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Editor's Desk

The path of peace is the path of discovery of Truth. That is what the wisdom of the mystics communicates in all its varied expressions, be it in India or elsewhere in the world. The discovery of Truth is not a knowledge based activity, but one involving the journey from sense-mind consciousness to Truth Consciousness. The sense-mind consciousness is based on the reception of sensory data from the external reality and its processing into concepts, constructs, theories and 'laws'. An element of subjectivity always remains in all such cognitive enterprises, including the sciences, as the discoveries of quantum mechanics have revealed.

Truth, however, is not just the binary of opposites as is perceptible in the creation of this world, but also the unitive infinite, which transcends these binaries, and interestingly enough also sustains them as is evident in the equation, 0= (x) = (-x). The point of equilibrium between any two opposing forces is the transcendent point of Truth Consciousness, as it endows the individual not just with the consciousness of the opposite binary but also with that of the transcendent and self-sustaining source.

Anchored in Truth Consciousness, the individual is liberated from the limited and partial world-view that sensory mind imposes upon him/her. Gone are the pulls and pushes of the dualistic world and the individual understands his/her relationship with the surrounding reality in a new perspective of peaceful empathy. The relationship between peace and Truth Consciousness is like that of a reversible equation. Just as peace grows within the individual as he/she closes in on Truth Consciousness, so does Truth Consciousness grow as the individual accepts and adopts a culture of peace within himself/herself.

A conscious attempt to release the stress and strain of the body helps the individual to anchor himself/herself in the point of equilibrium located within him/her, variously referred to as the Sacred Heart, not the physical heart, in all religions. As the point of equilibrium is the transcendent point of Truth Consciousness, the individual transcends the limitations of the sense-mind consciousness as he/she learns to get anchored in it. As Truth Consciousness is the seat of Bliss Consciousness, it opens the doors of a new paradigm of ethical behaviour and peaceful conduct that is rooted in Truth Consciousness and hence unassailable. It is time, peace communication embraced this reorientation from logical homilies that do not pierce the subjective core of individuals to the all-embracing idiom of mystic communication.

(Ravi K. Dhar)

About the Journal

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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ROLE OF COMMUNICATION STRATEGIES IN SWACHH BHARAT ABHIYAN: A STUDY OF JHARSA VILLAGE, GURUGRAM

Manasvi Maheshwari* Pooja Vij**

'Swachh Bharat Abhiyan' the flagship initiative of Prime Minister Narender Modi led BJP Government was launched on 2nd October 2014. It was marked to celebrate 145th birth anniversary of Mahatma Gandhi. The aim of the SBA is to provide sanitation facilities to every family which includes toilets, solid and liquid waste disposal systems, village cleanliness, and ensure safe and adequate drinking water supply for one and all by 2nd October 2019. Gurugram is home to more than 250 Fortune 500 companies and state of the art commercial and residential spaces but in 2017 survey it was ranked 105th in the latest Swachh Survekshan survey. The government is leting no stone unturned in order to make city to figure among top 15 cities in this edition. The projects discussed by the Municipal Corporation of Gurugram (MCG) include strategies for open defecation, solid waste management, door-to-door waste collection, sweeping, collection and transportation of waste and public, community and individual toilet provisions. The government is using various communication stratigies and tools to create awareness about the projects among the people in order to ensure clean and healthy city. The objectives of the study are i) To explore the types of communication strategies used to promote Swachh Bharat Abhiyan, ii) To find out the role of communication strategies in influencing the people of the Jharsa Village in maintaining cleanliness and iii) To assess the impact of Swachh Bharat Abhiyan in Jharsa village. The study is an exploratory and primary data was collected through survey using schedule. The findings will help undersatnd the role of communication in Swachch Bharat Abhiyan and help understand ground reality of the project. The study will highlight the best practcies adopted by the government in order to promote Swachch Bharat Abhiyan and help suggest changes in the present policies.

Keywords: Swachh Bharat Abhiyan, Gurugram, Cleanliness, MCG, Jharsa

Swachh Bharat Abhiyan (SBA) one of the ambitious projects of BJP government was launced by Honb'le Prime Minister of India, Mr. Narendra Modi on 2nd October 2014 at Rajghat. The campaign was launched to mark 145th birth anniversary of Mahatma Gandhi. The campaign has been divided into two sub missions, a) the Swachh Bharat Mission (Gramin) and b) the Swachh Bharat Mission (Urban). The Swachh Bharat Mission - Urban (SBM-U), launched on 2nd October 2014 aims at making urban India free from open defecation and achieving 100% scientific management of municipal solid waste in 4,041 statutory towns in the country.

In 2018, Swachh Survekshan survey the Gurugram city was ranked 105th as compared to 2017 where Gurugram stood 112th. Contrary to this Haryana has been ranked as the best State in National Swachh Survekshan Grameen 2018 award commissioned by Ministry of Drinking Water and Sanitation. Gurugram is a hub for MNCs and Coporates with high cost of living. A metro city part of Delhi-NCR is considered one of the growing city of the country. "Four years into the Centre's Swachh Bharat Mission (SMB), swachhta–or cleanliness–remains an elusive prospect in Gurugram. Open-defecation is still prevalent in areas including Chakkarpur, Sikanderpur, Ghata Village, Dundahera and Kapashera—all hotspots of informal housing. The problem of poor sanitation is also exacerbated by improper waste management practices prevalent across the city and an ailing drainage system, which relies on the labour of disadvantaged manual scavengers and ragpickers." (Prayag Arora-Desai 2018)

In January 2019, Gurugram has launched its swachhta Anthem 'Swachhta Ki Dhoom'. The song has been played on various platforms is slowly gaining popularity. The MCG claims that they are making 100% efforts to make the city stand in top 15 cities in this version. Municipal Corporation of Gurugram (MCG) has

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undertaken projects like solid waste management, door-to-door garbage collection, transportation and gathering of waste, separate toilet systems, sweeping, and most important strategies for open defecation to support SBA. At the same time various communciation campaigns have been launched to create awareness among the people about abhiyaan and mobilize them for the cause. In this research paper various communication startegies used to promote Swachh Bharat Abhiyan in Gurugram have been explored and find out the cleanliness status of Jharsa Village, Gururgam. The researchers have conducted a survey of the residents of Jharsa to find out the ground realities linked to Swachh Bharat Abhiyan.

I. Review of Literature

As per WHO/UNICEF report 2012 and 2013 "India accounts for roughly a third of the world's population without improved sanitation and two-thirds of the population practicing open defecation. An estimated 2·5 billion people have no access to improved sanitation". As per the 2011 census, there is no drainage facility in 48.9% households, while 33% households have only open drainage system in India. "71% of these people live in rural areas with more than 90% of them open defecation. Percent of urban population without proper sanitation in India is 63%." (Kumar SG, Kar SS, Jain, 2011). "About 1.8 million people die every year from diarrheal diseases; 90% of these are children under 5, and most are in developing countries. Poor sanitation is associated with various infectious diseases, including diarrhea, soil transmitted helminth infection, trachoma, & schistosomiasis." (Pruss-Unstun A, Bos R, Gore F, Bartram J., 2008)

Aswathi, L., & Viswanathan, P. K., 2018 stated that **"**Media played a major contribution in our Swachh Bharat Abhiyan campaign as the fourth pillar of Democracy, different media houses participated in Swachh Bharat mission to promote cleanliness and hygiene in India. They came out to clean the filth on the roads. They devoted their advertisement slots to this initiative, they have made people aware about the programme. The new apps is a clear evidence that technology and social media can be effectively used to spread awareness and help people to implement a campaign at the enormous scale of Swachh Bharat. Different promotional ads and information was passed through media and channels which created a huge impact on leading this mission towards the success". "One of the most important pre-requisite in this arena is to change mindset, behavior and attitude of people. Apart from bringing in laws and policies there should also be an understanding amongst common people and a drive to ward off dirt and make their environment clean." (Sharma, K. 2015)

Swachh Bharat Abhiyan is an awareness programme. The objective of the abhiyan is to create awareness and educate people about importance of cleanliness in all respect. It tries to mobilize people and requires people's participation. The citizens must understand the importance of hygeine and health. It is an ongoing process. "With education, the government could inform and persuade citizens with respect to the value for the individual and society of genetic testing of their behaviours. Through the use of marketing, the government could encourage voluntary genetic testing by setting up test sites in shopping malls and could offer counselling on the Swachh Bharat related issues." (Vasista, 2015) For a mission like Swachh Bharat to accomplish its true prospective this majority that is the youth of India has to be an imperative part of it. To sensitize the nation tomorrow it is the youth of the nation that is to be sensitized and motivated today. They can either be motivated intrinsically or extrinsically or possibly both. For effectively motivating it is necessary that a correlation between effort and success is established. (John TJ, Vashishtha VM. 2013)

Sanitation and hygiene in India must be attained by the radical change of political, social and individual mentality. Government policies first target toilet use, not coverage consolidated with other ecological and environmental schemes, including safe drinking water and hand-washing. A PPP along with community involvement in the implementation can help to achieve maximum results. Improved engineering and technology likewise be figured toward giving reasonable, open and manageable sanitation framework in the country. Manisha, M. (2015). Behavioral change is the critical component required to improve sanitation. It is when people use a latrine, rather than when one is constructed, that the wider benefits are realized. Jangra, B., Majra, J., & Singh, M. (2016).

II. Research Design and Methods

The objective of this research paper is to study the role of communication strategies used to promiote Swachh Bharat Abhiyan. The researchers conducted survey using schedule in Jharsa, Village, Gurugram. The study is exploratory and survey will help understand whether startegies adopted in creating awareness have made an impact or not. The sample size was 200 and sampling technique used was Simple Random Sampling. The data

has been collected from respondents of 18 years age and above.

III. Results and Discussion

Communication Strategies

The SBA was launched on 2nd October 2014. The Swachh Baharat Saptaaha was observed on 25th September till 2nd October 2014. Various activities were undertaken during this period such as All the Govt. Officials in the District Administrations and ULBs took pledge for Cleanliness, Awareness campaign for cleanliness was taken with the help of NGOs, School Children, all roads, streets, open spaces were cleaned, all public toilets and public building were cleaned. Apart from spending huge money on advertising across all media vehicles government has launched numerous awareness campaigns. The Haryana Government has also adopted various steps to create awareness about Swachh Bharat Abhiyan. The SBA Urban is managed by Union Ministry of Housing and Urban Affairs (MoHUA) who have launched various campaigns time and again. The government has extensively used Social Media platforms to mobilize the audience. The government has tried to adopt all possible ways to spread awareness about the issue. The latest one being the launch of Swachhta Anthem for Gurugram. Municipal Corporation of Gurugram (MCG) has also launched 'Swachhata' app to resolve complaints related to sanitation and waste within 12 hours of being reported. The Swachhata-MoHUA mobile application is run by the Union Ministry of Housing and Urban Affairs (MoHUA). Swachh Survekshan survey has tried to build pressure on the cities to get into the list of cleanest cities. The Gurugram stands very low on the ladder. The parameters have been developed to ascertain the cleanliness of the city. The MCG has organized awareness campaigns in 'Rahgiri' drive also by giving award to recognize efforts of citizens in cleaning drive. Another important aspect of Swachh Bharat Mission-Urban is to ensure 100% Open Defecation Free status in all Urban Local Bodies (ULBs) in the country by 2019. The Gurugram has been awarded Swachh Certificate for Open Defecation Free Status (ODF) on 27th December 2018.

In January 2019, Municipal Corporation Gurugram has launched a cleaning drive Maha Swachhata Marathon. The drive will witness particiaption of more than 2500 workers who will clean about 120 kilometres of roads in the city for 168 hours continuously. The drive will end on March 4 near the Kherki Daula toll plaza. Another important step taken by MCG is 'Alag Karo, Har Din Teen Bin'. It is a multi-stakeholder collaborative initiative involving Government, private sector and civil society members. The project aims to reach out to 9000 households in Gurugram, 50 commercial establishments, 50 schools and 500 waste pickers. The aim is to spread awareness about three-way source segregation -dry waste, wet waste and reject waste. 'Alag Karo' is a

Survey

Figure 1 shows the age of the respondents of the survey were from all age groups. It was ensured that all the respondets should be above 18 years of age.

Figure 2 presents that 78% of the respondets were Female and 22% respondents were male.

Figure 3 presents that 25% repondents were working professionals in job and 25% were students. 20% respondents were farmers, 14% were self employed.

Figure 4 presents that the education qualification of all the respondets were scattered. 30% being 12th Pass and 28% being graduates.

Figure 5 presents that 98% of the respondents said yes they have heard about this abhiyaan but 2% of the respondents said that they have not heard about the SBA.

Figure 6 shows that 87% of the respondents said they have seen and watched about this abhiyaan on Media (Newspaper /TV) 10% from Political Leaders/ Opinion Leaders and only 3% of said they heard about this by their Neighbours/Friends/Family.

Figure 7 shows that 60% of the the repondents said the main moto of the SBA is to ensure Hygiene and Health 26% said its all about Cleanliness, 4% said based on Sanitation and 10% of the repondents replied all of the above.

Figure 8 shows that 81% of the respondents specified the correct tagline of the abhiyaan.

Figure 9 shows that 98% of the respondents said that they are in favour of using toliets.

Figure 10 presents that 98% of the respondents have toilets in their house and 2% said they do not have toilet in thier home.

Figure 11 presents that 98% of the respondents said yes and 2% of the respondents strongly disagree

Figure 12 shows that 97% of the respondents said that everyone in the family use Toilet in their family.

Figure 13 presents that 43% of the respondents said yes, they have public toilet in their village 28% said No and 29% of the respondents replied that they do not know whether there is a public toilet in the village or not.

Figure 14 presents that 43% of the respondents said no government has not construted any toilet in last four years and 40% said they don't know about and 17% of the respondents said government has constructed public toilet in their area.

Figure 15 presents that 49% of the respondents don't know whether every household has a toilet and 25% sais yes that every hosue has a toilet.

Figure 16 presents that 46% of the respondents said they don't know if people defecate in open, 31% respondents said no and 23% respondents said yes that people defecate in the open.

Figure 17 presents that 42% of the respondents said no SBA have not created any awareness about cleanliness and hygiene in the area, 40 % are said yes they have created awareness in their village and 18% said they don't know.

Figure 18 presents that 54% of the respondents said yes they throw garbage in dustbins, 35% said sometimes, 8% said rarely and 3% respondents said no.

Figure 19 presents that according to the respondents 46% said sometimes garbage is picked by MCG, 31% of the respondents said always, 18% of the respondents said waste material are rarely picked and 5% of respondents said No.

Figure 20 presents that 57% of the respondents said no government is not playing their role effectively in creating awareness about SBA, 24% said yes and 19% of respondents were not sure.

Figure 21 presents that 50% of the respondents said all the major problems such as diseases, garbage, hygine, sanitation are faced in the area, 19% said garbage is the big issue and 14% said sanitation.

Figure 22 presents that 86% respondents said there is no solution to the mentioned problems in their area.

Figure 23 presents that 55% of the respondents said attitude change is required to solve the problem of cleanliness and hygiene, 25% believes more awareness is needed and 17% of respondents said charging fine can bring some change.

Figure 24 presents that 58% of the respondents said No, 29% were not sure and 13% said yes people visited the area to create awareness for SBA.

Figure 25 presents that 38% of the respondents said No, 35% said they don't know and 27% of respondents said Yes that they have lack of disposal facilities.

Figure 26 presents that 47% of the respondents said No they don't have public bins in village, 28% said Yes and 25% said they don't know.

Figure 27 presents that 73% of the respondents said No they don't throw waste in open grounds but 27% said Yes that they throw waste in open grounds.

Figure 28 presents that 47% of the respondents said yes cleaning department is doing their work properly and 31% said they don't know and 22% said no they are not doing work properly.

Figure 29 presents that 12% of the respondents said Yes they use green and blue dustbin in their house 74% said No, they don't segregate waste.

IV. Conclusion

Swachh Bharat Abhiyaan is undoubtly the most famous abhiyaan of BJP government. It is the mass movement which is trying to mobilize people to join hands for cleanliness. The movement is not about building toilets or waste management but it also about changing attitude and mindsets of the masses. The govenment is taking initiatives to bring in behaviour change so that one can achieve objectives of SBA.

According to the respondents 98% said yes they know about this abhiyaan. This shows that campaign has been able to get attention of masses. The majority of respondents came to know about the campaign through media. The tag-line of the mission is very famous and and majority was able to recognize the tagline of SBA. On qusentions related to toilets and use of toilets majority of respodents said they use toilets and have toilets in the home. But on questions related to public toilets the opinion were divided. On records government claim and has declared Gurugram ODF in December 2018 but there are no public toilets in Jharsa and people defecate in open areas.

Another aspect of SBA is waste management but majority of respondents said that they do not segregate waste in blue and green dustbins, even daily pick up vans are not

picking waste every day as a result people are throwing waste in open and one can witness spots where garbage is lying unattended for days.

Gurugram being the millenium city is still far behind the dream of clean India. It is still lagging behind. The government is taking initiatives spending money on campaigns but the impact is not visible. Jharsa is the only one case study in this regard but one can clearly see other area in Gurugram which have worst condition. The progress is not as per the claims of the authoriteies.

The strategies adopted to educate and create awareness by the government are not making an impact. There is a dire need to mobilize people and do ground work. Apart from government many NGOs and private organziations, companies, MNCs, educational institutes have also launched Swachhta campaigns in form of rallys and awareness drive. But one thing is for sure the efforts need to be focussed and long term. It is a conituous process and one day rally or campaign cannot bring overnight change.

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Fig. 1: Age of the Respondents.

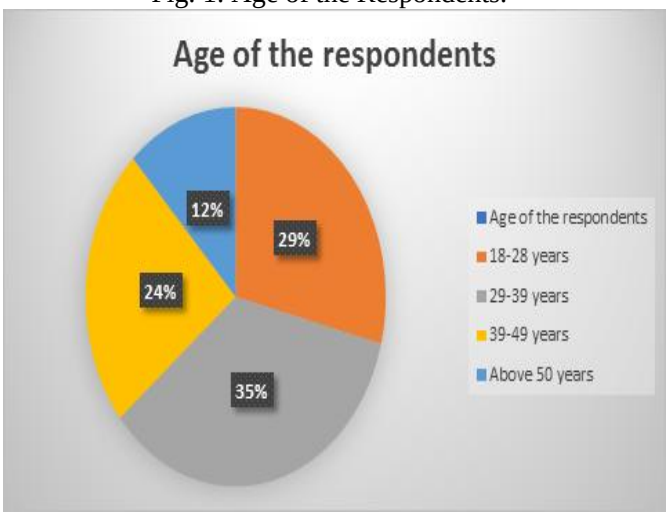


Fig. 2: Gender of the Respondents.

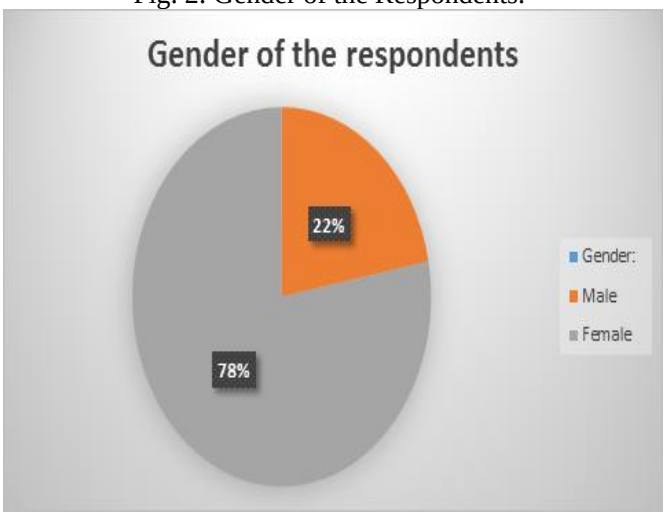


Fig. 3: Occupation of the Respondents.

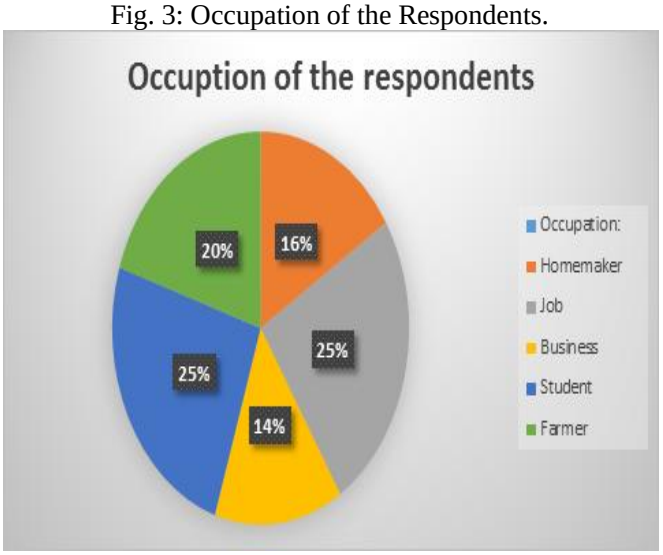


Fig. 4: Education of the Respondents.

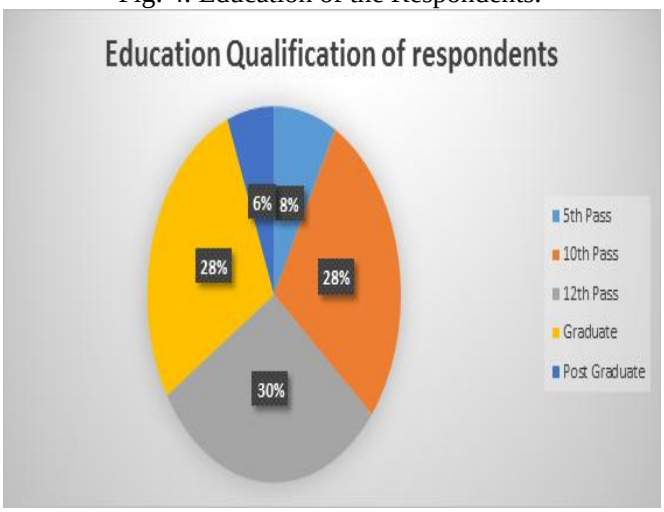


Fig. 5: How many respondents heard about SBA?

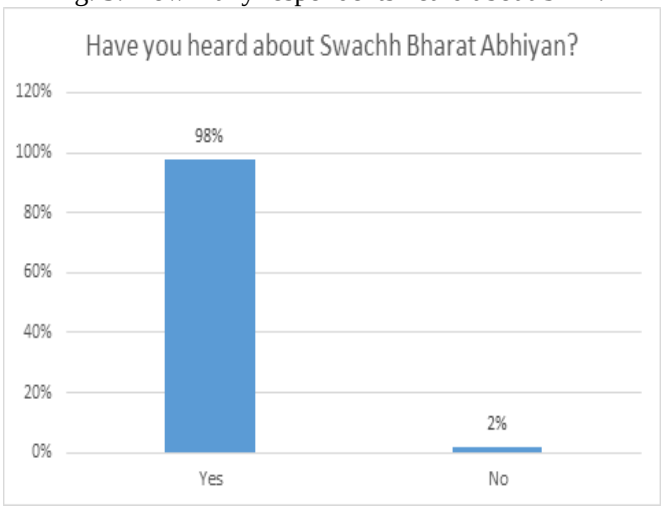


Fig. 6: How respondents came to know about SBA?

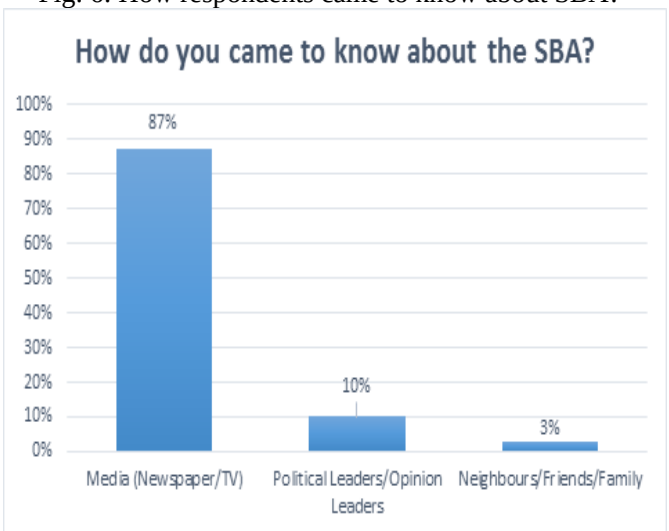


Fig. 7: What respondents think about the moto of SBA?

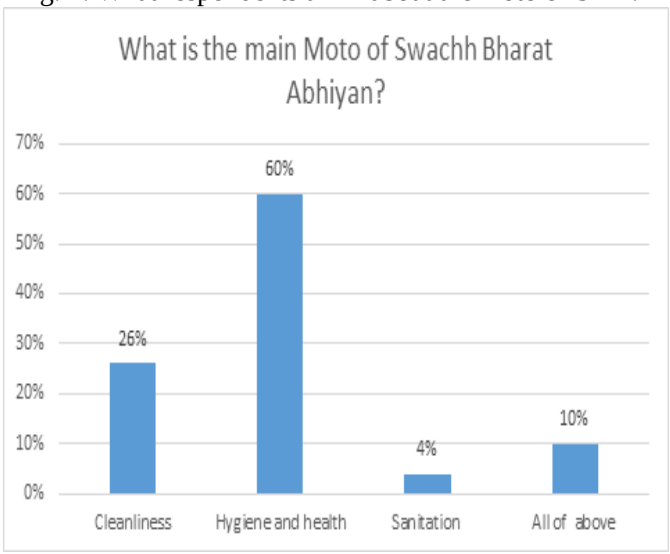


Fig. 8: What is the tag-line of SBA?

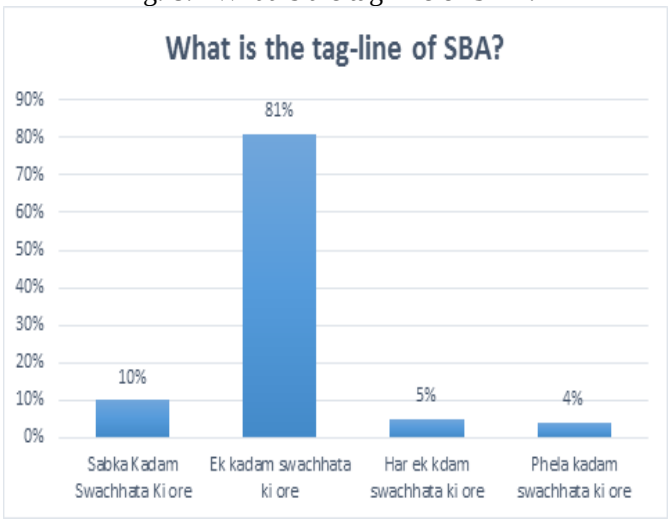


Fig. 9: Are you in favour of using toilet?

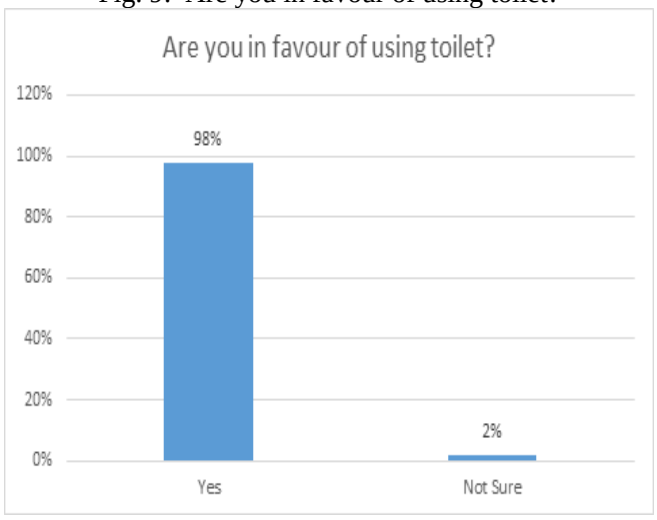


Fig. 10: Do you have toilet in your house?

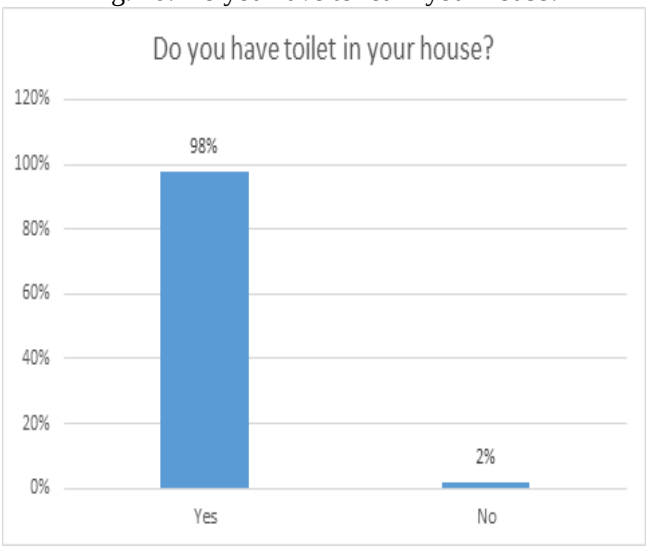


Fig. 11: How many respondents use toilet in their house?

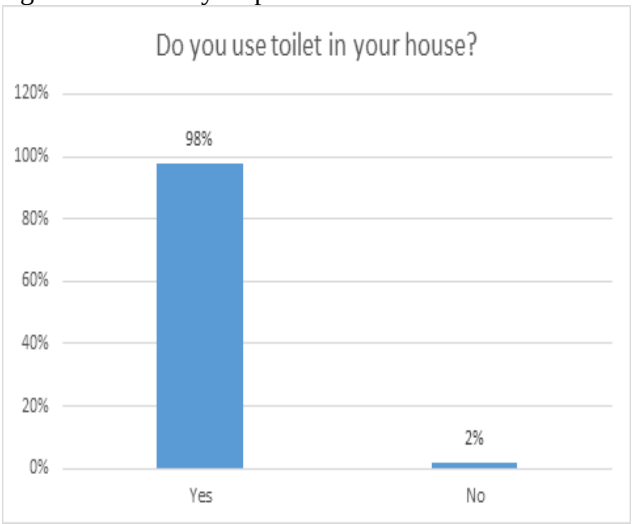


Fig. 12: Does everyone in your family use toilet?

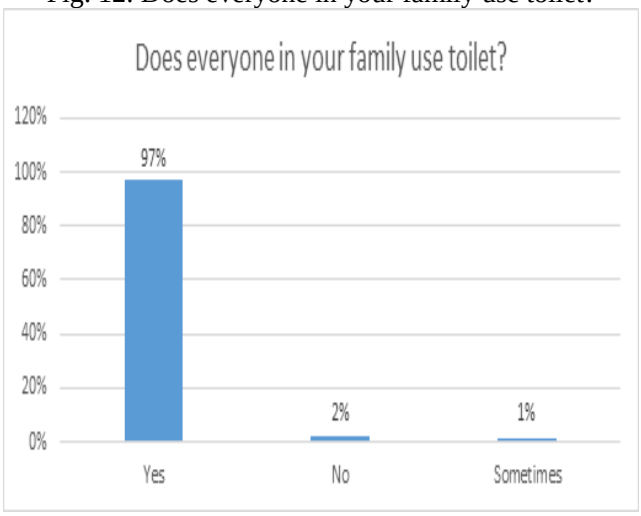


Fig. 13: Is there any public toilet in the village?

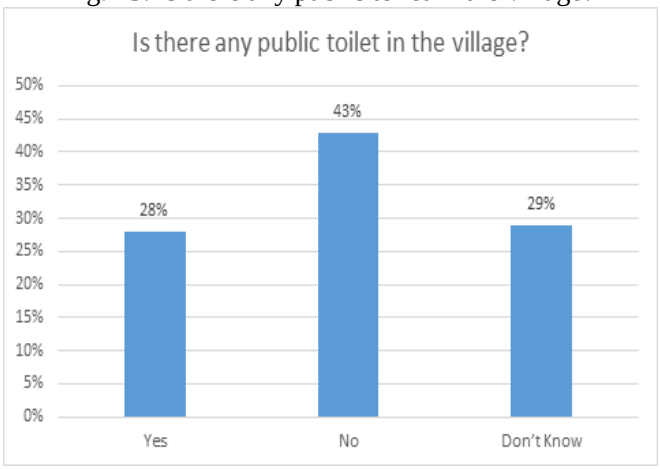


Fig. 14: Has government constructed any new toilet in your village in past four years?

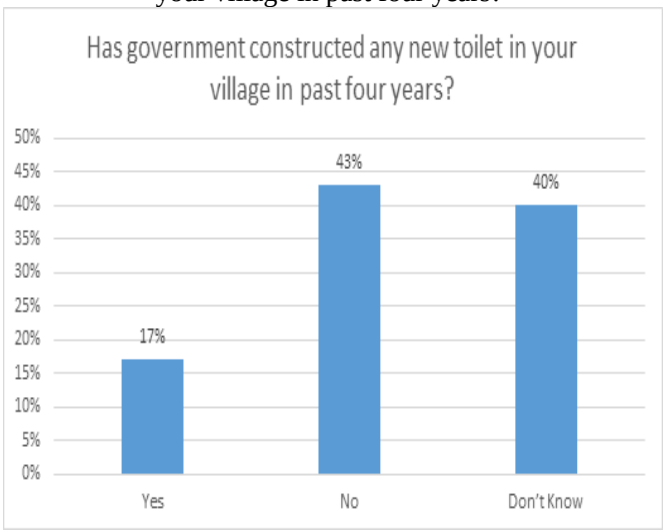


Fig. 15: Does every household in the village have a toilet?

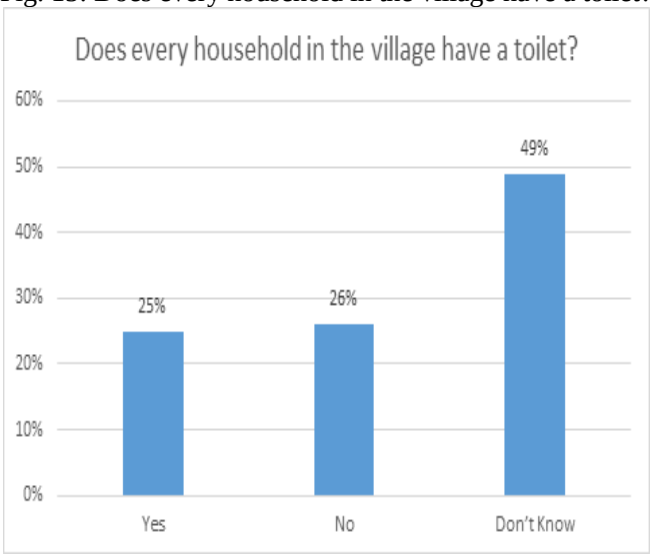


Fig. 16: Does anyone defecate in the open in your village?

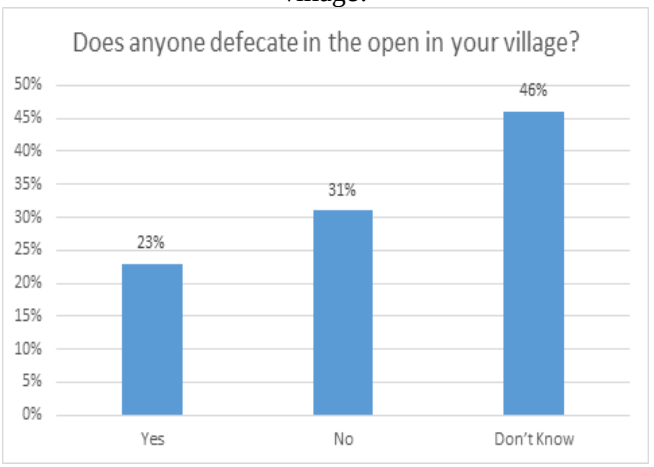


Fig. 17: Do you think that SBA has created awareness about cleanliness and hygiene?

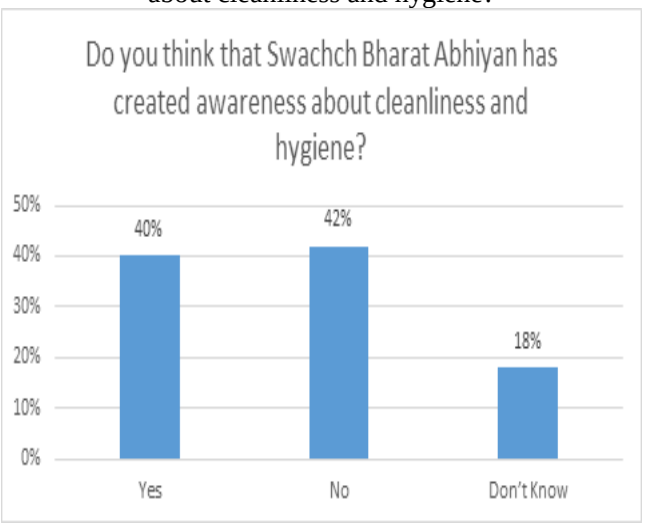


Fig. 18: Do you throw garbage in dustbins?

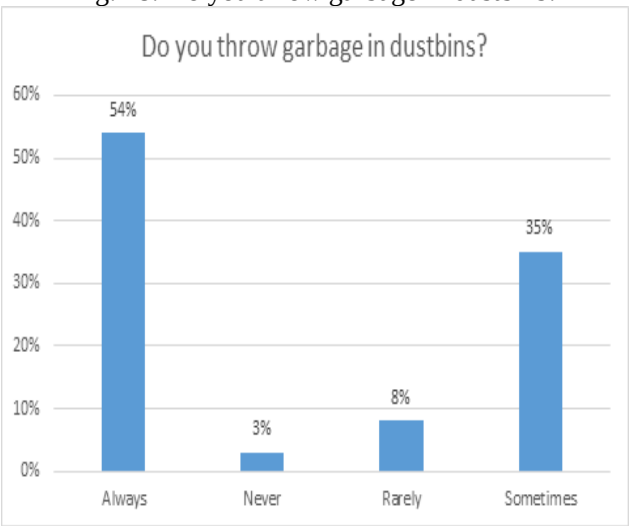


Fig. 19: Is the garbage picked by MCG regularly?

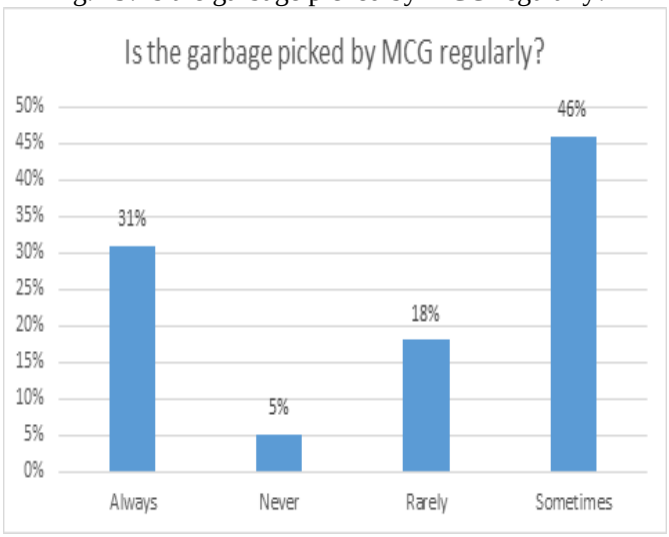


Fig. 20: Do you agree that government is playing their role in creating awareness?

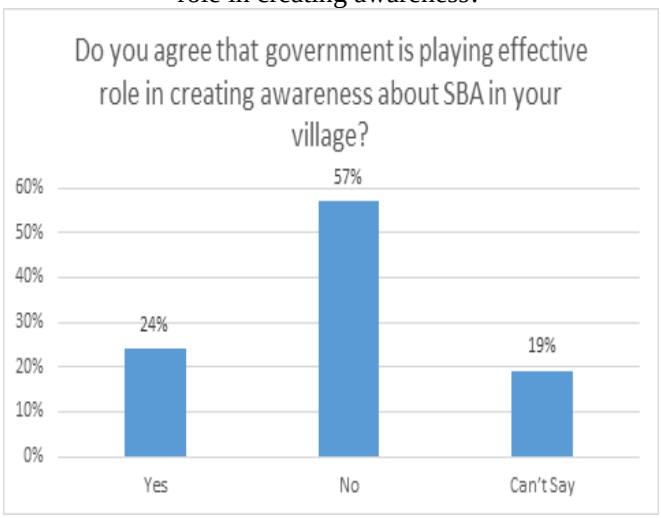


Fig. 21: What are the major problems of cleanliness faced in your area?

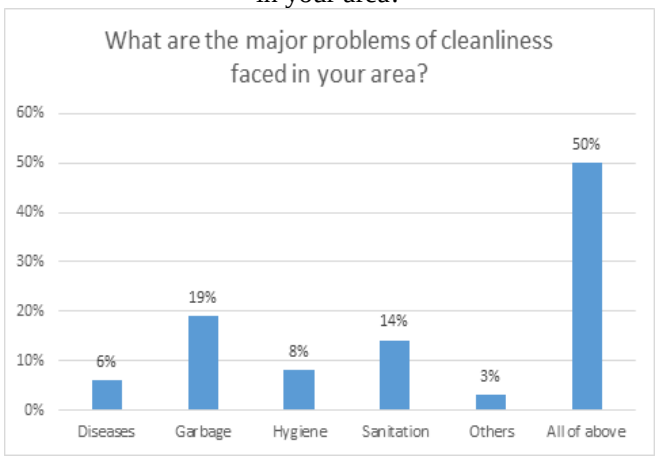


Fig. 22: Have you noticed any solution to the mentioned problem in your village after SBA?

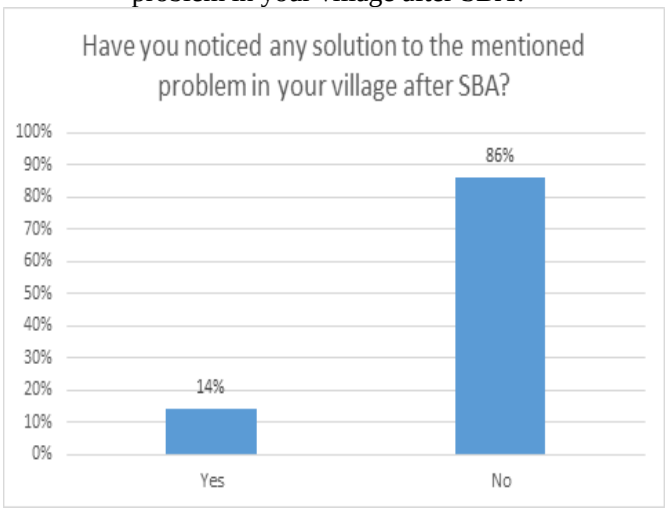


Fig. 23: How can one solve problem of cleanliness and hygiene?

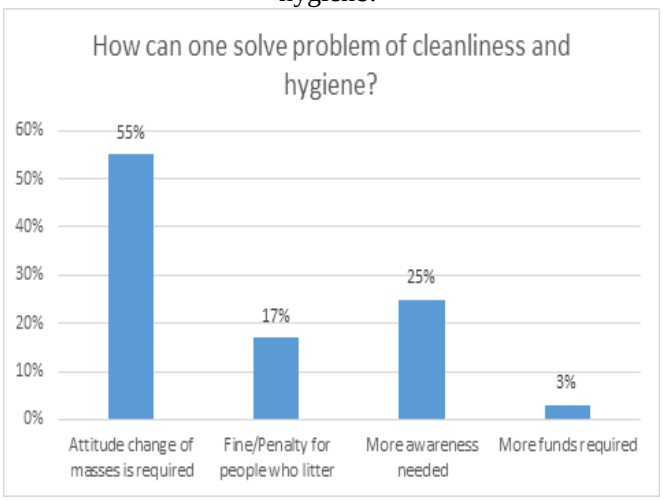


Fig. 24: Has anyone visited your village to create awareness about SBA?

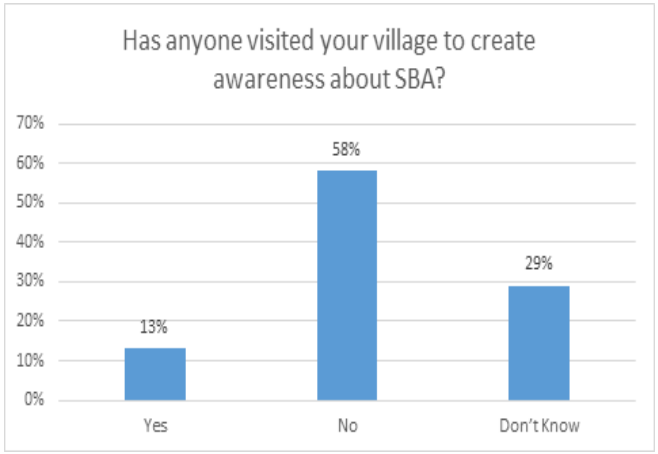


Fig. 25: Is there is lack of disposal facilities in your village?

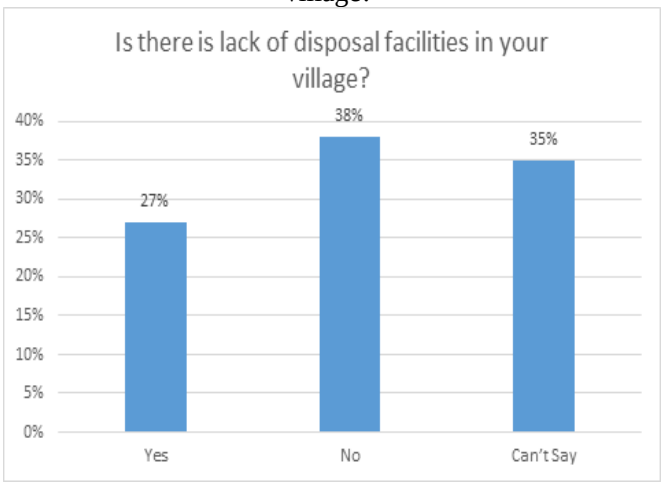


Fig. 26: Do you have any public dustbins in your village?

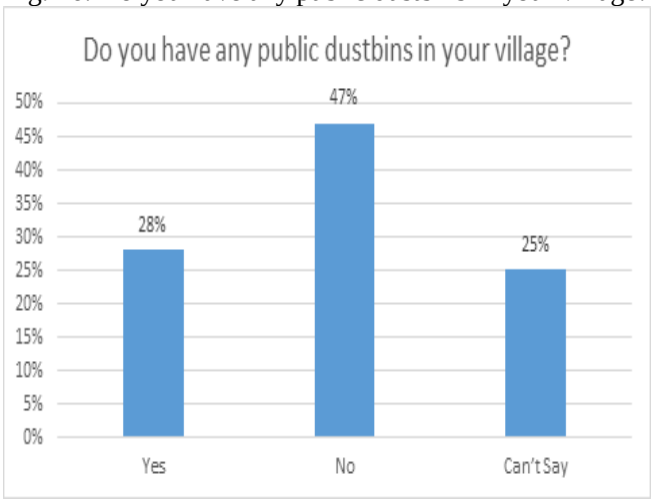


Fig. 27: Do you throw your waste material in open grounds?

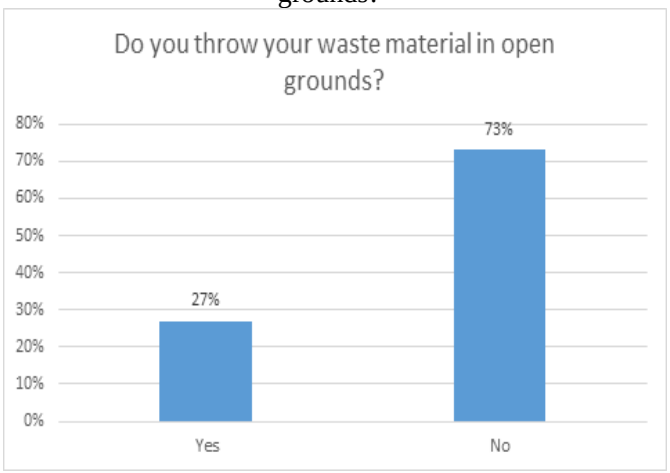


Fig. 28: Do you think cleaning department of your village doing their work well?

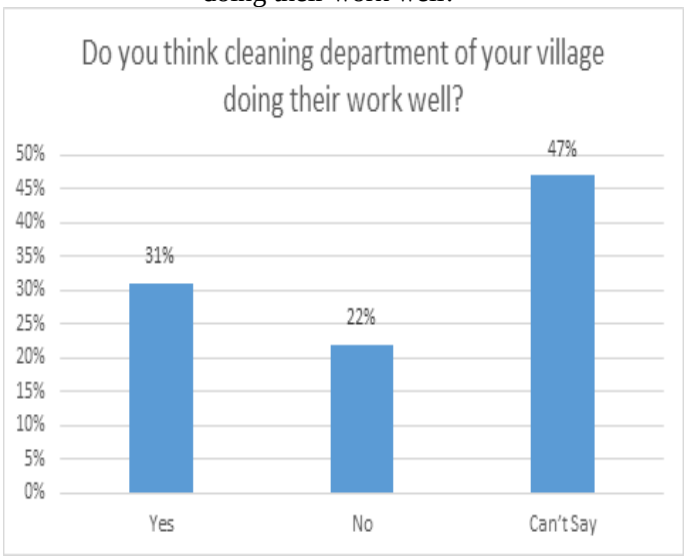
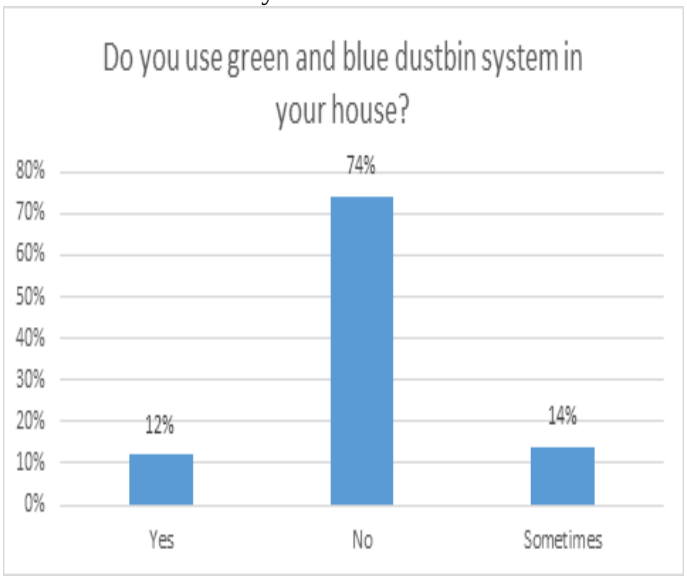


Fig. 29: Do you use green and blue dustbin system in your house?



PRESS COVERAGE ON HUMAN RIGHTS VIOLATIONS: CASE STUDY OF "THE HINDU"

Afaq Ahmad*

Newspapers are the ultimate tool to conscientise the readers about their rights and construct their slanting towards different human rights violations. In a parliamentary democracy like India, newspapers play the role of the watchdog and gatekeepers. As mediators of contemporary society, news media set the agenda on different issues and influence the public about their rights and responsibilities. The present study is aimed at analysing the newspaper's content by applying frame analysis technique. A sample of 46 newspapers of The Hindu from 01 January to 30 June 2017 pertaining to human rights issues were studied by applying systematic random sampling mechanism. The content analysis indicated pervasiveness of the incidents of human rights violations covered by The Hindu. A few news items portraying positive aspects of human rights were also covered during the period under study. Though, more responsible depiction of human rights issues is required to publish in the newspaper; yet the selected newspaper tried to spread a sense of consciousness in its readers through covering good number of stories related to human rights. The placement of news items, quantum of prominence and proximity level fastened with these stories was thoroughly examined.

Keywords: Human Rights, Content Analysis, News Framing, Human Rights News, The Hindu, Placement, Prominence, Proximity.

Since its inception, the United Nations acknowledged the importance of information, freedom of thoughts and actions to build a better world society. Under Article 55 of its Charter, it is required to educate the public about their rights and also make them aware to respect and observe their human rights and fundamental freedoms. Moreover, Resolution 59(l) of the General Assembly of 1946 declared that 'freedom of information is a fundamental human right and is the yardstick of all the freedoms to which the United Nations is consecrated.' The Universal Declaration of Human Rights, approved by the General Assembly on 10 December 1948, took a similar line. Its Article 19, which is the main one in the communications field, stated that: 'Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.' Human rights are said to apply to everyone, irrespective of gender, religion, ethnicity, occupation, level of wealth, or national origin. Universal for all times and places, regardless of what governments may do or what laws may be in place, human rights can never be abrogated or taken away.

The Indian government paved way to redress human rights violations by constituting the National Human Rights Commission (NHRC) and provided for the setting up of State Human Rights Commission (SHRC) under the Protection of Human Rights Act, 1993.

The Constitution of India contains certain provisions which guarantees to safeguard almost entire gamut of civil and political rights. Directive Principles of State Policy further require the States to ensure the promotion and protection of social, cultural and economic rights, particularly of the weaker sections of the society, so as to bring about a just and equitable social order, leading to an overall improvement in the quality of life for all sections of the society. The civil and criminal laws of our country have also in-built mechanism to safeguard the rights of the individuals and provide special protection to the most vulnerable sections of the society. To further understand what is meant by human rights it is helpful to divide rights into categories. A distinction is often made between two "generations" of human rights – so-called first-generation and second-generation rights. The former refers to political and civil rights. Generally speaking, these rights are meant to protect individuals from state oppression in the form of torture, lack of free speech and political assembly, and arbitrary arrest and detention. More recently, a third-generation of rights, linked to independence and post-independence movements in the former "Third World" has been proposed. The aim of these rights are group- oriented and include the right to development, the right to peace, the right to a clean environment, and others. Webster's

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Dictionary of the English Language included the term of content analysis in its 1961 edition, defining it as "analysis of the manifest and latent content of a body of communicated material (as a book or film) through classification, tabulation, and evaluation of its key symbols and themes in order to ascertain its meaning and probable effect." (The content analysis includes sampling, research design, reliability, validity where relative techniques and characteristics can be coded systematically and reliably. The texts of newspapers can be coded scientifically and objectively with the intention to get greater measurement efficiency.)

An attempt has been made under the study to analyse the news related to human rights' violations and its coverage by The Hindu. The measurement of the newspaper has been done between 01 January 2017 to 30 June 2017 identifying the news to ascertain frequency of publication, ideological toner and quantum of space allotted to human rights related news. During this period the issues relating to human rights gained prominence and posed myriads of ethical, moral, social, psychological and legal questions to tackle and uproot violations of human rights happening without leaving a single day. The number of news or articles in a newspaper indicate the importance given to a subject. The placement of news and allocation of space given to a specific subject viz. human rights point out the editorial policy as well as the importance and attentiveness given to that subject and the paraphernalia of news items to inform, educate and entertain its readers. In view of these determining components the hypothesis is framed as the overall coverage of human rights presented in The Hindu will create consciousness among its readers to address, cross-examine and eliminate violations of gender-based and other human rights violations.

The following research questions were also raised to evoke issues of human right:

1. What is the length and breadth of news coverage of human rights in The Hindu?
2. What is the magnitude and scope of news coverage of the violations of human rights in The Hindu?
3. What are the flourishing human rights' issues that have been given prominence on the front page and inside page in The Hindu?
4. What is the ideology of news coverage of human rights' issues published in The Hindu?

The aforesaid questions can be significantly answered by adopting content analysis mechanism to conduct research, which was asserted by Krippendorf (2004) as "content analysts must predict or infer phenomena that they cannot observe directly. The inability to observe phenomena of interests tend to be the primary motivation for using content analysis."

The present study is an attempt to glean up the information hidden in the newspaper regarding human rights and conduct an objective and systematic research on it by applying content analysis mechanism. The important goal in content analysis is reliability and consistency of assessment across various coders to confirm uniform in the coding as well as analysis procedures. The multi-dimensional elements presented in the news is a determining component that eventually has an influence on the idea or notion of a community or a group valued by the society. Hence, it is logically correct to choose content analysis as the research methodology to study the press coverage of human rights issues.

I. Review of Literature

The purpose of this review is to provide an overview of the available literature on human rights issues, content analysis and frame analysis and to disseminate the main issues and discussions raised in that literature.

The review of literature is structured as under:
1. Available literature on human rights and its violations
2. Content analysis coverage of the available literature

Content Analysis: An Introduction to Its Methodology (2004) produced by Krippendorff introduces readers to ways of analysing meaningful matter, texts, images, and voices-that is, data whose physical manifestations are secondary to what they mean to particular populations of people. Krippendorff argued that in recent years' people's awareness of communication has undergone four conceptual revolutions, and probably is during a fifth, as the idea of messages, the idea of channels, the idea of communication, the idea of systems and the idea of computation. Content analyses is discussed in terms of three points of entry: Text-driven content analyses, Problem-driven content analyses, and Method-driven content analyses. He further elaborated certain things which pave way to interpret data systematically viz. Formulating research questions, ascertaining stable correlations, locating relevant texts, defining units of analysis, sampling the texts, developing categories and recording instructions, selecting an analytical procedure, adopting standards, allocating resources.

Globalization and Human Rights in the Developing World (2011) edited by Nault et al. is a compilation of opinions/articles contributed by several thinkers/writers.

The purpose of this edited volume is to explore the relevance of globalization for human rights in the developing world, also known as the Global South. The reason for this focus is simply that the dignity, well-being, and freedom of individuals are most at risk in countries that have yet to achieve developed nation status. Unemployment, socioeconomic inequality, inadequate access to health care and education, and limited or absent political freedoms pose threats to human rights in both developed and developing nations, but they present particularly grave challenges for peoples in Sub-Saharan Africa, Asia, the Middle East, and Latin America—the world regions that are covered in this book.

Increased Efforts by Modern States to Improve their Reputations for Enforcing Women's Human Rights (2016) compiled by Alaimo describes about the role of government to protect the rights of women in a society. The research paper revolves around the case study of Eritrea, Thailand, and Yemen and find that these nations pretentiously report to UNO for taking greater efforts to fight human trafficking - which spills across national borders and is therefore visible to the international community - than to tackle violence against women, a crime that is contemptible and prevalent but often happens behind closed doors.

This suggests that the nations' inducements are predominantly reputational. Content Analysis and the Measurement of Meaning: The Visualization of Frames in Collections of Messages (2011) co-authored by Vlieger and Leidesdorff A step-to-step introduction is provided on how to create a semantic map from a collection of messages (full texts, paragraphs or statements) applying freely available software and/or SPSS for the relevant statistics and the visualization. The mechanisms are discussed in the various theoretical contexts of (i) linguistics (e.g., Latent Semantic Analysis), (ii) socio cybernetics and social systems theory (e.g., the communication of meaning), and (iii) communication studies (e.g., framing and agenda-setting). We differentiate between the communication of information in the network space (social network analysis) and the communication of meaning in the vector space. The vector space can be considered as the space in which the network of relations spans an architecture; words then are not only related, but also positioned. These positions are expected rather than observed and therefore one can communicate meaning.

Poverty, Social Exclusion, And The Role of a Comprehensive Human Rights Framework (2016) written by Ramachandran describes that poverty and social exclusion are problems affecting every part of the globe, albeit to varying extents. These issues are not identical but have several commonalities being concerned not only with deprivation of resources and opportunities, but also denial of rights or situations where those affected cannot fully enjoy their human rights. Both conditions are seen as constituting violations of human dignity. Poverty and social exclusion also impact each other either as causes or vulnerability factors. The present paper seeks to study these issues in the context of human rights. It examines the concepts of poverty and social exclusion particularly with regard to human rights and considers the relationship between the two concepts including similarities, and their impact on each other. The role of a comprehensive human rights framework in addressing poverty and social exclusion is also considered. Thus, a comprehensive human rights framework can play an important role in tackling the issues of social exclusion and poverty, particularly in view of the very concept of human rights, their value, and their binding nature.

The interrelatedness, indivisibility, and interdependence of all human rights has been asserted and affirmed at many forums, for instance in the Vienna Declaration and Programme of Action of 1993,66 and the UDHR too had placed all human rights on the same plane. However, as Woods observes, while the UDHR posits as fundamental both the traditional tenets of individual liberty and the so-called second-generation rights, the social, economic, and cultural preconditions of a dignified human life remain marginalized in the dominant human rights discourse.67 Civil and political rights have been sought to be protected at international levels (through, for instance the ICCPR which provides monitoring mechanisms as well as an individual complaints mechanism in an optional protocol), and at domestic levels with the constitutional frameworks of most countries providing for various civil and political rights with remedies through the judiciary often being provided in the constitutions themselves. Human rights are not panaceas. But for some cases and situations legal means of struggle might well be the most appropriate. International human rights norms are both a source of inspiration and an instrument for the eradication of extreme poverty. The same would also hold true for exclusion.

Objectives of the Study

The specific objectives of the present study are as under:

- To identify the theoretical framework of human rights' violations
- To identify the ideology invested/applied to cover the issues related to human rights violations in the newspapers under study

- To study the validity and effects of the news frames to curb violations of human rights issues
- To evaluate the issues of human rights published in The Hindu
- To analyse The Hindu's contribution to publish human rights related news
- To categorize various genres of human rights viz. child marriage, child abuse, state sponsored violence, atrocities against Dalit's etc. and make a qualitative appraisal of all the selected genres

Qualitative Content Analysis

To acquire a qualitative and result-oriented denouement related to human rights violations, qualitative research method was adopted and exercised. As qualitative research permits the subjects being studied to give abundant answers to the questions put to them by the researcher and may give more-richer insights and apprehension it is adopted for analysis. Qualitative analysis not only supply adequate details to the research questions posed under study but scientific tools along with established data is required to conduct it. Moreover, qualitative research is concerned with gathering and interpreting information in as many forms, mainly non-numeric, as possible. It is intended to focus on exploring, in as much detail as possible, smaller numbers of instances or examples which are seen as being interesting or illuminating and aims to achieve 'depth' rather than 'breadth.' Qualitative research seems to strengthen research outcome; therefore, it may be employed on multiple ways to achieve the research target. As the researchers grossly involve to achieve qualitative outcome out of the proposed research, it attains an insider's view of the matter, context or issue. This allows the researcher to find an in-depth information that are often missed (for example subtleties and complexities) by the scientific, systematic and more assertive explorations.

Qualitative elucidations can play a significant role of indicating possible associations, causes, effects and dynamic processes. As statistics is not used in qualitative research it embraces a more illustrative, pictorial, narrative style, this research methodology might be of specific weightage to the practitioner as she or he could turn to qualitative reports in order to scrutinize various forms of knowledge that might otherwise be unavailable, thereby procuring new understanding. Qualitative research adds flesh and blood to social analysis. On account of these traits, it was decided to analyse the data in terms of quality.

Sampling Method

Methodology is the skeleton which provide a direct framework to conduct research. The purpose of methodology is to enable researchers to make a blueprint and critically examine the rationale, composition, and protocols behind conducting research on any given or identified topic; to evaluate the collected data; and to estimate the likelihood of particular research designs to contribute to knowledge.

News stories on human rights in relation to the above categories were selected in a way that a systematic random sampling was taken of the human rights news published in every fourth days of six months. That is 1, 5, 9, 13, 17, 21, 25, 29 issues of a newspaper and compared the average content of each sample. The present study is aimed at analysing the human rights related news by employing scientific approach commonly used in media research i.e. setting methodology and objective, data collection, sampling and content analysis.

II. Research Design and Methods

To examine the hypothesized link between the news media and newspaper readers empirically, the researcher gathered time-bound data through systematic random sampling on news coverage of human rights violations. The data extracted through systematic random sampling spans from 01 January to 30 June 2017. The researcher theory posits that media attention should influence in shaping the opinion of public towards human rights.

Unit of Analysis

Content Categories

News Stories, Editorials, Features/Articles, Letters to the Editor, Photographs, Special Stories/Opinion Pieces.

Prominence: Front Page, Inside Page and Back Page.

Frequency of Coverage: Human Rights Violations.

Qualitative Frame analysis

Qualitative frame analysis is intended to go deeper into the texts-frames which gives you freedom to elaborate it beyond quantitative results of the study. Qualitative analysis is done without keeping in mind the existing frames applied in quantitative analysis. Hence, the scope of widening the study multiplied.

To some an extent, the hidden objective of undertaking the qualitative analysis is to search for the answers of the second and third research questions – What ideology invested/applied to cover the issues related to human rights violations in newspapers? and How did news frames promote to curb violations of human rights issues? This is one of the sole intentions to carry out qualitative analysis.

Categorizing Human Rights Issues

To understand the category of issues covered by the newspapers, the data was collected into different categories. Table 1 carries the different categories of issues along with the number of stories and space provided to them. Of the total stories collected in The Hindu, a substantial number of stories of Naxalism, Terrorism, Sexual Violence against Women, State-protected lawlessness, and Mob Lynching/Murder figured in the data. However, the most number of stories appeared in the category of Punishment/Justice, Atrocities against Dalits, Rights of Old and Ageing People, Rights of Tribals, Rights of Disabled People, Sedition, Human Trafficking, Women's Health and Reproductive Rights, Rights of Migrants, Communal Violence, Extortion, Farmer's Suicide, Suicide, Atrocities against Minorities, Rights in Jail, Bonded Labour, Child Marriage , Forced Marriage, Atrocities against the Protestor, Displacement , and Honour killing (Table 1).

III. Results and Discussion

In this study, the researcher examined the influence of the selected newspaper to covering human rights related issues on shaping public opinion to acknowledge their rights and responsibilities towards human rights. To do so, the researcher examined the coverage of human rights violations covered by The Hindu in a qualitative perspective. The results from the data analysis establish the existing hypothesis on media coverage of human rights violations which lead to a higher likelihood that The Hindu have a recourse to voice legitimate grievances of the violations of human rights and stand abreast against the abuses of human rights. There are a number of factors that the selected newspaper's policy makers consider when deciding whether to publish positive aspects of human rights to improve the perception of people towards human rights practices. The researcher's findings complement and add to the literature on understanding news contents towards human rights. While much research has been devoted to whether media coverage of human rights issues affects shaping public opinion the present study is a systematic analysis of the extent to which media attention to repressive regimes triggers mitigating violations of human rights and adopt selective measures to curb it extensively.

This study also speaks to the research methods how human rights issues influences the government make strategy to tackle gross violations of human rights. The results have significant implications for the research on the effective usage of the human rights related issues. One implication of this study is that public opinion is likely to play a significant role in the spreading awareness when citizens are well informed about salient, even visceral, human rights issues and policies through extensive media coverage. The findings suggest that policymakers should publish both positive and negative aspects of human rights related issues to respond to the media-driven public pressure on governments. Although the news media is unlikely to influence policy decisions of the governments on such issues, the researcher conclude that the media can create incentives that pressure policymakers to take action against states that violate human rights norms.

IV. Conclusion

This study has tried to investigate the role played by the media in the protection and promotion of human rights. It also tried to search out how the contents of the newspapers are shaped to promote human rights. Data extracted from the content analysis and framing analysis point out that the newspapers do have impact to cover human rights issues; but the negative aspects found prominence. Hence, newspapers should develop a positive impact in the promotion of human rights by exposing violations of human rights and bringing the knowledge of human rights to newspaper readers.

The finding of this study unveiled human trafficking, starvation, malnutrition, poverty, and extortion issues are not the main topics in the news of the newspapers. These issues are not in the news agenda. Similarly, most of the news were focused on other human rights issues which are not related with its solutions. Child abuse, child labour, and child protection issues seems to be not in the agenda of the newspaper under study. Most of the news items which dealt about child abuse, child labour, justice to rape-victims etc. were presented in brief or at the end. This manifests that the role the media play in placing the issue is under question mark. The dominant theme of the news items was rape and attempted rape followed by crimes caused by neglect. Court trials and police reports were the common sources for the news. Less attention has been given to families, communities, experts like social workers and psychologists as sources to glean up news/information. The role of media is not just a mirror of society to inform, educate and entertain the audience these days; therefore, media should adopt the role of a duty-bearer and human rights actor by investing accessible resources to expose human rights violations.

In addition, media should highlight human rights issues so that it can pressure policy makers and the public to uphold and respect human rights. In addition, it must be an instrument for the public to gain a better understanding of

what human rights means, its causes and consequences. The attention must be directed toward the identification and elimination of all kinds of human rights violations.

Media professionals with other stakeholders must ensure and highlight the rights of children, women and physically challenged people in their reporting. Researchers and professionals who work on the well-being of farmers, dalit's, tribal communities, children and women become effective if they use the media as the major convincing tool to strengthen the agenda of human rights. The media has the power to influence the knowledge of the people and the human rights' protection policies and practices. If newspapers play its role in creating awareness about the issue, readers will begin to pay more attention to it than ever before and the people whose rights have been violated will seek compensation. It has the power to influence the public knowledge/understanding of the violations of human rights through its coverage. Thus, the violations of human rights may be protected significantly.

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Table 1: Qualitative Frame Analysis by The Hindu.
(Source: From 01 January to 30 June 2017 – The Hindu)

S. No.	Headline/Title	Date/Page	Column	Human Rights Issue	Content Category	Frame
1.	Bengaluru's night of horror	05/10	1	Harassment/ Intimidation	Editorial	Victim
2.	SC grants bail to Mumbai activists after four years in Prison	09/09	5	Punishment/Justice	News	Referential
3.	Post-truths about Rohit Vemula	17/11	1	Atrocities against Dalits	Opinion	Pragmatic
4.	Police help revive 'haats' shut due to Naxal menace in Bastar	21/03	5	Naxalism	News	Prognostic
5.	Mother wins property battle against son	25/05	4	Rights of Old and Ageing People	News	Prognostic
6.	Sirmaur residents demand tribal status for trans-Giri villages	06/07	08	Rights of Tribals	News	Pragmatic
7.	Disabled boy waits to go to private school	10/04	06	Rights of Disabled People	News	Referential
8.	Prob. into sedition case moves at snail's pace	10/06	08	Sedition	News	Referential
9.	An eyewash or a turning points	10/09	04	Terrorism	Opinion/Special Article	Referential
10.	Acid attacks in West Bengal are on the rise	18/2	6	Sexual Violence against Women	News	Victim
11.	Two more held in baby smuggling racket	22/02	3	Human Trafficking	News	Pragmatic
12.	Losing wombs to medical malpractice	26/01 &10	4	Women's Health and Reproductive Rights	Sunday Special Story	Victim
`13.	Indiscriminate discrimination	06/09	04	Rights of Migrants	OPED	Referential
14.	Who's behind the keela killing	10/09	06	State-protected lawlessness	OPED	Referential
15.	Alwar violence sparks war of words in parliament	07/01	03	Communal Violence	News	Referential
16.	Mallya held, release on bail	19/01	04	Extortion	News	Sensational
17.	Successive drought reason for farmer suicides	03/06	04	Farmer's Suicide	News	Pragmatic
18.	Suicide isn't a criminal act	07/07	03	Suicide	OPED	Pragmatic
19.	Two suspected 'cattle thieves' lynched in Assam's Nagaon	01/01	03	Mob Lynching/Murder	News	Pragmatic
20.	Exodus of Nandrauli's Muslims on	21/09	04	Atrocities against Minorities	News	Referential
21.	Rich get bail, poor remains in jails	25/07	04	Rights in Jail	News	Referential
22.	Breaking bonds of misery	29/06	04	Bonded Labour	News	Prognostic
23.	Rajasthan tops in child Marriage	02/07	4	Child Marriage	News	Prognostic
24.	Forced into marriage in Pak; says Delhi girl	09/11	03	Forced Marriage	News	Victim
25.	Restricting protests, stifling dissent	26/09	04	Atrocities against the Protestor	OPED	Prognostics
26.	Damaged spillway triggers mass evacuation	14/14	4	Displacement	News	Referential
27.	SC award life term in Honour killing case	06/05	03	Honour killing	News	Victim

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THE CHALLENGES OF FAKE NEWS AND NEED OF MEDIA LITERACY

Mukesh Kumar* Asif Husain**

A credible media and information system is prerequisite for sustainable growth of any society. It becomes more important when 65% population of the country is below the age of 35 years. In the present media environment, which is full of misinformation, distorted facts and biased opinions, the task becomes more difficult. The quantum of fake news in circulation becomes a big challenge for them because they neither have skills nor knowledge to distinguish the difference between true and false news. A big predicament is that they are part of a semi-literate society which is more vulnerable to the rumors and fake news. In addition to that, socio-political environment of the country has worsened the situation. Since media has become a battleground for the political fights, rumor and fake news are becoming lethal weapons. The problem has aggravated due to the increasing use of social media platforms like Facebook and WhatsApp both by the politicians and political parties during elections. As we know that there are no gatekeepers in social media and also there is also no system of checks and balance there, it is a bigger threat than mainstream media. In this scenario, the role of media literacy becomes very important for sustainable growth and development. But it has its own challenges as well. Hence, this study focuses on how to make the young generation media literate.

Keywords: Sustainable Development Goals, Media literacy, Fake news, Social media, Facebook, WhatsApp, Credibility.

I. Introduction

In any democratic set up it is very important that people should participate in all development activities; right from framing of policies and designing programs to implementation, it is prerequisite that beneficiary should not only have knowledge but also have a say in the process and involvement at all the stages of implementation otherwise it is difficult to achieve the expected results. Moreover, sustaining developmental activities would be more difficult because only beneficiary's involvement can make it possible. This becomes vital for the countries where level of education is very low. Due to lack of education these countries are facing challenges of health, hygiene; social as well as economic development and hence educating and training of the target groups in each program become very crucial. Here understanding of communication channels and various mass medium is essential part of the sustainable developmental activities. But leave illiterate or semi-literate societies aside, even literate population is lacking media literacy. It doesn't know that how to use media products and how much harm they can make to them and their society. In the Indian context, where youth population is one of the key factors, it is also very important that it must understand characteristics and role of media. It is imperative that they should communicate in an engaging manner for a real and robust democracy as well as development. The Media literacy can equip them to explore and critically analyze the information and media content they are using. This young generation can actively participate in debates and discussions on the issues relevant to the sustainable development of the society.

Also all developmental activities get affected if peace and stability in society gets disturbed. India is a very diverse nation and maintaining peace and stability is always a big challenge. But for the last few years it is passing through turmoil because of communal and caste related tensions and conflicts. In some parts insurgency is also posing a big threat to peace. There are other types of tensions as well. When we critically analyze the role of the role media, we find that it is playing is highly questionable

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role. The corporatization of media and impact of market forces on content is very much visible. The competition for popularity and maximizing profits is very intense and it is creating distortions in the content, therefore, nobody can deny the importance of media literacy but it is an irony that it is being not understood properly. The fact is that, media literacy in India is still in discussion and nascent stage and not much work has been done. Actually, it seems policy makers have not realized so far that in today's mediatized society how important media literacy is. The fact is they are not much aware of it forget about having knowledge based understanding of it. There are some initiatives that have been taken at the non-governmental level but considering the population size of the country, they are not satisfactory at all. Media literacy is the need of the hour and it has direct impact on development related activities. But as a first step we can target on the new generation because it is using media in a big way. For that we need to measure the media literacy level first. But before that let us have a look on some important aspects of this study. Firstly, we would like to discuss the sustainable development goals.

A-Sustainable Development Goals-

In 2015 United Nations adopted a resolution in which it has set a target to achieve the goals by 2030. As per the UN website, "it provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests (https://sustainabledevelopment.un.org/?menu=1300).

Achieving these goals is a humongous task in itself and role of media in this endeavor is very important. UN officials have underlined it many times. Experts at the UNESCO Regional Experts Meeting on "Media 4 SDGs" held in Harare, Zimbabwe endorsed the need to involve the media in the implementation of sustainable development goals (SDGs). Media in all its forms has a crucial role to play in the development agenda to ensure that citizens are well informed. Ambassador Mary Mubi, Senior Principal Director-Public Affairs and Knowledge Management in the Office of the President and Cabinet (Zimbabwe) said the media should remain a watchdog. "However, it should be an informed and knowledgeable watchdog. They should be informed about the opportunities and challenges that exist in each sector so that reporting is done within context," she said. It is clear from the above text that as per United Nations use of media tools in achieving SDG's are imperative, but at the same time media literacy is also very important because in absence of that people cannot receive right messages in right way or they will not be able to decode wrong messages. Moreover, they need to have an understanding of news and information of their interest and also they should be able to protect themselves from the various vested interests.

B-New Challenges

The challenges related to media literacy in Indian context have taken a new dimension after advent of social media. It is posing new questions apart from the existing ones. The main challenge we are talking about is Fake News. The social media is flooded with rumors, misinformation and fake news. It is creating environment of hatred and violence. As it is easily understandable, this environment is going to create a big hurdle in achieving sustainable development goals set by the United Nations. In last one year or so, more than 40 people got killed due to rumors and hate mongering. At many places riots broke out or riot like situations had been created by vested interest. It has been found that WhatsApp was the main culprit in most of the mob lynching cases. So called Gau Rakshak used WhatsApp for this purpose. Of course, they have patronage of political parties and administration as well. As per Wikipedia "Fake news or junk news or pseudo-news is a type of yellow journalism or propaganda that consists of deliberate disinformation or hoaxes spread via traditional print and broadcast news media or online social media".*2 The false information is often caused by reporters paying sources for stories, an unethical practice called checkbook journalism. The news is then often reverberated as misinformation in social media but occasionally finds its way to the mainstream media as well. Before arrival of fake news, paid news was a big issue in Indian media as well as in political circle. A committee was set up by the Press Council of India to inquire the complaints. The committee found that most of the complaints were true. A Parliamentary committee also gives recommendations to stop this evil and Election commission also took many steps but the phenomenon of paid news is still prevalent specially duding elections. Now we are facing same challenges from the fake news which is more serious because of multiplying and amplifying effect of social media. Harsh Mander, the activist campaigning against lynching, told Al Jazeera. "Rumors didn't start with WhatsApp but of course, it is the most effective and accessible one.*3 It is also found that the political parties are using this platform to polarize the masses on religious lines so that they can win the

elections. "The Muzaffarnagar riots of 2013, which took place in the run-up to India's national elections, was also triggered by rumours and hate messages magnified primarily through WhatsApp.*4 A video of mob lynching in Pakistan was played and shared as an attack on two Hindu boys by Muslims in Kawal village of Muzaffarnagar. This created tension in the area resulting in violence. Though, Police blocked the video on internet but it could stop spreading of the video clip. There are many more incidents like this can be quoted.

Following are the objectives of the study**: -**

- The main objective of the study was to check the understanding of media literacy in young population.
- The next objective was to find out media consumption habits in young generation
- It was also an objective that how they perceive media as provider of reliable information and news.

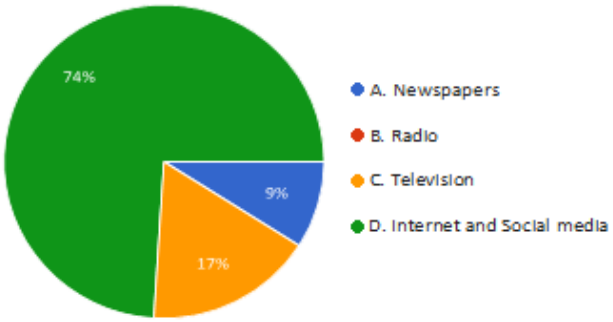
II. Research Design and Methods

The present study holds a quantitative paradigm. In the research design sampling method was used. The independent variables considered in the study were age, gender and education. The samples were taken from the age group of 18-25 years' male and female both (See graph-1). The respondents were mostly from the urban background and residents of Delhi-NCR but few are from other parts of the country as well. The questionnaire was sent and filled up online. The total number of the sample was 103 but only 94 were found to be valid. The survey was conducted during 1st February to 6th February, 2019. Male and female respondents were equal in numbers. Ethical Considerations were given importance in the study and consent of participants was taken and in advance the terms of the study were explained to them that they were agreeing to for the study. Subject's right to confidentiality and the right to withdraw from the study at any time without any consequences were also explained.

III. Results and Discussion

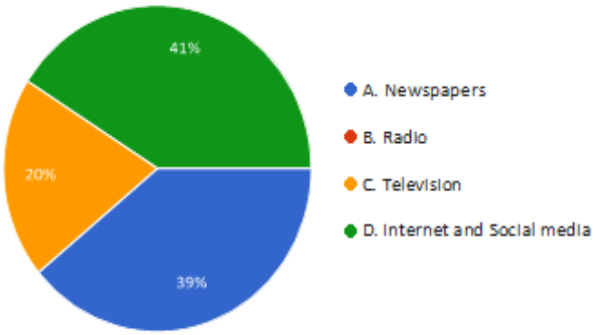
In last two decades or so media consumption pattern has changed completely. Especially, cyber media has made enormous impact on audience behavior. Seemingly young generation which is more techno savvy has moved away from the traditional mediums and now more used to the new media. We wanted to see that how far this perception is correct. Therefore, in the survey the respondents were asked about which medium they are using most for news and information. As you can see in Chart. The survey confirmed that huge number of young population is using new media to fulfill their news and information needs. 74 % respondents say that they are using new media while 17% respondents use Television. As far as print media is concerned, only 9% respondents rely this old and tested medium which is fading out rapidly.

Which medium do you use mostly for news and information?



The study wanted to check the perception of the young generation of the young population about the reliability or credibility of the mediums they are using. The question was which medium they find most reliable? The purpose of asking this question was to find out first, their awareness level and secondly, whether they are really bothered about the truthfulness of the information as it has direct connection with the media literacy. Here we found that a little less than half of the respondents, who are using new media, don't feel that it is reliable. Another interesting finding is 41% respondents consider that print media is more credible which is more than any other medium.

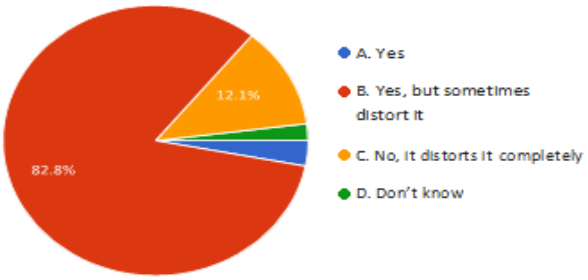
In your opinion which is the most reliable medium as a source of news and information?



Presentation of news is as important as content. It is observed that media tend to sensationalize and dramatize the presentation of content. The main reason behind this is to get more and more eyeballs so that they can convert the numbers in to advertising revenue. The competition among the media products, role of market forces through

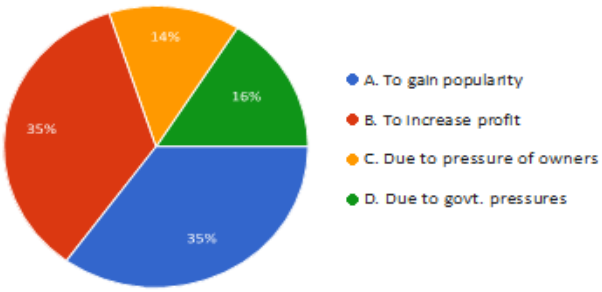
the rating systems and political agenda also are the important contributing factors. But it is very crucial that the audience understand it or not. When we put this question was put in front of respondents. It was found that 82.8% respondents think that media presents news as it is but sometimes it also doesn't do so. Only 12.2 % think that presentation distort the content completely. Now the question is how to explain this data. Can we say that due to lack of media literacy most respondents were not able to see and understand media properly and they are still think that media present news and information without much dissertations?

Do you think that media present news as it is?



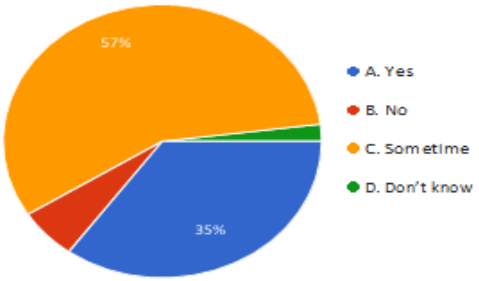
The next logical question is people think that media is distorting the facts and information and present in a manner not appropriate then in what are reasons for that? There are two popular versions are dominating the responses. 35% respondents think that the reason is to maximize the profits whereas same number says that it is for gaining popularity. They have not given less wattage to owner's and government's role. This result shows that people have less knowledge about the power and pressures of the two.

Why media distorts the information?



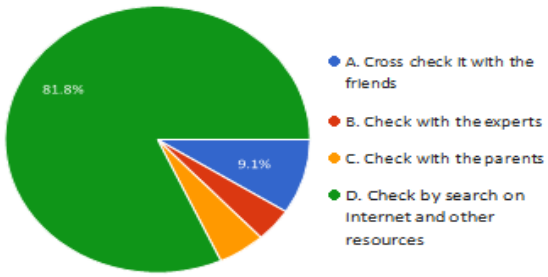
Above data shows that youth have some idea about the distortions and biases media is making in the content and what are the reasons behind it. But what is their attitude towards false news or unverified news and information. Do they try to find out the news and information they receive from any medium correct or not? Our survey found that only 35% respondents verify the information. In contrast to it 57% people have a lackluster attitude towards it. They verify info only sometimes. Around 8% people either don't check or they don't know about it.

Do you check that the news or information you received from media is correct or not?



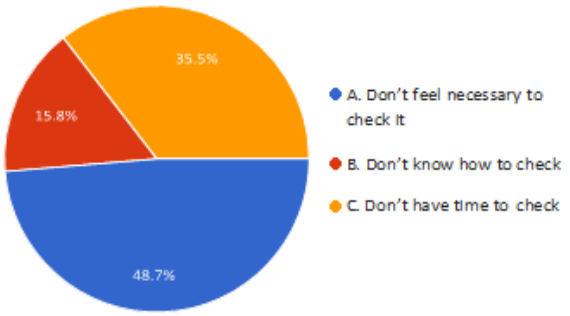
Let us see that if young generation is aware of false news and noticing it then what is their reaction to it? If they cross check, then how they do that? Do they have knowledge and skills to cross check the fact? This is one of the most important aspects of the media literacy. It shows that action being taken or not? If Gen next starts doing this, then we can say that they are media literate and performing like a responsible citizen which is very important for the success of sustainable development goals. Here we found that 81.8% check facts through internet. It is obvious because this generation is using this media most, but the reliability of this medium is doubtful and if they are taking help of social media then we have a big problem. Respondents seeking help from the experts is negligible.

If you check it then how you that?



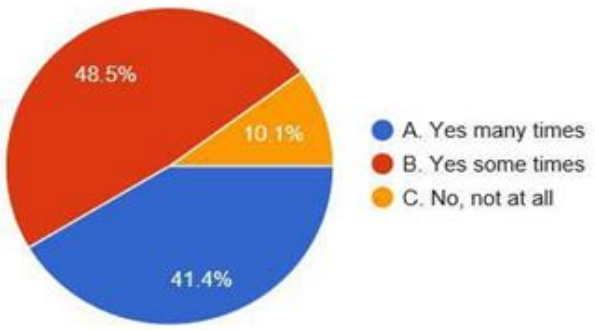
As we have seen from the data presented above, there is a good number of respondents who either don't check the facts at all or they do so occasionally. A major share of these precisely 48.7% don't feel that it is to be done. It shows that they are not aware of harm misinformation can do. The response of second major section (35.5%) is also very non serious as it doesn't understand that how important is checking information it is using.

If you don't check, then why not you that?



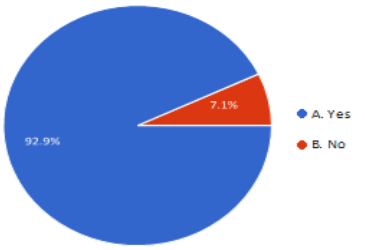
Now we also examined that if people are not taking fact check seriously, is it due to lack of awareness of the harmful content in circulation. It is heartening to know that 41.4% respondent accept that they are receiving content which instigate them on religious or on other grounds. Another group of 48.5% is also feels that sometimes content is provocative. Only 10.1% people don't think that they receive such content. Can we draw some conclusions here like there are a large number of people who are unable to understand the vicious content and subsequently not taking any action against it?

Have you observed that there is some news try to instigate you against certain religious community or cast?



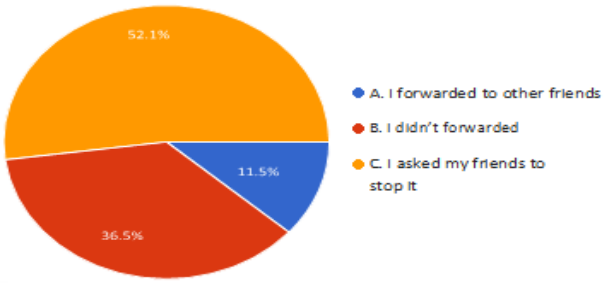
To leave out the doubt we asked them weather they think that the kind of content we have discussed above is harmful for the society. Surprisingly 92.9% of the respondents understand that it is harmful for the society, but more surprising is that 7.1% respondents don't feel so. How we should interpret these contradictions, especially when we correlate with the data presented above? Can we say that most of the youths understand the nature of the content but very proactive for the action? Or they are not active because they are not media literate?

Do you think that that kind of content is harmful for the society?



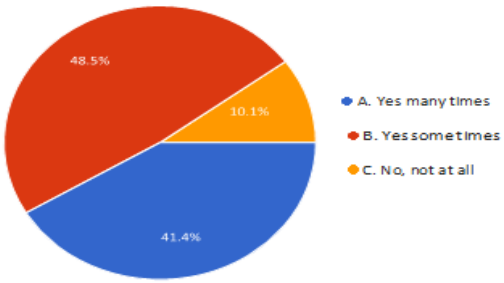
Now let us find out that what they are doing with the harmful content they receive. More than 11% respondents say that they forwarded content to their friends without even checking it. Another 52.1% they cross checked it with their friends, but the moot question is how much their friends were knowledgeable to verify the information and were they responsible enough. Since they don't have reliable means of verifying the facts many of them might have forwarded the content. It is good that 35.6% respondent didn't forward the content after they realized it was harmful.

If you think so, then what you did with the harmful content?



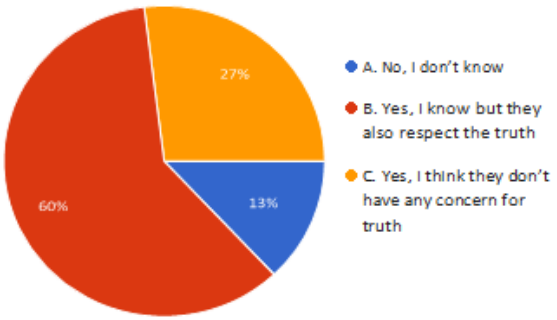
As it is very much visible that news channels are behaving like propaganda machinery or they are biased towards one or the other political party, it is important that people should be aware of it while they are watching it. 48.5% of the respondents felt that channels are biased and they sometimes exaggerate the news while 41.1% they do it many times. Only 10.1% share says that they don't do at all and media literacy of this group is most doubtful.

Do you feel TV channels are biased and exaggerate the news?



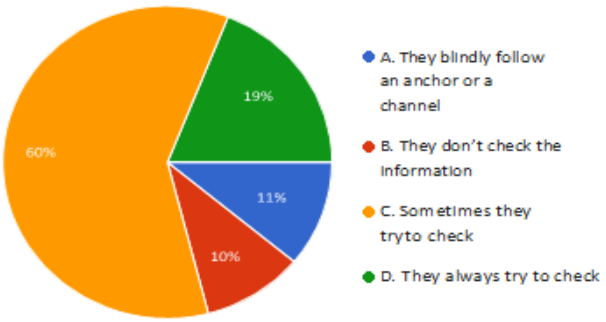
It is essential for any media literate to understand the media business well. But it is very surprising that many people still do not know that media is an industry and it does everything to make and maximize profits. In this survey we also tried to find out this and we found that 60% participants know that media is an industry but still they think that media houses respect truth. Only 27% said that they don't have any concern for the truth while 13% even don't know about this issue.

Do you know that media is an industry and it distort facts for maximizing the profit?



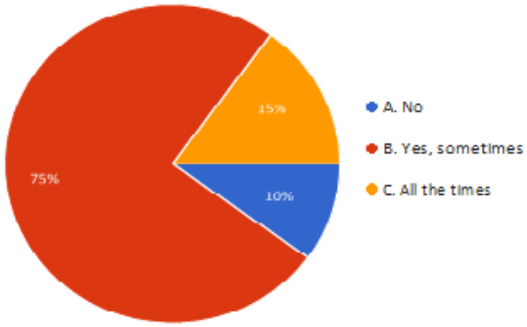
The study also tried to find out their opinion regarding their family members and friends; are they behave differently. Here we found that 11% respondent think that they follow an anchor or a channel blindly and another 10% do not check the information. Sixty percent participants said that their family members and friends sometimes try to verify the facts. This suggests that they are not behaving differently.

Do you think that your friends and family members try to find out truth or blindly follow any channel?



Finally, we asked the participants whether they feel that they should be trained to use media properly. 75% expressed that people need training but only sometimes. It means either they know enough and need to know occasionally or they don't have any idea of media literacy therefore not coming whole heartedly. Only 15% said they need training all.

Do you feel that people need to be trained for using media?



IV. Conclusion

It can be concluded that majority of young generation of 18-25 years' age is getting news and information mainly from new media. In the eyes of young population print media is more reliable than any other mediums. They are aware of distortions and biases of media. They also feel that media work under owners and political pressure. They don't have tendency to cross check the facts and figures. They also feel that they receive content which may be harmful for society, but not very proactive to stop it. They realize that people should be trained for media literacy so that they can use it in better way. Media awareness campaign among the users is a must. They should be made aware of consuming and sharing of harmless content. They should also be trained for using tools for checking fake content. There are so many facts checking software's available and people can test and ascertain the credibility of the information. Even, some of the organizations are already doing this exercise. Based on the findings of the research, we can conclude that the level of media literacy is in a very dismal state. Hence, we would like to suggest that there is dire need of media literacy campaign among the young population and the success of sustaining development programs is very much depending upon the success of the campaign.

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ANIMATION AND ENTERTAINMENT INDUSTRY

Keerty Goyal*

As the word suggests animation is the state of being full of life or it can also said to be the technique of photographing successive drawings to create an illusion of movement when the film is shown as a sequence. Today animation is not only restricted to a skill set but is used as a medium of expression and communication. It's basically a very practical tool with useful application in variety of fields. For example, animation can be used to explain theory and concepts to students in a more convincing manner. Also it's helpful in forensics to recreate incidents, mechanical animation to create virtual model of products, architecture visualization and medical animation for medical professionals. The list is endless and is growing. Animation and visual effects industry is gaining pace with our Indian talent poised to rub shoulders with global counterparts

Keywords: Animation, Entertainments, Industry, Characters.

Illusion is the word in which the world is living right now. Illusion of virtually being there, creating an effect of feel and sensitivity is animation. Also animation is all about illusion of motion and change through rapid display of sequence of static images that minimally differ from each other. Animation is impulsively raising eyebrows of filmmakers. Entertainment industry is offering great visual experience to its viewers. Despite lot of computer generated special visual effects the magic created by animation is admirable. It can be explained as the creation of motion through a rapid sequence of still images. Though it can never compete with the quality of original images but it is quality, action, character and most important the way in which story is portrayed. Recently "The Jungle Book" a film so sure footed in its effects, simple in characteristics yet was so precise and clear about the message it was trying to convey-The relationship between humanity and nature. Combining spectacular wide screen images of crumbling temples, realistic mammals, birds and reptiles, dense rain forests, watering holes creating its own dream space this move undoubtly left an everlasting charm for nature and animals in every kid's mind. In this film the boy is shown to be using his ingrained ingenuity to solve problems beyond the capability of his animal pals. The idea here in the film also seems to convey the message that people and animals can live in harmony with kindness and mercy.

Methodology

A study was conducted in Department of Communication Management and Technology of Guru Jambheshwar University of Science and Technology, Hisar which revealed that art animated version of historical characters like Hanuman, Snow White increases the temptation of children to view them. The study basically an empirical one was conducted in Haryana-one of the smallest but prosperous states of the Indian union. For this four cities of Haryana -Karnal, Adampur, Hisar and Gurgaon representing the state were selected. Further a sample of 300 respondents representing (75 from each city) which serves the purpose of study was selected. However, the actual responses received were 295 (Adampur 75, Gurgaon and Hisar 73 each and Karnal 74) and this constituted the universe of the study. The researcher resorted to purposive sampling but age, profession was kept in mind. Age of the respondents was further divided into parts (a) below 20 years (b) in between 20 to 30 years (c) above 30 years. In this study the respondents were asked that: Have animated version of historical characters like Hanuman, Snow White increases the temptation of children to view them.

Table no - 1 indicates that maximum number of respondents responded that animated version of historical characters like Hanuman, Snow White increases the temptation of children to view such programmes as animation holds interest of viewers. Almost 280(95%) respondents responded yes to the above question, whereas only 3(1%) responded no to it and 4% did not responded to this question. In the age group of below 20 years 68(23.1%), in the age group of 20-30 years 81(27.5%) and in the age group of above 30 years 131(44.4%)

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respondents responded that animated version of historical characters like Hanuman, Snow white increases the temptation of children to view them. Such films un-doubtly creates an evolved version of literary ecosystem, carrying along with them ancient beliefs and practices. Therefore, in every way such majestic animated movies should be considered a triumph. Also the best part is to make the kids believe that these characters always existed and we are now only in the process of discovering them.

The creation of animated movies not only involves creative challenges apart from technical challenges but availability of infrastructure, highly skilled technicians and funding are some of the things which are a bigger challenge in itself.

In today's times animation has found itself expressive and communicative in various fields like e-education, medical and mechanical information, architecture visualization, web designing and for animated entertainment has expanded with the increase in broadcasting hours by cable and satellite TV along with the growing popularity of the Internet. In the past, animation series were aimed at children aged nine and below. In recent years however, TV stations have been producing animation series for teenagers, adults and the whole family. Animation series like The Simpsons and King of the Hill have been successfully aired on primetime TV.

The animation in 'Prometheus' and 'Life of Pie' (2012) were done by a number of artists impeccably in Mumbai. Every shot can be said to be an exploration of art. To make every scene to be visually stunning a lot of efforts were made to make scenes look real. This movie also received a number of awards for its animation and also visual affects thereby giving hope to Indian animation industry to gain global recognition. It can also be said that animation is a very strong visual story telling tool where it appeals to people of all ages and background giving more visual representation of three dimensional lives.

Thus to sum up we can say that animation allows audience to go beyond the realistic world to an out-of-world experience based on sound and visual art forms. Also animation has unique strength in exploring metaphors and creating larger than life characters.

Very soon animation will be seen as equal of live action in terms of skill and variety. We can already see an epic shift as to how animation is perceived. Animation will continue to proliferate the entertainment world and will continuously keep on improving, evolving and emerging.

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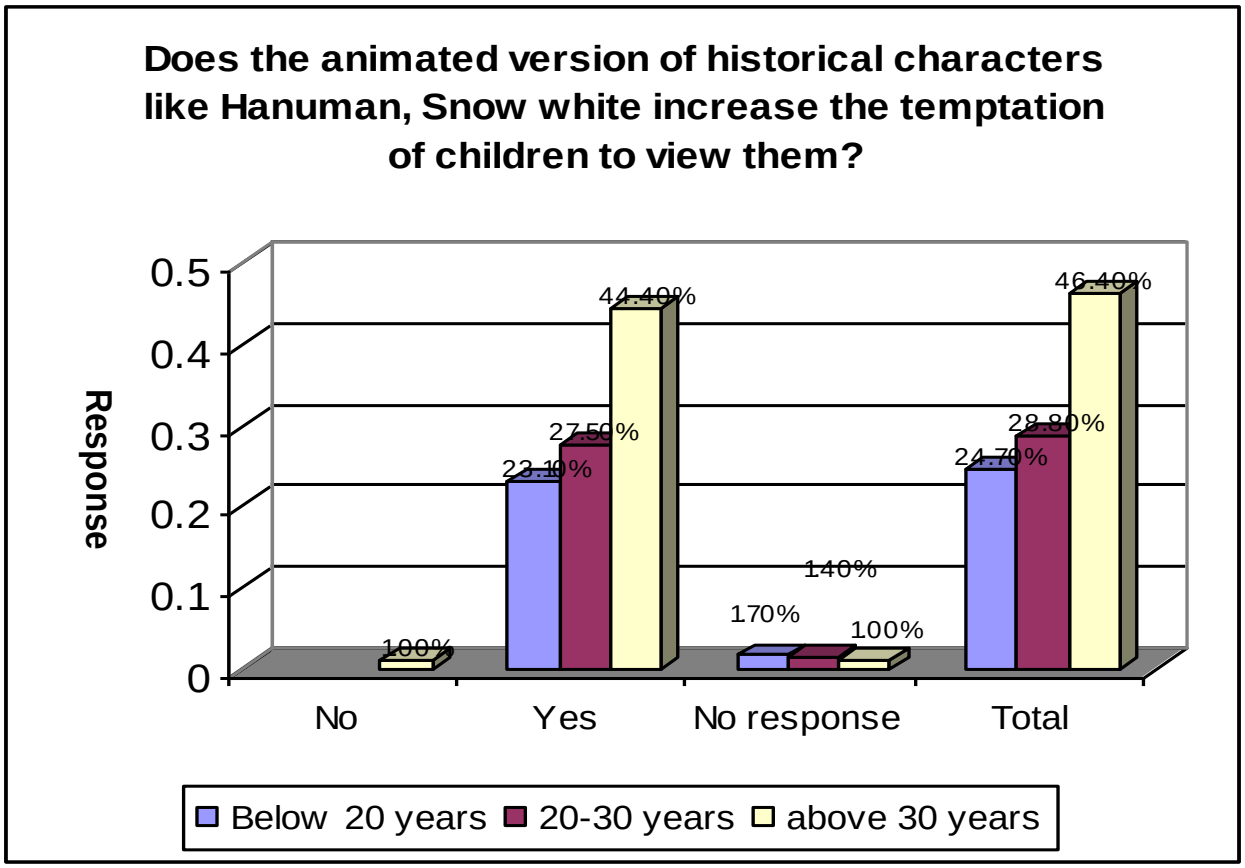
Table no 1: - Animated version of historical characters like Hanuman, Snow white increases the temptation of children to view them.

			Does the animated version of historical characters like Hanuman, Snow white increase the temptation of children to view them?			Total
			NO	Yes	No response	
Age group of respondents	Below 20 years	Count		68	5	73
		% of Total		23.1%	1.7%	24.7%
	20-30 Years	Count		81	4	85
		% of Total		27.5%	1.4%	28.8%
	Above 30 years	Count	3	131	3	137
		% of Total	1.0%	44.4%	1.0%	46.4%
Total		Count	3	280	12	295
		% of Total	1.0%	94.9%	4.1%	100.0%

Graph: 1



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CONCEPT OF NEW WOMAN IN SHOBHA DE

Mehak Jonjua*

Keywords: Free-spirited and liberated, talented and uninterested in the stereotypically female ideal of self-sacrifice.

The image of a New Woman is frequently positioned in conflict to the image of a true Woman, which was connected with an empathetic style of femininenеss as a critical, eternal concept that accentuated domesticity and meekness. Hitherto, the New Woman never expresses a fused message concerning the changing roles of women, as those mottled by expanse, class, rulers, race, culture, age, period, and historical phenomena. The concept of New Woman could be a flapper, a suffragist, a Gibson Girl or simply a housemaid, an artist or a factory worker, and many times these phantasmagorias and connotations overlapped, permitting women to accept features while relinquishing others. Years 1890 to1900 marked the era of the Gibson Girl, the suffragist and the political new women became popular in the 1910s and marked the era of modern feminists. In the 1920s, flapper exemplified the concept of New Womanhood. Additionally, class and race factored into one's capacity to embrace and form the connotation of these diverse images. Consequently, the

New Woman epitomized not even a solo image but a gamut of pictorial lingos and comportments; undeniably, each woman could outline her own account of the New Woman, dependent on her possessions and the specific benefits she wanted to uphold. The concept of "new woman" has become a reality as the notion and state of womankind has transformed in the modern scenario. This new woman is an assimilation of modernity and her native culture. She is a fusion who is able to hit a perfect balance among varied expanses of her life. The term was coined by Charles Reade in his novel "A Woman Hater" in 1877. The new women are one who has full trust in her capabilities and has the audacity to ask for a right to education, arts, and pursue a profession of her own interest competing with their fellow-men. Though there is nothing different or atypical in such type of woman when she is muddled with the radicals who promiscuously renounce the responsibilities and workplaces with which the environment has thrilled them, and are generally treated wrong. According to De, women usually fail to comprehend that men abuse and use their sexual liberty. The novelist is of the viewpoint that whether circumstantially or determinedly, new women neglect ethics, they, however, don't escape cataclysm and consequential sufferings. Nevertheless, De has projected women who participate in free sex, live stylish and affluent life, she does not seem to back up the lifestyle embraced by the modern women and on the other side, she displays her scorn and dislikes for their immoral and informally offensive conduct.

In an interview with The Hindu De Urges Indian women to enjoy each and every decade of their life. 'I refuse to be a harmless old woman. My grandchildren should be proud that their grandmother is a productive working woman.' This can be assumed from the fact that the destined crucial fate of her heroines is the result of their prodigality in strange activities and atypical behavior. She always advises her women to act like a woman and stop pretending to be men. Though her novels are carped for having pornographic units, De is certainly a writer with an objective. She considers the women's out of marriage affairs as the thump to breakdown the outdated and ethical ethics in society. This is one of the maximum protuberant structures of her emancipation. Her women are bold and daring in creating such relationships to mollify their internal urges. Females are not at all diffident to have sex for social and monetary assistance. For them, marriage is a sort of assurance against social values.

All these women move belligerently for their profligate ambitions with all their forte in a male-dominated society. In an effort to assert themselves, occasionally they turn the masculine order to the other corner. They get retaliation, dissident and form their opulence by living for themselves. In their efforts to proclaim themselves, occasionally they turn the applecart of male-controlled society upside down. They react, up rise and form their fortune by existing for themselves. They don't believe in misery passively, they leave no stone unturned to stretch

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the peak of happiness and accomplishment. Overflowing with optimism and enthusiasm, they lay hands on hopefulness in the life's starry nights. Their movement against bondage, coercion, and manipulation is quite disturbing. New women don't believe in suffering acquiescently and also believe in fighting against captivity, suppression, and manipulations.

According to a journal, Feminist- New Style the concept of new woman is a combination of physical liberty, sexuality, and endurance with egalitarianism self-assertiveness and old-fashioned internal egalitarians, a female who can syndicate preference, career and conjugal alliance. They are keen to participate in pleasure similarly as they participate in playing, working, etc. There can be no talk of individuality for females, without financial independence. A self-determining cognizance or a free soul is worthless so long as the body and emotion are together kept by someone else.

In an interview to Asia Week, she has said that her women protagonists are not doormats and have their own identity. As most of the women are associated with cinema and media so the portrayal of the world becomes too much colorful and vibrant depicting the hidden realities of the life of a woman. The life of women is depicted with reference to their soul, career, conquest, psychosomatic ordeals, and sexual needs. De's honest account and the fundamental storyline gives her writing a totally unique identity. Socialite Evening's protagonist Anjali seems to sum up De's brand of feminism when she says: "Men feel terribly threatened by self-sufficient women. They prefer girls like me— dependent dolls— You should try it— see how much more you can get out of him that way." (De,1992).

Objective

The main objective of the study is to study the various facets of new women in Shobha De's novels.

Research Design and Methods

The present research study is an ascetic attempt to understand the realization of the concept of "new women" in India after partition. A case study of her novels Socialite Evenings, Second Thoughts, Starry Nights, Sisters, Strange Obsession, Sultry Days and Snapshots are studied in detail to critically review her fiction and the image of the new woman portrayed in her novels. The novels are categorized thematically to fully explore the new women's image: novels firstly, Socialite Evenings (1989) and Second Thoughts (1996) are based on the themes of family, marriage, patriarchy, identity exploration, fight for sustaining and eccentricity. Secondly, Starry Nights (1992), Sisters (1992) and Strange Obsession (1992) are based on the theme of lust and sex in the Bollywood industry. And finally, Sultry Days (1994) and Snapshots (1995) projects the liberation of women and describes the lifestyle of modern neo-rich people. In the contemporary scenario of discrimination on the basis of masculinity, a research study of these novels will help to broaden and direct our beliefs to pertinent glitches touching women in Indian society.

Shobha De and her New Women

Socialite Evening is the first novel of Shobha De and is about Karuna, the independent and protuberant trendsetter of Bombay. The main theme in the novel is the examination of identity and selfhood. Karuna figures throughout the story her female essence through protest and rebelliousness. De's women are attractive, self-confident and aware of their places and are crafty enough to skin their negatives. Her world changes after meeting Anjali, a socialite, and wife of a rich playboy. The protagonist began to think of a career in films and about vacations abroad. She marries Bunty who is a rich businessman but soon discovers that he is not a perfect "husband material" and gets fed-up with him and eventually announces her break up as, "I didn't want to deaden myself to live." and soon develops an extramarital affair with Krish, her husband's friend. De in this novel has projected marriage as a mere contract and is accepted as financial security by women, rather than corporal or emotional gratification. Her women are anxious about their financial status rather than societal ethics and principles associated with marriage. Her divorce happens when she becomes pregnant and her husband blames her with cheap comments. For survival, Karuna takes up odd jobs and progresses quickly due to her hard work and finally bags the best copyrighter award of the year. Karuna finally confirms her life's philosophy as "single was good for me".

Second Thoughts are caustic glutinous love records of the nineties signifying a middle-class society. The story portrays the realization of a married Indian woman, Maya who is crumpled and compressed between the society ideals which are pulled apart from the other side by the centrifugal acts of her husband, Ranjan. She feels lonely in the metro city of Mumbai as Ranjan becomes indifferent to her and her desires and develops the relation with her college lover Nikhil. Second Thoughts are an astringent saccharine love chronicle of the nineties representing middle-class society. In Second Thoughts, with regard to projecting the consciousness of an Indian wedded woman who is wedged and crushed between the

societal gravities and Rajan's and Nikhil's centrifugal acts. Some of us may experience that if we take a serious view of neglect meted out to women, Maya's affair with Nikhil may be acceptable. She left Rajan when she found that he is of no use to her. The novel also reveals Shobha De's examination of new prospects. The most important aspect of De lies in the prevalence of emptiness and dishonesty in most of the marriages in India; the virile ego, the obedient wife, the domineering husband's mother, the societal pretense and the public frontages. This is an old-fashioned technique where the new women undeniably reign supreme.

De's Starry Nights are concerned with the brawl and existence of a woman in a society starved of sex. It is concerned with the women's tussle for individuality and existence and made them comprehend that there is an urgent need for stopping the pain mutely in helplessness. De is known for having a remarkable psyche of women. The story revolves around Aasha Rani who resists for their intemperate thoughts with all their supremacy in a society dominated by men. They hit back, dissent and contour their fate by living for themselves. Aasha Rani is an unconventional female living for her own desires and has no place for ethics, principles and moral values. Her lesbian involvement with friend Linda suggests freedom from man. Shobha De also strengthens her appeal for deliverance through Sudha, Aasha Rani's sister who is having a live-in relationship with Amar without marriage. Here living together is important and not the custom of marriage. Asha's sexual happenstances with dissimilar men focus her sexual hostility. She conquests men at her own will and annihilates the mythological image of a woman forced by patriarchy.

Snapshot highlights life in a metro society where women are considered equal. The story revolves around Swati, the protagonist because she lies and deceit her friends due to her facetious nature. She took life as a game and always thought to win and if the game goes astray she plans to take revenge from the winner. This instinctive emotion arose in her due to restlessness and discontentment in life. The novelist Shobhaa De has portrayed Swati as an example to an oriental woman who avoids all ways and abject adopted by her to lead a nice and admirable life.

De's Sisters is regarded as hotheaded well known for its 'Pacy chronicle quality' and in its 'seemingly close opinion of ostentatious side' of life in Bombay. It deals with the intellectual skirmish in its unconventional woman character who is wedged between an individual self and a communal self. It deals with the leitmotif of women's scuffle for individuality in the male-dominated world as well as the novel records the misery of a woman in the male-controlled society set up. In this set up, she is canned as a mere item. It is in contradiction of the objectification of female that the writer nurtures her cry. In the novel, reader's happenstance a woman who fights against restrictions of being female and finally thrives in avowing her individuality.

Strange Obsession is an interpretation of elegant fresh super-model, Amrita Aggarwal. Her elegance furs up jealousy in the aristocratic world of showing on her very invasion in Bombay. One day, she lures the interest of a baffling woman, Meenakshi Iyengar (Minx). With the passage of time, her demands of her unwanted suitors raise, her life becomes lurid. The novel whirls around the life and profligate connection of Amrita and Meenakshi. Primarily, it seems to be psychological credentials of erotic captivation of mysterious woman Meenakshi, minx and her disastrous end. Both of them represent the diverse kinds of topology of fashionable metropolitan set up. They seem to be scarcely better than school girls busy in playing adult games. It is because of their activities and dialogues that Shobha De heaves momentous light on the quandary of these two young Women-Minx and Amrita.

In Sultry Days, the protagonist Nisha emerges from the debacle as self-governing and sturdy wished women. She starts recognizing with the glitches and daily errands of the middle class and marks for the wellbeing of the disadvantaged ones. Nisha loves Deb, a womanizer whose sole attention in life is to achieve power and money which is in direct contrast to Nisha's effort to attain recognition. When Deb joins the criminal world of Yashwant bhai, Nisha exposes his underworld with the help of her mother which finally sows seeds of dissonance between him and Nisha.

Conclusion

Shobha De believes in a very frank account of events and writes with a complete open-heart. There is nothing snobbish in her description from the point of view of a story but the conservative Indian community judge her on the basis of sweeping urgings on carnal concerns. Despite all criticisms, her literature has got a perfect reaction from masses around the world. De has become the pictogram of emphasizing different perceptions of women's autonomy and deliverance.

Shobha De's portrayal of modern Indian women characters in her novels are quite different from the tenets prescribed by sacred texts. She unabashedly writes about

the deviousness of women well as the vulnerability of women. A close study of her Deuvre reveals that her women protagonists are products of ultra-modern era who seek to realize their individual worth and do not shy from defying the ancient traditions of Hindu society. Her women characters and their experiences despite their varied names appear to be more human due to fallibility. The women in her novels willingly uphold the responsibility and seek their own salvation. De deftly puts the synchronized themes of love, desire, sexual preference, objectivity and manipulation throughout her works.

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ECONOMIC TRANSFORMATION IN HINDI FILM INDUSTRY

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Keywords: Films, Bollywood, Liberalisation, Industry.

The biggest challenge while writing this paper was the opening lines. There are two ways to write the first few lines. The first being, India is home to multi-crore/multi-million-dollar film industry, it is the world's largest producer of the films, ahead of Hollywood and its value can be calculated in a number of ways and so on and the second being, writing about the 18th December 2018 meeting, Tuesday evening, where a team of Bollywood producers and actors met PM Narendra Modi in Mumbai on his one-day visit to Maharastra and discussed some of the key issues being faced by the film industry in India at large. Rather than following the path of self-glorification, the paper has opted for the self-analytical approach.

Despite being churning the maximum number of films per year, the success rates are extremely low. A very few number of films (fluctuating every year) do extremely well; it includes both types of films: films having high investment and high return and films having low investment and high return. The majority of films constitute the Augean stables, and that what makes it dangerous. Be it high investment or low investment films, no kind of films should come up with losses, if an industry is losing more than its gaining, technically that kind of industry cannot/will not survive. There are many 'myths' associated with film industry and this being one of them.

India received the first exposure to motion pictures in 1896 with the Lumiere Brothers' Chinématographe unveiling six soundless short films at Watson Hotel, Esplanade Mansion, Bombay on July 7, the admission was flat Rs. 1 (one). The man responsible for bringing the Lumière films to Bombay was a French chemist-turned-camera-operator named Marius Sestier. The shows appear to have been well-attended, though there is no information on how many of the theatre's 1,400 seats were filled. The variable pricing was also introduced, the orchestra stall and dress circle was for Rs. 2, middle seats Rs. 1 and 50 paise for back seats. According to Sally Jackson, curator of film at the National Film and Sound Archive of Australia, the screenings were accompanied by spoken commentary. One notable member at Lumière screenings was a photographer named Harishchandra Sakharam Bhatavdekar, popularly known as Save Dada. He was so inspired that he ordered a camera form England and The Wrestlers (1899), one of the very first films by an Indian, also inaugurated the newsreel tradition and exhibited them under Edison's projecting kinetoscope.

The genie was out of bottle, set about fulfilling an ever-increasing number of wishes. In 1913, the first feature film "Raja Harishchandra" was maded by Dadasaheb Phalke, known as Father of Indian Cinema. By 1920s with the Indian film makers producing in total between 25-30 new films per year, Indian film industry had a strong going and this increased to a total of about 200 films a year by 1930, but it was a flourishing cottage industry without the promise of a continuous return. Film makers such as Ardeshir Irani and Chunilal Munim tried to get a bank loan for their projects. But as a completely unrecognized industry, cinema posed a big risk for prospective investors. Also, the whole idea of film making, especially by Indians, was unacceptable to the conservative British. With Gujarati and Parsee Banias as financers, the technicians as well as actors coming from the lower classes, the cinema was ill-reputed form the start.

Form the very beginning, even in studio era, Indian film industry has not been much organised. There was no fixed and reliable system which would have strengthen the foundation but rather there was an apathy towards controlling, distribution and exhibition, it might not have been considered a business at first place or as 'creative' as film making itself, but this attitude resulted in high mortality rate of studios. Additionally, film historians attribute the influx of wartime profits during the Second World War as the single most important factor in the

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rapid decline, with the rise of independent producers as the characteristics of the Indian filmmaking (Barnouw and Krishnaseamy 1980: Binford 1981). There were several other reasons for this economical transformation; such as many financers who were investing in different areas in colonial India were aware of next World War (W.W. II) and were looking for areas to invest. Initially they approached studios, but in fear of losing their creative control to money, studios decided to stick to their own model of investment and return. Most of the technicians and actors were contracted by the studios on a long term-basis, the film producers/studios used to get loans form film distributors against the minimum guarantee that the film would screen in cinemas for a fixed minimum period of with no further liability of the producer or even sharing of profit or loss. This was also the time when studio created some of the stars and a major chunk of audiences started equating the stars with their films.

Several restrictions on the import of raw stock during World War II, and because of new financers/Producers who were investing in film, an army of freelancers (the word is used for professionals as well as for the new financers) and stand-alone filmmakers was ready. These new freelancers, once part of studios, used their contacts and lured other with high remunerations and many started leaving their fixed jobs and earning more from a single film than from what they made in an entire year as a studio employee. Same goes with actors too. This new lot of freelancers could hire not only the studio, equipments but contracted manpower and actors too. One would hardly ignore the fact that was the time when then generation started humming film melodies. The self-sufficiency of big studios was especially hampered when creative team also started moving. The success of "*Ek Thi Ladki*" (1949), directed by Roop K. Shorey and many other films from the same time, gave a new formula for success – the songs. The plot took the back seat, and little thought to their content and quality.

The 1951 Report of the Film Enquiry Committee, a valuable source of information about filmmaking in India during the late 1930s and 1940s, details the fragmentation of production, remarking that the India had "plethora of producers" as compared to Hollywood (Patil 1951:64). In 1948, 211 producers made 264 films, and the highest number of films produced by any single producer was only six (Patil 1951: 65). Nearly 70 percent in 1947 producers – were what Patil Report termed as "newcomer independents". The Patil report blamed newcomers for the besetting filmmaking, the free entry of stray elements is generally held responsible for many of the ills of the industry such as competitive bidding for stars, the sacrifice of the quality in the hurry to complete a picture at any cost, payment of usurious rates of interest, mortgage of a film before it is completed, and also the many 'still-borns' among the production ventures that do not go beyond the stage of first thousand feet or so of shooting. (1951:65)

This economical transformation did not happen overnight. The next two decades ('50s and '60s) saw stalwart individual directors and magnificent actor and actresses. With diversified socio political melodramas, these were the glory years when some of the landmark films in the history made and gained national and international fame. It was indeed the golden era for both commercial and parallel ventures. But nothing remains the same for a long time in a diverse and ever changing country like ours; it was time for another era to begin. The 1970s was a paradox in India. During this period of political turmoil, economic stagnation and civil despair, the era encountered new talent in writing, directing and acting. The by-products were first super star, angry young man, teen sensation *Bobby* (1973), expensive films, adventurous plots and super hit songs with many glamorous stars.

The 80s became too parochial and alternative cinema was not properly distributed or exhibited, although many interesting stories were told but their representation was mostly off-the mark and not much palatable for uninitiated audience. The problem of "free entry of stray elements" producing too many "useless pictures" did not resolve over time and similar criticism appeared in a later state-initiated inquiry about filmmaking – the Report of the Working Group on National Film Policy (Karanth 1980), hereafter referred to as the Working Group. The Working Group characterized film production in India as a highly speculative enterprise because the large number of "ad hoc producers who are attracted to filmmaking largely because of glamour, the possibility of making quick money and the scope which filmmaker offer for sanitizing black money" (1980:16). The consequences of a large number of new producers every year is an erosion of professionalism since they "do not have any expertise in the financial management of film production or an insight into the market for which their film is designed. They also have no definite involvement with the medium of cinema" (1980:18).

The liberalisation, privatisation and globalisation programme, LPG for short, helmed by PM, PV Narsimha Rao and finance minister Manmohan Singh succeeded in turning the country back from the brink of economic ruin.

It freed up Indian entrepreneurship and allowed the country to compete in the global marketplace. Among the beneficiaries of this process of unshackling was Indian cinema. Indian film industry and especially Hindi film industry came out of its cocoon with the return of family values, lavish productions, Indian Diaspora and replacing charming outlaws with their harsh and realistic projection. The word 'Bollywood' became synonymous with Hindi film industry.

The new shifting of economic position not only escalated the aspiration of masses but also reflected the ideological repositioning. The remake of "Nadiya Ke Paar" (1882) made by Rajshri Production into "Hum Aapke Hain Koun ...*!*" in 1994, written and directed by Sooraj Barjatya, not only became the highest-grossing Indian film but also was the first Indian film to gross over Rs.1 billion. An era when lakhs became passé and a crore was casual. For instance, a big ideological change or a complete positive cultural shift in the moral assessment of business and commerce was one of the outcomes.

When one goes through good number of books and research papers, a common element is to be found that, how in this new India with its new found wealthy protagonists have nearly erasure the working class, urban poor and rural dwellers once prominent as protagonists in Hindi films. If one tracks the stories decade wise, the answer lies there. If we look into the economic transformation, or the way 'money' has behaved over these years in our stories, one can't help but notice the dramatic change in the structure of the Hindi films stories since the very beginning. The genesis of our first feature film was a religious story, which gradually shifted towards socialism and nationalism and later towards romance too. The films produced in post-independence era, the characters were either rich or poor, rarely with a suitable explanation. Rich were there to exploit and poor to be exploited without any rewards and only lucky few had the chance to improve their lives.

In 60s, 70s and 80s rich appeared to work and what they accumulated was result of their hard work and sacrifices, though they had money but the price was misfortune and immorality, which was in a way solved in resolution part of the story and he/she was converted into the ardent believer in goodness. That becomes a base for a simple line "Ja Beta Jeele Apani Zindgai" form Dilwale Dulhania Le Jayenge (1995), turning it into a famous dialogue. This is just not a simple line spoken by a father to his son but the struggle of three decades, the belonging, the authority; it is this, that which makes it authentic.

The superlative version the same dialogue was seen in Dil Chahata Hai (2001), where the protagonist just has to join the business, set by his family, and he has the luxury to be sad about anything, like love, because he does not have to worry about anything else, though this randomness was sorted by one of the characters later in Zindagi Na Milegi Dobara (2011).

As we are almost on the verge of completing second decade also, past few years have shows a complete shift in the nature of stories. It's no more about what my family has left for me but about what have I earned, it's no more about a rich guy but a boy or a girl, a man or women, who has got some impossible goal to achieve. He or she may work in an office or may come from a small town anywhere in India. These stories are essentially "Indian", stories which one cannot duplicate anywhere in the world, because its essence is rooted in this soil. One cannot adopt Dangal (2016) in US (you can make Million Dollar Baby (2004) or Creed (2015)) but Invisible Guest (2016) can be made anywhere in the world or in India too. Crouching Tiger and Hidden Dragon (2000) and Bahubali (2015) are essentially specific geography centric stories. That is one of the reasons for super hero films not working in India; either they are low end version of Superman, who cannot fly high or any character of Fantastic Four or other Marvel or DC comic character. Doga (a character form Raj comics) may not become a reality on silver screen as long as he is wearing skin tight latex suit, India is a hot country.

In 1991, liberalization offered many possibilities for filmmaker, from investment to technology, opening first multiplex also, but it took seven more years for institutional financing to become a possible reality. It was a process bricked by cinema industry stalwarts and State officials, led by then Broadcast Minister, Sushma Swaraj. Three years later in 2001, Indian Cinema was formally accorded industry status (Entertainment Industry - Bank Finance for Film Industry, IECD No. 17/08.12.01 /2000-2001, rbi.org). It was a period in which economic liberalization altered the media landscape in India, first with satellite TV and then with multiplex theatres. Since then much has been debated and written about the possible facilitation and effects that liberalization and corporatization has brought for the betterment of film industry. The impetus gave rise to new crop of producers, directors, writers and technicians who did not mind taking risks and slowly but steadily started replacing old business model by incorporating new financial streams. These reforms were believed to solve the pre-existing problems; rather it opened a Pandora's Box of new problems.

At present, banks are no longer enthusiastic about lending money for film making process, an area in which they ventured almost a decade ago, now raising an eye brow for it being uncertain in repayment of loans. Bank loans for making films are for 1-2 years, the interest rate is about 15% per annum – higher than any other loan. There is a reason for banks to shy away from financing, and the bone is "minimum guarantee", which was existing in previous model of recovery, in which producer used to discharge the liabilities to lender (in this case – a bank) as the distributor used to give a minimum guaranteed payment to the producer (though this condition still exists but only for Salman and Amir Khan's film or may be for one or two actors more). In this calculation the loan given by the lender will get paid irrespective of the movie's performance at the box office. But at present the restructuring of sharing between distributor and exhibitor on per week basis has forced producer to make film as good as first or maximum for next week. The negative side of this approach results in shortening the release window, for which the producer has to rely on age old formula of 'masala film' (the recent example is *Simba* (2018), which made its quick bucks on box office. Producers and distributors are no longer interested in higher shelf life of the film because of the money shared between distributor and exhibitor dramatically changes with every passing week and the ounce shifting more in favour of exhibitor. The shortening of release window has forced the producer for alternative recoveries form product and this has resulted into films coming on television within a span of one or two months, a trend which is not practiced anywhere in any film industry. Are we moving towards the culture of 'not going' to cinema?

While exhibitors are complaining about low ATP (average ticket price) as compared to other countries, the decrease in footfall indicates just the opposite. Responding to the state government's affidavit filed in the Bombay High Court that it does not deem it necessary to interfere with the ban on outside food in multiplexes, as it created "chaos" and "security issues", on June27, 2018, the court had asked the government why it could not regulate the exorbitant prices of food items in multiplexes, deepens the debate much farther.

Not long ago, studios were presented as the answer for Indian film industries' enumeration, bad scripts, production delays, over cost and many more, all of it should have vanish with the corporatization of system, but did it really happen?

The point that is to be remembered is films like *Ragini MMS* (2011), *Queen* (2013), and *Neeraja* (2016) would not have been successful, had there been an absence of studio backing, they are unconventional contents. But these are very few examples; many a time industry insiders have publicly lamented the inability of studio bosses to understand the potential of a good movie or the movie business itself. But of course there is a flip side to it also, nowhere in the world do actors and directors pocket over half of a film's entire budget. The protective action against such practise is the clause in the contract "work for hire" and waving off all sorts of rights, including IPR in favour of producer, it's a cat and mouse game.

Films like Mohenjo Daro (2016), Thugs of Hindostan (2018) and Zero (2018) had all the ingredients what it takes to make a blockbuster, but what happened? If it is such a risky business, then why it gets made? What is to remember here is, it is not just film (creative), its film industry and unlike any other industry, it has its calculation in place. When a movie turns out to be a dud, everyone in the chain of production ends up making money – except the studio, and that's precisely the Indian case.

The astronomically high remuneration for top actors, spiralling high cost of production, logistic reasons for low density of multiplexes, lack of transparent data, low infrastructure penetration, foreign films gaining share in the Indian industry and many more issues are part of the long chain. The two points where this long chain is hooked is producer (studios too) and the exhibitor. These are the two centres where much needed debate on taxation and regulations clings.

The alternative solutions can be many which can co-exist with the available infrastructure without disturbing, rather having therapeutic qualities for the present plagued system. First of all, in terms of films our producer need to be educated, the starting point is not which actor can come on board or whom do I know but an eye for the good script, the respect for the writer and payment as per the standard, and then 'the calculation' which script will work and at what price?

Other than existing revenue outlets, injecting "leveraging the ultimate," can be a relaxing and recovery proof model for the investors. To increase the shelf life of finished film product, the battle over revenue sharing between distributor (in some cases the producer can be a distributor also) and exhibitor need to be settled on a mutually agreed upon percentage. Both of them must not forget that they need to prepare for a long drawn challenge called "streaming."

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GENDER STEREOTYPING AND BREAKING OF TABOOS IN ADVERTISING

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Keywords: Stereotype, Advertising, Gender, Product.

A stereotype is a generalized and widely accepted belief about the personal attributes of members of a social category, such as gender, ethnicity, or sexual orientation (Taylor and Stern, 1997). Advertising, act as an agent in reinforcing and reshaping society's norms and believes (Pollay, 1986). In stereotyped advertising, images/portrayals reinforce stereotypes that exist in society at large, such as women being family oriented, or certain ethnic minorities having specific occupations (Eisend et al., 2014). Since decades several studies have been conducted on gender stereotyping in advertising. Few of media stereotypes come with the form of beauty stereotypes these can be observed in the advertisements of beauty products like face creams. These advertisements depict women with fair skin going ahead in their career, become successful and becoming beautiful helps in increasing the self-confidence.

In few advertisements women are featured as a decorative asset. Though women model has nothing to convey related to the product to the target consumers, they are used to make ads more appealing. For example, ad campaigns which are directed only at men like shaving cream or razor advertisement, women models are often used to increase the sales. Indian sentiments are deep rooted in family oriented ads. Here women have been depicted as perfect housewife, caring mother, good daughter in law and sometimes multitasking (managing both house and the office) women etc. But recently dynamics of advertising has been changed. Slowly, the historical stereotypes attached to the social role of men and women are changed. Deeply rooted and assigned social roles from bygone years are changing over the time. Unlike past times, men and women are no longer confined to one particular role in their life. Evolving times have dramatically changed social conventions, which have in turn brought about a change in the way men and women live their life. 70% of the female population now works outside their home and in every field today, whereas men have started to domesticate themselves more than the past, in terms of cooking and taking care of household duties as well as children. Men and women have interchanged their roles and advertisements depicts something totally untraditional (Menon, 2015). Modern advertising media like internet is filled with stories in favour of women and mainly focus on female empowerment, personal freedom and a breaking the taboo kind of themes. Though television shares this credit, such kind of efforts is rarely seen in print media.

Breaking down taboos in electronic media advertising

India is shifting its outlook from socially conservative to Modern India. Advertising market has grasped this behavioural change and has tried to reflect the same through advertising. Many recent Indian advertisements are the mirror for this transformation. Usually breaking down taboos kind of advertisements can be noticed mainly in a few coffee and biscuits advertisements. In BRU and Nescafe Sunrise Coffee Advertisement husband prepares a coffee for his wife. The same scene repeats in Sunfeast Marie Light Vita Ad and here a husband prepares coffee for his pregnant wife. This Ad sends mainly focus on equal partnership of household responsibilities between husband and the wife. It targets contemporary generation.

Touch the pickle is an internet advertisement prepared by whisper and it breaks the taboos related to menstruation periods. #TOUCHTHEPICKLE aimed at educating the urban women and questioning about the impurity. A total 19, 00,000 people viewed the video on you tube and 29,00,000 women pledged to touch the pickle after the campaign. DHFL General insurance has tried to break gender stereotypes with its brand film. This campaign aims at women empowerment and it breaks the taboo that biking is a men's game' (Best Media Info, 2018).

Fair and Lovely Career Foundation started a new campaign #Firstsalary through its advertisement. A dark complex girl sitting in a bank to collect her first salary has been shown in this advertising. Advertisement here

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highlights her confidence to achieve all her dreams. Ad passes a message that `Your first salary doesn't just earn your money; it earns your self-respect.' As a contrary to its own previous ads, Fair and Lovely here emphasises on self-respect and confidence of women than the colour of skin. But in its earlier advisements Fair and Lovely attributes self-respect and confidence to fair skin. Vicks vapour rub advertisement `touch of care' redefines family in contemporary society. The story evolves between an orphan girl and her mother who is a transgender. Influenced by the real life story this ad has a totally different concept. It questions our conventional understanding of a mother and what constitutes a family in contemporary society (Brand Equity, 2017). In Google Duo's `Say aah…' #Betherefromanywhere advertising, father feeds his baby instead of a mother. Mother who works in a MNC helps her husband to feed a baby through video call. Here roles are completely interchanged. Father gives food to baby when wife is busy with making presentations and attending meetings. Tanishq jeweller took a revolutionary move and introduced the concept of remarriage in Indian advertising. Tanishq celebrated second marriage in its Ad (Sen, 2015). This Ad gives new definition to the marriage. It values emotions more than the usual customs and practices linked with the marriage. Broadly these Ads empowered women, challenged stereotypes and brought transgender persons into the mainstream. These Ads redefine equality of husband and wife in the society.

Controversial themes

The `Love it' chocolate advertisement has a completely modern and western outlook. Indians may feel difficulty and embarrassment to accept this concept. Here a boy enters as a new roommate to a home which is already occupied by the two girls. The concept which is unimaginable to Indian society has been displayed here on the screen. More than breaking the taboo, advertisement here focus on attracting young minds towards their product. Similar to `Love it' Ad, Myntra's lesbian Ad `The visit' not well received in India. It created lot of controversy. Here a lesbian couple prepares themselves to meet their parents. The Ad which included flirting and dressing up for the day created ripples on social media. This Ad breaks the taboo of lesbianism in India (Sen, 2015). Fasttrack Ad also follows the footstep of Myntra. It brings lesbian issue in its `Move on' campaign. Here `moving on 'from things that are limiting. This Ad represents several socio cultural issues like Live in relationship and encourages homosexuality (Sen, 2015). Love it, Fast track and Myntra Ad talk about being bold in accepting issues considered taboo. It sends a message that acceptance is left to oneself and emphasises on individual freedom. More than feministic theories, these advertisements are geared up to gain an acceptance from young audience. Advertisers endeavour is to match the taste of new generation and these ads are not driven by the empowerment theories. Though the shadow of Public Service Advertising can observe in these type of advertising, advertisers here aim at meeting the demands of the contemporary society. These kind of breaking taboos and shift in gender stereotyping kind of ads are mainly observed on Internet advertising. Keeping contemporary life style in mind, these ads are particularly created for net users. Whether these advertisings have reached the target audience or not can become a subject for further research. But Print media has not shown much interest in removing social stigma through advertising. Television's efforts to shatter gender stereotypes are often being criticised. But still television advertisements started to move away from the gender stereotypes prevails in the society to female equality.

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