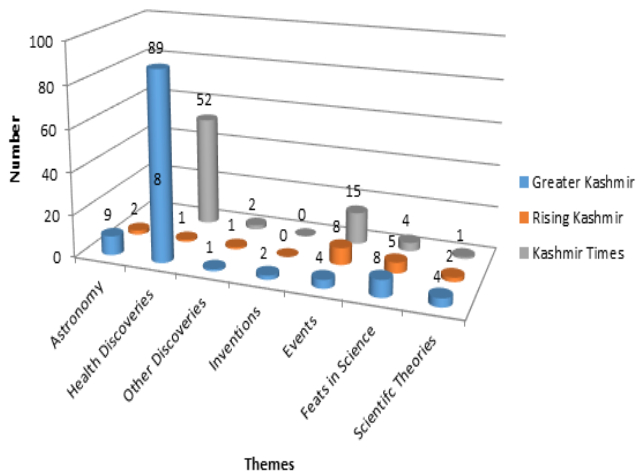


Fig 3: Dominant Themes



FROM THE PEN TO THE MOUSE: BUILDING OPINION ON ENVIRONMENTAL ISSUES THROUGH SOCIAL MEDIA

Moon Jana*

Environmental activism is the combined force (Political, Economic and social) of people who take action to protect the environment. Environmental activists, like many other practitioners of social change, come in all shapes and sizes, from all walks of life. In every age, tool for activism has been changed. In the country like India, environmental movements were more direct, putting the moral authority of a person or community against an established power- say a Sundarlal Bahuguna fasting against Tehri Dam, or the villagers of Sirsi, Karnataka, hugging trees to prevent them from being felled. Interestingly, the movement has changed a lot. Before it was less technical. From the pen it has shifted in the mouse, cyber groups. New media provides a platform for debate, discourse and knowledge-sharing in the process of environmental activism that help in shaping public policy and opinion in favour of sustainable green society. The researcher in this regard, attempts to analyse the role play by the social media in building public opinion on environmental issues through 'public sphere' theory of Habermas and opinion generation through opinion leaders. For this purpose, the researcher has done a critical analysis of social media groups, with a special reference to environmental.

Keyword: Environment, New Media, Public Sphere, Sustainable Development, Green Societies, Environmental Activism.

Social media is still an open box of possibilities. Decades ago invention of social media was just another technological boom. But with the time it shows its enormous potentialities. Now more than 300 million people spend in social media platform for more than 5 hours a days and exchange their thought, message, opinion etc. A study by Internet and Mobile Association of India (IMAI) and Indian Market Research Bureau (IRMB) International reported that 143 million people used social media across the India. According to the report user of social media has grown up with a 100% in rural area with 25 million users as on April 2015. Major users of the social media in India are college student (34%) and young people (27%). One of major reason for having the internet is social media. In India, Facebook is leading social media website with 96% followed by Google Plus (61%), Twitter (43%) and LinkedIn (21%) (Bhargava, 2015)

Facebook is continuing to dominate the Indian landscape of social Media. The company has 135 billion users globally with 864 daily active users. At the end of September, 2014, India has 112 million facebook users after US. A study conducted by Facebook, 'Coming of Age on Screens', about 66% of young and adults use facebook for update information around the globe (Facebook for Business). A study by TCS (Tata Consultancy Service) among 17478 students from 12 cities revealed that facebook is most favourite social

networking site for 'Gen Y' of India. 83.38% registered themselves in facebook. 73.65% of the students access internet for their school project, whereas 62.35% were busy in chat/blog/connect (2014). Having many characteristics like instantaneousness, abruptness, and spontaneous, internet become very popular among young generations as a tool of communication and opinion.

I. Review of Literature

Social media and opinion building

The concept of opinion building is closely associated with the concept of public sphere by Jurgen Habermas. In 40s and 50s Paul Lazarsfeld, Elihu Katz (Katz & Lazarsfeld, 1955) (Lazarsfeld, Berelson, & Hazel, 1968) developed a theory of public opinion which gave a new concept that in the decision making scenario, individuals may be influenced more with each other than the media. Opinion leaders act as an intermediates between the mass and the media. Theory considered interpersonal communication network as information source beside mass media. Between the media and the individual, opinion leaders act as an interface. Influences of those opinion leaders in individuals are much more than the mass media.

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Although how those opinion leader's shapes and influence their 'immediate environment' were not cleared by the theory. The flow simply described as "a process of the moving of information from the media to opinion leaders, and influence moving from opinion leaders to their followers" (Lazarsfeld, Berelson, & Hazel, 1968). Opinion leaders have three typical characteristics- they must have high social participation, they belong from high social status and they have high social responsibility. Though in recent work (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) it has been identified that opinion leaders are not the 'leaders', they are not necessarily head of any organisation or the society or any public figure, but an individual who are highly informed, respected and connected. Who diffuse of information in their peer groups or discuss various issues in groups to shape some opinion.

In social media opinion leadership work in a many ways. Christakis and Fowler (September, 2009) have recognized five rules of 'life in the network' - 1) We shape our network, 2)our network shapes us, 3) our friends affect us, 4) our friends' friends' friends affect us 4) the network has a life of its own.

In social media opinion leaders create an impact on various issues in their followers or the peer groups. They are much more informed and connected through the social media. Below model developed by Kietzmann described how opinion leaders communicate with the masses. In the model Seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation and group leads to form an opinion. (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011)

In another same study, Mou Mukherjee Das (2014) also showed that how opinion leaders have effect the Gen Y consumers in social media.

Developing Environmental awareness through social media groups

Developing environmental awareness or creating opinion on environment through social media has been an long discussed topic. Environment enthusiast tried to use the immense power of social media to shape positive opinion towards environment. Social media already proved to be a great tool for opinion building for politics, marketing etc. now its time to explore the social media for benefit of the globe.

Rapid industrialization, population growth, immense developmental growth causes environmental degradation which is faced by every society and individuals. In

previous study use of social media in respect of environment was studied in the light of advocay, online activism etc. (Ozdemir, 2012) (Jana, 2014). Another study show how environmental website lead people to better environment friendly life (Jayaprakash, 2010).

India too is not exception. Recently CMS ENVIS Centre, India have done a study on effectiveness of social media on environmental awareness. They studied three socail media- facebook, Twitter and LinkedIn for seven days (23rd to 29th March 2014) after World Water Day and during Earth Hour Day. In the study they found Facebook is most visited site among others. Facebook has many groups on environment or conservation. These groups actively taken part on various environment issues of the region by post, pictures, videos etc. finding of the study revealed that facebook has more groups on environment and conservation than twitter and linkedIn.

Another study explored that Facebook by its 'low-key engagement' gives user the facility to take part in environmental programmes for building public awareness and 'potentially shape public opinion as active agents through supporting environmental organisations' (Hemmi & Crowther, 2013).

II. Research Design and Methods

Facebook, like other social media gives a huge platform to discuss, share thoughts and help to create opinion on some issue. The group generally means gathering of some number of people of same interest. It's a place where people can share and discuss something in common. These groups can play a greater role in generating public opinion on some issue. Facebook by its 'group' have given a platform to create our own group of common interest and to express one's opinion. The group allows people to come together for some common cause. In Facebook, there are various types in the group. In can be closed group, invited group or public group.

The study was based on observation and qualitative in approach. The researcher has taken one Facebook environment group- Sunday Watch. Sunday Watch has been observed for six months. It has been observed that whether the group is able to create awareness and opinion on environmental issues or not. The researcher has taken a note of every post, comments, membership, admin's post etc.

Description of the group:

Sunday Watch is a group which primarily deals with the flora and fauna of India. Before it was active with the

name Sunday Watch. But due to some technical problem they created another new group named Sunday Watch. The group has multiple domains. In a very short period of time it has already 4624 members. Average of new added members of this group is monthly 120. There are certain rules for posting any photographs or information in the group. 1) Pictures of wild species of Indian Subcontinent have been allowed to post, 2) They don't entertain any images of captive species, 3) They don't allow any nesting pictures, eggs, nesting birds, birds feeding young as that can be hampered the species, while photographing, 4) in one day they allowed maximum 5 pictures with proper identity of the species, date and location.

They clearly declared that "any form of solicitation for social causes, for forests, tours, hotel guides, etc." will not be entertained as the group is not for any type of commercial activity. This is not a mere group of showcasing one's photographic talent, but more than discussion and a platform for flora and fauna of India. Many mobile clicks or photographs with less technicalities have been acknowledged and appreciated by the groups due to the information or the species documented. According to Mr. Subhankar Patra, one of the group admin and key person of the group, Sunday Watch is an initiative of some enthusiastic and nature loving people who explore various spots on every Sunday. From that the name come 'Sunday Watch' as described in the description of the group:

There has been a long history of nature watching by the nature lovers of Kolkata and West Bengal who go out every Sunday to different places around. This team carefully takes field notes and mark observations to help conservation works. We call it the Sunday Watch! This team is led by Mr. Subhankar Patra, a man who devoted all his life for teaching a vast variety of people on how to observe nature without disturbing her! In short, this group is for the nature lovers, by the nature lovers and of the nature lovers!

The group has official blog too, where they maintain all the trip reports and sighting records. The 68 years old nature lover Mr. Patra admitted that after creating the group in Facebook, it became easier to connect with the large population of mass. It also helps to create awareness and interest among the youth about the wildlife of India. It encourages exploring the various spots. Generally, every Sunday they choose some spot for observation. Spot, time and date and detailed information have been posted in the group, even shared with individual's chat box too. Birds, butterfly, dragonfly, reptiles- every wild species have been observed whole day. After the

observation, detailed sighting report has been posted in the group (See figure 8). But it is not necessary that only group admin will post reports on sightings. Anyone can post a detail report of their sighting. Those sighting reports are very helpful for maintaining a database on wildlife.

III. Results and Discussion

Creating public opinion

As discuss earlier, social media it can be a great tool for generating public opinion. In this study creating public opinion on environmental issue has been observed. In this regard, the researcher has taken one example, which is as follows-Hindol Ahmed posted a photo of killing 5 fishing cat in Howrah, West Bengal, India by local people on June 10, 2015 (See Figure 1), which was posted by one of the group members of Sunday Watch. The fishing cat is medium-sized Schedule 1 Endangered species as per the IUCN (International Union for Conservation of Nature) found in South and Southeast Asia. After lots of discussion and comment over the post in Sunday Watch about the killing, July 31st one of the group members shared a post about a mass petition to Chief Wildlife Warden, West Bengal Forest Department through change.org which gets a huge mass signature of more than five thousand from 48 countries (See Figure 2).

After much discussion on the photographs of killing, it came to the notice of other media too. It got (See Figure 3) coverage in a leading newspaper. After the huge discussion and protest, on August 5 forest official arrested 5 culprits who were associated with the killing (See Figure 4). Officials of forest department acknowledged that due to the post in the social media and the pictures taken by the person on a mobile phone, it was easier to identify the culprits. It is an example how this group generated an opinion and awareness of an issue.

Not only this, the group has raised their voice against various small facts which lead a huge distraction. Such as using 'Manja' string for kite flying. Through the posting of tangled dead bird members have raised their voice against the practice and try to create an opinion (See figure 8).

Opinion Leader

The notion of 'opinion leaders' are clear. Opinion leader doesn't mean any boss or any institutional head. They are much more common individual with more connection and information. As Keller and Berry specify that opinion leader "... it's about millions of people... who shapes and trends in our country" (2003). In this group too some

influential people acted as an opinion leader. As per the rule of the group if someone couldn't identify the species picture of taken off, the member should request in the group for id. For instance, on July 14, one of the group members posted a photo of one frog for id. Many people commented on the post and expressed their opinion. But the identity disclosed of the species when one of the members who is an amphibian specialist too commented that the frog is an endemic Meghalaya cricket frog (See Figure 5).

Citizen Scientist and awareness

As social media is interactive, its institutionalize citizen's scientific curiosity, to select the information and to communicate with each other without the gatekeeping of any editor. Citizen feels more motivated in taking part in such communication because they can share their thoughts and ideas. In the study it was found that in the case of environment members of the Sunday Watch group acted as citizen journalist too, where they identified and criticize the wrong information given by the mainstream media. Members post their opinion and criticize the media when least concerned open billed stork was reported as endangered Siberian stork (See figure 6), a juvenile swamp hen described as juvenile peafowl (See figure 7) in a leading newspaper. That shows how the group builds an awareness on environment related issues and misleading facts.

IV. Conclusion

Social media are very immediate, overcome time and space, easy to use and cheap. Furthermore, the underlying social network and the transparent reputation system create a unique medium of communication that is more sophisticated than any other medium before. Facebook as a most popular social media give a power to create a public opinion on environmental issue. Facebook groups as a common discussion platform help to aware and motivate people for protecting their environment. It leads a better conscious person and citizen.

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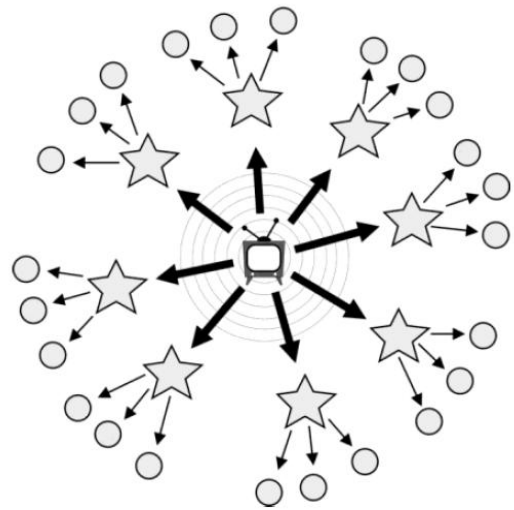
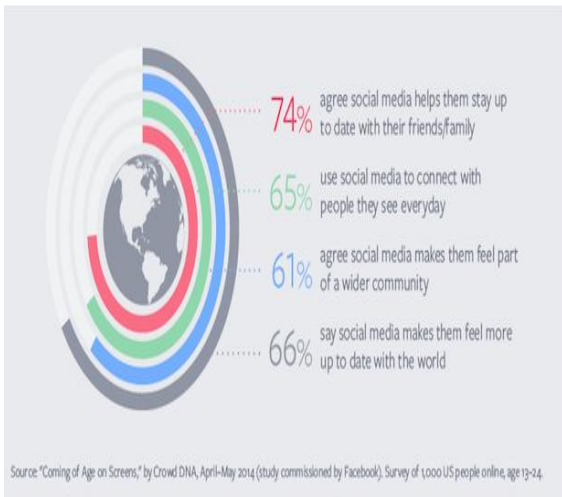
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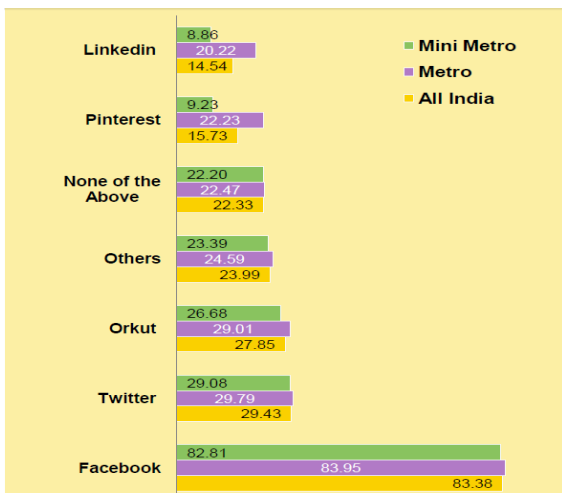
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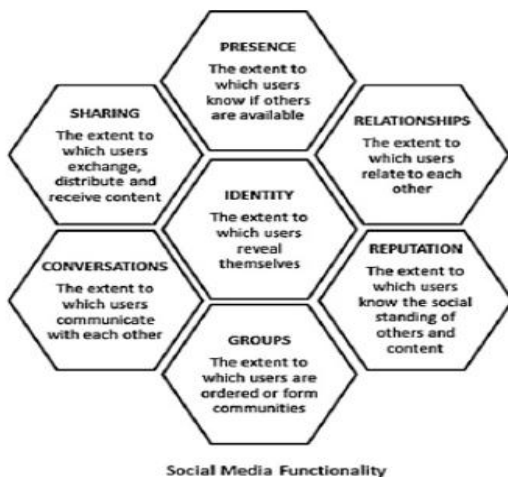
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Two step model flow of influence (Katz & Lazarsfeld, 1955).



Source: TCS Gen Y survey 2012



Source: The honeycomb of social media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011)

Fig.1: Status of active environment groups and active members on social networking sites

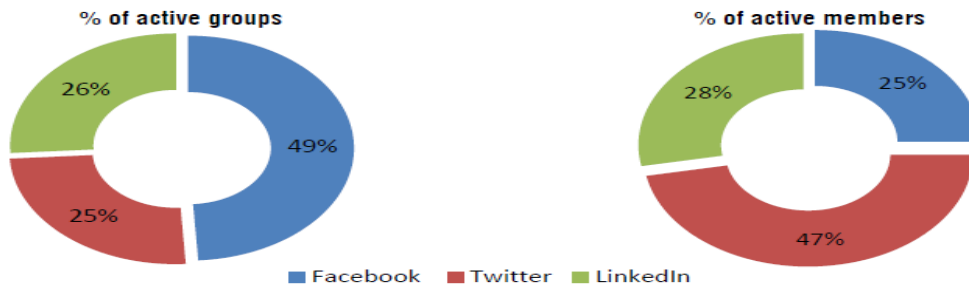


Table 1 Social networking site with active environment groups and members

Social Networking Sites	No. of active groups	% of active groups	No. of active members	% of active members
Facebook	432	49	7,42,623	25
Twitter	223	25	14,01,343	47
LinkedIn	230	26	8,59,279	28
Total	885	100	22,60,622	100

Source: Assessment of using social media to raise environmental awareness (Jha, Verma, & Das, 2014)

Figure 1: Post by Hindol Ahmed on June 10.

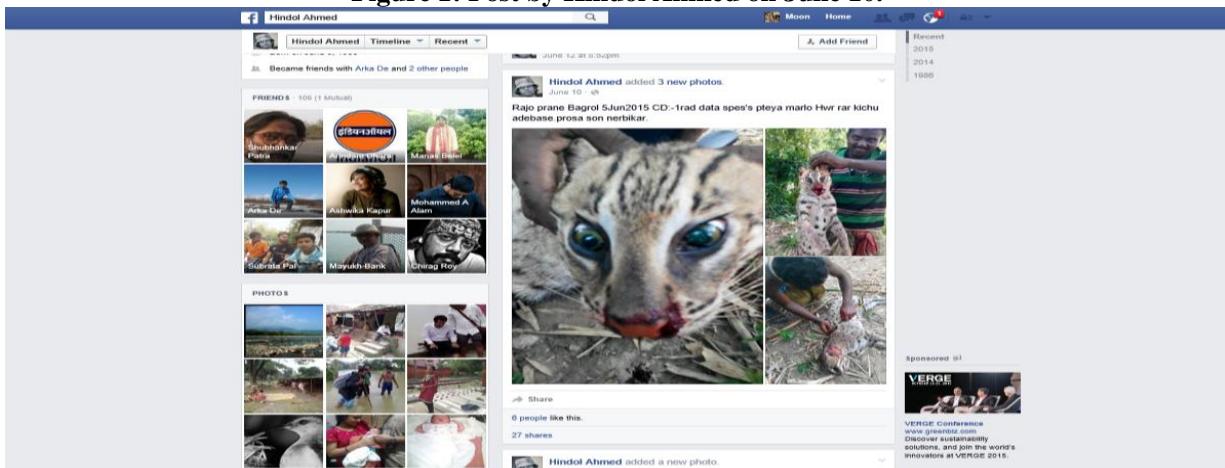


Figure 2: Petition filed by one of the SundayWatch group member through Change.org on July 31.



Figure 3: News Came in Leading Newspaper on August 3.



Figure 4: On August 5 West Bengal Forest Officials Arrested 5 Culprits.



Figure 5: Post by One Member for Identification.

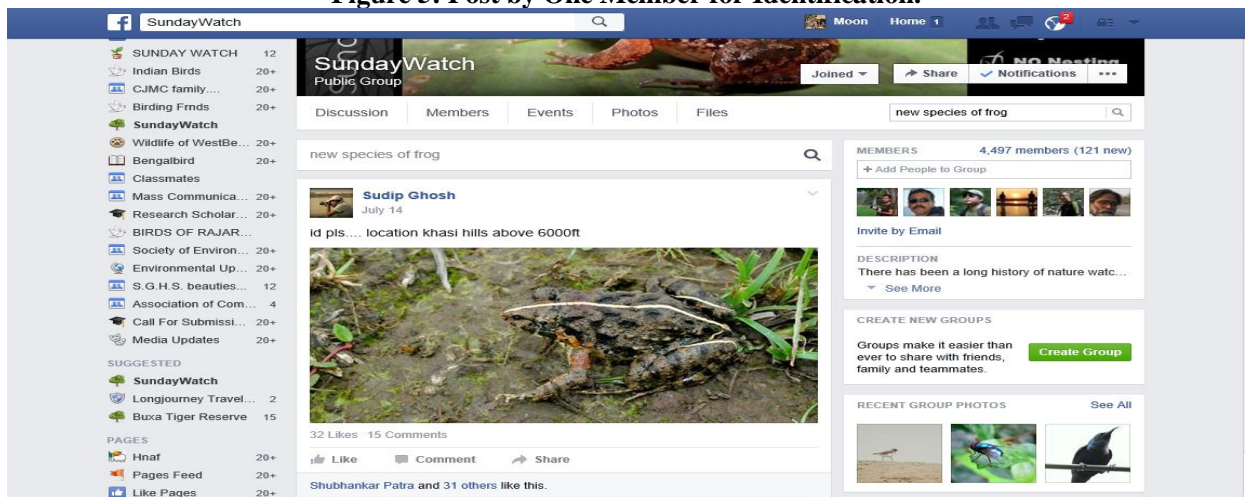


Figure 6: Asian Open bill (least concern) Printed as Rare Siberian Crane in The Times of India newspaper.



Figure 7: Photograph of juvenile Purple Swamp Hen described as a peafowl.



Figure 8: Bird Death Due to Use of 'Manja' String for Kite Flying.



SOCIAL MEDIA AND YOUTH EMPOWERMENT

Neelesh Pandey* Aradhana Kumari Singh**

Social Media plays an important role, helps one communicate in group or with individuals through the internet. One very important mode is Facebook which is a vast network to connect to friends, relatives, colleges etc. It helps people to be in touch with their loved ones and it is helping lot of young people to look for jobs/ employment avenues also. It also provides a platform to make groups and pages of likeminded people to share their thoughts or ideas. Many studies have found that social media and networking sites are acting as great medium for view mobilization and information also. Youth are raising their voice against anti-social acts like violation of human rights, corruption, exploitation, and some public issues to like drinking water crisis etc. These social networking sites are proving themselves an advantageous palter form; at least in collecting the opinion of people on these social issues. Youth are getting more aware about the social issues mainly through Facebook and Twitter. But the lacuna is that youth generally don't discuss these issues, they just share it or like it. Most people think that youth can play a positive role in changing our society which is represented in most of the responses to different queries in the study. The objective of the study is to analyse the impact of social media on youth empowerment. This study gives an insight about youth connection to social issues and the social networking site. The research also analyses whether youth really participates in the movements or just discusses them on the internet. This research has been conducted on the youth of Uttar Pradesh state in India on 400 respondents using the social sites regularly.

Keywords: Social Media, Youth, Logit, Empowerment, Uttar Pradesh.

The term, 'youth' has different definitions which vary across countries. Under a broad category, youth can be defined as, "an individual who falls in the age group of 18- 30 years'. Empowerment in its deepest sense means assisting someone to the path of success. Thus overall, youth empowerment is the means through which the youth of the country are supported by motivational aids to succeed in life. It is through these aids youths gain the authority to encourage in the implementation of laws, which aim to bring qualitative transformation in society. The outcome of youth empowerment is to secure the future of the country, as over time, the youth would take over the various leadership positions and assist in development of the country in accordance with popular statement, "today's youth are the leaders of tomorrow".

Social media includes collection of websites, which operate through community based interaction. Social media is based on people interaction. There are number of social media and each have their own purpose for example, Facebook allows members to keep in touch with their family and friends and upload photos, videos, send messages, whereas, LinkedIn is another social network which used for professional purpose. Wikipedia is also social networking site which is community based open content encyclopaedia. In a report United Nations (2011), has clearly stated that nearly 50% of the developing world population is youth and children and there are 1.2 billion 15 to 24 year olds in the world and one billion of these

live in developing countries. This "youth bulge" has clearly showed that young people constitute a high and peaking segment of populations across the Asia. As far as one can see, the concept of youth engagement is increasingly in international and national agendas, marking a shift in thinking that young people as human resources can benefit society as well as key partners in development (Policy Forum, 2012, p.1). With the arrival of the new media and the widespread use of these technologies, and social media, various scholars have pointed to the hope, opportunity and platform which the new social media offers the youth the world over (Dhaha & Igale, 2013). Indeed, the Internet has become the most essential communication medium to express views and opinions due to its interactive nature for youth across the countries (My Media Generation, 2005). Thus youth are seen as active participants in shaping society through strategies and means that are purely peculiar to them.

Over the years, people have realized the importance of social media and its power for people interaction and action. Egyptian Revolution broke the restricted notion of

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social media; a platform by which its member uses it to update about their social life. What started as an online anger against the Hosni Mubarak's government, slowly moved onto the streets? The various street demonstrations came under the single umbrella of "Silent Stands" that ultimately reached into the historic people movement in Tehrir Square. This movement led to the resignation of Hosni Mubarak and the dissolution of National Democratic Party. Another example can be witnessed in India, The Nirbhaya Gang rape case, New Delhi. In the winter night of 16th December 2012, a 23 years old woman was gang-raped in the capital and suffered enormous injuries on her abdomen, intestine and genitals which led to her death. This rape case was not dealt as a 'another' rape case in the country. Soon it turned into a public outrage, having social and political implications. The youth protest against the system, received both national and international media coverage. This outrage not only spilled to the streets but also took to a storm on social media world. Overnight, there were numerous pages and groups created on Facebook to support the victim and demanding death punishment for the six accused. The protest for Nirbhaya has left a big impact on India and threw light on the gender inequality and brutality behavior against women. The hash tag movement, "#HOKKOLOROB" against the authorities of Jadavpur University which shook the state machinery of West Bengal, clearly shows how powerful social media can be. It was due to the role played by social media, that the movement was an immense success. The West Bengal's Chief Minister on 20th January demanded the resignation of Vice-Chancellor Abhijit Chakraborty.

With youth at the forefront of such revolutionary public protest that have forced to regime changes in these places, it is clear that through activism sparked by this generation's increasingly interconnectedness brought by social media and its technology. These youths are responding to the cause of social issues. The use of social media such as Facebook, YouTube, Twitter, Blogs and others for disseminating messages and engaging the audience in participatory communication has created a new dimension in social mobilization making it easier to organize and disseminate ideas all over the world. In recent times, it is suggested that social media can be an effective way to expand reach, foster engagement and increase access to credible messages on issues of development (Dunu & Uzochukwu, 2011). The one significant thing about the social media is the fact that, the extent to which once-passive audiences are able to engage with media producers and fellow consumers. This is commonly linked to a "democratisation" of the media: the expanded interaction of members of the community

through the media, and the ability of user communities to have greater editorial roles in shaping the content they consume, and recommend to peers in their social networks (Chen & Vromen, 2012, p.1). Thus the prime objective of the present study is to analyze the role of social media on youth empowerment of Uttar Pradesh state of India.

Theoretical Framework

Two theories have been applied to anchor this present study on. They are the Blumler and Katz's uses-and-gratification theory of mass communication and the public sphere theory by Habermas.

Uses-and-Gratifications theory: Earlier research area on uses-and-gratifications theory focused on audience motives for selecting traditional media sources and the gratifications they obtained from them. However, as the new media technologies evolved, attention began shifting on these new technologies and how uses-and-gratifications approach could be applied to them, hence further strengthening the theory as it relates to our understanding of mass communication. Many scholars from various parts of the world have sufficiently used this theory to study how young people behave, especially, use the social media. Thus, this approach is one of the most cited communication theories as best tool for analysing new media technologies in respect to its role and impact (Ebersole, 2000). With increasing adoption of social media, for the present study, uses-and-gratifications approach seems convincing in providing a theoretical framework from which to examine Uttar Pradesh graduate students and their Social media use – firstly, the actual and predominant uses and gratifications sought and obtained from the use of social media, and ultimately to investigate the extent to which they put social media to engineering social transformation and change in their societies through empowerment.

The public sphere theory: The public sphere theory developed by German sociologist, political scientist and critical theorist, Jurgen Habermas who emerged in Europe around 18th century from the social enquiries of Frankfurt School. It was an offshoot from his seminal work in a monograph titled, " The Structural Transformation of Public Sphere (1962)", in which he viewed public sphere as various avenues where citizens can freely express, participate, communicate and share their understanding, ideas and information that involve political, social issues and other diverse things that affect their social coexistence (Abubakar, 2012). Traditionally, earliest notions of the public sphere comprise of public spaces such as clubs, coffee joints and saloon joints,

assemblies and hangouts, motor parks, viewing centers, tea joints, market places and indeed any other public forums that has the potentiality to bring people together on common grounds to debate about social issues. With advancement in information and communication technology and society at large, the basic tenets of the Habermas' public sphere have also been advanced from an easily physical, locational stage to a more sophisticated, online-based but complicated communication space where concerned members of the society could gather, in a virtual world and "exchange opinions regarding public affairs" and deliberate sometimes in a critical and analytical manner (Abubakar, 2012; Allan, 2010, p.10; Ubayasiri, 2007, p.2). For the present study, this theory becomes very pertinent in helping to gauge the practicality of assuming that social media can be used as a public space to empower young people to engage themselves for social transformation and change in their societies.

Status of Social Media users in India:

For many connected users in India, access to the Internet is primarily meant for accessing social media networks. India, there are over 462 Million internet users and 200 Million are active social media users. According to IAMAI-IMRB report 2015, across India, there are 143 million users of social media. Urban areas witnessed a growth of 35 per cent with 118 million users as of April 2015. On the other hand, the number for rural India stood at 25 million, up from close to 12 million last years, showing a growth of 100 per cent. The use of social media in rural India has grown 100 per cent in the past year with 25 million people using the Internet to access Twitter and Facebook.

According to a report, in 2016, 24.33% of Indian population accessed Internet via Mobile phone and the trend is predicted to increase at 37.36% by 2021. The most popular activities on social media include maintaining one's own virtual profile like on Facebook and Twitter, posting and sharing an update as well as posting comment to something a friend has posted. India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers. There are around 155 Million Monthly Active Users (MAUs) in India, of which 147 Million MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles. In India, Facebook is the only social media to cross 150 Million Users. Twitter, the micro blogging site has 23.2 million Monthly Active Users in India, which is 2nd largest in Asia-Pacific after Japan with 26 million MUAs. Over all, Twitter accounts for only 17% of Indian Social Network

users. Around 6000 tweets are sent every second which means over 350,000 tweets per minute, 500 million tweets per day and 200 billion tweets per year. There are also over 30 Million LinkedIn Users in India, while 467 million users globally.

Currently, LinkedIn is the most frequently used social network for recruiting, because it results in the most successful hiring and consequently becoming the fastest growing professional link in India. The video-sharing and uploading site, YouTube has more than 60 million unique users in India with users spending over 48 hours a monthly viewing video content. There are also 16 million Instagram users in India; 30% of overall Internet users are on Instagram.

Research Questions

The primary objective of this study is to examine the role of social media in youth empowerment.

RQ1: What are the predominant uses of social media by youth?

RQ2: To what extent do youth use social media for social transformation and empowerment?

I. Review of Literature

Social networking sites are an effective medium to bring about social change among youth through successful advocacy. SNSs provide platforms where people can engage in conversation to debate and discuss the issues for social change (Thackeray & Hunter, 2010). Social Networking Sites motivate young people to adopt civic and political engagement to address big issues such as global warming, health issues, human rights, poverty. Youth use social media as a tool for collective action (Valenzuela, Park & Kee, 2009). There are four ways by which social media empowered young people: accessing information, taking control of communications, combining to form groups and generating online content. In social media, a user can easily interact with the communicator and have a degree of control over the communication. It gave the feeling that they are not in a top-down communication (WADA). Social media like Facebook, Twitter have been adopted by politicians, activities and youths because it provides a space to engage, organize and communicate. It fulfils various social needs. The technologies of social media stimulate collective imaginations. The more participation of the people on social media for the social cause has made it an instrument of democratic renewal (Ash Narain Roy). Social media makes it possible for an individual to find other people with the same opinions and understanding. Thus they motivate other individuals to participate in the

movement for social, environmental or political issues (Downey and Fenton, 2003). Social media connects people who have similar thoughts and opinions. It helps to form the group who have the same objectives. These groups result in polarization and confrontation between the single groups which a positive impact on an individual's willingness to participate in public discourse (Fiesler & Fleck, 2013). Social media helps to unite people on a huge platform for the achievement of specific goals which in return bring positive changes in society (Siddique & Singh, 2016).

II. Research Design and Methods

For this study, survey method was used. Random Sampling done and for the survey, a random sample of 400 graduate students was selected from the five central universities of Uttar Pradesh (University of Allahabad, Banaras Hindu University, Babasaheb Bhimrao Ambedkar University, Central University of Tibetan Studies, Aligarh Muslim University) 80 respondents from each university. The research objectives were analysed by interpreting the statistical relationships among the relevant variables.

III. Results and Discussion

Use of Social Media by youth

From the table A, it can be shown that 63% of respondent mostly use Facebook, followed by YouTube and Twitter. Thus it can be interpreted that Facebook is mostly like by the youth. YouTube is also popular among youths. There is continuous increase in the You tuber.

From the table B, it can be found out that 86% of the respondent are active on social media. Social media is a boom for the country. It is quite popular among youth. Social media provide a huge platform to the youngsters to interact with other people and share their thoughts and opinions and views.

From the table C, it can find out 43% of the respondents are using social media for around 3 years and 34% are using since 4-6 years.

From the table D, it can be shown that 38% of respondents use social media every day, 32% used social media several times in a week and 21% used social media once in a while. Posting about their private lives, connecting with friends, reading News Feed, getting update about the happening of the world are some of the function of Social Media which have attracted youngster.

From the table E, it can be analysed that 44% of respondents spend an average of 3-5 hours on social media and 37% spend an average of 1-2 hours on social media.

From the table F, it can be ascertained that 60% of respondents use mobile phones to access social media, followed by mobiles phone and personal computer. The Android phones are easily available in the market at cheap prices with updated technology which has increased social media user.

From the table G, it can find out, 31% of respondents use social media for uploading photos, videos, and personal thoughts. It also shows 22% of respondents are also engaging their friends for social discussion by their post.

From the table H, it can find out that 27% of respondents usually upload entertainment stuff followed by personal stuff and social issues.

Use of social media for social transformation and empowerment

From the table A, it can find out that around 46% of total respondents use social media for social change while 54% use for other purpose, for e.g. posting photos, humorous stuff, personal activities, getting Facebook live etc.

From the table B, it can find out that around 52% of total respondents are aware of group or organization for social change. User get notifications to accept group request from their friends.

From the table C, it can find out that around 44% of total respondent have a membership of group or organization for social change while 56% of respondents are not member of group for social change

Findings:

Respondents make the most use of Facebook, followed by YouTube and Twitter. They are always active on social media. Respondents are using social media for around 3 years. They use social media every day. They spend an average of 3-5 hours on social media. They use more of mobile phone to access social media. Respondents use social media for uploading photos, videos, and personal thoughts. It also shows respondents are also engaging their friends for social discussion by their post. From the study, it can be found out that respondents usually upload entertainment stuff followed by personal stuff and social issues on social media. Around 46% of total respondents use social media for social change. Around 52% of total respondents are aware of group or organization for social

change. And around 44% of total respondent have a membership of group or organization for social change.

IV. Conclusion

This present study has highlighted deep insight into the understanding of the role of social media in youth empowerment, social transformation and social change in Uttar Pradesh. Youth are using social media to connect with their peer groups by uploading their personal stuff in the form of thoughts, videos and photos. However, they are also creating a forum to engage their friends for a discussion on social issues. Though, they are aware of various social groups and organization on social media taking up social issues. But still, participation with these groups are less. Social media has to play an integrated role to facilitate the participation of youth more in a productive way, empowering them for the cause of social issues.

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1. Use of Social Media by youth.

Table A: Social Media Respondent Makes the Most Use of.

Content	Frequency	Percentage
Facebook	65	63%
Twitter	9	9%
Blogs	2	2%
Youtube	13	13%
Instagram	6	6%
All of the above	7	7%

Table B: Respondent with Active on Social Media.

Content	Frequency	Percentage
Yes	345	86%
No	55	14%

Table C: How Long Since Being Using Social Media.

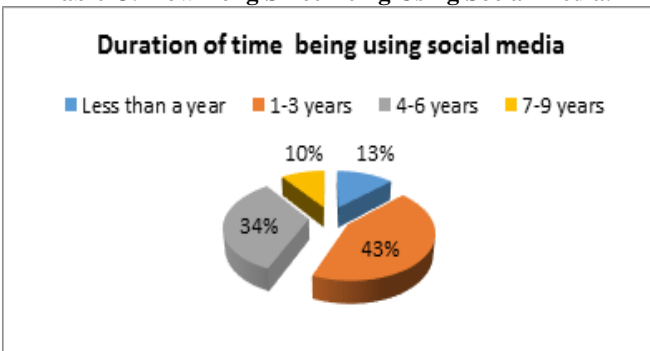


Table D: Frequency of Visit to Social Media.

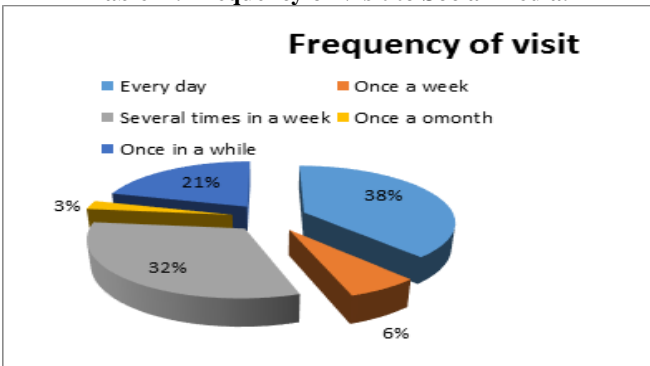


Table E: Time They Spend on Social Media.

Content	Frequency	Percentage
Average of 1-2hrs	150	37%
Average of 3-5hrs	175	44%
Less than one hour	75	19%

Table F: Medium use to Access Social Media.

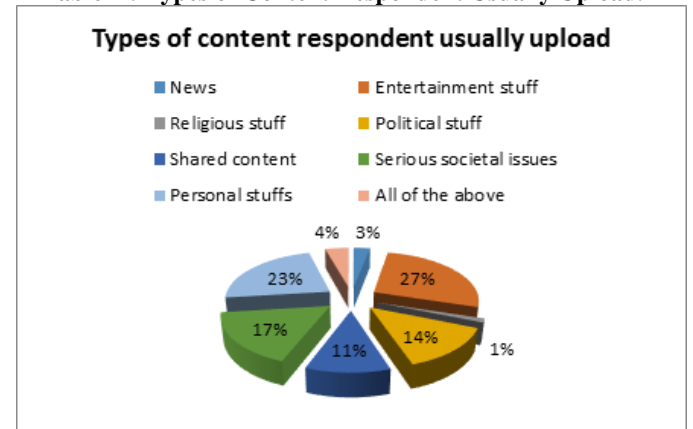
Content	Frequency	Percentage
Mobile Phones	242	60%
Personal Computer	22	6%
Cybercafé	28	7%
Mobile phones & Personal computer	76	19%
Mobile Phones & Cybercafe	12	3%

Personal computer & Cybercafe	20	5%
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Table G: Respondents Activities on Social Media.



Table H: Types of Content Respondent Usually Upload.



2. Use of Social Media for Social Transformation and Empowerment.

Table A: Use of Social Media to Advocate or Win Support for a Cause That Brings Social Change and National Transformation.

Content	Frequency	Percentage
Yes	183	46%
No	217	54%

Table B: Awareness of Group or Organization on Social Media for Social Change.

Content	Frequency	Percentage
Yes	208	52%
No	192	48%

Table C: Membership of Group or Organization on Social Media for Social Change.

Content	Frequency	Percentage
Yes	176	44%
No	224	56%

A STUDY ON EVOLUTION OF VIOLENCE IN VIDEO GAMES, INDIVIDUAL PERCEPTIONS AND ITS IMPACT ON SOCIETY

Praveen Durugu*

Video games as a form of entertainment is wide spread and it is estimated that 90 percent of children in USA play video games. There have been several pointers indicating the role of violent video games in perpetration of crimes in the society. The aim of the study is to assess the perception among young individuals playing video games. About seventy-three individuals from Manipal academy of higher education, Dubai campus who play video games were interviewed with a preformed questionnaire. The mean duration they were playing video games was 3.90 (SD±1.22) years. The average time spent for video games per week was 13.86 (SD±4.86) hours. 43.93% played because violent video games were interesting to them, 36.98% for pleasure and 19.17% played because violent video games kept them engrossed. 29 (39.72%) individuals felt playing violent video games made them aggressive. 38 (52.05%) felt they were not affected and 6 (8.21%) individuals were uncertain.

Keywords: Video games, entertainment, children, effect.

Visual form of entertainment can be considered as a revolution in the mode of entertainment over generations over time as it has surpassed all other media to the background as emerged as most favored form of entertainment. Video games have brought entertainment to the living rooms from the occasional outing of the theatre and have enamored all generations over time. Statistics show that over 90 percent of children in USA play video games and this figure exceeds 97 percent if only adolescents aged 12 to 17 years are considered.^{1,2} It is estimated that children younger than age 8 who play video games spend a daily average of 69 minutes on handheld console games, 57 minutes on computer games, and 45 minutes on mobile games, including tablets.³ Though statistics are not available a high number of children in urban centers across the world use different tools like consoles, hand held devices or mobiles for playing video games. Nielsen media research had assessed that at least 45 million households in USA have one gaming console or other. A study by Khan Academy showed that over time the average age of players of video games has increased to 34 years signifying the popularity of the video games in the society.⁴ Although not all video games contain violence, it is observed that adolescents of both gender prefer to play violent video games over other games.⁵ As the segment of video games progressed over the past decades violence has also crept into the games and now it comprises over 89% of the games played most of it in the form of violence towards others with injury or death as the outcome.⁶ Violence in video games tends to pose negative impact on children more than the teenagers

and adults.⁷ It was unclear whether the Columbine High School massacre of 1999 was influenced by violence in video games, but it was understood that the perpetrators of the massacre were fans of the game "Doom".⁸

The objectives of the present study are;

1. To study the extent of involvement in playing video games by young individuals
2. To understand the extent of parental acceptance for their children's playing violent video games
3. To assess the reasons for their playing violent video games
4. To assess the perception of the individuals playing video games towards the violence content

I. Review of Literature

A game called "Death Race 2000" launched in 1976 can be considered as the introduction to violence in video games, where it allowed the participants to drive a tiny car over black and white gremlin like figures. Although the violence in the game was miniscule in comparison to the present-day games, it has triggered a major controversy in those days even prompting for an investigation to assess the psychological impact of video

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games and ultimately the manufacturers had to withdraw the game from the market. Later games like “Custer’s revenge” and “Night Trap” had to face same fate and were withdrawn due to public outcry. The 80s saw release of “The Texas Chain Massacre” and “Halloween” by Atari 2600, wherein the player either massacres fleeing victims in the former or the player has to stab a baby sitter using a sword in the latter.

From the era of cartoon images, the video games transgressed to real life like animated games with the launch of “Mortal Combat” series in 1992. The year 1994 saw the formation of a self-regulatory Entertainment Software Rating Board (ESRB) by the Entertainment Software Association, which assigns age and content ratings for video games. Though the rating system is strictly voluntary, nearly all the video games are submitted to rating since the console manufacturers do not accept the games without ESRB rating and most of the retail stores do not accept games without rating. Later in 1995 the game “Phantasmagoria” was withdrawn from some retail stores in USA due to its excess violence and gore.

The year 1998 saw the release of the game “Grand Theft Auto” which had its dose of violence in the form of drugs, porn and killing. Following the aftermath of 9/11 terror attack, “Grand Theft Auto III” was released with the content involving New York city. The latter part of 90s also saw several law suits filed by many against the entertainment companies. Jack Thompson was the first to file a case in 1997 claiming that video games were responsible for the incidences of killing by teens. Though the lawsuit was dismissed for lack of legally acceptable claim it was a harbinger for many to come. In the year 2000 the city of Indianapolis passed an ordinance restricting video game operators having five or more machines to allow a minor unaccompanied by parent, guardian or any custodian to play the games. However, the ordinance was struck down by the 7th circuit court appeals the next year. Despite several lawsuits newer video games with high content of violence have been released from time to time. The latest in that genre is the 2016 game “Blue whale” which has been hogging the headlines of late for the number of suicides among young people across the globe.

The public outcry and the legal battles which the video game industry had ironically helped the video game industry to bond more with violent content rather than quelling it.⁹ The present games abound with more interactive and high in violence in content. The dramatic increase in the processing speed in the computer industry

have given more dramatic and realistic images in the video gaming.¹⁰

Psycho-social impact of violence in video games

From the days of outdoor activities most of the new generation children and adolescents have migrated to video games to express their proficiency of playing the games. These games promoted self confidence among them as well as improved their cognitive skills. At the same time, they also give them a chance to escape from school work and social activities involving family as well as peers.

Fingers have been pointed at violence in video games as a trigger in several crimes involving mass massacres for a long time since the Columbine massacre in 1999. It has been suspected that the gaming habit of the perpetrators as a reason for them to have committed the crime or has been used as a training tool in preparation for the crime. More recently also it has been implicated in crimes such as CO theatre shootings of 2012, Sandy Hook massacre in 2012 and Washington Navy Yard massacre 2013. However, there has been a long-standing debate whether violence in video games can influence the behavior of a child.

According to Brad Bushman Professor of Communication and Psychology at Ohio State University, several studies provided evidence that violent video games can lead to “an increase in aggressive thoughts, angry feelings, physiological arousal, including increased heart rate, and aggressive behavior. They also decrease helping behavior and feelings of empathy for others.”¹¹ A meta-analytic review of the video-game research literature reveals that violent video games increase aggressive behavior in children and young adults. Experimental and non-experimental studies with males and females in laboratory and field settings support this conclusion. It has also been suggested that playing violent video games decreases pro-social behavior.⁸ Anderson and Bushman have also postulated a General Aggression Model (GAM) to explain the mechanism behind the link between violent video games and aggressive behavior.¹² Despite the fact that evidence points towards violent video games and aggressive behavior there is a criticism that most of the research had focused on children and late adolescents and not on individuals in the vulnerable age of early and middle adolescence. It is possible that adolescents are more vulnerable to the violent behavior as a result of violence in video games at certain developmental ages. Moreover, there are individual differences in the behavioral pattern of different adolescents with only some are susceptible to the negative consequences of video game violence.

In scientific terms “violence” and “aggression” are often used interchangeably. However, observers from different disciplines like physicians, epidemiologists, criminologists and others view aggression and violence in different perspectives and use different definitions for both the terms compared to psychologists. In a psychological perspective aggression is often considered as behavior that is intended to harm others.^{13,14} Violence is considered as an extreme form of aggression or using physical force resulting in harm to others.¹⁵ Although the number of studies directly examining the correlation between the amount of violent video game use and extent of change in adverse outcomes is still limited, existing research suggests that higher amounts of exposure to violence in video games are associated with higher levels of aggression. There is also some criticism that studies have not analyzed gender distribution of the effects of violence in the games and also have not included samples representing current population demographics. The studies have also failed to address the effects of ethnicity, socio economic and cultural factors on the behavioral patterns in the individuals exposed to violence in video games.¹⁶

II. Research Design and Methods

A cross-sectional study was carried out during January 2018 at Manipal Academy of Higher Education, Dubai campus. The subjects were selected by systematic random sampling from students of streams of Media and Communications and Bachelor of Business Administration of Manipal academy of higher education, Dubai campus. A semi-structured self-administered questionnaire (Table 1) was used to gather information from the subjects on the duration of time spent by them on playing video games, parental acceptance, their perception of effects of violence in video games, their reason for playing violent video games and their ability to discontinue playing. A sample of 130 students were selected randomly and administered the questionnaire. 41 individuals were excluded due to their infrequent use of video games. 16 individuals were excluded as they were unwilling to participate in the study. A final sample of 73 individuals was included in the study. Data was analyzed with descriptive statistics (frequency, percentage, mean & standard deviation).

III. Results and Discussion

The mean age of the selected subjects was 17.84 (SD±2.84) years. 49 of the subjects were male and 24 were female. (Figure 1) The mean duration they were playing video games was 3.90 (SD±1.22) years. (Figure

2). 56 of the subjects were using both computer-based games and some form of gaming console. Whereas 21 individuals did not possess gaming console and were exclusively playing computer-based games. The average time spent for video games per week was 13.86 (SD±4.86) hours. (Figure 3). 31 (42%) of the subject’s parents were not aware of the violence in the games their children were playing. 24 out of 73 parents (32%) had permitted playing video games by their children with restrictions as compared to only 25 (34%) where no restrictions were imposed and in 24 (32%) subject’s parents have resented playing video games.

Different reasons were explained by the subjects when enquired about why they were playing violent video games. Majority (43.93%) played because violent video games were interesting to them. 36.98% of the subjects played as it gave them pleasure. 19.17% played because violent video games kept them engrossed. All the subjects interrogated felt they benefitted by playing violent video games. Majority of them felt they were relaxed by playing them. A few felt that it gave comfort, improved their sharpness, hand skills or improved focus. One subject felt playing violent games was a good diversion. (Figure 4). 29 (39.72%) of individuals felt playing violent video games made them aggressive. 38 (52.05%) felt they were not affected and 6 (8.21%) individuals were uncertain. (Figure 5). 35 (47.94%) of the subjects answered that they could not quit playing video games, whereas 37 (50.68%) individuals felt they could discontinue and 1 (1.36%) individual was uncertain. (Figure 6).

How are the video games influencing the psycho-social behavior of the individual? The games are usually made in a way that the player is made to adapt to different levels of difficulty and pace in which the game progresses. The games encourage the players for a massed and distributed practice by giving them a score or feedback immediately in the initial stages. The present study shows that most of the individuals play violent video games for pleasure and the games keep them interested and engrossed. Repetition of the game due to the massed practice develops physical and mental skills such as eye-hand coordination. Over time, the game provides memory benefits in the form of new cues for memory, interpreting new information and reorganizing memory accordingly.^{17,18} Similar benefits have been reiterated by almost all the participants in the present study, where they felt playing violent video games have benefited them in some way or other. Douglas and Ronald in their study on school students showed that students who played multiple violent games had a greater

hostile attribution bias which increased their aggressive behavior over time. Among the 8th and 9th grade students, playing more frequently during a given week over several years had greater hostile attribution bias and arguments with teachers. Even among the college students the amount of violence in video games they played significantly predicted trait anger, proactive physical aggression, reactive physical aggression and general physical aggression. However, in the present study the participants have not perceived a change in their behavior towards an increase in aggression, as about half of the participants felt there was no change in their behavior although nearly 40 percent of the subjects felt there was an increase in aggression in their behavior. This distribution was noticed irrespective of sex and race of the individual.¹⁹ In the present study also we noticed that the individual perception about the violent video games has been uniform across all ages and genders in the study group.

There is also a conflict in what is taught in schools to what is learnt by games. Schools are involved in teaching pro-social values as sharing, tolerance, modesty and peaceful resolution of conflicts whereas popular media and especially video games stimulate different values as competition, aggression, acquisitiveness, lust, gender bias, pride and winning at any cost by whatever means which is rewarding.^{20,21}

It has been proposed that violent behavior among children is enhanced by the violence in video games in two methods. One thought suggested "General aggression model" (GAM) in which the violent video games teach adolescents to be violent by learning violent thoughts through repetition which forms violent cognitive scripts. When these adolescents encounter a situation, they act more violently or interpret nonviolent situations in violent ways. The second model of thought is the "Catalyst Model" which proposes that persons who are prone to violence because of other biopsychosocial variables will be "catalyzed" or stimulated to enjoy the violence in video games. The violent video game does not cause them to become violent. The model also predicts that those individuals with preexisting risk factors for violence might be pushed "over the edge" because of violent video games and choose violence as a valid solution to problems.²²

A meta-analysis involving more than 130,000 subjects by Anderson, including both genders, all ages, and various races and ethnicities supported the GAM model. The analysis concluded that exposure to violent video games is associated with more aggression and less compassion

in children regardless of age, sex, or culture. Violent video games were a causal risk factor for increased aggressive thoughts and behaviors, decreased empathy, and antisocial behavior. Anderson proposed that exposure to violent video games was a factor that could be controlled by parental involvement, in contrast to other risk factors for violence that are difficult to change, including genetic factors, family environment, and poverty.²³

However other researchers have contradicted the views of Anderson and a few had suggested that only the subjects who scored in the top quartile of aggressive trait in psychological tests had an increase in aggression after constant exposure to violent video games. Markey and Tarter had suggested that other social factors play a more important antecedent role such as child abuse and neglect, victimization, bullying, substance and alcohol abuse, exposure to violence at home, low socioeconomic status, neurobiological indicators and access to gun than mere exposure to violent video games.^{24,25}

Our study shows that the individuals playing video games perceive that violence in video games give them a positive impact and pleasurable pastime. Research has shown that psychosocial changes, biological developmental changes and emotional challenges that arise in early adolescence make them develop aggressive behavior. Although most of the adolescents cope up with these, this period is also associated with increasing negative emotions and depression.²⁶ It is suggested that, as adolescents become more aggressive, they become more attracted to activities that involve aggression like violent media more than less aggressive adolescents. As they tend to grow up, developmental changes lead to a decrease in aggressive behavior and their preference for aggressive activities, such as video games also abates. It is also observed that video games being action oriented create a high level of arousal and hence those adolescents who have a high need for sensation and arousal are attracted to violence in media.²⁷ Research has also shown that individuals with negative mood are more likely remember negative information better than positively directed information. It is possible that violent video games tend to enhance the innate aggressive tendency among adolescents with negative emotions and subliminal depression.²⁸

IV. Conclusion

There has been a debate over the issue of increasing violence in society and its correlation to video games. Recent acts of excess violence involving adolescents have

lead to a heightened interest in violence in video games. The impact of violence in video games is more pronounced in early adolescence compared to mid and late adolescence.

The following conclusions can be drawn from the present study

1. Violent content in the video games give pleasure and sustain the individual's interest in further playing the video games.
2. Most of the individuals perceive that playing violent video games benefits them by either improving their motor skills or sharpness.
3. The individual perception towards an increase in aggressiveness in their behavior is mixed with majority feeling there is no change. This however contradicts most of the studies which have objectively showed an increase in aggressive behavior with violent video games.
4. Parental control over the violence in the video games played by their children could reduce the impact of the games over their behavior.

More research is needed to assess the public health threat among children and adolescents and to determine the period of adolescence when impact of violence in video games is greatest.

The limitations of the present study are

1. The study population is a small sample and needs larger study to correlate our findings with general population.
2. The study group comprised of students of college in the age group of 18 to 22 years. It is uncertain whether we can correlate these findings with a wider age group and a wider spectrum of socio-economic

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Table 1: Questionnaire.

Name		
Age	Gender M/F	Address
S.No.	Question	Answer
1	How many years have you been playing video games?	
2	Do you use Console or Computer based Video games?	(Computer/ Console/Both)
3	How many hours in a week do you spend playing video games?	
4	What percentage does violence comprise in your games?	
5	Are your parents aware of the violence content in the video games you play?	Yes/No
6	Have your parents accepted for the content of violence in video games?	Yes/No/With restrictions
7	Why do you play violent video games?	
8	In your perception what benefit has occurred to you by playing violent video games?	
9	In your perception have the violent video games effected your aggression?	
10	Do you think you can stop playing video games when you wish to?	Yes/No

Figure 1. Gender Distribution.

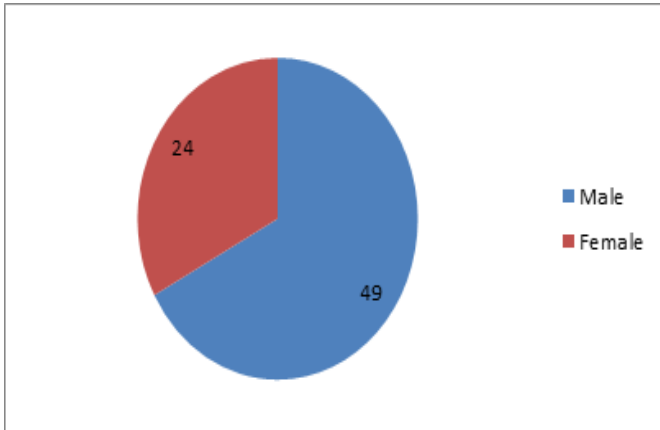


Figure 2. Duration of Playing video games in years.

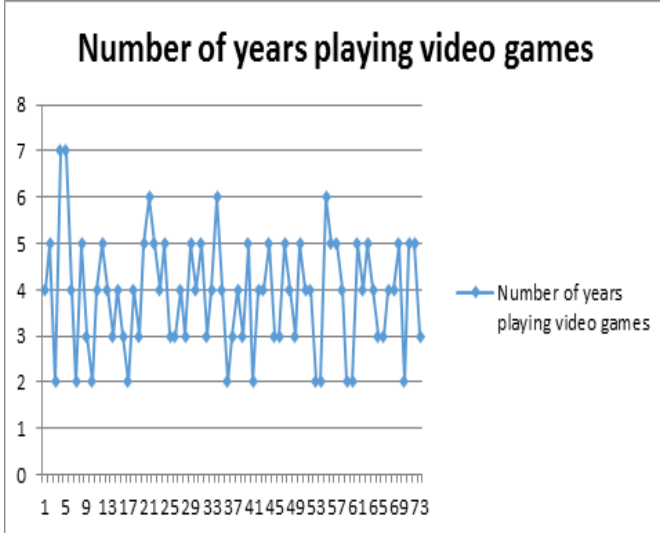


Figure 3. Time spent in hours per week for playing video games.



Figure 4. Individual perception of advantages by playing violent video games.

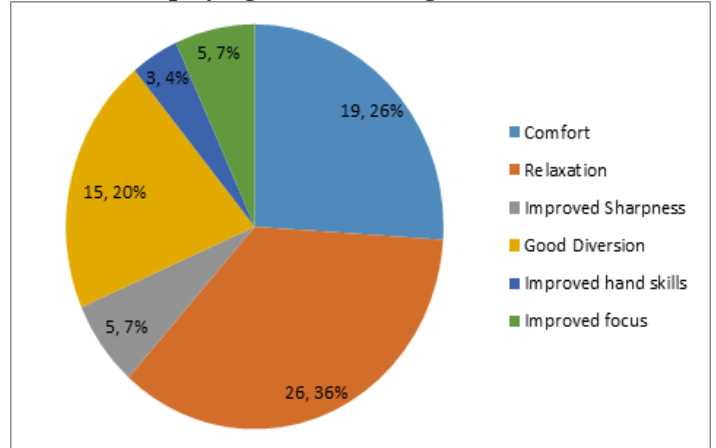


Figure 5. Individual perception of effects of playing violent video games on their behavior.

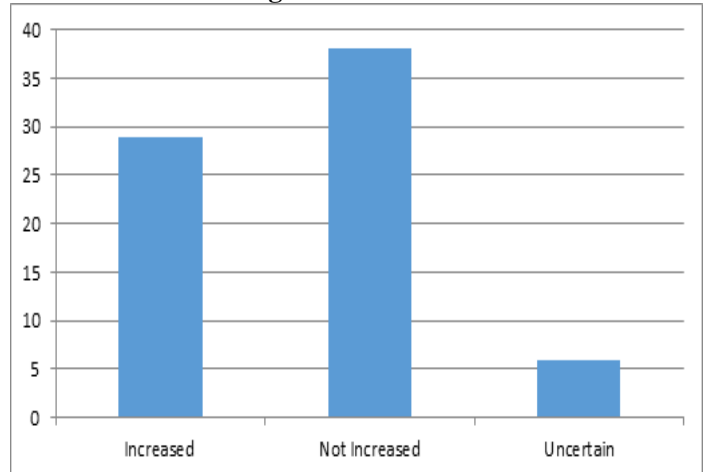
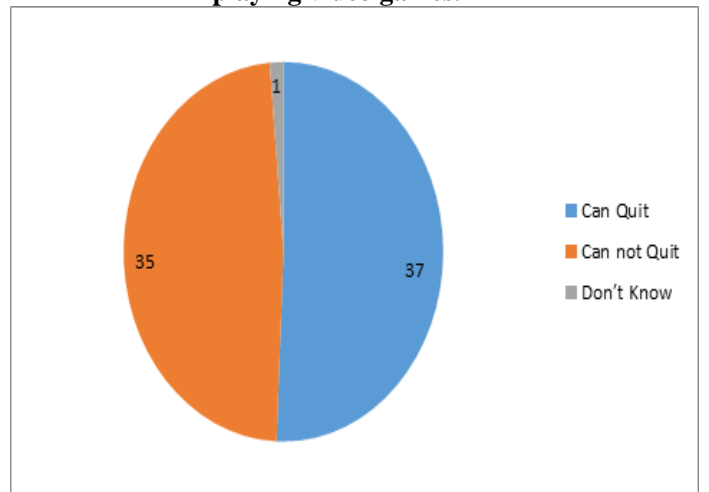


Figure 6. Individual perception of their ability to quit playing video games.



A Book Review On “Stark Raving Ad”

Kiran Bala*



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Year of Publication: 2018

A former creative director narrates the background advertising story of famous brands

‘Stark Raving Ad – a giddy guide to Indian ads you love (or hate)’ offers a new perspective on advertising campaigns’ iconic ads, famous characters and folly in advertising vividly. As an advertising philosopher Ritu Singh writes magnanimously about contemporary Indian Scene covering from brief history of Advertising to its effectiveness. The main theme of the book is on mascots, shoddy campaigns, comparative ad campaigns, successful and flop ads and innovative campaigns. She has deconstructed the industry segments like auto, FMCG with wide range of creative advertising campaigns. While discussing the various facets of Indian advertising she has connected disparate dots, gleaned new insights, made uncanny remarks on various ads. Shoddy campaigns like uncool ‘Ye to bada toying hai’ of Amul Macho, Just Zatak her, Surrogate ad ‘AC Black Apple juice, Amsutra campaign of Slice, highly sexist’ Nando’ racist ad of Kalyan Jewelers, His and Hers, tuff are discussed in detail for learners. In her first advertising book, Ritu Singh has revisited the history of advertising industry which is hundred years old. Although visuals and graphics are not

used in the book yet Ms Singh has created imagery through slang, Hinglish and modern Hindi used by tech savvy youth. While narrating the making of fascinating characters which ruled the advertising scene for decades, the memorable characters like Air India’s Maharaja, Guttu of Asian paints, Amul girl, the dare devil of Onida, the iconic illustration that created a confusion of being a boy or girl of Paele G, R K Laxman’s common man as Air Deccan mascot. Latest amongst these is making of brand ‘Patanjali’, from a Yoga guru to business tycoon. The saga of Indian advertising mascots cannot be completed without Vodafone Joojooj which secured the top slot in consumer’s mind. Indian marketing scene is flooded with comparative advertisements like Ezee and Safewash, Rin vs Tide, Vim vs Dettol kitchen gel. A detailed strategy of both sides has been elaborated in chapter ‘Thoo-Thoo, Main-Main. Successful hinglish taglines like Amul butter’s ‘Utterly Butterly delicious’, Tata Sky’s *Isko laga daala toh life jingalala*, Bheja fry? 7Up try came as disruption in pure Hindi and English language scenario. She has narrated the stories of brands like Bingo, Maruti Suzuki, Paper boat, Star Sports, Tata tea and Lux etc which metamorphosed the brand personality totally. The concept of introduction of metrosexual male in Lux ad raised many eye brows in ad industry but HUL’s strategy worked well and Ms Singh has discussed it at length.

Advocacy campaigns by Ariel Matic#share the load is a powerful video challenging the gender stereotypes, Whispers’ touch the pickle’ questions the taboos related to menstruation. Amongst the most important insights the book provides is background story of campaigns which made or marred a product in highly competitive business scenario. Students may also gain advantage from this seminal work of advertising campaigns as it creates connections, correlations and interdependence of various aspects of client servicing and creative. Learning from the book can be transferred to new campaigns. The book is an interesting narrative on Indian advertising industry from history to modern times. At times, the author loses its grip on the content but for beginners, the book helps a lot to learn about the nuances of advertising campaigns.

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