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Editor's Desk

Truth is truth only if it remains constant across space and time boundaries. The discoveries of the Laws of Nature by science fulfil these criteria and this accounts for the trust (wo)man has placed in the processes of science. The idiom that science has used to communicate its discoveries and inventions has also remained constant across the boundaries of space and time and this accounts for the redundancy of any restatement of its laws and principles. So, successive generations have not had to hark back to truths already stated. Instead, the focus has been on new discoveries and inventions and their communication. In other words, the journey of science and science communication has been a linear one.

This, however, has not been the case with mystic communication. Though, it too has come up with incontrovertible and universal truths, it has had to restate them in every age and in every region. These statements have seemed contradictory and exclusivist, creating the impression that there is no logic in them. The impression generated has further been fortified by the gory conflicts created by the passionate glorification of the differential philosophy of each system of mystic Truth. So, there are apologists and there are critics. If one group seeks to highlight the dignity of difference, the other reviles it for the same reason as being unscientific and conflictual. Both miss the mark. The fault lies not in the Truth communicated by the mystics but in the idiom employed. Unlike science, the idiom most often employed by mystic communication is symbolic. As symbols are open to multiple interpretations based on individual and cultural contexts in which they occur, they communicate different things to different people in different regions and different times. So, mystic communication is a victim of the vehicle of its communication, generating the misconception among the rationally inclined that it is not a trustworthy source of Truth.

But, the ball does not stop here. Mystic communication is also a victim of our incomprehension of its methods of enquiry as well as the domain of its Truth. Mystic Truth, in comparison with scientific Truth, is all inclusive. While science is preoccupied with uncovering truths of a world riven in two: subject and object, where the subject pores over the nature of the object, mysticism not only appraises the object from the standpoint of the subject but also comes up with Truths that transcend this subject-object dichotomy. Being circumscribed by the subject-object dichotomy, science can at best come up with information, read knowledge. In contrast, as mysticism looks at all life from the transcendent perspective, it targets a change in consciousness, not just information generation. The neglect of mystic communication because of the incomprehension of the mystic Truth is responsible for the distortion of its Truths by power brokers for their ulterior ends.

So, if mystic communication is to serve its rightful role as the bedrock of Peace in the world, it needs to discover a new idiom that is as robust as that of science.

(Ravi K. Dhar)

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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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RAPE VICTIM'S IDENTITY AND TV COVERAGE IN BANGLADESH

Zakaria Khan* Ibrahim Bin Harun**

Rape, one of the worst forms of violence against women, is a common news item in Bangladesh. The identity of rape victims is protected by law in Bangladesh. This study analyzes the pattern of coverage of rape news on television channels in Bangladesh focusing on law related to rape victims. Through content analysis method, this study found that the identity of rape victims is not always protected on television news. Though the name of the victim is not mentioned, sometimes the identity gets disclosed through the use of video footage. The study also found that the journalists working for television channels do not have any idea of the law that bars regarding disclosure of the victims' identity. The findings of the study suggest the need for organizing frequent and widespread training programs for journalists to raise awareness about the issue of sensitivity of rape victim's identity.

Keywords: Rape, Protection of rape victims' identity, Law, Television channels of Bangladesh.

One of the common items one will find in mass media of Bangladesh is the news of rape. In the year of 2018 alone, there were 732 reported incidents of rape in the country (ASK, 2019). The news coverage of this heinous crime is a matter of concern worldwide. There are voices for sensible and responsible representation of rape-related news in mass media as public perception about this crime is influenced by media (Weitzer & Kubrin, 2004). But most of the time representation of rape in media is characterized by stereotype, sensation and exaggeration (Curtiss, 2007).

One of the most contentious issues on rape-related news is whether to disclose the name of the victim. In some western countries like the United States of America, there are no regulations regarding the disclosure of the victim's identity. In the recent #metoo movement, the victims themselves disclosed their identity in order to raise awareness and ensure punishment. But in most of the countries, the rape victim's identity is protected by law. Law regarding this issue is very strict in the subcontinent, especially in India. After the *Nirbhaya* case (2012 Delhi gang rape that sparked countrywide protest in India), the implementation of the law was seen several times in the country (Business Standards, 13 April 2018).

The disclosure of rape victim's identity is also punishable in Bangladesh (Khan & Karim, 2017). Though no example of punishing journalists for breaching the law is found, there are evidences for decrease in the tendency not to mention the victim's name in Bangladeshi newspapers (Salam & Ferdous, 2015). As the television channels have become major news sources in Bangladesh, it would be significant to examine their

coverage of rape-related news. At the same time, the study has analyzed the awareness among journalists of television media about the law that prohibits the disclosure of the identity of rape victim. Data has been collected through content analysis and survey from two television channels of Bangladesh, Jamuna TV and Channel 24.

Rationale of the study

Bangladesh has witnessed a remarkable boom of satellite television channels in the new millennium. The number of television channels operating in the country has increased from just 3 in 2000 to 33 in 2019 (Jugantor, 31 March 2019). The number of viewers of television channels has also seen a big rise in this period. The viewership from 42 percent in 1998 has risen to 82.9 percent in 2016 (Azad, 2019). The operation of eight 24X7 news-based (24-hour news) channels indicates that television has become a major source of news.

Despite strict legal measures for culprits, rape is a common phenomenon in Bangladesh. There were 13,638 incidents of rape in the country within 2001 to 2018 (Odhikar, 2019). Many studies suggest that rape-related to disclose the name of rape victims (Salam & Ferdous, 2015). The identity of the victim is protected by law as

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rape brings huge social stigma for the victim. Being an audio-visual media, covering rape-related events is more challenging for television channels. Because just avoiding the name does not guarantee the protection of the victim's identity in television. It can be disclosed through video footage or witness' description. For this reason, analyzing the tendency and practice in television channels is important.

I. Review of Literature

Sexual intercourse against the consent of a person is generally considered as rape. Rape is a criminal offence in Bangladesh for which the maximum punishment is life sentence (Khan & Karim, 2017). Most of the rape incidents (72.42%) in Bangladesh occur in rural areas, where as 27.58% occur in the capital and other urban places (Salam & Ferdous, 2015). But media, with some exception, focus on the urban rape incidents (Serisier, 2017). Most of the rape cases receive no coverage at all (Los & Chamard, 1997). Media is criticized for representing rape myths that prevail in society (Curtiss, 2007). Sandra Schwark (2017) showed that media has created four types of rape myth through coverage: (1) blaming women for their rape; (2) making a culture of disbelief in rape claims; (3) making the rapist not guilty or lessen the intensity of crime; and (4) making some hint that only definite types of women are raped. Media also represent rape as night's wrongdoing, isolated place's crime, and the culprit stranger to the victim. In Bangladesh, research also found the existence of 'rape culture' 'rape myth', and 'victim blaming' (Hossain, 2018, p.73).

The reporting pattern about rape is a gender issue also (Benedict, 1993). The actions, character, and personal history of the victim are scrutinized in a way that is not seen in any other crime, with victims represented as deserving or undeserving based on both their actions and their social status (Serisier, 2017). This works as secondary victimization of women (Schwark, 2017). Some studies found 'selling points' in rape-related news for mass media. Selection of threatening or sensitized images led the audience to read more (Knobloch, Hastall, Zillmann, & Callison, 2003). Most of time incidents of sexual crimes usually presented as scandalous (Pekkarinen, 2016).

The identity of rape victims

The representation of rape in media can have huge impact on the personal life of the victim. For this reason, there is a norm practiced worldwide not to disclose the victim's identity. In some countries, the judgment is left to the

journalists. Most of the international news agencies have their own guidelines not to disclose the identity of a rape victim. The BBC's guidelines state, 'All victims of rape and other sex crimes, including children, are automatically guaranteed anonymity for life from the moment they make a complaint that they are the victim of a sex crime (BBC Editorial Guidelines).

In most of the countries, disclosure of the rape victim's identity is prohibited by law. For example, section 228-A of the Penal Code of India made it punishable offence to disclose identity of the rape victim. Even if the victim is dead, there are court orders against publishing her name. There are recent instances of punishment for disclosing the rape victim's identity in India (Business Standards 13 April, 2018). In addition to existing law against publishing the name of rape victims, Indian Supreme Court even prohibited the police from recording rape victims' names in first information report (FIR) or court documents. The order prohibited the use of 'any facts which can lead to the victim being identified' by the mass media, social media or any other entity (The Telegraph 12 December, 2018). Protests following the rape incident of Nirbhaya (2012 Delhi gang rape on bus) pressured the authority of India to amend law (Jolly, 2016).

However, in practice, prohibitions against naming victims are frequently ignored, particularly where victims are represented as 'vamps' (Benedict, 1992). The issue of naming and public identification of victims has become an increasing problem with the growth of social media, and the difficulties of regulating content on web-based platforms (Salter, 2013).

The #metoo movement initiated by some Hollywood celebrities in 2017 added new dimension to the debate on protecting the identity of rape victims. The victims themselves came forward with allegations and insisted on being identified by name. These differences show the viewpoint of social structures, norms, and values of different society in east and west (Flowe, Shaw, Nye, & Jamel, 2009).

Protection of rape victim's identity in Bangladesh

Article 43 of the constitution of Bangladesh safeguards the right to privacy of citizens. The section 14 of the Prevention of Oppression against Women and Child Act 2000 categorically restricts the publication or sharing of news which discloses identity of rape victims. The violation of this law is punishable with imprisonment, which may extend to two years or with fine not exceeding one lac taka or both (Prevention of Oppression against Women and Child Act 2000).

Salam and Ferdous (2015) found that Bangladeshi print media comply as per the law not to disclose identity of victim in rape related news. Previous studies had showed the practice of disclosing the identity of rape victims in newspaper of Bangladesh (PIB, 2008; Sharmin & Ferdous, 2001). The development indicates a change in trend of rape related news. Unlike India, newspapers in Bangladesh still identify the rape victim if she is dead. The case of *Sohagi Jahan Tonu* (raped and killed in Comilla cantonment) can be a good example in this regard. The event prompted news headlines like ‘*tonu murder*’ and identified the victim’s family.

The objective of the study is to explore whether the television channels abide by the law for protecting the identity of rape victims. The specific objectives of the study are to:

- analyze the nature of rape related news stories on television channels.
- investigate how the identity of rape victims is portrayed in television news.
- find out whether television journalists are aware of the legal bindings to protect rape victim’s identity.

II. Research Design and Methods

A quantitative research approach has been employed in order to understand the nature of rape related news stories in television channels of Bangladesh. The study has taken a one-month timeframe from January 1, 2019 to January 31, 2019 for data collection. In Bangladesh, none of the parliamentary elections was free from violence. Rape is found to be a common form of post-election violence in the country (Noorana, 2015). This study has purposively taken the post-election period of 11th parliamentary election which was held on December 30, 2018. There were 74 reported cases of rape in Bangladesh in the timeframe (ASK, 2019). This study analyzed only the events where the victim survived.

Data have been collected through content analysis from specific news bulletins of two television channels of Bangladesh, Jamuna TV and Channel 24. The bulletins and television channels were selected purposively. The study analyzed only the ‘country news bulletin’ as most of the rape incidents occur in rural areas (Salam & Ferdous, 2015; BBS, 2015). Both the Jamuna TV and Channel 24 are 24-hour news channels with major focus on country news. Both the channels have designated country news bulletins every day (Channel 24 has three country bulletins, Jamuna TV has two). Besides news bulletins, data was also collected from the journalists working in the country on desk of Jamuna TV and Channel 24.

This study has used content analysis method to understand the pattern of coverage and broadcast of rape related news on the television channels. A survey of journalists was also done to find out their knowledge level on law for protecting the identity of rape victims.

III. Results and Discussion

Nature of rape-related news

The study found a total of 63 news items on rape (table 01) were broadcast in country bulletins of *Channel 24* and *Jamuna TV* in January 2019 (34 in *Jamuna TV* and 29 in *Channel 24*). The news items included both new incidents and follow-up stories. Most of the items (46 percent) were presented as OOV format. In 12.7 percent items SOT was used with OOV. A total of 9 items (14.3 percent) was presented as completed stories as PKG format. 5 times (7.9 percent) the reporter/correspondent was connected live in rape-related events whereas 7 times (11.1 percent) they were connected in phone. In only 8 percent items, GFX (location or symbol of rape) was used as footage. Overall, a common tendency was seen to use video footage in rape-related news items.

Data on both video footage (Figure 01) and script (Figure 02) shows a trend of not identifying the rape victim. Though the video footage of the victim was used in 33.3 percent news items, the footage of face or body was blurred so that no one can identify them. The name of victim was not mentioned except one incident. A practice was seen to blur the footage of relatives (49.2 percent) too. But in some cases the victim was identified or could be identified by the footage or information. In 11.1 percent stories, the face of the relatives was not blurred. In 41.3 percent cases, some of the faces were blurred while some remained non-blurred thus easily identifiable. In 25.4 percent news items, the home of the victim was shown whereas the neighbors were shown without blur in 44.4 percent items. In most of the cases, the General View of Hospital (54 percent) and police station (34.9 percent) was used as footage.

In case of information, the victim is mostly identified by her profession (52.4 percent). There is a tendency seen to mention the age (27 percent) or at least the age group (44.4 percent) like child, adolescent, teen, young (*kishori, toruni, juboti*). In some cases, the victim could be identified through name of her relatives (5.2 percent), village (23.8 percent) and school (6.3 percent). The name of suspects is usually mentioned in the television news (49.2 percent) and shown when they are detained (14.3 percent). But in some cases (5.2 percent), the relationship between the suspect and victim is also mentioned which

makes the victim identifiable. Though not much relevant, the religious identity is mentioned (7.9 percent) when the victim is from minority group.

Among the 63 news items in this study analyzed, 22 rape victims were from urban areas (cities from division, district or upazila) and 41 from rural area. The study found (Figure 03) different approaches of treatment for urban and rural victims in television news. The identity is usually better protected when the victim is from urban area. Figure 03 shows big gap between urban and rural victims regarding the use of video footage of the victims or her relatives. Among the footage of the victims used, 76.1 percent was from rural areas. Regarding the use of the footage of victims' home, the percentage is 81.2 percent in rural area. The exceptional cases of directly mentioning the name of the victim and her father also happened for victims of rural area. The newsmen themselves indicated in interview that they remain more cautious when editing the news of rape-related news from urban area.

Knowledge of law to protect identity

To investigate the level of awareness about 'The Prevention of Women & Children Repression Act 2000' a survey was conducted among 20 journalists working for country desk of 'Jamuna Television' and 'Channel 24'. The study had already found that the identity of rape victims is not usually disclosed directly by television news. So the interviewees were asked basically two questions: (1) Do they know the law of punishment for disclosing victim's identity in rape news? Their answer was astonishing; as 100 percent of the respondents replied in negative. Another main question was (2) why do they not disclose the identity of rape victim? The results are shown below.

Figure 04 shows that most of the journalists think it is their office policy not to disclose the identity of the victim in rape news. 20 percent of the respondents claim that protecting the identity of victim is their social responsibility while some of them (10 percent) said they are just following other senior or prominent journalists.

Apart from these two main questions, there were a few supplementary questions to the interviewee. The answers suggest that the monitoring system is not strict in those two television channels regarding rape news, in some cases only the face of the victim is blurred because of the scarcity of time, while the relative of the victim was clearly identifiable. Some journalists said that they are instructed by office to use video footage instead of graphics. All the respondents agreed that there is a

probable danger of disclosing the identity of the victim in live coverage because sometimes the reporter becomes nervous or has little understanding on the norms and laws of journalism. All of the respondents had at least two years of experience in working for television news though none of them attended in any training or workshop on writing rape related news. Only 2 respondents (10 percent) had gone through any form of written instructions to not disclose the name of rape victim.

The study had a number of limitations; it was based on a purposive sampling. Even with the limitations, the results of the study unveil that the identity of rape victim is not always protected properly. The usual practice is not to disclose the victims' identity, but due to lack of awareness, seriousness the victim could be identified in many cases.

The study found a common tendency to use video footage (92 percent) in rape-related news stories which makes the identity of the victim more vulnerable. In many cases (33.3 percent), footage of the victim herself is shown. Though in all cases the footage of victim was blurred, there are always risks to disclosure of identity. Especially in cases of rape of children, the shape of the victim is easily recognizable. Question can also be raised with the necessity of using blurred footage instead of clean footage of general view of hospital or police station. The risk of using blurred footage gets exposed when the footage of relatives of the victim goes on-air un-blurred. The study found different types of patterns in this aspect: the footage of relatives non-blurred (11.1 percent), the footage of the relatives partially blurred (41.3 percent) where some of the relatives got blurred and some non-blurred. In one news item, the non-blurred face of an infant was shown as the rape victim's child. The data from survey indicate it is difficult to maintain in 24X7 television channels which have hourly news bulletins. In some cases, newsmen only could manage to blur the face of victim while relatives remained non-blurred for shortage of time. The study finds it safe to show Graphics with symbol of rape or footage of hospital or police station.

The study uncovered some other challenges faced by television media while protecting the identity of victims. Like all other events, news channels show a tendency to connect their correspondents live (7.9 percent) or in phone (11.1 percent) over rape incidents. As there are no options of gate keeping in live broadcasting, the risks always remain for some unexpected disclosures. Many studies have already indicated that naming and public identification of victims has become an increasing

problem with the growth of social media (Salter, 2013). Challenges from social media sometimes compel television channels to act bit more aggressively. Newsmen revealed they felt pressure to show the victim after their identity got disclosed in social media. The incident at *Raintree* hotel of Banani in 2017 or the rape case *Subarnachor* of Noakhali district as post-election violence of 11th parliamentary elections of 2018 could be put as examples for such pressure.

The event of *Subarnachor* rape case also highlighted a difference between the treatment of victims from rural and urban area. The study observed the un-blurred presentation of the victim's relatives in television news and less-intensity blurred footage of the victim to show the unbearable pain of the victim. Through this process, the victim was very easily identifiable. Yet there were no precautions or measures to protect the identity. The study found that among the footage of the victims used, 76.1 percent was from rural areas. Regarding the use of the footage of victims' home, the percentage is 81.2 percent in rural area. Figure 03 shows big gap between urban and rural victims regarding other variables like mentioning the name of victim or her relatives or use of footage. In some cases, the casual approach is clear in directly mentioning the name of victim and her father from area. Data from survey shows there are less protections and seriousness while editing news of rape-related news from rural area. Other studies also found difference in the treatment of rape victims based on their social status. In many cases, victims with low social status receive no coverage at all. Some commentators describe groups of women, including indigenous women, women from racial minorities as socially "unrapable" because crimes against them are never recognized or treated as such (Los & Chamard, 1997).

The study found a tendency to put detailed information of the rape victims, in some cases irrelevant like religious identity (7.9 percent), age group (44.4 percent) or profession (52.4 percent). There is sign of insensitivity in using some words like *dhorshita* (raped) or *gonodhorshon* (gang rape) repeatedly in the television news. In some cases, description of the rape incident was told in detail in inappropriate manner. Many studies found an intentional approach of media where narratives of sex crimes were being used as 'soft pornographic fodder' (Hay, Soothill, & Walby, 1980).

The study uncovered that the journalists working in country desk have no minimum idea about the law for protecting the identity of rape victims. Most of the interviewees responded they try to protect the identity of the victims as per office policy or social responsibility.

None knew that disclosure of a rape victim's identity is punishable act by law. They blamed the lack of awareness programs or training initiatives for this ignorance. Lack of monitoring was also blamed for the failure of implementation of the law. It can be easily assumed the local correspondents would be even more in darkness about the law.

IV. Conclusion

The identity of rape victim is not always protected properly on television news in Bangladesh. The usual practice is not to disclose the victims' identity, but due to lack of awareness and seriousness of the issue, the victim could be identified in many cases. This means the section 14 of the Women and Children act 2000 is not being applied properly. The disclosure of rape victim's identity is also a breach of article 43 of the Constitution of Bangladesh, which safeguards one's right to privacy.

The study finds that journalist's ignorance about the legal bindings is one of the reasons behind the casual approach regarding the identity of rape victims. The study also suggests that frequent and widespread training programs should be arranged to make the journalists aware about the necessity of protecting a rape victim's identity. Monitoring from government and court like India could help to raise awareness in this regard.

This study has not examined the challenges from social media in protecting the identity of the rape victims. There are opportunities for further research to investigate the scenario in online media and a comparison could be done between all forms of media: print, electronic and digital in this regard.

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Table 1: Format of rape-related news.

Format	Number of news item	Percentage
IV+PKG	9	14.3
IV+GFX (location)	2	3.2
IV+GFX (Symbol)	3	4.8
IV+OOV	29	46
IV+OOV+SOT	8	12.7
LIVE	5	7.9
PHONO	7	11.1
Total Number of item	63	

Format of news presentation in Television. PKG stands for Package; a complete story including reporter's voice, reactions etc. OOV stands for Out of Vision; a story that includes only footage. SOT stands for Sound On Tape; reaction, speech of people. GFX stands for Graphics. Live and Phono is the mechanism for connecting the reporter live on TV through Phone or other technology.

Figure 1: Content of Video footage (Percentage).

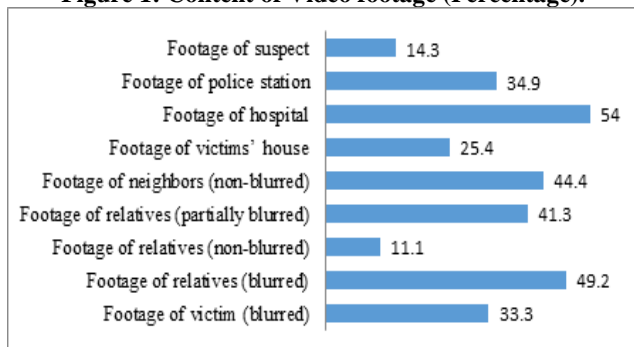


Figure 2: Description of Rape Victims (Percentage).

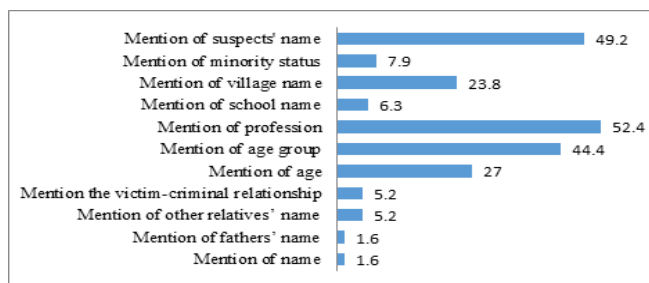


Figure 3: Difference between treatment of urban and rural victims.

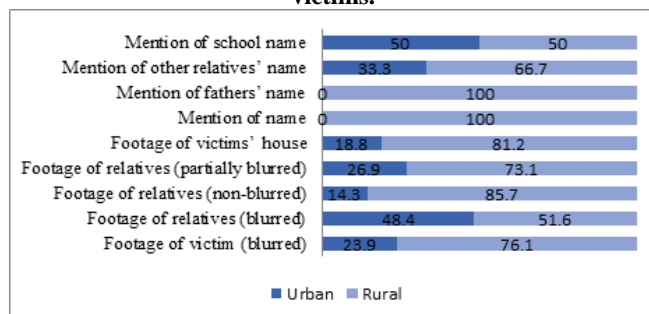
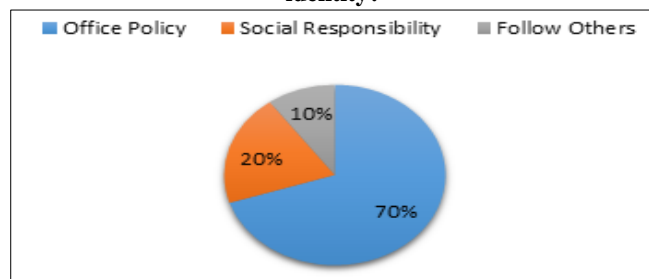


Figure 04: Why the journalists do not disclose victim's identity?



MEDIA AND MEMORY FOR CONSERVING AND COMMUNICATING HERITAGE

Sargam Mehra* Rajesh Kumar**

This paper looks at the concept of heritage communication and how understanding the media of memory can play a role in conserving and communicating heritage. The media of memories or how and what people remember may appear primary visual (where people may recall what they see) and this can be used as a source for conserving and communicating heritage. The paper looks at how intangible cultural practices are often passed using interpersonal media from one practitioner to another. It concludes how memory projects, oral testimonies, old photographs and nostalgic accounts have found representation through new media where the visual, the oral and the aural have converged challenging the conservative boundaries between written and oral communication. Several mediums related to memory have been used to battle threats to heritage sites. The paper suggests that heritage sites can be better communicated if they also include the intangible associations making it more a site of memory and communities rather than merely being a site of history. Digitizing primary records, recording oral histories on social media and using it to build support for preservation of heritage are a few steps in conserving the tangible and intangible heritage of a region.

Keywords: Memory, Nostalgia, Social Media, Digital Media, Heritage Communication, Oral Communication

Memory can be recorded through several tools like photographs, moving images, printed material like books and memoirs and now even digital platforms where they cannot only be recorded but also shared swiftly. Using these is crucial, when looking at a heritage site or an intangible aspect of heritage. Heritage includes monuments, practices, rituals and lifestyles which have a collective value. Agencies like the United Nations Educational, Scientific and Cultural Organization (UNESCO) have broadly classified heritage into tangible and intangible heritage. UNESCO website defines tangible as the “one including buildings and historic places, monuments, artifacts etc which are considered worthy of preservation for the future. These include objects significant to archaeology, architecture, science or technology of a specific culture” (n.d.). On the other hand, ‘Intangible’ cultural heritage has been defined by UNESCO as the one not only representing “inherited traditions from the past but also contemporary rural and urban practices in which diverse cultural groups take part. They have evolved in response to their environment and they contribute in giving us a sense of identity and continuity” (n.d.).’ Importantly the link with the community and the idea of a shared experience is also addressed by UNESCO which says that, Intangible Cultural Heritage can become heritage only when it is recognized as such by the communities, groups or individuals that create maintain and transmit. Without

their recognition, nobody else can decide for them that a given expression or practice is their heritage (n.d.).

Memory is an important part of heritage, especially intangible heritage since practitioners often memorize skills, songs, rituals and then pass them on to generations of learners or receivers in what James Carey has called the Ritual Mode of Communication. In his 1989 work, *Communication as Culture*, he presents the ritual model where “communication is linked to terms such as ‘sharing’, ‘participation’, ‘association’, ‘fellowship’, and ‘the possession of a common faith’” (Carey, 1989/2009). Keeping this function of communication in mind, it is important to therefore study memory and the media of memory looking at how current changes in media (for instance the development of digital mediums) are preserving memories. These can be used to preserve, conserve and communicate heritage.

I. Review of Literature

One of the first scholars to talk about collective memory,

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Maurice Halbwachs highlights how memory recollection or nostalgia gives a sense of authority and power to an individual. This is because we are free to choose what to remember and recall and what to forget, unlike the visions of the present which impose themselves on us. This makes nostalgia an important tool for intrapersonal communication as well where one can forget the trauma or displacement or degradation and recall only the pleasant images. Authors like Ruskin Bond, Tom Alter and Bill Aitken use nostalgia to reconstruct the Himalayas in their books. What comes across as prominent is a contrast between the present and the past and an idyllic image of the foothills and hill stations that they describe.

For those who are engaged in interpreting heritage sites or communicating intangible heritage in any way, it is imperative to differentiate between memory and nostalgia. Having roots in the Greek language, the term Nostalgia can be broken down into *'Nostos'* (return home) and *'algia'* (longing). Simply then, it would mean a longing to return home. It is not only longing to return to a different physical space but also a different rhythm of time. However, in her essay 'Nostalgia and its Discontents', Svetlana Boym argues that it is not anti-modern and is "a result of a new understanding of time and space that makes the division into local and universal possible" (Boym, 2007). This makes nostalgia an important part of intrapersonal and even group communication where a vigilant selection of memories takes place. In their article Nostalgia and heritage: potentials, mobilizations and effects, Gary Campbell, Laurajane Smith and Margaret Witherell, say that it has been avoided for research as a subject, seen as invalid for framing heritage sites and "denounced for facilitating a reactionary heritage politics" (Campbell et al, 2017). Nostalgia often chooses the romantic and ideal images from among a sea of memories that an individual might remember. These recollections of an idyllic past are a careful and conscious selection of memories associated with a space. However, these may also be unconsciously used to battle the perceived faster pace of time. But those who recall the past are valuable sources for looking at a space because as Pierre Nora says in his famous article Between Memory and History: Les Lieux de Memoire, "for there to be a sense of the past, there has to be a 'before' and an 'after'" (Nora, 1989). Therefore, each recall is an unconscious comparison between the past and the present.

But when we look at nostalgia or fond recollections of the past, we must be careful of how nostalgia works to communicate. It is important to look at memory and

nostalgia to reconstruct pasts since they are a very active process of intrapersonal and for a researcher, even interpersonal communication. While at the outset, we may see them as unconscious or subconscious recalling of lived or experienced events, in reality, they are processes where conscious selection and selective reconstruction happens continuously. This is because nostalgia or even memory is not about the past. It is rooted in the present and helps us to make sense of our present challenges. It gives us the resources to make the transition to the future on our own convenience. In that sense then, it works on a mechanism similar to heritage construction and interpretation since both are rooted in the present and use the past as a tool. Svetlana Boym argues how "nostalgia inevitably reappears as a defense mechanism in a time of accelerated rhythms of life and historical upheavals" (Boym, 2007). It is hence important to look at these perspectives when one is looking at communication of heritage and heritage sites. What is also significant is the idea of a nostalgic being a displaced person who mediates between the local and the universal? But when taking nostalgia into account, interpreters and communicators need to be wary of this sense of displacement and check whether those who 'feel' displaced are willing to reconstruct a physical space or work towards its conservation. Often, nostalgics may lose hope of any change and refuse participation in such endeavors and conservationists must keep that in mind. Hence, greater synergy is called and required for between memory studies, heritage studies and communication studies.

Following are the research objectives:

1. To understand the role of media and memory in conserving and communicating heritage
2. To analyze the role of memory in conserving and communicating heritage in context of digital media

II. Research Design and Methods

The researcher has used secondary sources drawing from existing literature in memory studies, communication studies and heritage studies to understand the interplay between these three disciplines. And has also quoted relevant examples to discuss the relationship between media and memory and has looked at the role of memory in preserving heritage.

III. Results and Discussion

Memory may appear primarily visual and must be looked at as a source of history and heritage. It is significant to study heritage from the sensibilities of media studies since the communicating of heritage among practitioners

also uses different mediums. Folk tales and local narratives are often passed using interpersonal communication within families. It may be told by a grandparent or an elderly person in the community. Similarly, intangible heritage skills like those of art, craft or music may be communicated using group communication where a guru or teacher is passing these skills to his disciple. If not communicated, these may be lost over time. Besides, digital media can be a vital tool to conserve heritage through memory projects, oral testimonies, old photographs and digitizing of archival records. The digital media has brought together the functions of written and oral communication and changed the way we record memory.

Media and memory in conserving and communicating heritage

There is need also to call for a greater reading of memory and nostalgia using the methodologies and sensibilities of media studies because the media of memory is equally significant. When we experience something visually, we may remember it longer and memory or recall may be predominantly visual. When we use digital media to reconstruct and access these worlds that we are trying to recall, the visual dominates. The digital, however, cannot lend the physicality or the smell that one may have experienced and it is the image that takes over. Scholars studying memory and nostalgia have looked at the delicate division between history and memory and have discussed how reconstructing our fondest memories can depend on our present.

However, nostalgia and memory can be potent tools in heritage interpretation and communication and the following section looks at the relevance of these two processes for the domain of heritage. Almost a century ago, American historian Carl Becker wrote how history is nothing but the “memory of things said and done” (Becker, 1932). This, he stresses, makes it a personal possession. This is a process of interpersonal communication and may be actively at work when one visits a heritage site and recalls personal memories more than historical information. This makes it what Becker calls ‘living history’ or ‘patterns of remembered events whether true or false’. Sharing of personal memories is an important source of communication between people and as Campbell, Smith and Wetherell say, “nostalgia is an important motivating emotion/affect, away of being moved rather than as a wrong way of thinking about and relating to the past” (Campbell et al, 2017). However, Pierre Nora outlines that we must differentiate between *true memory* which refers to skills passed down by unspoken traditions’ and includes reflexes and *memory*

transformed by passage through history which is voluntary and deliberate (Nora, 1989). In India, memory has been understood as a part of history since the last few decades while both maintain their distinct identities. The Hindi language has two separate terms to denote ‘memory’ (*Smriti*) and History (*Itihas*). Indian sources on history are rooted in the *Shruti* and *Smriti* traditions where knowledge was communicated orally and recorded more as observations rather than universal historical truths. These living observations are what characterize memory and seem to be absent from most archaeological or historical sites in India. This knowledge is also what gave birth to culture and rituals in our societies where the older people passed on their expertise to the younger ones and could claim social prestige in doing so. Also, oral communication and its codification have been one of the most prominent deciding factors of the Indian social systems. In his essay *Communicative and Cultural Memory*, Jan Assmann says the “magnitude of this task corresponds to the social rank of the ritual specialists, the Brahmins, who form the highest rank” (Assmann, 2011). But archaeological sites have been frozen in time in India with fixed non-reworkable interpretations. While we study heritage in India, we must address its mode of transmission which may be oral or written. While some scholars like R.G. Collingwood have held history more credible than memory, it is also true, as Alejandro Portelli says that the “discrepancy between fact and memory ultimately enhances the value of oral sources as historical documents because such discrepancies reveal how ordinary people caught up in historical events make sense of their experiences” (Olick et al. 2011). The Doon Valley on the foothills of the Himalayas is home to a unique war memorial built by the British in recognition of the valour of their adversaries, the Gurkhas. This was built as two obelisks in the area that witnessed the Anglo-Gurkha War in 1814, after winning which, the British East India Company declared its rule over the country’s northern and eastern ranges that were previously under the rule of Nepal. This memorial built by the British is under the aegis of the Archaeological Survey of India. Close by is the Tapovan forest range, a dense forested area housing a memorial built by the Gurkha community to commemorate episodes from the same battle? There is also an open top temple here which is said by the locals to date to the same period. While the site under the Archaeological Survey of India has been communicated with proper sign boards and has historical interpretation with facts and figures, the much revered tiny temple lacks the same. The temple resides in the memory of the locals as the site where the Gurkha soldiers prayed to Goddess Kali, their deity, before the beginning of the battle each day. The temple interestingly is still in active use by the

local residents who pray for their lost cattle here and organize worships once they are found. The recognition, interpretation and communication of this little site are significant and must include the prevalent associations of the community with it. This act is what would make this a site of memory and not merely a site of history and ensure that the beliefs of the local people get represented in the top-down interpretation approach that currently governs heritage policy in India. This will be a process of transformation from what Jan Assmann and John Czaplicka have called cultural memory existing in potentiality (archives, texts, images) to cultural memory existing in actuality (where objectivized meanings are put into a perspective giving them their own relevance) (Assmann & Czaplicka, 1995).

But when we talk about community, this heterogeneous group that might take ownership of a site may transform into a collective with the help of a commonly shared, experienced or imagined heritage. This is also one of the functions of a heritage site which helps in rendering individuals into a collective. Over the last few decades, scholars have outlined a seminal difference between two types of memory namely Collected Memory and Collective Memory. It is the latter that can be of great use for a heritage interpreter. In his 2002 article *Finding Meaning in Memory: A Methodological Critique of Collective Memory Studies*, Wulf Kansteiner has also stressed an important phenomenon that characterizes memory with passing years. Memories are their most collective when they transcend the time and space of the original event and hence take a powerful life of their own. This is reflected in the celebrations of days of national importance in India where those who have experienced the turmoil of the freedom movement are actually few in number and most of the celebrations (at organizations, schools etc.) are headed by those born much after 1947. Even if they have not participated in the making or the birth of the memory of 15th August, 1947, the celebrations become a medium of communicating national pride. Time also affects memories in another peculiar way. Walter Benjamin outlines how the real meaning of personal photographs lies hidden in the layers of time that affects their appearance and memories change over time (Benjamin, n.d.). This must be borne in mind by heritage professionals who look at photographs and other personal memorabilia. Photographs are a key visual medium that freeze a moment and communicate it to later viewers. While the actual memory may be insignificant, the passage of time and its preservation in the physical form of photographs might lend it greater significance, whether in a museum or in the collection of an individual. In his 2011 essay titled *Collective Memory*

and *Cultural Identity*, Jan Assmann has spoken of two types of collective memories namely cultural and communicative memory. Cultural memory preserves events of the past trying to maintain them in fixed points through institutional communication, texts and monuments. While it lends identity to a group which is bound together by an imagined past, it is far removed from the everyday. It is the memorialization and the fixed interpretation of a majority of archaeologically protected sites in India that reflect the repository of a memory that is cultural and attempting to forge a unity reflecting a glorious past. What then is missing is the communicative memory. The oral history and traditions that are passed down from one generation to the other in the form of stories, habits or rituals are a part of communicative memory and extremely important sources for both tangible and intangible heritage. Elaborating communicative memories, Jan Assmann has added that these are everyday memories that reside within informal bonds and have a limited temporal horizon. Their life span averages about 80-100 years. It is this short-lived temporality that ensures that past events or traditions undergo changes with each passing generation. This is because the reconstruction always happens in “contemporary frames of reference” (Assmann, 2011).

However, those working in the domain of heritage conservation or memory projects in urban areas face another challenge. In the *Collective Memory Reader*, scholars have outlined that what is formidably challenging is studying both collected and collective memory in a polyglot urban setting where “the bonds of commonality are much less obvious” (Olick et al, 2011). The sensibility of communication studies become key to understand memory because collective memories emerge from shared communications that, as Wulf Kansteiner says, “are anchored in the life-worlds of individuals who partake in the communal life of the respective collective” (Kansteiner, 2002).

While we talk about public initiatives in heritage, we have seen how memories can be a source of history. Briefly, we must also look at how the process of remembering takes place. Collective remembrance depends on certain symbols which are used to build community identities and national identities. Signs may hold different significations for different people. But, certain signs are evoked whenever the nation-state is in danger. For instance, the symbol of a country’s flag is used to evoke patriotism on days of national importance as well as used to colour the screens on television when talking about war or covering issues related to the country’s national security. Many historical events and

their remembrance contribute to making these symbols recognizable. But these may not be perceived with the same meanings as intended by institutions or governments. They may operate in the frames of different readings as Stuart Hall suggests in his Reception Theory. What then is important in heritage studies is not a study of the past or the study of the symbols and their fixed meanings but the way these are perceived and remembered at present. This calls for greater research. Also, the process of remembering is parallel to the process of forgetting. Nations are built on the fabric of the remembrance of certain events as well as the forgetting of the others. It is this aspect that is brought out by alternative sources of history like oral testimonies and personal memorabilia. However, as Wulf Kansteiner has pointed out memory making is a cyclical process where memory makers in one context may become memory users in another (Kansteiner, 2002). Hence, identifying and recognizing of stakeholders and practitioners is important if one is looking at a site or traditions and rituals.

It is significant to study heritage from the sensibilities of media studies since the communicating of heritage among practitioners also uses different mediums. Folk tales and local narratives are often passed using interpersonal communication within families. It may be told by a grandparent or an elderly person in the community. Similarly, when we discuss intangible heritage skills like those of art, craft or music, these may be communicated using group communication where a guru or teacher is passing these skills to his disciple. If not communicated, these may be lost over time. For instance, the Garhwal School of Painting is now an endangered tradition with no practitioners left though about 32 sites painted in its style still survive in the Dehradun district having about 32,000 square feet of painted surface area. Recognition and conservation of these paintings is hence significant to their existence. Bigger celebrations like fairs and festivals often use mass communication like news media and now social media to record or live stream these.

Role of memory in communicating heritage through digital media

Digital media has changed the way we collect and share memories. Hence, there is the need for memory studies to adopt the methods of communication studies. This is also because collective memories are always mediated. In his article Mediated memories as amalgamations of mind, matter and culture, J.F.T.M. Van Dijck has articulated that these mediated memories are “concurrently *embodied* through the mind and brain, *enabled* by media technologies, and *embedded* in a cultural context (Van

Dijck, 2009). His stress on media technology is important since the medium of sharing a memory may affect the meaning of the memory itself. When we share a memory or its image with a collective, we might share the medium too and this may be a defining factor. For instance, thousands of people around the world share and remember the image of a child affected by the Bhopal Gas Tragedy buried with his eyes open. It would have been a different experience had that picture been flashed on television for a few days and then taken off the screens. In his seminal work, *The Orality and Literacy* first published in 1982, Walter Ong delves into the differences in the orientation of oral cultures and more literate cultures which have different ways of preserving memories and shows how rhetoric is gaining the significance in the contemporary period it once enjoyed in the manuscript culture (Ong, 1982/2002). Following a similar line, Pierre Nora has divided the history of memory into pre-modern period (where people’s relationship with their environment was natural and unconscious), modern period (where first order simulations begin to appear with the aim of securing nation-states) and post-modern period (where second order simulations are characterized by frantic media consumption and the representations produced by the media have little relation to any shared traditions). What makes this mediated experience new, according to J.F.T.M. Van Dijck, is that “individuals need no longer share common locale to pursue a sharing of commonality” (Van Dijck, 2004).

Due to the advent of digital media, people are recorders of their own experiences and can substantiate these with live feeds, images and sounds. On platforms like Facebook, they can also share their feelings with the ‘feeling’ option. Such platforms can be used to look at popular associations with a site and how the site is a lived one, not a fixed one. Digital media can also be used for conserving heritage by raising awareness about the condition of heritage sites or environmental issues like the state of rivers which are a part of our natural heritage.

For practitioners of heritage and archaeology, understanding the digital medium has become vital. A step towards preserving the tangibles of history is the digitization of records. These not only help in preserving records but also ensure that researchers around the world can access these.

Also, several oral history projects are underway on digital platforms trying to bring out lesser known narratives of historical episodes. For instance, The Partition Project is recording thousands of testimonies of survivors of the

Partition of India across three areas namely India, Pakistan and Bangladesh. These are the lesser known voices and are narrating how people were living out these experiences while the administrative restructuring was on. Initiatives like these not only help us draw a wider picture of a particular historical incident but also free these narratives from the barriers of time and space. Due to their convergent nature that brings together several features at once in devices like mobile phones, digital mediums are being used to live stream and record photographs about festivals and other rituals. This is not only a record of the festival itself but also a visual and aural record of how people associate with it.

IV. Conclusion

It can be concluded that conservation and communication of heritage depends on memory and requires repeated practicing in order to be preserved. Both tangible and intangible heritage need mediums to be communicated and often, this communication performs a ritual function amongst social groups where shared experiences and common practices bring them together. When talking about historical incidents, recollection from our memory may be visual and may be of immense help to a practitioner or conservationist in reconstructing information. While looking at the preservation of art, craft, rituals, traditional knowledge systems, music, it is useful to identify stakeholders since these are a part of intangible heritage that are often communicated from the sender to the receiver using group communication. By recognizing these, several such forms can be conserved. Also, several historical events that now warrant recording must also be looked at from the people's point of view. Oral histories are a good channel to do so. Today, the digital platforms have converged several functions of communication by bringing together text, speech, visuals and even feelings which can be shared. This has not only brought a popular perspective to the recording of heritage but also liberated the process from barriers of space and time. A photograph taken several years ago can be scanned and converted to a digital format from the present physical format which may demand greater expertise in preservation. Besides, several digital archiving projects are a useful tool to make historical records and objects like music clippings accessible to users around the world. The digital medium through the functions of recording, live streaming or uploading can generate support for natural heritage and organize greater movements for the same. The hashtag #klimatstrejk which translates to 'climatestrike' has become a trending force in world of Twitter ever since it has been used by Teen climate activist Greta Thunberg. Currently, the

tweet pinned on top of her account is not a simple text or written message. It is a video message where Thunberg is urging people to battle against climate change and ask world authorities to act swiftly. The video message, on the time of writing this paper, had 2.03 million views with Thunberg having 6,39,000 followers. While recognition of green spaces of collective value as natural heritage is a first step that must be taken by the relevant authorities, digital media can be a valid partner in forwarding the idea. Functions like live streaming can be used to communicate several celebrations where not only the visuals but the tone, melody and words of the songs can be preserved for posterity. An interactive touch map for heritage sites is a tool being explored in cities like Delhi which have started to set up digital kiosks outlining important local landmarks. However, modes like interpersonal and group communication remain important and cannot be discounted when we talk about certain endangered practices like forms of painting, traditional medicinal systems and others. These are nothing but the communication of the practices and ideas stored in one's memory. Hence, understanding the media of memory is a significant discourse of study and it must be explored how the medium is affecting the memory itself. For instance, will there be a difference in the testimonies of people if they were on camera. Will they speak differently and be able to collect dissimilar details if we ask them to write their experiences themselves? Also, how do we recollect when we share nostalgia or memories on digital platforms which we know are being read by several people at the same time. We have the room to erase and re-write on digital platforms and need no human mediator for the process. This may colour our recollection process but frees us from the need to have someone else document it. Digital platforms empower us to record our memories ourselves in the forms of still images, moving images and audio files. This is also a useful way in looking at how people are experiencing a historical event like a regime change or conflicts when it is underway. While heritage sites or memorials and official records are able to record and preserve only certain dominant versions at such times, digital platforms ensure that popular participation and a popular reading of the same events are also finding a medium, being preserved for posterity.

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INFLUENCE OF YOUTUBE AND FAKE POSTS ON YOUTH

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YouTube is an American video sharing platform which allows users to view, upload, rate, like, comment, share, add to favourites, report, and also subscribe to other users. It is a large platform for variety of user generated content in the form of video clips, music videos, TV shows, audio recordings, trailers, short films, documentaries, live streaming etc. This service is free to use and creates a great space for the users especially the youth to discover new things and stay updated. However, users do not have to sign in to access the website or the mobile app, which is leading to risks regarding circulation of inappropriate and fake content, cyber bullying, hacking or invading privacy, etc. In all these odds, YouTube still plays a crucial role in every Nettie's life which can be for entertainment, educational purpose, to get trained, to be updated, to showcase the talents, as stress busters and many more. Teenagers or youth find these videos on YouTube more relatable, attractive and influential in their day today lives. The main aim of this paper is to study and analyse the influence of YouTube posts and fake posts on the youth of Hyderabad city in Andhra Pradesh. The study is based on a survey done with the youth between the age group of 13 - 25 years in Hyderabad city in South of India. Results show that the respondents are highly influenced by the YouTube posts and fake identities.

Keywords: Influence, YouTube posts, fake identities, youth, Hyderabad, survey.

YouTube was created by PayPal employees as a video sharing website where users could upload, share and view content. The Internet domain name 'www.YouTube.com' was activated on 14 February 2005. YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, when they worked for PayPal. The first YouTube video, titled "Me at the zoo" was uploaded on 23 April 2005. YouTube began as an angel funded enterprise and later Venture Firm Sequoia Capital and Roel of Botha invested and joined the YouTube board of directors, where their investment had led to a significant growth in its first few months. In 2006, YouTube was purchased by Google and experienced a huge profit. Slowly, the news magazines such as Time, the wall street journal, The New York times, etc. have started reviewing the content posted. It is estimated that in 2007, YouTube consumed as much band with as the entire internet in 2000.

In 2012, YouTube shared that roughly 60 hours of new videos are uploaded on the site every minute. It has become the third most visited website on the internet after Google and Facebook. In October 2012, for the first time ever, YouTube offered a live stream of United States Presidential debate. The interface of the website is made available with localized versions in 89 countries, one territory and a worldwide version. Advertisements were launched on the site in beginning in 2006, which has become YouTube's central mechanism for revenue generation.

Younger viewers have begun to consider YouTube as their go-to viewing hub. 13- 24-year age group report that they

were more entertained by YouTube content than traditional TV shows. According to Defy Media's new acumen report, Millennial watch 11.3 hours of free online video per week. YouTube videos are rated higher by 13 - 24 years than free broadcast and cable TV offerings online. Content that originates on YouTube is simply more entertaining according to most of the youth. The youngest can relate so much to YouTubers that they feel they might as well be the YouTube stars. This says a lot about the future of role models. Youth also watch paid for (subscription) online videos. They believe that Television content carries too many commercials than the internet content. Youth don't see life as being offline; as long as internet is active the opportunity exists to share content. The sharing of photos and videos create the same life experiences that would normally be associated with things done in person.

The objectives of the study is to find out about:

- the viewing habits of Netizens of YouTube in Hyderabad.
- perception and credibility of YouTube.
- the influence of the YouTube posts on teenagers

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I. Review of Literature

According to Mudasir Ahmad Wani, Muzafar Ahmad Sofi, Suheel Yousuf Wani. (2017), Why fake profiles: A study of Anomalous users in different categories of online social networks, despite the fact that these sites have made the social life of people better, there are several issues with using them and proliferation of fake accounts is one of them. This paper discusses about the different online social networks and the benefits they provide to their users. It provides various reasons which motivates the attacker to create fake profiles. They also discuss the way the forged identities destabilize a network and exploit its facilities and concludes that the fake profiles are created by some specific community of people for their personal benefits such as to share some illegal unlawful content, and also to obtain other personal information leading to malicious activities.

Joanna Smith (2011) The YouTube revolution: Engagement, Perception and Identity opines that advances in technology and social media caused possible texts for use in pronunciation teaching. It explores how the use of short digital videos can revolutionize the teaching of pronunciation in a second or foreign language. The use is examined in areas such as student engagement, speech perception and second language identity. It is suggested that appropriate informed use of short digital videos has the potential to accelerate the acquisitions of target pronunciations. Student indications of satisfaction point to the benefit of teachers joining YouTube revolution.

Umit Kennedy (2016) Exploring YouTube as a transformative tool in "The power of Makeup!" elaborates that an important feature of YouTube vlog is that it is always the audience, who not only watch the performance, but also respond to it. Raun argues that "the need to represent one goes hand in hand with the need to connect and communicate". This case study explores YouTube as a site that allows individuals to play with, construct, and present their identity. YouTube is a tool with which people can transform themselves, and creating communities which publicly challenge social norms. The study by Jacob Amedie (2015), The Impact of Social media on Society shows that there are both positive and negative aspects of social media usage, but the negative aspects are discussed very rarely and positive aspects are often focused on. It explored the harms posed by the uncensored and unmonitored new medium of communication. This type of communication is leading to gradual breakdown of social cohesion and the destruction of our traditional value systems. This study concludes that every individual should take a responsibility in understanding the usage of social media and its impacts.

Margaret Holland (2016) in the paper How YouTube developed into a successful platform for user generated content used content analysis of YouTubers to examine how YouTube has evolved and developed into a career platform. It tried to identify what makes a YouTube channel successful. This study explains that YouTube is most popular because viewers especially the younger demographic can relate to the authenticity of user generated content.

Sharee Nicole Allen (2015) in the study Adolescents, Social media and the use of self-portraiture in Identity formation opines that adolescents use of social media is complex web of identity formation with validation in the form of likes. Most participants in this study reported that they regularly upload selfies, editing, and captioning them until they are pleasing enough to share it with peers. The circulation of selfies can be a therapeutic act. It concludes that the social media experience is simultaneously interactive and individualized.

Aaron Rosen, Alma Laihanen. (2017) in Advancing Identities with YouTube investigates of the symbolic consumption of YouTube in advancing consumer identity projects. The aim of his thesis was to explore the ways in which YouTube is utilized in the advancements of one's identity project. The findings identified common patterns and processes in the YouTube usage of consumers. The consumers have an understanding of their self-current image and can conceptualize their desired self. Homophily was also found to be an interesting element in the identity advancements of consumers through YouTube.

David Calkins (2014) in YouTube is the new Tube: identity, power, and creator - consumer relationships in a new culture (cottage) industry says that YouTube identity becomes inextricably bound with the performance of that identity as it becomes fragmented, divided, structured, and negotiated in the digital space. YouTube helps to connect with more people and enrich their engagement with the media. The identities become increasingly intertwined with the performance of that identity online. It concludes that YouTube will continue to provide rich and vast amounts of cultural data as a new system of cultural participation that shifts cultural identity from who you are as what you consume to what you produce.

Ofcom (2017) in Children and parents: Media use and attitude reports that children's media literacy. It provides detailed evidence on media use, attitudes and understanding among children and young aged people. It also includes the findings about the parent's views about their children's media use and the way parent's seek to

monitor or limit their usage. The study concluded that more and younger children are going online than in 2016, with much of the growth coming from increased use of tablets. Younger children are more likely to use YouTube for cartoons, animations, mini - movies or songs whereas older children are most likely to watch music videos and funny or prank videos. The majority of parents participated in this study agree that benefits of the internet outweigh the risks and are more likely to have changed the settings on mobile phones and tablets.

The study by Bryan Mueller (2013) Participatory culture on YouTube; a case study of the multichannel network Machinima determines whether YouTube contributes to the ideal of participatory culture. The structure of the partner model, enabled by the unique technological affordances of the YouTube platform, allows the MCN to identify emerging talent, incubate new opportunities, and also capitalize on a revenue sharing arrangement. It explains that in contrary, increased participation in new media is necessarily disruptive of the capitalistic mode of media consumption. The content on YouTube seems to be in alignment with the goals of producers and MCN's and advertisers.

II. Research Design and Methods

This is a quantitative study based on a survey of YouTube users in the age group of 13-25 years. Self-administered questionnaire was circulated to 100 respondents. The respondents were selected from different schools and colleges in Hyderabad. These were 3 tenth class students, 9 Inter college, 38 degrees, 26 PG and 24 B. Tech students. Sample lottery method was used for selection of the respondents. The respondents had equal number of male and females.

III. Results and Discussion

The findings show that the respondents under in Hyderabad surf YouTube using their mobile phones to a greater extent. They spend about 2 - 6 hours on an average every day and prefer to watch different type of programs for entertainment and learning purposes.

Table 1 shows that 4% respondents surf on YouTube posts rarely, 17% of them sometimes, 37% fairly and 42% respondents surf often.

All the information they access is practiced in their life. For example: If a teenager watches a video on how to cook, he/she follows the same procedure shown in the video and cooks. Similarly, if they watch a comedy video, they tend

to crack the same jokes on their fellow mates in real life. If one of their favorite political leader or a celebrity portrays a style in their dressing, or if they use any abusive language they also tend to copy or practice it exactly as their favorite celebrity does. This explains that the posts or videos have a major influence on teenagers.

Table 2 shows that 64% respondents access it on mobile, 29% at home, 4% use at their center and 3% use campus Wi-Fi to access YouTube.

Table 1: Usage of YouTube by the respondents.

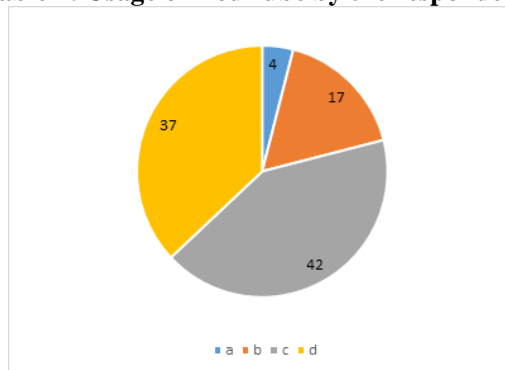


Table 2: Choice of device applications by the respondents to use YouTube.

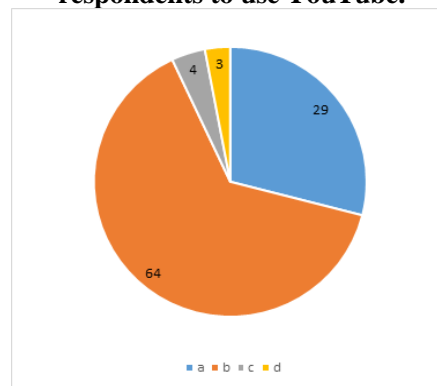


Table 3: Time spent on YouTube.

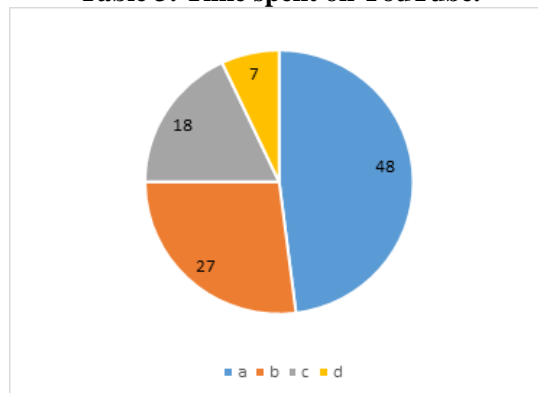


Table 3 shows that on an average, 48 % spend 0-2 hours, 27 % spend 2-4 hours, 18 % spend 4- 6 hours and 7 % spend above 6 hours on YouTube.

Table 4: Respondents choice of genres on YouTube

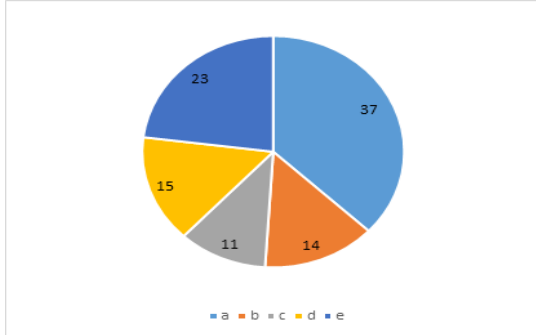


Table shows that the 37 % like to watch comedy videos, 23 % of them watch different type of genres such as or all, 15 % of them prefer to watch reality shows, 14 % of them prefer videos related to politics and 11 % prefer videos related to education the most.

Table 5: Basis of selection of YouTube video.

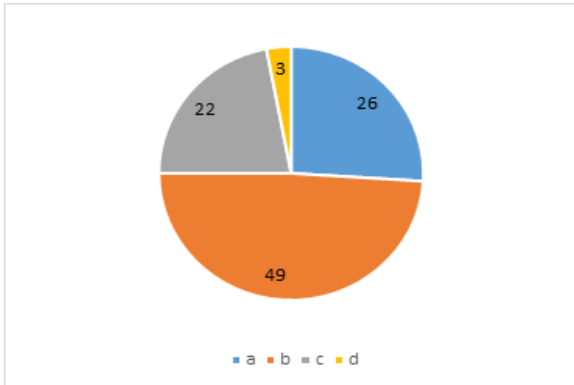
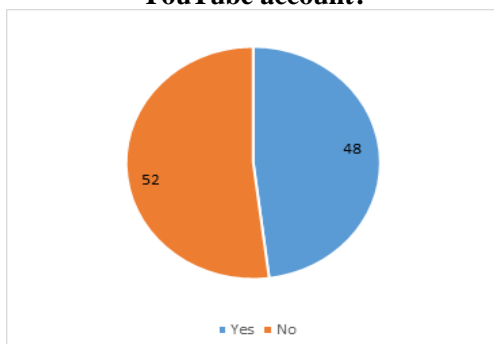


Table 5 presents that 49 % select a video to watch by the title of the video, 26 % select by seeing the thumbnail (cover pic) of the video, 22 % selection depends upon the number of views/likes and 3 % watch videos using any forwarded links of YouTube.

Table 6: Preference of respondents on having a YouTube account?



According to table 6, 48 % do have a YouTube account and 52 % use YouTube without creating any account.

Table 7: Respondents choices of YouTube channels.

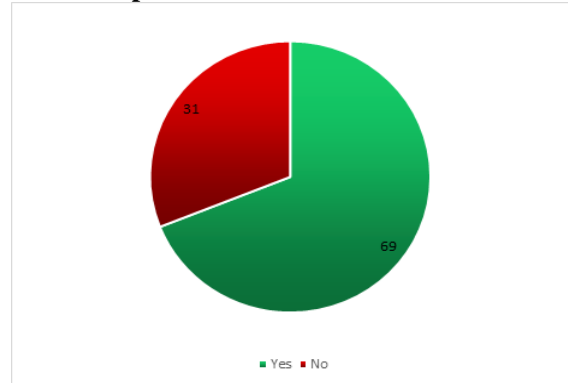


Table 7 shows that 69 % do have their favorite channels on YouTube while 31 % do not have favorite channels on YouTube.

Table 8: Preference of respondents to follow the content posted on YouTube

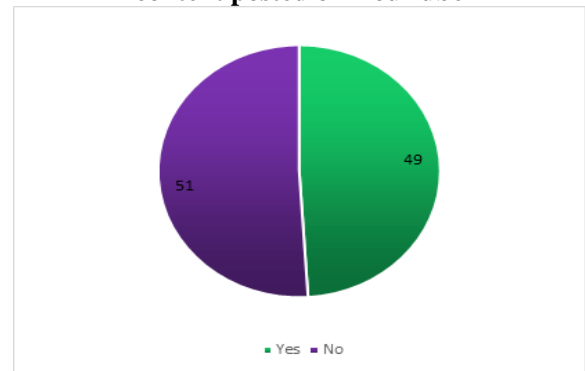


Table 8 shows that about 49 % do follow or practice the information posted on YouTube while 51 % do not follow or practice the information posted on YouTube.

Table 9: Preference of time of watching YouTube.

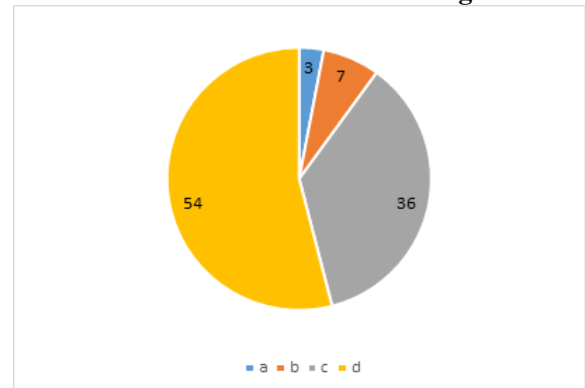


Table 9 shows that about 54 % prefer watching YouTube videos in the night time, 36 % of them prefer watching in

the evening, 7 % prefer watching in the afternoon and 3 % in the morning.

Table 10: Respondents experience on recognizing a fake news on YouTube

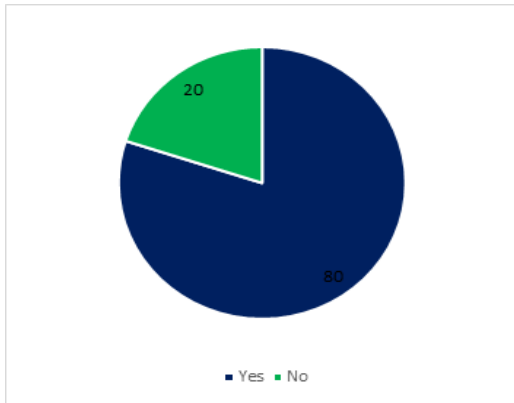


Table 10 shows that 80% have come across fake news/information whereas 20% of them did not come across any.

Table 11: Identification of fake news by the respondents.

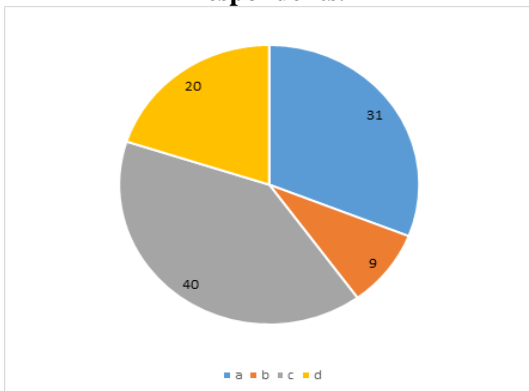


Table 11 shows that 40% are prejudiced that they just watch and leave, 31% cross check the information, 20% discuss with friends and 9% blindly believe.

Table 12: Experiences of respondents on believing the fake news.

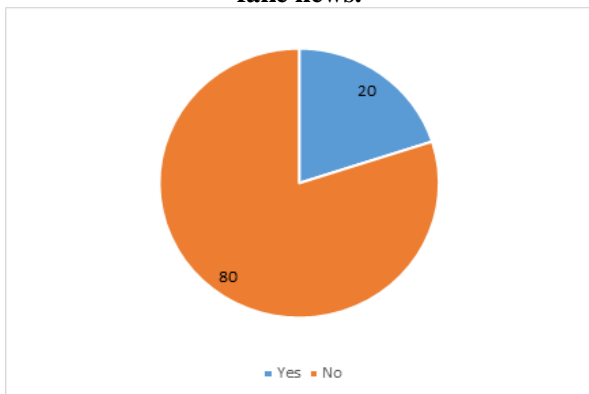


Table 12 shows that 80 % of the respondents have never been a victim of fake news while 20% have been the victims of facing few illegal activities such as, accounts getting hacked, YouTube channel getting hacked, privacy invaded, bank card details got hacked.

Table 13: Suggestion of respondents on fake YouTube posts.

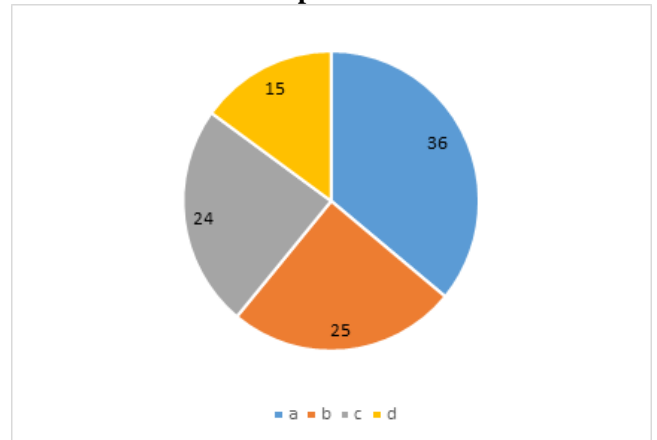


Table 13 shows that 36% feel that such videos should be banned completely, 25 % opined that strict restrictions should be made on publishing, 24 % shared that the content should be censored by the authorities before allowing it to be uploaded and It doesn't matter 15%. Some also suggested that someone should take charge in certifying and categorizing videos, viewers or users should also be given an option to report.

Table 14: Preference of respondents in supporting the abusive language used in few YouTube videos.

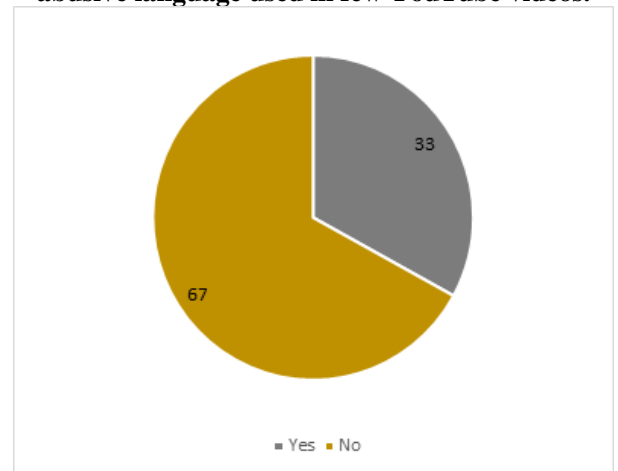


Table 14 shows that 67% do not support the abusive language used in few videos while 33% do support the abusive language used.

Table 15: Real life incidents of respondents on believing the fake news.

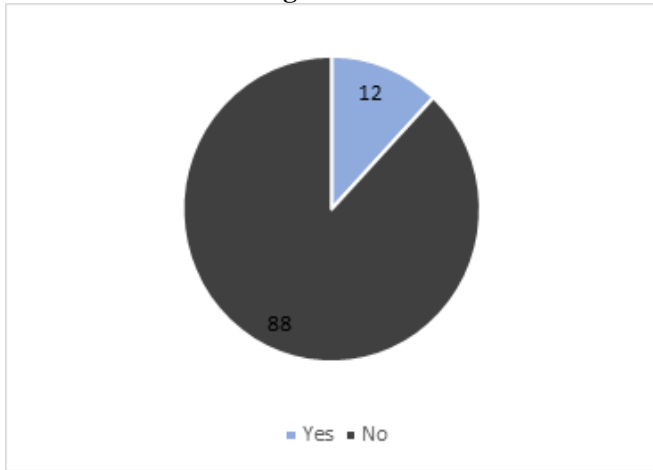


Table 15 shows that 88% do not have any real life incidents that they faced on believing the fake news while 12% have faced few incidents such as accounts getting hacked, YouTube channels getting hacked, privacy invaded, bank card details got hacked.

Table 16: Respondents witnessing others suffering due to the acceptance of fake news.

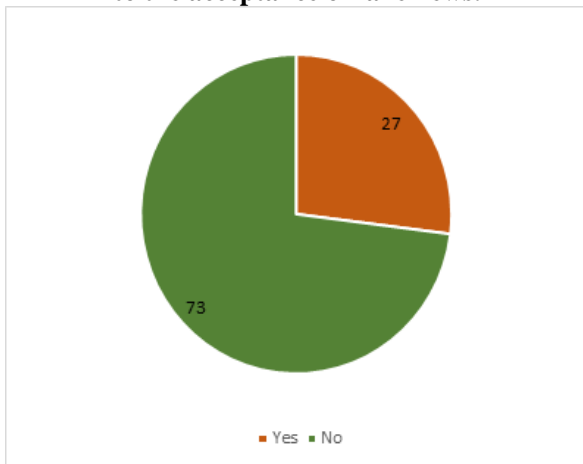


Table 16 shows that 73% have never heard/seen anyone suffering due to acceptance of fake information while 27% have witnessed their beloved ones suffering due to false information's such as Kota Srinivas Rao expired, Venu Madhav expired, old people are duped into unlocking their various accounts, Prabhas getting married to Kavitha, fake advertisements, false political news, false celebrity news, few of them trust the information so much that they got influenced and started forming biased opinions, losing their privacy, and accounts getting hacked.

Table 17: Belief of respondents on YouTube credibility.

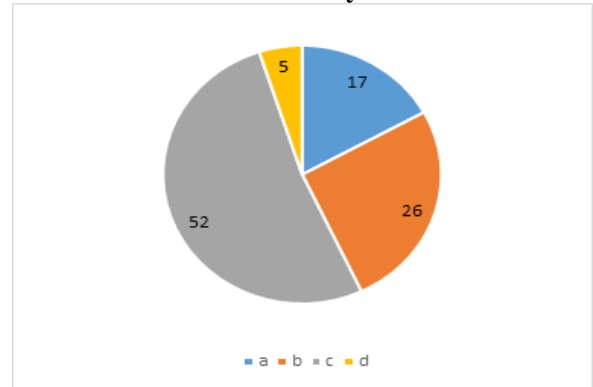
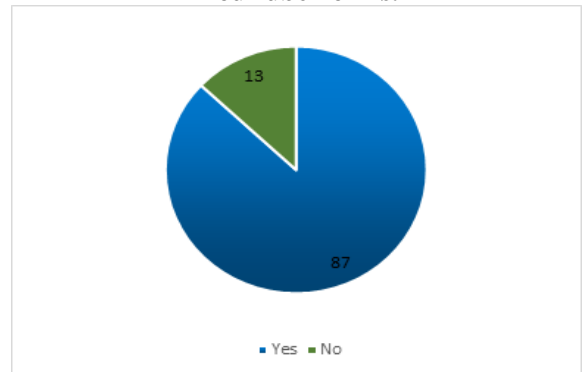


Table 17 shows that 52% believe that 50 - 75% of information is credible, 26% believe that 25 - 50% of information is credible, 17% believe that 0 - 25% of information is credible and 5% believe that 75 - 100% of information is credible.

Table 18: Preference of respondents regarding the YouTube norms.



According to Table 18, 87% opined that there should be strict rules and regulations followed regarding the content posted while 13% feel that there is no need of strict rules and regulations at all.

Table 19: Preference of respondents regarding the YouTube norms on credible sources.

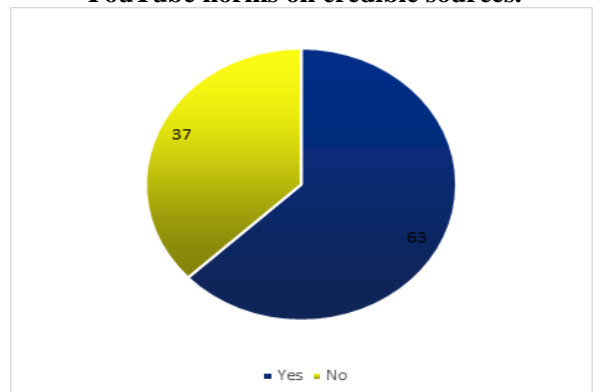


Table 19 shows that 63% of the respondents think that YouTube should make certain restrictions which allows (only credible sources to share the information, 37% also suggested that rumors should be identified and banned, people's emotional feelings shouldn't be targeted, someone should take charge in certifying and categorizing, age restrictions, viewers or users should be given an option to report, gate keeping should be done several times before allowing the video to upload and all the information should be cross checked), while 37% feel that there is no such necessity.

Table 20: Preference of respondents regarding the censorship on YouTube.

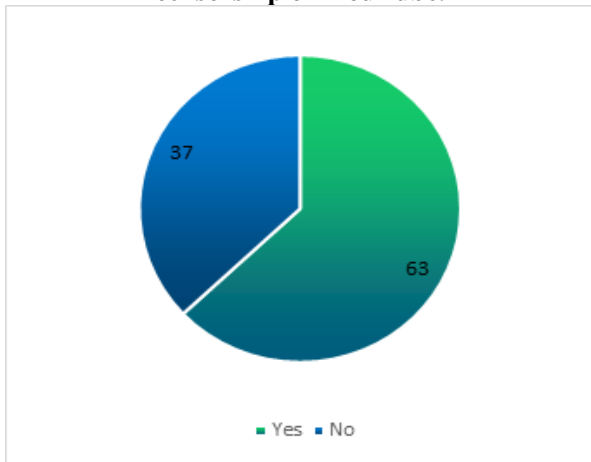


Table 20 shows that 63% strongly recommended censorship on YouTube while 37% did not want any censorship to be implemented.

IV. Conclusion

Most of the teenagers have YouTube accounts and channels which shows that they want to be updated every single day and also a record of posts and videos are maintained in their playlists. This explains that teenagers are everyday followers of YouTube posts. According to the survey, most of the teenager's watch YouTube videos and posts in the night time which has psychological, emotional, and physical effect on them. Teenagers have not only come across the fake information but also few of them also become the victims. Most of them do not make an effort to cross check the content and blindly believe the information which shows their trust on the YouTube posts. Victims have faced few illegal activities such as accounts getting hacked, channels getting hacked; privacy invaded and bank details getting hacked. False/ Fake information easily satisfies the viewers to a greater extent that they easily believe, get influenced and start forming biased opinions and conclusions. To maintain the perceptions and trust on

YouTube posts/ videos, some of the respondents suggested that YouTube authorities should take charge in certifying and categorizing the videos, strict rules and regulations have to be made regarding the content, false information and rumors should be identified and banned, all the information should be cross checked before allowing the user to upload. Censorship is strongly recommended by the respondents. A common inference is that people are highly analytical about YouTube content. They are accepting that the YouTube has fake content more than positive but are not rejecting it completely, they are watching and criticizing. There is a good viewership and the information is not only viewed for entertainment but for day today life. This indicates that viewers watch all the content and are influenced by it very easily. The study also indicates that a lot of perceptions are made regarding credibility of the YouTube content.

The audience are very active in using YouTube. They are also very expressive about the content particularly the fake information/news posted. Respondents are influenced by the content posted. Netizens suggested for only positive and credible information to be posted on YouTube, as there is every chance of they getting influenced by these posts. Netizens recommended a monitoring body like censor to frequently check the content of as fake or false news is posted in a very attractive and satisfying manner to a greater extent.

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LONGITUDINAL STUDY OF MATRIMONIAL COLUMNS IN SELECT NEWSPAPERS of WEST BENGAL

Arghya Mukhopadhyay*

Matrimonial advertisements serve as unobtrusive sites to observe the construction and perpetuation of normative social psyche through socio-cultural discourses. The present study intends to explore the changing pattern of matrimonial advertisements published in two major newspapers, the English daily, The Times of India and the Bengali daily Ananda Bazaar Patrika over a period of three decades from 1989 till 2014 in West Bengal state in India. The study will employ an approach to analyse the matrimonial advertisements of the prospective brides and grooms through the theoretical framework of societal psychology. To qualitatively supplement the quantitative data, the study will explore the changing patterns of societal value system through the content of the matrimonial advertisements in terms of gender difference. This study will also attempt to probe this aspect of social reality as presumed in the matrimonial ads.

Keywords: Matrimonial Ads, Advertisement, Society, Newspaper,

Advertisement is a very important tool of moulding public opinion in modern times particularly in the case of developed nations. The social attitudes, norms and behaviours are very well conditioned through advertisements across media. Even the so-called mechanism of propaganda is carried on through advertisements. Advertisements also have more beneficial role to play in modern times. They serve as the most important vehicle of communication of ideas and opinions. Media is considered as reflection of society and newspapers are considered to be the “mirrors of the world”, advertisements can be viewed as the “channels of mass-involvement”. Advertisement require new techniques from time to time. The old methods and techniques have to be replaced with the new as per the requirement of the industry. If this is not done, they will become obsolete and ineffective. The evolution in new belief-system includes new education, growing social awareness, the scientific faith and the ever-increasing social mobility in a given society. So, there is an ever-increasing flair for the matrimonial advertisements in particular and the business advertisements in general. In a metropolitan city, people find it easy to advertise and get mileage for their work. This is due to the increased or easy availability of access to publicise through advertisements. There is not much of a problem for marriage alliance especially among the educated communities in big cities like Mumbai, Kolkata and Delhi. Places of social meetings like associations and clubs cannot however be ruled out completely. The real problem arises when there is optimum or minimal social mobility particularly in the cases of urban or rural conditions of social or community living. The other

disadvantage in the late case is that there will be less number of newspapers or negligibly very few. So much so the chances for matrimonial advertisements are completely blocked.

India like any other country is undergoing transition in the socio and economic spheres through increased accessibility, accountability and transparency by improving educational and occupational facilities, emphasizing on family planning program, redistributing property, and passing various legislations enabling women to achieve equality with men. These changes have had profound influence upon different dimensions of the family system affecting its members’ social, familial and economic relations. A number of new roles are created; old ones are being either redefined or getting abandoned in both the family as well as the society. Many researchers have been conducting research to determine the extent of social change in the family system by examining the influence of modernization on arranged marriages, breaking of the structure of joint family system, practice of dowry system, status of women, feministic value orientation, employment of both men and women and changing gender roles and stereotype.

The institution of marriage is prevalent in the Indian society since ancient times. The nature of this institution has seen changes over the centuries. The practice of choosing life partner whether the bride or the groom is primarily done by the parents or elders in the family. But

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over the last couple of decades the boys and girls are becoming inclined to choose their partners themselves. The practice of giving matrimonial advertisements in newspapers has been practiced for centuries not only in India but other countries, looking for matches to strengthen family ties has also been a practice. The recent times has seen an upsurge in matrimonial advertisements in the newspapers in spite of availability of other platforms like the digital platforms, bureaus, services etc.

After analysing the data of a sample of one thousand advertisements that appeared in the Ananda Bazar Patrika and Times of India from (1989 to 1999) it was found that for a majority of people, the traditional considerations of religion, caste, sect are still important and within this groups choice of spouses are made on the basis of occupation, income, education, physical attraction, family background and personal characterization. About 500 advertisements each were taken from both the papers of Sunday edition.

To qualitatively supplement the quantitative data a comprehensive interview of 25 respondents who had at some point in time, taken the help of matrimonial advertisement for choosing partners, said that their expectation was not only fulfilled but also shared that this is the only democratic way to select a perfect a life partner in the current times. It was also found that 'Varna' restrictions remain as important as ever for marriages and that sub-caste and Gotra restrictions continue to be of importance in the arrangement of marriage, though less important now due to individual preferences.

In the late 1970 to early 80's education and caste retained their importance. Specific physical requirements such as height and fairness began making an appearance in the advertisements. In 1980s, physical beauty started becoming very important. Though in the sixties, caste was the predominant attribute, occupation and income were also important, but income, caste & height suddenly became a desired attribute and other physical attributes also were mentioned. There was an emergence of the trend of Non-Resident Indians or would be NRI's.

In the 1990s professional qualifications were in and education was out. Job profiles were in, income statements were out. Geographical consideration was the key and decent marriages certainly not. From the late 1980s requirement for working women started appearing. The 1990s was the age of the professionally qualified; and also physically perfect working women. From the mid of 1990s the trend of divorce men and women giving advertisements for second marriage was also noticed.

Also on analysis it was found that the Bengali people still give more priority to religion, caste and sect are still important, but at the same time the advertisers seem to be making their choices on the basis of income, education, occupation and other personal characteristics. Surprisingly attempt has been made to study and analyse the content of matrimonial Advertisement. Therefore, it is interesting to examine the extent to which they deviate from traditional factors considered relevant in the selection of a spouse. The educated, upper caste, high and medium income group take recourse to advertisements in matrimonial columns. It is also marked that the mean age of marriage is higher for those who advertise in matrimonial columns.

In the late 1970 to early 80 education and caste retained their importance. Specific physical requirements such as height and fairness began making an appearance in the advertisements. In the 1980s, physical beauty clearly started becoming very important to the detriment of accomplishments." Though in the 60s age and caste were predominant attributes, occupation and income were important, but income, cast & height suddenly became a desired attribute and other physical attributes also were mentioned. There was an emergence of the trend of non-Resident Indian or would be NRI's. In the 1980s, men started laying a great deal of focus on their background and family as well as the part of the world they came from and wanted to settle in.

In the 1990s was individual characteristics which define the desired persona were here to stay. Men were needed to be anything from teetotaler to broad minded. Physical attributes have always been important and act as parameter of success in the marriage market. There is increasing specificity of requirements in the face of decline of the joint family system and this specificity is out in the open. Romance is seen as secondary to marriage which is a rational life choice. The charge is the attempt to accommodate some of the needs of the individual concerned (bride and groom) in the terminology of the ad. The format of the 'matrimonial ad' has proved flexible enough to accommodate this charge says the analysis.

From the late 1980s working women have been here to stay and income has become a virtue to be flaunted. The 1990s was the age of the professionally qualified; physically perfect working women, who was certainly not petty. There was also a growing yearning for the lamely bahu (bride) chosen for the groom. From the mid of 1990s the trends were slightly different. The number of divorced men and women advertisements are increasing.

Thus, the analysis of matrimonial advertisements in two newspapers shows that the Bengali people still give more priority and importance to the traditional considerations of religion, caste and sect, but at the same time the advertisers seem to be making their choices on the basis of income, education, occupation and other personal characteristics. Therefore, it is interesting to examine the extent to which they deviate from traditional factors considered relevant in the selection of a spouse. The content analysis of matrimonial advertisements is a sociological perspective to throw light on the kinds of traits emerging as important criteria in selection process.

In West Bengal it is the same picture. Not only this, the situation and the nature varies from generation to generation; particularly in the recent years it is posing a peculiar situation altogether. It is very difficult for us to claim that it is either old or new. It is in fact transitory and fast changing. Some sociologists describe this situation as a 'crisis' between tradition and modernity. For these reasons, it is very difficult for a social scientist to adopt a particular technique of social investigation so as to know the real facts. According to the data available of the surveys conducted by different people in the field, there is a remarkable increase in the number of matrimonial advertisements, particularly during the last two decades. The reason is that people are becoming more socially conscious, and less inhibited from the prescriptions of tradition. A sense of realism, however dominates the entire scene. Even today our Indian society is rooted conspicuously in the traditional religious background, although much of the new socializations have been witnessed. In fact, the Bengal middle class is mostly benefited through common advertisement methods.

Nevertheless, it came in contact with hundreds of other families through the medium of advertisements. The middle class is more susceptible to the advertisement medium because it has less inhibitions, and is comparatively more exposed to the new changes due to pressure of circumstances and necessities. Commonly the content analysis of marriage alliance through advertisements contains the following social ingredients. In case of advertisements on the male side the advertisers are very particular about caste, sub-caste and even sect and sub-sect. However economic security is over-stressed in most of the above cases. A suitable job and higher education etc. count a lot. Family status and family history are also never neglected as conditions in the advertisements. Apart from these, age is also an important factor but sometimes it is flexible and reliable mostly in cases of middle class advertisers.

The study on the content analysis of marriage alliances through advertisements with respect to the parents of the girls signify the following common ingredients or demands on the part of the male. For instance, fair complexion, respectable family, age, etc. are the general conditions or ingredients solicited on behalf of parents of the boys. Apart from these education of the girl and capacity for household duties etc., are also widely taken into consideration. The orthodox families who usually choose the bride from their own sub-caste are very particular about the direct knowledge of the girl. This is mainly to make sure of the girl's virginity which is however, based both on faith and observation. These cases sometimes form a common exception to the usual marriage alliances through advertisements.

In the former case of marriage alliances regarding the male advertisers, there are some rare conditions stipulated by the parents. In Bengal society, the social status of a qualified medical doctor or a full-fledged engineer or a technological expert sometimes excels or supersedes the usual family status and its history. The British imperialism and its legacy has given us altogether new patterns of social values with respect to services. For instance, I.A.S. and I.P.S. holders are placed at the top of the hierarchy of the social values with respect to marriage alliances in our society.

The study was conducted to examine the reflection of social psyche in the arranged marriages in West Bengal. It is assumed that the industrialization, urbanization, high rate of literacy, increased geographical mobility. Change is evident in many aspects of the marriage system. It reveals that Muslims expressed more expressive attitudes in the present system of marriage. This can be explained by the fact that the proportion of the female students among Muslims is higher than the male students which resulted in more traditional responses. Although the study reveals no significant differences among Brahmins and non-Brahmins respondent in their attitudes, a trend is observed among them. One thing which has been noticed in these advertisements is that in maximum advertisement well qualified and beautiful bride is required by the parents of the boy's side. They have not demanded fair complexioned girl. These are the advertisements from the girl's side which mention fair, slim girl.

This is the impact of the recent social ideas of community life and social living on the present day matrimonial alliances is more conspicuous particularly in the context of growing liberal education. And also in the background of free influences of the popular advertisement. For, India the marriageable age of the girls is 18 to 23 and for the

boys from 18 to 32. It seems that there is rise in marriageable age of the females. The content of the marriage analysis shows that the inclination of the spouses and also the desires of their parents are towards the well settled occupations and professions.

Marrying through advertisements rarely tends to cross the linguistic barriers and caste restrictions. Even some families would not prefer boys and girls from far off regions and states. The suggestions are indicated from the point of view of verification and prediction. The concept of marriage through varying in degree from community to community and nation to nation is universal. Marriage is not merely a social channelization of instinctive impulses and motivations but it is a live social bondage. Marriage forms have however changed during the long course of human history but they always remained as important social institutions with mankind which embrace all the sexual and productive aspects of human life. The functional purpose of marriage is however different from its ideal purpose. Indians define marriage as a sacrament or a holy bondage. Nonetheless the sacrament character is being considerably questioned due to the modern ideas of changing environment. If we analyse, there were negligibly few inter-caste marriages in the past. Much emphasis was laid upon caste and subsect. The Brahmin as a class have very rigid rules regarding matrimonial alliances. This situation has changed today. With the introduction of democratic ideals and secular ideas the mental attitude of the people have largely been changed. The present study was conducted with a view to sort out the new trends that are fast creeping into the present social living. The political ideals have their own impact on marriage links in our country the west Bengal is not out of this influence.

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REVIEW OF SCIENCE COVERAGE IN INDIAN NEWSPAPERS

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Science news can play an important role for informed decision making and enhancing the knowledge level in the fellow citizens. News reports, features, editorials and informative articles based on science, technology, environment, health and related themes help readers to understand science and work of scientists in a better way, which directly or indirectly associated with quality lives on the fellow citizens. The paper is an attempt to review the studies on science and technology coverage by Indian newspapers published in Hindi, English and other regional languages. The term science news or S&T news used in the paper indicates news and features on science, technology, innovation, environment, health and related themes.

Keywords: S&T news, Science coverage, Science communication, Newspapers.

Superstitions and false beliefs have been reported in both rural as well as urban parts of India (Kumar, M. 2013). Science has no tool or experiment to prove it wrong, but it can be controlled with creating scientific temperament. Scientific temper as mentioned in the Constitution of India under the fundamental duties [article 51 A, (h)] can make people aware to think about superstitions and false beliefs. Article 51 A, (h) says that it is fundamental duty of every Indian citizen “to develop the scientific temper, humanism and the spirit of inquiry and reform”. Scientific temper can be promoted through S&T news reporting and writing on new information and research findings.

Science communication or science journalism is an essential component for citizens’ lives. Citizens have right to access the reliable information (Shortland et al. 1991). Weingart, 2002 described science journalism “what is existent, what is happening and what is important”. The tone of science journalism indicates the scientific development.

At present Govt. of India’s Department of Science & Technology (DST) has taken various national and regional initiatives to promote science, technology, health and environment based news coverage in newspapers and magazines. DST’s institution- Vigyan Prasar has started India Science Wire, a science news and feature service which provides free of cost service on science based news, feature articles in Hindi and English languages to the newspapers and magazines (www.vigyanprasar.gov.in). DST’s council – National Council of Science & Technology Communication is funding various science magazines at regional level including a weekly newspaper ‘Vaigyanik Drishtikon’. As

per the data published in the “Press in India 2016-17”, an annual publication of the Registrar of Newspapers for India (RNI), the total number of registered publications are 1,14,820 which includes 16,993 newspapers (daily, tri/bi-weekly periodicity) and 97,827 periodicals.

I. Review of Literature

Nelkin (1995) mentioned that there is a tradition in scientist community to criticize journalists on their science coverage in terms of lack of quality, inaccuracy, over simplification of technical jargon, sensational news making and promote negative public perception of science and scientists. On the other hand, journalists blame that scientists are not media friendly; they feel insecure while speaking with media, do not share their research findings for news reporting and are immersed in them researches and laboratories. Nelkin found the themes or subjects that readers prefer to read which include natural disasters, energy, conservation, health, human psychology, nature, space etc.

Bauer et al. conducted a research study in 1995 on science coverage in the United Kingdom newspapers published in the post-war period. The study indicates interesting insight on the coverage of S&T during the

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post-war period in 20th century. During this time, 5 to 6 percent of editorial space was reserved to S&T news coverage in British newspapers. Researcher found more number of science features in post war period.

According to the House of Lords – Science & Technology, 3rd Report (2000), news coverage on genetically modified food was the main agenda, which was discussed very seriously in Britain. Report indicated that the issues are covered in media by reporters or journalists having no science communication specialization. Experts suggested that scientists must change their attitude and behavior towards media and understand how to deal with press for better communication. At the same time, press people were suggested to change the way to deal with scientists.

Salvi (2002) quoted that Vigyan Prasara (Department of Science & Technology, Govt. of India) conducted a survey study of S&T coverage in Indian newspapers during 1999-2000 with 52 newspapers, 31 in Hindi and 21 in English. This study revealed that only 3.3 % science based news, features, interviews etc. were published in newspapers including 4.3 % in English and 2.5 % in Hindi. Study also found that health care and medical based coverage was maximum (31.8%) in all the newspapers.

Massarani et al. (2005) analyzed seven Latin American newspapers and found the ways under which newspapers covered science, which was reported very low. Researchers found that scientists in Latin America has no culture to interact with press, they are not permitted for media interviews. But in North America, scientists are happily interacted with press and actively participated in press conferences.

Rooyen (2007) conducted a study on S&T coverage in South African newspapers and found very low percentage of S&T news and features. They found lacuna of science news in newspapers and mentioned that South African media is dependent on foreign news sources for science coverage.

Kauhanen et al. (2007) stated in a research project report on Innovation Journalism in Finland that research based dialogues and discussions, criticism and interaction will attract journalists for more S&T coverage and it will also inculcate scientific temper. Researchers found that S&T coverage in newspapers at Finland was less but after the regular interaction and discussion on S&T and innovations, big increase in science news coverage was noted.

Arulchelvan (2008) found in an Indian study that in Tamil Nadu, media houses are not interested in science coverage and they lack in trained reporters who cover science with zeal and passion.

The objectives of the study are to review and analyze the studies conducted in India to:

- compare the S&T coverage in newspapers published from different regions of India
- analyze the content of S&T covered by the newspapers.

Theoretical framework

The theoretical framework was mentioned only in one paper taken for review study. Paper titled “Coverage of science news in the three national dailies” by Aiswarya, C.T. et al. (2018) reconciles the Agenda-setting theory of mass communication. Other four papers have no mention of any theory but tone of these papers indicated the same theory.

As per the definition from Wikipedia, “Agenda-setting theory describes the ability of the news-media to influence the importance placed on the topics of the public agenda”. Media has a central role in persuading its audience to adopt or accept in which subject they are interested. It helps the audience on what should they focus on and on what they should not. In case of S&T news coverage, if newspapers covered S&T regularly, the readers also take interest in science news and features. If newspapers concentrate to sports or politics, the audiences follow as such.

II. Research Design and Methods

Research papers on S&T coverage in Indian newspapers were searched through google scholar. Fifteen Indian studies were found within the framework on the theme. Out of 15 papers, 5 papers were selected for the current review study to analyse S&T coverage during last 10 years. Selection of 5 papers was based on parameters of content analysis, different periods of study during last 10 years and different places of research study to represent various language editions of newspapers. Selected 5 studies were conducted in 5 states of India – Tamil Nadu, New Delhi, Madhya Pradesh, Karnataka and Kerala, as mentioned in Table-1 which represent different language editions. Details of methodology used in 5 selected papers was as following:

1. Science and technology dissemination through Tamil newspapers: A study by Arulchelvan, S. (2010), which is quantitative and qualitative content analysis

of 4 Tamil language newspapers published from Tamil Nadu – Dinathanthi, Dinamalar, Dinakaran and Dinamani, studied during March 2008 to May 2008 at Chennai, Tamil Nadu. Parameters like percentage of S&T news coverage, types, subjects, tone, formats, origin of news, space allotted for news, source and follow-up were analyzed for this study.

2. S&T coverage in English-language Indian dailies by Dutt, B. and Garg, K.C. (2012), which is content analysis of 37 prominent and popular national English dailies published from metropolitan cities and state capitals (titles of newspapers are given in Table-1), studied during April 2008 to September 2008 at New Delhi, India.
3. Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach by Kumar, M. (2013), which is quantitative assessments based on content analysis of two English newspapers - The Times of India and The Hindu, published from Madhya Pradesh, and two Hindi newspapers - Dainik Bhaskar and Patrika, studied during June 2011 to June 2012 at Indore, Madhya Pradesh, India.
4. Comparison of science coverage in English and Kannada dailies by Vinay, G.P. (2016), which is content analysis of two English newspapers - The Hindu and The New Indian Express, and two Kannada newspapers - Prajavani and Vijaya Karnataka, studied during November 2015 to December 2015 at Karnataka, India.
5. Coverage of science news in the three national dailies by Aiswarya, C.T. et al. (2018), which is quantitative analysis of three English newspapers - The Times of India, The Hindu and The New Indian Express, studies during October 2017 to November 2017 at Kochi, Kerala, India.

III. Results and Discussion

Paper 1: ‘Science and technology dissemination through Tamil newspapers: A study’

In the study ‘Science and technology dissemination through Tamil newspapers: A study’ conducted during March 2008 to May 2008 at Chennai, Tamil Nadu, India by Arulchelvan, S. (2010) found S&T news coverage in Tamil print media is limited to 3.5%. Remaining 96.5% is devoted to politics, government, crime, legislature, entertainment and education etc. The study indicated that Tamil newspapers published more articles on new technology and products in comparison to S&T research and development. Research indicates that Tamil newspapers publish more articles on agriculture news, newspapers publish S&T news with positive notes, they practice news format up to 52.23% for S&T coverage

followed by bits and features. Research also found that each newspaper used different format to cover S&T.

The study also indicates that Tamil newspapers publish more S&T news of local importance which were focused to local population of fishermen and artisans, and based on state’s science and research institutions, but it was also mentioned in the study that Tamil newspapers are dependent on news agencies for news. 70% of S&T news was sourced from news agencies and contribution of newspapers’ correspondents was limited. 52.13% of S&T news came from foreign news agencies, 33% from local agencies and correspondents; and 17.44% from rest of the country.

There is a general trend to place S&T news on inner pages of newspapers or treat the news as soft item for feature page; the research found that Tamil newspapers are prejudiced to give more space to S&T on front page. Study also suggested the requirement of trained and dedicated science correspondents, editors and writers in newspapers who can understand importance of science coverage and interact with scientists regularly. Previous researches and the stated research indicate that scientists are not trained to interact with media and they need permission from authorities to speak to the media, here the role of science correspondent is crucial who knows how to deal with science and scientists.

Paper 2: ‘S&T coverage in English-language Indian dailies’

Under the study ‘S&T coverage in English-language Indian dailies’ by Dutt, B. and Garg, K.C. (2012) a total of 5384 news, features, interviews, boxes etc. from 37 English newspapers published from different Indian states were studied. Total space occupied by S&T coverage was 986,534 cm². Approx. 18% of S&T coverage (space covered by each item) was up to 50 cm² and 51-100 cm². The maximum number of items was found with the range of 101-200 cm². The study was conducted during April 2008 to September 2008 at New Delhi, India. It was found that 37 English newspapers provide maximum space to health based news and articles (37%) followed by coverage on environment (15%) and space science (11%). Health, environment and space science covered 63% space and item wise it is 67%. The remaining 37% space was provided to sub-themes of S&T which includes Astronomy, Psychology, Physics, Defence science, Robotics, Animal behaviour, Science communication, Energy, New technology products, Material science, where researchers found least space provided to Science communication, Energy, Agriculture science, New technology products, Material science. It was also found

that less than 1% of space was provided to Earth science, Evolutionary science, Biological science, Nuclear S&T, Animal science, Automobile engineering, Palaeontology, Aeronautical engineering, Archaeology, Oceanography, Chemical sciences, Forensic science and technology, Food science and technology, Sexology, and Entomology.

Research indicated that out of 37 English newspapers published from different parts of India, The Times of India (published from New Delhi) gave the maximum 19% space to S&T coverage, followed by The Asian Age (7.6%) and The Statesman (6.2%). Coverage of S&T in DNA, Mail Today, Free Press Journal, Financial Express and Hindustan Times found between 5.1% to 5.6%. The Times of India, The Asian Age and The Statesman together covered about one-third of the space allocated by all the 37 newspapers and about 39% of the total items. Less S&T coverage was noticed in certain regional newspapers including Shillong Times and Assam Tribune from North Eastern India, Daily Excelsior, Kashmir Times, and Greater Kashmir from Jammu and Kashmir, Nav Hind Times from Goa and Hitavada from Nagpur and Central Chronicle from Bhopal. Details of S&T coverage (percentage) by 37 Indian English newspapers are given in Table 2.

The study also investigated sources of S&T news and stated that 42% S&T news items did not mention any source and 58% used Indian and foreign sources. Foreign news sources were based on UK (20%), USA (15%) and other countries (23%). Foreign sources were cited higher than Indian sources in environment, space science and astronomy based items. Indian news agencies - Press Trust of India (PTI), Indo-Asian News Service (IANS) and Asian News International (ANI) were noted as a major source of S&T news in India while Reuters (UK), Associated Press (AP) and New York Times (NYT) from USA were mentioned as foreign news source.

The study also mentioned that 57% of the S&T news items were supported by photographs and artwork and majority (88%) of S&T news were published with single photographs. Other visuals like sketches, diagrams and graphs were found in S&T coverage. A small number of S&T news was presented with multiple visuals.

Paper 3: 'Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach'

In the research study 'Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach' by Kumar, M. (2013), four newspapers were selected for the study - The Times of

India and The Hindu in English and The Dainik Bhaskar and Patrika in Hindi. The study was conducted during June 2011 to June 2012 at Indore, Madhya Pradesh, India.

The study found only 2.04% S&T coverage in newspapers which was the very low amount in comparison to other subjects like politics, sports and Bollywood etc. Research indicates only 1.74% S&T news in Hindi newspapers and 2.34% S&T news in English newspapers. English newspapers show little higher coverage than Hindi newspapers. Researcher found that newspapers gave more space to health and medicine based news followed by environment. Study indicated that most S&T news were taken from Indian news agencies or indigenous sources.

Paper 4: 'Comparison of science coverage in English and Kannada dailies'

Research study 'Comparison of science coverage in English and Kannada dailies' by Vinay, G.P. (2016) S&T news and features appeared in two English newspapers - The Hindu and The New Indian Express and two Kannada newspapers - Prajavani and Vijaya Karnataka were analysed during November 2015 to December 2015 (60 issues) at Karnataka, India.

Study found that in four newspapers out of 63,91,320 cm² (total space used for editorial and other content), only 1,16,846.25 cm² (1.83% of total average printed area) were used for S&T news coverage. Out of 1.83% average space, English newspapers covered only 1.77% and Kannada newspapers covered only 1.90% of space for science coverage. It indicates that English newspapers allocated lesser area to S&T news when compared to Kannada newspapers. Researchers found the following S&T news percentage in four newspapers: The Hindu - 1.46%, The New Indian Express - 2.18%, Prajavani - 2.20% and Vijaya Karnataka-1.59%. It indicated that a Kannada newspaper Prajavani covered higher percentage of S&T news followed by The New Indian Express, Vijay Karnataka and The Hindu.

Paper 5: 'Coverage of science news in the three national dailies'

Research study 'Coverage of science news in the three national dailies', Aiswarya, C.T. et al. (2018) adopted - Quantitative and Qualitative analysis of three English newspapers - The Times of India, The Hindu and The New Indian Express. Study indicated that there were frequent fluctuations in the S&T news coverage in all the three newspapers noticed during the research period of 2 months. Study observed that The Hindu covered maximum S&T news (10.8%) followed by The New

Indian Express (5.18%) and The Times of India (3.6%). The study was conducted during October 2017 to November 2017 at Kochi, Kerala, India.

In the study, when compared the subject wise news coverage, news on human behaviours and psychology was high in The New Indian Express (22.22%), health based news was dominant in Times of India (26.27%) and news on environment was noted high in The Hindu (19%).

Researchers also conducted a comparative study to know the space allotted to advertisements and sports in comparison to S&T news. They found advertisements and sports based news and features are much higher than S&T news. The New Indian Express leads in advertisements coverage (64.5%). The Times of India gave maximum space to sports (41.8%). Maximum S&T news coverage was noted in The Hindu (10.8%). It was also found that S&T was covered on regular basis like advertisements and sports in all newspapers.

IV. Conclusion

S&T issues, new researches, discoveries, innovations, inventions from various institutions hardly get coverage in newspapers unless it has some association with celebrities or well-known personalities. India's big and main events of science like Indian Science Congress, India International Science Festival or important award functions like Bhatnagar Award etc. hardly get any news coverage. S&T festivals or award ceremonies get small space on the inner pages of newspapers. On the other hand, Indian S&T institutions have no culture of science communication or public relation, scientists work in their laboratories without any interaction with media. Research has indicated that scientists are not keen to share their research findings to the press people. In the study 'Science and technology dissemination through Tamil newspapers: A study' conducted by Arulchelvan, S. (2010) found S&T news coverage in Tamil print media is limited to 3.5%. The coverage of S&T in regional media can be improved by proper training to the reporters and editors as suggested by the researcher. Study also suggested that a clear policy at national and regional level is required for S&T coverage in newspapers. Some years back, National Council of Science & Technology Communication (NCSTC), Department of Science & Technology started a fellowship – Swarn Jayanti Fellowship for Science Communication for budding science writers to promote science coverage and writing in newspapers. It was stopped due to some reasons. Similar scheme to promote research scholars for popular

science writing on their research is being conducted by NCSTC. Research also suggested academic exchange programmes for journalists to orient them towards science coverage.

Research study 'S&T coverage in English-language Indian dailies' by Dutt, B. and Garg, K.C. (2012) indicated that variety of scientific themes were taken by the English newspapers in India, but four topics were given more importance as research found maximum coverage on health, environment, space S&T, and astronomy. Study found that one third of the space and about half of the items in 37 English newspapers were associated with health, medicine, nutrition and life sciences. This shows that readers are more concerned about their health and want to know more about medicines and life sciences related issues. Other topic got maximum coverage in newspapers was environment. The focus on environment is connected with climate change conditions, policy decisions at national and international level and people are curious to know about global warming, melting of glaciers, rise of oceans, paucity of drinking water, plastic pollution etc. that are widely discussed topics in today's media. Space science and astronomy were the other themes covered well in the newspapers. Astronomical events like solar eclipse, lunar eclipse, meteor shower, Venus transit etc. aroused curiosity among readers of all age groups and astronomical events are discussed in newspapers. Similarly, space related topics are of interest to readers. The study found maximum S&T news coverage is in The Times of India in terms of quantity on news items and space given to them. Also that most of the English newspapers were way behind in S&T coverage. Majority of the S&T news items were sourced from science research of US, UK and other advanced countries. Indian research was found only 16% in S&T news items. Research also indicated that English newspapers depend on foreign news sources like Reuters, Associated Press, New York Times and AFP, and only half of the items taken from Indian sources were noticed included Press Trust of India, Indo-Asian News Service, and Asian News International. It was observed that English press has lack of expertise in science reporting as half of the S&T news items were taken from foreign news agencies.

Research study 'Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach' by Kumar, M. (2013), concluded that English newspapers are covering more S&T news and articles with details of scientific issues. Research found 1.74% S&T news in Hindi newspapers and 2.34% S&T news in English newspapers in Madhya Pradesh state of India.

Researcher indicated that in the country like India, where majority of the people speak 22 official languages including Hindi, and more than 447 living languages, more S&T coverage are required in Hindi and regional languages. Researcher suggested that efforts must be taken to increase space allocation for S&T news in Hindi newspapers so that larger population can be benefited for scientific developments. This research also found that people like to read health and environment related news and articles as stated in other research by Dutt, B. and Garg, K.C. (2012). The study observed that newspapers covered science in the form of news stories followed by articles and suggested that science based articles must be written with details which provide readers more information on scientific findings and their socio-economic aspects. Thus in Indian newspapers science coverage is insufficient. Science coverage based on new research findings, innovations and inventions associated with water quality, better eating habits, health care, availability of technology at grass-root level in agriculture and rural development sector, low price solar bulb, conservation of energy and resources, genetically modified food, nuclear energy or anything within the domain of scientific knowledge would be helpful for fellow citizens and it will also inculcate scientific temper for informed decision making.

Research study 'Comparison of science coverage in English and Kannada dailies' by Vinay, G.P. (2016) reveals more S&T coverage (1.90%) in Kannada newspapers than English newspapers. English newspapers (The Hindu and The New Indian Express) covered only 1.77%. Study was conducted during November 2015 to December 2015 (60 issues) at Karnataka, India. Research indicated that all newspapers followed different formats for science coverage. S&T news was followed by articles, columns and photo features as per the space and priorities of the newspapers and placement of science items was found inappropriate and discouraging. Hardly 15 science items out of 409 were found on the front page followed by other pages and in all newspapers attractive photographs and illustration were placed with the science news and articles. It is therefore suggested that a daily science page for all newspapers for betterment of society.

Research study "Coverage of science news in three national dailies" by Aiswarya, C.T. et al. (2018) indicated that in Indian newspapers, editors and correspondents do not give priority or importance to the S&T news. This is one of the reasons for less coverage of science news in newspapers. It is also suggested that media has responsibility to fill the gap between science and readers,

and it is one of its roles to convey complicated science and technology based findings, inventions and discoveries on regular basis to the reader in simple language. Study also mentioned that reporters visited various events, festivals, meetings related to science and cover only those, which they understand well and found suitable for readers.

Dutt, B. and Garg, K.C. (2012) found maximum 19% S&T coverage in The Times of India during April 2008 to September 2008 at New Delhi, India and in The Hindu only 4.4% S&T coverage was recorded. During October 2017 to November 2017 at Kochi (Kerala, India) Aiswarya, C.T. et al. (2018) found just opposite results where maximum S&T coverage 10.8% was reported in The Hindu newspaper and only 3.6% S&T coverage was found in The Times of India.

Aiswarya, C.T. et al. (2018) indicated behaviour and psychology coverage 22.22% in The New Indian Express. In today's world people are facing more stress and problems which leads to various types of mental diseases including bipolar disorder, depression, emotional distress etc. as reported by the researcher. Researcher found maximum health coverage (26.27%) in The Times of India and environment coverage (19%) in The Hindu. Similar results were indicated in other researchers reviewed in the paper.

Following recommendations were suggested by the authors of papers reviewed under this study:

1. Requirement of trained and dedicated science correspondents, editors and writers in newspapers.
2. English press has to improve its expertise in science reporting as half of the S&T news items were taken from foreign news agencies.
3. Efforts must be taken to increase space allocation for S&T news in Hindi and regional language newspapers so that larger population can be benefited for scientific developments.
4. Daily science page for all newspapers for betterment of society must be initiated.
5. Media has responsibility to fill the gap between science and readers, and it is one of its roles to convey complicated science and technology based findings, inventions and discoveries on regular basis to the reader in simple language.

Limitations

The present review study was based on research studies designed for quantitative analysis on science coverage of newspapers. One study based at Tamil Nadu was based at quantitative and qualitative aspects but focused major

research on quantitative aspects. The review study was limited to only quantitative analysis of newspapers.

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Table 1:

S.No.	Title of papers selected under the current study	Author, year of publication and journal	Methodology used	Newspapers selected for research and language of newspapers	Period of Study and place of research
1.	Science and technology dissemination through Tamil newspapers: A study	Arulchelvan, S. 2010; <i>Indian Journal of Science Communication</i> . 9 (2).	Quantitative and qualitative content analysis	i.Dinathanthi (Tamil) ii.Dinamalar (Tamil) iii.Dinakaran (Tamil) iv.Dinamani (Tamil)	March 2008 to May 2008 Chennai, Tamil Nadu, India
2.	S&T coverage in English-language Indian dailies	Dutt, B. and Garg, K.C. 2012; <i>Journal of Science Communication</i> . 11(3).	Content analysis	37 prominent and popular national English dailies published from metropolitan cities and state capitals (Newspapers’ titles are given at the last row)	April 2008 to September 2008 New Delhi, India
3.	Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach	Kumar, M. 2013; <i>Global Media Journal – Indian Edition</i> . 4 (1): 1-13	Quantitative assessments based on content analysis	i.The Times of India (English) ii.The Hindu (English) iii.Dainik Bhaskar (Hindi) iv.Patrika (Hindi)	June 2011 to June 2012 Indore, Madhya Pradesh, India

4.	Comparison of science coverage in English and Kannada dailies	Vinay, G.P. 2016; Abhinav National Monthly Refereed Journal of Research in Science & Technology. 5(12).	Content analysis	i.The Hindu (English) ii.The New Indian Express (English) iii.Prajavani (Kannada) iv.Vijaya Karnataka (Kannada)	November 2015 to December 2015 Karnataka, India
5.	Coverage of science news in the three national dailies	Aiswarya, C.T. et al. 2018; International Journal of Pure and Applied Mathematics.19(12).	Quantitative analysis	i.The Times of India, (English) ii.The Hindu (English) iii.The New Indian Express (English)	October 2017 to November 2017 Kochi, Kerala, India
Titles of 37 prominent and popular National English dailies published from metropolitan cities and state capitals as mentioned in point 2.					
1.	Times of India	13.	Deccan Herald	25.	Financial World
2.	Asian Age	14.	Metro Now	26.	New Indian Express
3.	Statesman	15.	Mumbai Mirror	27.	Central Chronicle
4.	DNA	16.	Hindu Business Line	28.	Daily Excelsior
5.	Mail Today	17.	Economic Times	29.	Financial Chronicle
6.	Free Press Journal	18.	Mint	30.	Greater Kashmir
7.	Financial Express	19.	Deccan Chronicle	31.	Hitavada
8.	Hindustan Times	20.	Telegraph	32.	Kashmir Times
9.	Indian Express	21.	Business Standard	33.	Mid-Day
10.	Hindu	22.	Political and Business Daily	34.	National Herald
11.	Pioneer	23.	Assam Tribune	35.	Nav Hind Times
12.	Tribune	24.	Bangalore Mirror	36.	Sentinel
				37.	Shillong Times

Table 2: Percentage of S&T news coverage by newspapers as indicated by Dutt, B. and Garg, K.C. (2012).

S.No.	Newspapers' Titles	Percentage (%) of S&T coverage
1	Times of India	19.2
2	Asian Age	7.6
3	Statesman	6.2
4	DNA	5.6
5	Mail Today	5.4
6	Free Press Journal	5.3
7	Financial Express	5.2
8	Hindustan Times	5.1
9	Indian Express	4.6
10	Hindu	4.4
11	Pioneer	3.5
12	Tribune	3.2
13	Deccan Herald	3.0
14	Metro Now	2.9
15	Mumbai Mirror	2.7
16	Hindu Business Line	2.4
17	Economic Times	2.3
18	Mint	2.0
19	Deccan Chronical	1.7
20	Telegraph	1.6
21	Business Standard	1.6
22	Political and Business Daily	1.0
23	Others*	33.4

*Assam Tribune, Bangalore Mirror, Financial World, New Indian Express, Central Chronicle, Daily Excelsior, Financial Chronicle, Greater Kashmir, Hitavada, Kashmir Times, Mid Day, National Herald, Nav Hind Times, Sentinel, Shillong Times

Table 3: Major findings and recommendations / observations reported by the five studies reviewed.

S.No	Title of papers	Major findings	Recommendations / Observations
1.	Science and technology dissemination through Tamil newspapers: A study	<ul style="list-style-type: none"> ▪ S&T news coverage in Tamil print media is limited to 3.5%. ▪ Tamil newspapers publish more articles on agriculture news. <ul style="list-style-type: none"> ▪ 70% of S&T news was sourced from news agencies, ▪ 52.13% of S&T news is from foreign news agencies, <ul style="list-style-type: none"> ▪ 33% from local agencies and correspondents, ▪ 17.44% comes from rest of India. ▪ Less space to S&T on front page. 	Requirement of trained and dedicated science correspondents, editors and writers in newspapers.
2.	S&T coverage in English-language Indian dailies	<ul style="list-style-type: none"> ▪ The Times of India given the maximum 19% space to S&T coverage, followed by The Asian Age (7.6%) and The Statesman (6.2%). ▪ Coverage of S&T in DNA, Mail Today, Free Press Journal, Financial Express and Hindustan Times found between 5.1% to 5.6%. Less S&T coverage was noticed in certain regional newspapers (Table 2). ▪ Health, environment and space science covered 63% space and item wise it is 67%. The remaining 37% space was provided to sub-themes of S&T. ▪ 42% S&T news items did not mention any source and 58% used foreign sources / foreign news agencies. <ul style="list-style-type: none"> ▪ Foreign sources were cited higher than Indian sources in environment, space science and astronomy based items. 	English press has lack of expertise in science reporting as half of the S&T news items were taken from foreign news agencies.
3.	Comparison of science coverage in Hindi and English newspapers of India: A content analysis approach	<ul style="list-style-type: none"> ▪ The study found only 2.04% S&T coverage in newspapers. ▪ 1.74% S&T news in Hindi newspapers and 2.34% S&T news in English newspapers were found. <ul style="list-style-type: none"> ▪ Newspapers gave more space to health and medicine based news followed by environment. ▪ Study indicated that most S&T news were taken from Indian news agencies or indigenous sources. 	Efforts must be taken to increase space allocation for S&T news in Hindi and regional languages newspapers so that larger population can be benefited for scientific developments.
4.	Comparison of science coverage in English and Kannada dailies	<ul style="list-style-type: none"> ▪ Only 1.83% of total average printed area were used for S&T news coverage. ▪ Out of 1.83% average space, English newspapers covered only 1.77% and Kannada newspapers covered only 1.90% of space for science coverage. ▪ S&T news percentage in four newspapers: The Hindu - 1.46%, The New Indian Express - 2.18%, Prajavani - 2.20% and Vijaya Karnataka - 1.59%. 	Daily science page for all newspapers for betterment of society.
5.	Coverage of science news in the three national dailies	<ul style="list-style-type: none"> ▪ Frequent fluctuations was reported in the S&T news coverage in all the three newspapers noticed during the research period of 2 months. ▪ The Hindu covered maximum S&T news (10.8%) followed by The New Indian Express (5.18%) and The Times of India (3.6%). ▪ News on human behaviours and psychology was high in The New Indian Express (22.22%), health based news was dominant in Times of India (26.27%) and news on environment was noted high in The Hindu (19%). 	Media has responsibility to fill the gap between science and readers, and it is one of its roles to convey complicated science and technology based findings, inventions and discoveries on regular basis to the reader in simple language.

AN ANCHORED INSTRUCTION ACTIVITY TO TEACH CRISIS COMMUNICATION

Uma Bhusan*

This activity is inspired by the methods of Anchored Instruction and Problem-based Learning designed to introduce crisis communication methodology to public relations students at the undergraduate and graduate levels. This activity is useful in creating high level of interest and involvement in students, enable internalisation of the theories sought to be taught by the exercise due to application in a real-life activity and practise soft skills like presentation, team work and professionalism.

Keywords: Teaching Activity, Communication Pedagogy, Crisis Communication Pedagogy, Teaching Best Practice.

This activity is inspired by the methods of Anchored Instruction and Problem-based Learning, proposed by John Bransford and team at the Cognition & Technology Group at Vanderbilt (CTGV). It involves the use of an “anchor” material or media, often a video, to create a shared experience among learners and a beginning point for further learning on a topic. In order to satisfy the learning objectives, the anchor video should be engaging, understandable and enable introduction of key conceptual terms sought to be taught in that session. The video of crisis management at the Titanic is shown, after that the anchor is used by the teacher to introduce a topic to students who then builds upon it through additional lessons. During classroom discussions and activities, the teacher and students can refer to the video anchor for additional learnings and any questions that arise as students understand more about the topic discussed.

The second theoretical basis of the proposed activity is Problem-Based Learning (PBL) developed at the medical school at McMaster University in Canada in the late 1960s. It is an instructional method of hands-on, active learning-centered on the investigation and resolution of messy, real-world problems. As per this method, the learning is driven by challenging, open-ended problems with no one “right” answer. Students work as self-directed, active investigators and problem-solvers in small collaborative groups (typically of about five students). Importantly, teachers adopt the role as facilitators of learning, guiding the learning process and promoting an environment of inquiry

Rather than having a teacher provide facts and then testing student’s ability to recall these facts via memorization, PBL attempts to get students to apply knowledge to new situations. Students are faced with

contextualized, ill-structured problems and are asked to investigate and discover meaningful solutions.

Guiding Philosophies: This activity is also inspired by the pronouncements attributed to three great historical personalities:

Confucius: I hear and I forget. I see and I remember. I do and I understand

Albert Einstein: “I never teach my pupils, I only attempt to provide the conditions in which they can learn.”

Nikos Kazantzakis: “True teachers are those who use themselves as bridges over which they invite their students to cross; then, having facilitated their crossing, joyfully collapse, encouraging them to create their own.”

Description of the activity

In keeping with the fundamental premise that all communication has three parts – the introduction, body and conclusion, this activity is planned in three parts.

The introduction

Strategy: needs to attract their attention and go on to create and sustain interest. Once students are interested, they are more receptive to information. So, the beginning of a session has to be interesting. This can be achieved either by telling a story or a visual or a movie or a skit or anything.

Tactic: The Sinking of the Titanic is a case that lends itself to most of the classic technique to attract attention and create interest. It’s a story, a movie which is popular and romantic. Play the Titanic song and talk about the tragedy that inspired the movie. Tell the real story of how

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the unforeseen accident happened and how the different characters in the story behaved – The captain, the owners, the media, the general public and the victims.

The Body

Strategy: This is the middle section where the “learning” is important – the concepts or theory.

Tactic: put up a visual (a ppt slide) of the five stages of a crisis. And refer to each of the stages from the Titanic story.

Conclusion

Strategy: This is the stage where we reiterate or reinforce the learning by “participatory involvement”.

Tactic: Competitive Role play

Divide students into 3 teams of 5 students each and assign different characters or roles in the crisis - the management, the corporate communication head etc. Ask them to prepare and present a crisis communication action plan to the British Shipping Company White Star Line (owners of the Titanic), assuming what they would do if the same crisis happened under their watch today.

Divide rest of the students into 5 teams of 10 students. Each team will play the role of the management of the White Star Line. They will assess, review and cross question the crisis communication Plan presented by the three competing teams. They will select the best team who will be given the job of handling the crisis.

The faculty facilitator plays the role of technical advisor, who the management can consult for technicalities to help make their decision.

Follow-up – a debriefing and analysis of performance of the various teams lead by the faculty (facilitator)

Typical Results

This activity develops critical thinking and creative skills and also improves problem-solving skills. Since all the students are involved in the same activity, it increases group cohesiveness and performance motivation and enables students to transfer knowledge to new situations.

Appraisal of the activity

This teaching model is modular in nature. It could be used in all kinds of learning interventions - half day workshops to full length courses. It's innovative, relevant and practical. It can be adapted and adopted by any faculty interested to achieve great learning outcomes. This model

is subject-neutral. This could be used to make the teaching of any course - interesting, informative and involving.

This exercise is designed for a class of 60 students. The number of students per team needs to be adjusted accordingly for lesser number of students.

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