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FROM THE EDITOR'S DESK

This edition of the IJCD addresses an aspect of communication development-communication for social good and development for human well-being.

For people working in research and development, participatory development communication concepts help in the use of effective two-way communication approaches, and methodology to plan, develop and evaluate communication strategies to address many questions.

How can researchers and practitioners improve communication with local communities and other stakeholders? How can two-way communication enhance community participation in research and development initiatives and improve the capacity of communities to participate in the management of their natural resources? How can researchers, community members and development practitioners improve their ability to effectively reach policy makers and promote change?

Participatory action research – or action research involves utilizing a systematic cyclical method of planning, taking action, observing, evaluating (including self-evaluation) and critical reflection prior to planning the next cycle. It is being observed that this form of research is taking a back seat and researchers want to feel content with content analysis. Our journal encourages participatory research and statistical representation. Communication development needs to be actively researched and brought out before the world. It should be able to propagate a change in society for the better.

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Civil Society and Media in the process of Development

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Civil Society

There are myriad definitions of civil society in the post-modern sense. The London School of Economics Centre for Civil Society's working definition is illustrative: Civil society refers to the arena of un-coerced collective action around shared interests, purposes and values. In theory, its institutional forms are distinct from those of the state, and market, though in practice, the boundaries between state, civil society, and market are often complex, blurred and negotiated. Civil society commonly embraces a diversity of spaces, actors and institutional forms, varying in their degree of formality, autonomy and power. Civil societies are often populated by organizations such as registered charities, development non-governmental organizations, community groups, women's organizations, faith-based organizations, professional associations, trade unions, self-help groups, social movements, business associations, coalitions and advocacy groups.

Whatever you call it – civil society, third sector, NGOs, social enterprises – it is the glue in society, a bastion of universal rights and pluralism, a source of citizens' engagement, sustainable development and social innovation across borders and boundaries.

Civil society organisations play a vital role in the development of a country. They contribute to policy shaping by the government by providing input at an early stage of the policy-making process. Civil society organisations also play the role of watchdog, holding public authorities accountable for delivering policies. They help to raise awareness on issues concerning development of the society like health, education, livelihood, etc. They also counterbalance the demand made by the market on the society and environment.

As far as the institutional approach, the UN has a long history of relation with non-state actors (Ó Siochrú, 2002) that dates back to article 71 of its funding Charter. Rules to regulate interaction with civil society actors were afterwards adopted by ECOSOC in 1950 (Res. 288B) and 1968 (Res. 1296), and redefined in 1996 (Res. 31). The mid-1990s was the time

of the growing visibility of NGOs and their growing presence at UN conferences that started with Rio in 1992, and proceeded to Vienna (1993), Cairo (1994) and Beijing (1995). During the Rio conference a first attempt to define the boundaries of the complex reality of 'civil society' was carried on through the identification of major groups, including gender, indigenous people, professionals, Research Objectives:

The broad objective of the study was to find out the fairness of the leading newspapers of Delhi in covering the proceedings of Delhi Legislative Assembly.

Specific objectives of the study were

i. To find out the coverage of Delhi legislative assembly in the Delhi newspapers.

ii. To make a qualitative analysis of the news of the proceedings of Delhi legislative Assembly covered in the Delhi Newspapers

iii. To find out the perception of the press people regarding the adequacy of the facilities for the press people in the Legislative Assembly.

iv. To study the perception of the press people regarding the coverage of the   Legislative Assembly in the Delhi Newspapers.

v. To know the perception of the press people regarding the proceedings of Delhi Legislative assembly.

vi. To find out the perception of the MLAs regarding the coverage of the Delhi Legislative Assembly in the newspapers of Delhi.

NGOs; while the Commission on Global Governance was also considering such developments in its investigation and proposals. In 1998 UN Res. 53/170, speaking about civil society organizations, stated that they could 'no longer be seen only as disseminators of information, but as shapers of policy and indispensable bridges between the general public and intergovernmental processes ...' This path, together with a growing awareness of the need for a democratization of the UN system through a more open and participatory functioning, led to the recent work of the above-mentioned High Level Panel on UN–civil society relations, and its final output: 'We, the People: Civil Society, the United Nations and Global Governance' (June 2004).

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[1] "What is civil society?" Centre for Civil Society, Philippine Normal University. 2004-03-01. Retrieved 2006-10-30.

This institutional approach to civil society landed at WSIS through Resolution 56/183, which encouraged 'intergovernmental organization, non-governmental organizations, civil society and the private sector to contribute to, and actively participate in, the intergovernmental preparatory process of the Summit and the Summit itself'. Throughout the WSIS process the formula adopted was 'NGOs and civil society', thus differentiating between the two and recognizing that civil society is something different (and, as the process demonstrated, less defined) than NGOs.

Media and Communication

Media facilitates communication. Communication, at its basic level, is the activity of conveying meaningful information. It is a process by which meaning is assigned and conveyed in an attempt to create shared understanding.

As communication enables collaboration and cooperation, it can be a vital tool to strengthen democracy, increase the respect for human rights and assure transparency in implementation. By letting more people participate and strengthening the communication between all stakeholders the development process can be improved. However, despite the fact that a planned communication process is accepted as a key factor for success in many fields of the society, communication is still seldom applied as a strategic tool for goal fulfillment in development cooperation. There are two simple reasons for this: one, as communication is a tool, one needs to know how to handle and use the tool; and two: communication to be effective requires more than efficient handling; it requires credibility and of the message as well as the sender. Several other factors related to the sender, the receiver, the message content and the medium through which the message is being disseminated impact the efficacy of communication .

Development

Answer to the simple question, 'what is development' can differ from country to country, for it has subjective, formative and cultural dimensions. Taking these into considerations- attempts have been made to have a universally acceptable definition. Attempts have also been made to quantify concepts like development and poverty. Development can be measured in terms of GDP, calorie intake, per capita spending, per capita energy consumption, etc. But any quantitative measure one applies will have its detractors and critics. Hence, it is prudent to define development with the help of yet another set of concepts: personal and social wellbeing, fulfillment of basic necessities like food, shelter, education, health services, communication facilities; a sense of security, peace, freedom of expression, freedom of choice, etc.

It will be pertinent to look at the UN definition of 'development', which reads: Development is a comprehensive, economic, social, cultural and political process which aims at the constant improvement of the wellbeing of the entire population and of all individuals on the basis of their active, free and meaningful participation in development and in the fair distribution of benefits resulting there from.

The link

Communication and/or media (often these two terms are used interchangeably) is crucial in development – whether in the form of dissemination, guidelines, prescriptions, recommendations, advocacy, promotion, persuasion, education, conversation, roundtables, consultations, dialogue, counseling or entertainment. Sometimes, providing information is the most powerful strategy available. Information is a tool that helps people help themselves, in a 'fishing-pole-rather-than-fish' sort of way. Information is also the lever that people need to hold government accountable and to ensure transparency in participative and empowering processes. As one development communicator has put it 'They say sunlight is the best disinfectant, well let the sunlight in!'

But communication is often about more than providing information. It is about fostering social awareness and facilitating public democratic dialogue. It is about

[2]CLAUDIA PADOVANI & ARJUNA TUZZI, Communication Governance and the
Role of Civil Society: Reflections on Participation and the Changing Scope of Political Action, Towards a
Sustainable Information Society
[3]A list of such factors may include:
Sender: Credibility, Attitude,
Message: Credibility, Comprehensibility, applicability, Tone and tenor
Receiver: Cognitive level, Attitude
Medium: Accessibility, Perceptibility,
Other factors: Cultural homogeneity, Past experience

contributing to evidence-based policy, and about building a shared understanding which can lead to social change. It is about creating space for the voices of the poor to be heard, and, ultimately, it is about redistributing power.

As civil society has been doing it through media (if you take media in the larger umbrella of civil society), it has gained credibility over the years. People believe in what is being told and written and shown on media. They form their perception and then opinion on the basis of information, analysis and suggestion given by the media. It does not happen always, as a number of communication theories have pointed out . But it certainly happens often enough to have vested enormous power on media. Countless number of communication theories have established the fact that media can and do influence human thought and behaviour . From fashion to stardom to creating positive attitude for certain issues- media can influence, and therein lie its power.

The Pitfalls
However, these positive effects of communication do not come automatically. More communication does not automatically mean more development. More communication can simply end up as a form of 'pushing knowledge down a hosepipe, in the hope that at least some of it will come out the other end'. In fact, in certain situations, disempowering or esoteric communication dynamics can dramatically hinder development.

This is why it is important to communicate better. That requires the knowledge about some basic questions like: whom to communicate with, why to communicate and how to do that.

How to communicate better?
This requires clear understanding of several questions. The two basic questions are: communication with whom and why? Civil society is required to communicate in two different semantic spaces: that of internal dynamics within the civil society sector and that of interaction with the official process. A clear understanding of the recipient's profile, their communications need (both felt and latent), their cognitive level and capacity to retain and act upon communication, etc is required.

The other question that needs an answer is: why communicate? Answer to this question will throw light on the purpose of the communication. Communication content and delivery platform should confirm to achieve the purpose of communication.

Mode of Communication
Traditional one-way communication, or dissemination, has long been considered enough to reach objectives in development cooperation. It assumes that the receivers – the citizens – take the information and transform it into action. However, proof has shown that the dissemination method is neither sufficient nor efficient. To be credible communication must take into account the focus on participation and transparency. With participatory approaches, projects, programmes and sector support will belong to those they are set to benefit assuring real ownership.

Modern communication theories rely on building relations, in other words creating a dialogue between those previously seen as senders and receivers. However, exact mode of communication depends on the requirement and ground condition.

Caveat
There are several factors, which impact efficacy of communication. Credibility of content, sender and medium are important for the reception of communication by the intended recipients. Public trust is lost when they are imagined and approached in ways that ignores and devalues their everyday experiences. Distrust happens

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⁴ Rick Davies (www.mande.co.uk).

⁵Theory of Incidental Effects says media has limited effects on its audience. According to this theory media effects are limited to copying of style, mannerism. etc., Reinforcement Theory stated that mass media has limited effects on its audience. It merely reinforces existing values and attitudes.

⁶Agenda Setting Theory says that media can and often do set agenda for the society to follow. Catharsis and Narcosis Theory has it that exposure to mass media particularly A/V media engrosses the audience attention to the extent that it prevents them from taking any logical decisions. According to Cultivation Theory media, especially A/V media tend to induce audiences to adopt perception and values which were constantly portrayed in different programmes.

⁷Barnett, Andrew (4 April 2005) 'Reducing poverty needs an 'innovation system' approach', SciDev.Net, available at www.scidev.net/dossiers/index.cfm?fuseaction=dossierReadItem&type=3&itemid=374&language=1&dossier=13.

when communication fails to address the world as the public recognize it, leaving them feeling like outsiders looking on at a drama that even the leading performers do not care if they really comprehend. Reuters Institute for the study of Journalism did an interesting constructivist study of social life of news. The study highlighted the need for public trust for news. The findings are relevant for communication by civil society too.

Free access to information is another important factor to accord credibility to the information, and ensure transparency which is a significant factor in the process of development. Freedom of speech and expression including freedom to disseminate information is also required. Fortunately we have that in India, enshrined in the constitution and jealously guarded by the judiciary and civil society. Market at times has its own agenda related to development. There could be a conflict here, in which case both civil society and market forces would like to use communication to influence the public. In cases like these, credibility of content and sender play a vital role in influencing the public.

Conclusion

The public sphere is the space of communication of ideas and projects that emerge from society and are addressed to the decision makers in the institutions of society. The civil society is the organized expression of the values and interests of society. The relationships between government and civil society and their interaction via the public sphere define the polity of society. Media plays a very important role in synergizing the large public sphere in the development process. However, much depends upon the credibility and usefulness of the content of communication for the public and the skill of using communication to an end.

[8]Public Trust in the News, Reuters Institute for the study of Journalism, Department of Politics and International Relations, University of Oxford, 2009

Further Resources:

Books:

Hovland Ingie, Successful Communication: A Toolkit for Researchers and Civil Society Organisations, Research and Policy in Development Programme, 111 Westminster Bridge Road, London, SE1 7JD, 2005

Civil Society Media and Global Governance - Intervening into the World Summit on the Information Society, by Arne Hintz, 2009

Communication Development and Civil Society : Essays on Social Development and Civil Society by V.S. Gupta, 2004

Globalization, communication and transnational civil society by Sandra Braman, Annabelle Sreberny in 1996

The politics of civil society: neoliberalism or social left? By Frederick W. Powell in 2007

Articles:

http://p2pfoundation.net/Engaging_Critically_with_the_Reality_and_Concept_of_Civil_Society

http://www.odi.org.uk/resources/download/155.pdf

http://articles.timesofindia.indiatimes.com/keyword/civil-society

http://iamcr.org/members-books-newsmenu-325/545-civil-society-media

http://www.intellectbooks.co.uk/file:download,id=745/Chapter%202.pdf

http://www.hindustantimes.com/News-Feed/india/The-rise-of-civil-society/Article1-683329.aspx

http://www.hindustantimes.com/Search/search.aspx?q=Civil%20Society

Websites:

http://eprints.lse.ac.uk/gcs.html?cx=002144977510494500317:_n5qeshhmvy&cof=FORID:10&ie=UTF-8&q=%22Civil+Society+Working+Paper%22&sa=Search

http://www.undp.org/oslocentre/overview/civil_society_communication.html

http://www.waccglobal.org/en/19963-alternative-communication-networks/963-Globalisation-Civil-Society-and-Communication.html

http://www.un.org/en/civilsociety/

http://europa.eu/legislation_summaries/employment_and_social_policy/antidiscrimination_relations_with_civil_society/c10717_en.htm

http://www.civilsocietyonline.com/

Journalism Education : Opportunities and Challenges

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Abstract :
Journalism is Fourth Pillar of Strongest Democratic country like India. Mass Communication and Journalism Education gives good reporters and media persons for this pillar, as well as Mass Communication and Journalism Education assumes new significance in the developing country like India. After being neglected for a long time, journalism and mass communication courses in India are witnessing a lot of demand from students' intent on pursuing careers in journalism and communication. While the boom in private television channels in the country fuels this demand, it is not unit form across all institutions and the reasons are many. What used to be a postgraduate degree specialization is now also being offered in many institutions as an undergraduate specialization. In addition, there are also
other questions about the level of courses and how they tie into each other, the kinds and consistency of training offered, the course curriculum and duration and the overall quality of the education. While there are a number of other concerns about journalism education in India, Print Media is faithful resource in India. For the both of media , Journalism colleges are providing human resources. It is important that we have to see whether the study of this important faculty is going on correct way or not.

Present State of Journalism Education:
Journalism' education formally began first. In 1938 Aligarh Muslim University started a Diploma in Journalism, which was discontinued after two years. In 1942, the Department of Journalism of Punjab University, Lahore (now in Pakistan) marked the beginning of 'communication/media education' in pre-independent India. This increased in the 1960s when various traditional universities opened either 'journalism' or 'communication' programme`s. Madras University started a course in Journalism in 1947. Calcutta University started a Journalism course in 1950.

Journalism education in India is offered at different levels and in over a few hundred public and private institutions in India. There are different nomenclatures used for the degrees and a number of terms are used synonymously. It is not uncommon to use Journalism, Communication, Mass Communication, and Media individually or in a combination when referring to the degree emphasis. Traditionally, journalism courses have been a postgraduate offering available for   students after their regular (10+2+3) Bachelor of Arts, Science or Commerce degrees, but even though it is a postgraduate. degree it is still termed as a Bachelor's in Communication and Journalism (BCJ) or a Bachelor's in Science (Journalism /or Communication) or a Bachelor's in

Journalism and Mass Communication (BJMC) and a Master's in Communication and Journalism (MCJ) or a Master of Arts (Journalism/Communication) degrees. In addition, there are a number of postgraduate diplomas and certificate courses offered by private institutions. In some institutions now a days they are offering new course of journalism after 10+2 standard it is called 3 years integrated course A number of media houses also train some of their own journalists by selecting potential students with necessary skills and putting them through journalism training workshops and on-the-job training 'intern' programs. Such media houses believe that it builds employee loyalty and increases long-term employee retention rates while also proving cost-efficient. The Times Research Institute, and The Endu School of Journalism are two of the institutions that come to mind. Media Organizations like NDTV, AAJ TAK, IBN LOKMAT, ZEE and others also run on-the-job training programs. Some colleges and Universities are started the new subject of Electronic Media. All state institutions in India offer degree courses in Journalism and Communication and some have institutions that offer journalism courses through distance education courses. Each state also has a number of private institutions that offer degree and diploma courses. Some states also have federal institutions that offer these courses . With the development of globalization and Internet technology, media development in India has entered a new period. Network which spread quickly, timely and interactive gave birth to "citizen journalism", and social media or social networking, which led to the public involvement to improve journalism increase quickly and made professional boundaries of career of journalists blur. Meanwhile, India is now facing a social transition and all aspects of social life has undergone tremendous changes. New media environment, social environment on news media raised new challenges. Mass media not only carry on the role of communication, but also take unprecedented responsibility in playing the role of the social supervisor to promote the development of India. In the new media and social environment, the information transfer mode of the past has changed and journalism education is also facing changes. The University Grants Commission (UGC), an apex institution for providing coordination and dissemination of standards in universities, colleges and research institutions came into being in 1956. By the 1970s, institutions like the Indian Institute of Mass Communication (IIMC), the National School of Drama (NSD), the Film and Television Institute of India (FTII), and the National Institute of Design (NID), all under State leadership, contributed directly or indirectly to the growth and human resource requirements of the media sector in India.

Indian universities, which started journalism as an academic discipline, are increasingly replacing it with 'communication studies' or 'mass communication' in the last three decades. The challenge in the Indian context is also about the medium of instruction in these courses, especially in State-owned universities. That is the reason most universities offer journalism courses in vernacular languages. The only national institute of journalism, the Makhanlal Chaturvedi Rashtriya Patrakarita Vidyalaya (or Makhanlal Chaturvedi National University of Journalism) established in Bhopal in 1990 came into existence via a Bill passed in the Madhya Pradesh state assembly. In the index of the Association of Indian Universities Handbook, which lists 273 university level institutions including 52 deemed universities, postgraduate degrees in communication/media subjects are listed as Master of Arts (MA) in some universities and Master of Science (M Sc), Master in Communication Studies, Master of Journalism and Mass Communication, Master of Journalism and Media Science, in others. More than 20 institutions offer degrees in communication/media, but the number of institutions offering diploma programmes is much higher. Degrees are offered under various names: visual arts, film studies, mass communication, communication and journalism, development communication, mass communication and journalism, communication studies, communication, broadcast journalism, mass media, audio visual media, mass relations. Similar titles are given for undergraduate degree and post graduate degrees.

Currently, the teacher structure, curriculum, teaching methods, laboratory facilities, research mechanism of India journalism education need to carry out comprehensive reforms in order to meet the need of media integration. Too specialized personnel training model has led to some shortcomings in journalism education in India. In the past, the focus of its value orientation is not to educate knowledge, ability and quality all-round development, but how to make an educator only meet an occupation. Therefore, India`s In structure of university education courses, professional education courses predominate. Today, the value of journalism education has undergone a fundamental change in orientation, which begun to focus on practice and ability and encourage academic research. Combination with the industry is producing a variety of new modes of teaching and research. Journalism education need to break the traditional mode of thinking, emphasis on individual education, promote general education, highlight outstanding vocational education, focus on training social responsibility and professionalism of the students, which are present and for a long period the value of education goals of India's journalism education.

The paper focuses on issues of opportunities and challenges of Journalism Education in India, including:
1. The shift role of journalism in the new media environ-ment and the special social context in India and the importance of education reform.
2. The function, values and objectives of journalism education, and factors restricting the development of journalism education issues,
3. The problems of India's journalism education and the reasons..
4. In the context of globalization, how to change journalism education philosophy, values orientation, educational model, curriculum and other aspects to promote the development of country's journalism education.
5. Particular attention will be paid to the change of news values, Media Ethics changes in the media concept and social responsibility in newly emerging social environment in India .
6. To search, Weather the ultimate purpose of Mass Communication training is to build a band of conscious, committed, competitive, courageous and compassionate professionals and nation builders are solved or not.
7. To Examine, The educational institutions were contributed champions of professionalism and public interest or not.
8. To examine, weather The media owners should look forward to recruiting such worthy graduates or not.
Journalism education is popular amongst the Girls than boys "it is mainly because of the explosion of TV in India." However, "there are no teachers and even less lab facilities." these courses are more popular with female students than with male students but feels that there is an increasing need to bring awareness about 'gender sensitivity' among students and faculty. there are other reasons also than just the television media boom in the country, "Journalism was the last choice for students in the past but now has become the first choice as a result of the media boom in the country and of the rapid growth of not just IT technologies but the need for human resource(s) with application skills, with a command over the technology and good analytical and writing skills in any language."
By analyzing the issues above, the paper tries to get an access to reveal the relationship between social development and Journalism education in India.
The ultimate purpose of Mass Communication training is to build a band of conscious, committed, competitive, courageous and compassionate professionals and nation builders. Media institutions must encourage well-qualified, trained, skilled and competent work force in order to enhance professional excellence, accountability and social responsibility.

Challenges:
1 Journalism Teachers ware working with the thinking of 21st century , work with the management of 20th century with facility of 19th century
2. Mass Communication and Journalism teaching, training,

research and extension activities are not properly organized on sound footing of resources and systematic management.

3. Most of the universities have not updated the syllabi in accordance with the changing media scenario.

4. Adequate faculty members who are specialists in various aspects of Communication and Journalism are not recruited

5. The faculty members are not given adequate opportunities to develop higher specialization, skill and competence. In reality, fellowships, scholarships and other facilities are not extended to the faculty members adequately in order to ensure advanced studies, research and professional growth.

6. Lack of trained teachers, infrastructural facilities and upgraded syllabi are the major hurdles in the way of sound Mass Communication teaching.

7. Most of the departments are not getting latest books and professional journals due to financial constraints. They do not have well equipped audio-visual lab, computer lab, photo lab, close   circuit television, Internet facility, departmental library and allied facilities.

8. A major drawback of Mass Communication and Journalism education in India is the lack of   locally   relevant textbooks, professional journals and advanced reading materials.

9. The students are not enabled to acquire practical skills and operational competence on regular basis during their study period

10. Teachers, professionals and policy makers do not work together toward making Mass Communication and Journalism education purposeful.

Suggestions or conclusion:

In the preceding sections I have highlighted some of the major concerns about journalism education in India today. While there are a number of other issues that

need to be addressed, these above mentioned major concerns need to be addressed urgently if there needs to be some relevance to what is being taught in the name of journalism education in India."It is difficult to say ' what is right ' with journalism education in India today. The major things I found in this study is Lack of Industry Collaboration, Lack of Consistent Course Curriculum, and Lack of Resources and Infrastructure in the Journalism Institutions. It is necessary to point out that, the institutions and teachers must know that, journalists called upon to deal with a range of issues that cover anything under the sun, students need to be provided with a strong academic base to facilitate this understanding.

The most important problem of journalism education is how to adapt to the changing media environment and train high-level news media journalists, Journalism education should implement open mode of education. Open mode means openness both in teaching resources and teaching approaches.

1. Journalism colleges should introduce senior media reporters to enrich teaching staff and encourage a wide range of teaching courses.

2. Mass Communication and Journalism education should be planned as an integrated development programme taking it to account the present trends like globalization, liberalization and privatization.

3. Standardization of Mass Communication and Journalism training should be ensured in order to make training in this sector absolutely result oriented.

4. The Departments of Mass Communication and Journalism should be equipped with the state of art facilities and competent manpower.

5. The course contents should be modified in order to keep pace with changing needs of media industry

6. The answer to these problems lies in the creation of a statutory body, on the lines of the All India Council of Technical Education or the All India Medical Council, to govern media education in India. Such a measure will not only standardize media education in the country but also mark a beginning towards becoming world class.

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Digital Networks and Democratic Possibilities
Habermas' Public Sphere in Contemporary E-Societies
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1. Introduction

This essay asserts the relevance of Jürgen Habermas' concept of a public sphere for political engagement via the Internet. It contends that the Internet's openness to popular participation affords greater democratic potential than the traditional media in media-rich societies. Democratic participation on the Internet complements and affects the operations of more formal political structures, adapting to and creating new trends in political engagement.

Section 2 notes the expanding scope of Habermas' public sphere, and the pervasiveness of the 'network' metaphor in his recent work. Habermas (1996) characterizes both the public sphere and civil society as networks. Manuel Castells' notion of a 'network society' extends Habermas' scheme of communicative networks by mapping the latter on to electronic networks. Castells' theory is superimposed upon Habermas' networked public sphere and civil society, and this theoretical complex is applied to new forms of networked political participation. Sections 3, 4 and 5 discuss three types of 'networked politics' – online activism, protest movements launched on Facebook, and civic engagement. The examples in each section draw upon Habermasian and network theory to present certain key features of the public sphere, highlighting the latter's relevance for contemporary society.

Section 3 discusses the Zapatista movement and Seattle protests to demonstrate the public sphere's need for a safe deliberative space, the exertion of influence upon the dominant sphere, the Net-enabled expansion of the public sphere and political agenda, the symbiosis of public and private spheres as a source of empowerment, and ideological diversity rather than absolute consensus as an index of stronger democracy. Section 4 investigates Facebook's potential as a digital public sphere, by closely examining the 2008 protest movement in Colombia against the guerrillas of the Revolutionary Armed Forces of Colombia. Section 5 examines how civic culture and structured civic engagement support and are promoted by the electronic public sphere.

The Minnesota E-Democracy is seen as a successful instance of a civic public sphere, while the case of Amsterdam's Digital City illustrates the public sphere's 'refeudalization'.

Section 6 concludes that the relevance and usefulness of Habermas' public sphere becomes evident through an evaluation of the Internet as a democratic space (albeit with certain qualifications). It observes, however, that further research needs to be conducted on the issue of power within Habermas' networked public sphere. Recognizing and theorizing the inequitable distribution of participatory power in the public sphere would make Habermas' concept more comprehensive and realistic.

2. Introduction: Habermas and Castells – a Theoretical Complex

Habermas' original conception of a public sphere derived from a specific socio-historical context – the emergence of a group within the educated and propertied bourgeoisie of late eighteenth and early nineteenth century Europe, whose public discussions of contemporary culture and politics were characterized by rational–critical argumentation. The critical quality of discourse rather than personal status was the criterion of participation. But the ability to conduct 'rational' argumentation was a product of a high level of education, and participation was effectively restricted to the bourgeoisie (Habermas, 1989, pp. 26–43). The contribution of the bourgeois public sphere to democratic politics was tenuous at best.

More recently, Habermas has conceded the need to admit 'from the very beginning the coexistence of competing public spheres' and to take into 'account the dynamics of those processes of communication that are excluded from the dominant public sphere' (1992, p. 425). The recognition of multiple agents/centres of debate/opinion which are distinct from institutionalized deliberative forums has two key effects: (1) it signifies a shift away from an anachronistic participatory model to one that is dynamic, flexible and better suited to contemporary democracy; (2) it implies a dichotomy and creative tension between 'competing public spheres'

and the 'dominant' or 'refeudalized' public sphere institutionalized in the mass media.

These effects form the basis of Habermas' reformulation of the public sphere as a 'network for communicating information and points of view […] the streams of communication are in the process filtered and synthesized in such a way that they coalesce into topically specified public opinions' (1996, p. 360). The multidirectional network of communication and information exchange constitutes a new site of dialogue and social interaction (nested within but distinct from civil society) that detaches itself from 'the public's physical presence and extend[s] to the virtual presence of scattered readers, listeners or viewers' (p. 361). Quite evidently, for the later Habermas, locale ceases to circumscribe the discursive space: there is far greater openness to 'popular participation', 'the requirements of democracy and the nature of large-scale social organization' (Calhoun, 1992, pp. 3–4).

The idea of a network informs not just Habermas' notion of a public sphere, but also its underlying social structure. For Habermas, 'civil society' mediates between social issues in the private sphere and their transmission to the public sphere. Thus civil society, albeit a medium, is not unilinear but a 'network of associations that institutionalizes problem-solving discourses on questions of general interest inside the framework of organized public spheres' (p. 367). Such a network is intrinsically egalitarian and underpins the democratic potential of the public sphere. In sum, the public sphere is a network that receives the issues upon which it deliberates from other networks of social and information exchange.

Habermas is concerned with the social and communicative capacity of networks. Manuel Castells appears to root his notion of the 'network society' (2004a) within the new Habermasian framework, but goes beyond it by mapping the social–communicative aspect of networks on to the technical–instrumental potential of digital networks:

'A network society is a society whose social structure is made of networks powered by micro-electronics based information and communication technologies.' (2004a, p. 3)

Interestingly, the terms of Castells' analytical frame-

work remain primarily social (though the technical implications are never far from the surface). Just as Habermas implied the reroutable character of networks comprising the public sphere and civil society, Castells notes the 'reconfiguring capacity inscribed in the process of networking' that enables 'the programs governing every network' to selectively re-orient themselves towards or to seek out new entities that may be assimilated into the network in order to enhance its value or performance (2004a, p. 23).

Further, Castells' assertion that the network society operates through a 'binary logic of inclusion/exclusion' which may shift with 'changes in the network's programs and with the conditions of performance of these programs' (p. 23) recalls Habermas' (1992) assertion that the operation of coexisting and competing public spheres is built upon a logic of inclusion within / exclusion from the dominant public sphere; and Habermas' (1996) characterization of civil society as a filtering mechanism for deciding if a subject is of sufficient 'general interest' to be included for / excluded from deliberation in the public sphere.

In a networked social system 'value' is decided by the dominant social institutions (Castells, 2004a, p. 24). Castells posits a realignment of networks to accommodate 'dominant' values: a hierarchy is created among networks on the basis of the transmission of values to them, or their adherence to particular values. This reflects Habermas' distinction between the 'dominant public sphere' of the mass media and decentred, competing public spheres. But a critical difference is the agency Habermas seems willing to assign to the network of public spheres. Habermas' silence about the influence of the dominant public sphere on competing spheres opens up a range of possibilities – from active resistance to alignment with dominant values.

The reconfiguration of the public sphere and the social structure itself as a system of overlapping networks has given rise to a new form of political engagement: 'Networked politics is individualized politics, which tries to connect to many other individuals, suddenly identified as recognizable citizens' (Sey and Castells, 2004, pp. 378). Contemporary democracies are marked by a perceptible increase in and shift to newer kinds of extra-parliamentarian politics that emphasize 'single issues rather than overarching platforms or ideologies', and are more closely related to people's lives and indi-

vidual identities. Engagement with 'lifestyle politics' articulates and shapes selfhood in ways that traditional politics cannot (Dahlgren, 2000a, pp. 311–15; 2001b, pp. 42–4).

The Internet's capacity to create multidirectional networks that can expand endlessly makes it the platform of choice for individual citizens, grassroots organizations, and political entrepreneurs who come together in an autonomous programme to redesign the political process. Lacking any direct control mechanism, the network develops around certain goals specified through deliberation within the network itself. While contributing to the plurality of the public sphere, the Internet also strengthens or stabilizes it, as voluntary participation in an interactive political network is an expression of commitment toward a personal political option. As the examples in the following sections on 'networked activism' and 'networked civic engagement' demonstrate, the use of the Internet for deliberative democracy confirms the dual orientation of participants' political engagement: while they directly influence the political system through their political programmes, they also seek to expand / contribute to the public sphere and civil society and confirm their 'own identities and capacities to act' (Habermas, 1996, p. 370).

3. Networked Activism

Three fundamental properties of digital networks – decentralized access / distributed outcomes, simultaneity, and interconnectivity – facilitate the democratic mobilization of activist networks across geographies. But the power of these 'counterpublic' spheres to negotiate with the dominant public sphere varies. Online activism may achieve the successful passage of oppositional messages 'from the seemingly remote spheres of micro media […] to mass media' (Bennett, 2001, np). Such 'crossovers' constitute the dialogue that Habermas deems necessary for reshaping the public sphere. The subsequent discussion of the Zapatista uprising and the 1999 protests at Seattle against the WTO demonstrate the crossover of messages, the Internet's potential as a democratic space, its ability to nurture counterpublics, and to physically realize virtual activism.

The causes of the 1994 indigenous Zapatista rebellion in Chiapas, Mexico are well documented (Cleaver, 1998, pp. 623–7; Castells, 2004b, pp. 75–82). While e-mobilization efforts initially sought to consolidate pop-

ular support for the Zapatista movement, and construct collective outrage against the Mexican government's adherence to the NAFTA's neoliberalism, the Internet soon began to be used in other innovative ways. On-line conferences and multilingual discussion forums facilitated active deliberation on the plight of Chiapas and democracy in Mexico. Post-1994, the Internet also functioned as a feedback device for people's response to inter/national plebiscites. Over a million people in Mexico participated in the plebiscites, and there were also about 81,000 responses from foreigners from 47 other countries (Cleaver, 1998, pp. 628–30).

The Internet created a corpus of readily accessible and verifiable information about the movement. International observers flocked to Chiapas, and their dependence on the Internet for firsthand and breaking news (with its implicit ideological bias) caused media messages to pass from the alternate to the mainstream mass media, or from the counterpublic to the public sphere. Habermas sees the tendency of counterpublics towards publics as a creative tension, necessary for the expansion of democracy. Paradoxically, alternate validity claims depend on the mass media for their validation and incorporation. As Rucht notes:

'[…] reactions of the mass media are a precondition for the ultimate success or failure of these movements. Therefore, from the local to the global levels, movements struggle for public visibility as granted (or refused) by the mass media. (2004, p. 32)'

Democratic deliberation requires a 'safe space' where 'discourse counter to the dominant' may be developed (Palczewski, 2001, p. 172). The Internet offers a relatively safe space for activists to deliberate and produce potentially subversive discourses, as decentralized, 'leaderless and virtually anonymous […] broadly distributed communication' via electronic networks challenges censorship even if it is closely monitored (Bennett, 2001, np). The safety of virtual space was central to the Zapatista movement, as mass support for the cause could continue to be consolidated online (and by extension via the mainstream media) even when the Mexican army forced the rebels to retreat into the hills in 1996. The most striking use of the Internet, however, has been in linking autonomous movements at regional and inter/national levels. Internet-enabled horizontal collaboration between the Zapatistas have promoted unity through diversity, allowing localized struggles to

articulate common objectives without compromising their autonomy and specificity. The intercontinental meetings organized in Chiapas (1996) and Spain (1997) drew thousands of grassroots activists, greatly enriching democratic institution-building, and expanding the sphere of deliberative democracy. The mobilization of 'overlapping social movement[s]' via decentralized electronic networks thus creates not a 'single unified movement', but a powerful, flexible, and far-reaching 'libertarian network' (Juris, 2004, pp. 352–4).

The anti-globalization movement has effectively harnessed the strategic potential of the Internet to engage with 'non-state, transnational targets such as corporations and trade regimes', and has demonstrated a 'growing coordination of communication and action across networks' (Bennett, 2003, p. 144). The 'Battle of Seattle' that resulted in the closure of the WTO ministerial meeting (1999) in Seattle was a watershed in the movement against free trade. The preceding year, the failure of the Multilateral Agreement on Investment (MAI) had largely been an outcome of the Internet-based campaign of a network of organizations from about 70 countries. Although the online protests were supplemented by their offline counterparts, the Internet helped to cement the opposition that had begun simultaneously in several developed countries (Van Aelst and Wargrave, 2004, p. 100). The anti-MAI movement may be seen as a precursor to Seattle. Other than mass protests, there were several reasons for the failure of the Seattle Ministerial – the North–South divide and US–Europe agricultural divide. But the popular protests had by far the most powerful symbolic value, and were granted further visibility through extensive media coverage (Juris, 2004, p. 343).

The Internet played a major democratizing role in mobilizing opinion and subsequently translating it into action. The Seattle protests were coordinated primarily through email, electronic bulletin boards, chat rooms, online forums, and mobile phones. This form of networking generated physical mobilization on an unprecedented scale – mass demonstrations were coordinated and executed simultaneously in over 80 cities spanning many countries. Throughout 1999 the StopWTO distribution list provided detailed information on various aspects of the WTO, relevant to the protests. Other sites – particularly the umbrella website of the anti-WTO coalition – disseminated information, plans and schedules of protests / demonstrations. All deliberations were conducted in the public domain, and participation in the campaign was open to all. The flexibility and regenerative capacity of electronic networks proved remarkably useful for the campaign's continuity: when authorities crippled the Direct Action Network's (an action group) digital network, a new ad hoc mobile communications system could be re-assembled at short notice (Van Aelst and Wargrave, 2004, pp. 100–102; Hatcher, 2003, pp. 97–8).

The WTO History Project (www.wtohistory.org) at the University of Washington provides personal testimonies of and transcripts of interviews with several Seattle activists. A considerable number of interviewees mention the importance of personal digital media to social movements. All the interviewees draw attention to the sheer plurality of voices within the movement, and the advantages of horizontal collaboration between multiple, widely dispersed groups and individuals. The personal testimonies include accounts of evolving selfhood, and scepticism of the mass media. Stephanie Guilloud, an activist, combines notions of private and public with the circulation of messages in the dominant public sphere:

'As we begin to un-learn the social idea that newspapers and televisions tell us the truth, we see that individual voices are equally as valid and important. Simultaneously, we see our individual lives as connected to a much larger, more complex world. Our singular experiences are one story among thousands. And there were thousands. And we all have a story to tell.' (Guilloud)

The deconstruction of the dominant public sphere does not lead to a simple validation or relatively increased validity of the counterpublic sphere, but to a deeper recognition of the private sphere of the self and its participation in collective social articulation. Habermas describes the inextricability of the private ('individual') and public ('much larger, more complex world') spheres: 'the public sphere draws its impulses from the private handling of social problems that resonate in life histories' (1996, p. 366), and 'problems voiced in the public sphere first become visible when they are mirrored in personal life experiences' (p. 365). Selfhood or citizenship thus entails a blurring of boundaries between the public and the private. Narratives of personal identity replace 'collective social scripts as bases for social order'. Highly individualized identity processes ('our singular experiences') function as 'interpersonal

linkages' as 'network organization begins to displace' overarching systems and institutional hierarchies that hitherto conferred recognition and induced conformity (Bennett, 2003: 146). Habermas' notion of the reflexivity of the internal and the external becomes the basis of Net-enabled creative empowerment or 'networked individualism' (Wellman, 2000, np).

The polycentric and non-hierarchical yet integrated nature of networks opens them to popular participation. While the degree of openness implies respect for diverse identities, the plurality of voices may reflect a plurality of purpose, or the network's lack of ideological coherence. But Bennett rightly notes that openness to divergent views and concerted pursuit of multiple causes while focusing on a common target – rather than ideological unity – could make networked counterpublics particularly effective (2011, np). As a Seattle activist remarked, the protests 'at times with slightly different messages, but with a common goal of democratizing the global economy […] made the "Battle of Seattle" such an important event' (Almeida). The shift from consensus-oriented deliberation to a deeper discrete-issue-based democracy corresponds to Habermas' conceptual shift from the public sphere as a unitary 'realm […] in which something approaching public opinion can be formed' (1964, p. 49) to a network that synthesizes communication flows into 'topically specified public opinions' (1996, p. 360).

4. Facebook and Online Activism

Facebook, while ostensibly a platform for social networking, could function equally effectively as a platform for online activism. It is becoming increasingly common for individuals to create cause-based Facebook pages or groups. Visitors freely post their comments, related videos and news items on such pages, voicing their views, stirring debates, and transforming the Facebook 'wall' into a forum for deliberation, argumentation and discussion. Facebook's global reach, accessibility, and innovative methods of connecting people (by comparing lists of 'friends' and identifying 'mutual friends') allow users to engage with a variety of causes and socio-political movements.

The 2008 Facebook movement in Colombia to express outrage against the guerrillas of the Revolutionary Armed Forces of Colombia (known by its Spanish initials, FARC) demonstrated Facebook's power and potential as a Habermasian public sphere. Between 2002 and 2008, FARC had taken 700 Colombians hostage.

Sympathy and public anger about the plight of FARC's hostages was widespread in the country, as was fear about what the powerful revolutionary army might do next to disrupt civilian life and political processes. In December 2007, FARC announced that it would soon turn over Clara Rojas (a hostage), her four-year-old son Emmanuel who had been born in captivity, and another hostage to the Colombian government. For the media, Emmanuel became a symbol – a promise of freedom from FARC's tyranny. As the media frenzy about Emmanuel's imminent release continued to grow, it emerged that he was not even in FARC's possession. The child had fallen ill a while earlier, had been 'dumped' with a peasant family, and was now unexpectedly in the government's hands, although most government officials including the president himself were unaware of the fact. As news spread via the national and private media, people began to express their disgust at both FARC and the government's handling of the matter, while also expressing their relief that Emmanuel was safe (Kirkpatrick, 2011, pp. 1–2).

Oscar Morales, a young Colombian civil engineer and an avid Facebook user, was surprised to find no anti-FARC groups or activism on Facebook. Responding to the media explosion around Emmanuel's release, on 4 January 2008 he created a Facebook public group called 'One Million Voices Against FARC' with a short description of the group's purpose (quite simply to stand up to FARC) and a logo overlaid with the four pleas 'NO MORE KIDNAPPINGS, NO MORE LIES, NO MORE KILLINGS, NO MORE FARC.' In the course of the next six hours, 1500 people joined the group, and by late afternoon on 5 January, the group had 4000 members. People had begun posting messages and opinions on the group's wall, and many of these generated organized and sustained discussions among members. Members soon began to speak not just of their resentment against FARC, but what they ought to do about it. On 6 January, a consensus had emerged that the burgeoning group should go public, and by the time the group grew to include 8000 members, people had begun to post 'Let's DO something' repeatedly on the discussion board. The creation of a public forum for discussion, the use of the Facebook wall as a feedback mechanism for people's responses, and the resultant public deliberation had set the stage for political action.

Morales and other active members of the group decided to stage a national march against FARC on 4 February 2008, exactly a month after the group's formation. Morales insisted that the march should take place not only in Bogota, Colombia's capital, but also at other locations throughout the country, including his hometown of Barranquilla, and created an event called the 'National March against FARC'. Group members in other cities (such as Miami, Buenos Aires, Madrid, Los Angeles, Paris and others), a significant proportion of whom were Colombian émigrés, argued that it ought to be a global demonstration as they wanted to be involved in the movement too. Group members thus began to plan a coordinated global march (Kirkpatrick, 2011, p. 4).

What followed was a remarkable instance of digitally fuelled activism. According to press estimates, on 4 February about 10 million people marched against FARC in hundreds of cities in Colombia. Almost 2 million others marched in other cities around the world. The mainstream media began covering plans for the upcoming demonstration, with stories focusing intensively on Facebook itself (a new American import in Colombia at the time) as a channel for political mobilization. Print articles and television programmes gauged Facebook's efficacy in terms of the astonishing extent to which it allowed young people to mobilize against FARC without feeling threatened, but rather by drawing courage from the strength of numbers and the magnitude of popular sentiment. (It was particularly surprising that most Colombians who signed up for the movement on Facebook did so under their real names.)

As news and messages swiftly 'crossed over' from the online public sphere to the dominant sphere constituted by the mainstream media in Colombia, the former's scope, scale and membership grew exponentially. A symbiotic relationship was created between the two public spheres: the media drew heavily on the opinions, breaking news and 'demonstration information' provided by the Facebook page, and the admiration and support of the mainstream media enhanced the credibility of and awareness about the Facebook group.
The political establishment also extended its full support to the anti-FARC movement. Local army commanders provided Morales with an armed escort, and mayors and city governments throughout Colombia worked closely with demonstration volunteers to fa-

cilitate the march by granting march permits and sanctioning additional security. Even when the movement had become a media sensation, Facebook remained the central source of information, means of mobilization and promotional tool. Besides helping coordinate a global event and express public outrage on a massive scale, Morales' anti-FARC movement had very real consequences. The joint statement drafted by Morales and his group was broadcast on television all over Latin America. Most significantly, FARC – acutely aware of the impending march – publicly announced immediately prior to the march that they would release a number of hostages, including several former Colombian congressmen. In the weeks that followed, they released many more (Kirkpatrick, 2011, pp. 4–6).

Although Facebook was not designed as a political tool, its creators realized intuitively that if the service allowed people to reflect their genuine identities online, a key aspect of their identities was likely to be their views and passions about urgent contemporary issues (Mezrich, 2010). Facebook's founder, Mark Zuckerberg, would subsequently say that the anti-FARC movement was 'a very early indicator that governance is changing – [and of how] political organizations can form. These things can really affect peoples' liberties and freedom, which is … the point of government. In fifteen years maybe there will be things like what happened in Colombia almost every day' (Kirkpatrick, 2011, p. 8). Indeed, four years after Morales' stunning success, one finds instances of political protest and democratic participation generated, catalysed and sustained by Facebook in every country and community where the service has gained currency.

5. Networked Civic Engagement
Habermas perceives civic culture as the normative bedrock of the 'associational network of civil society'. Civic culture comprises the set of preconditions for all democratic participation. Indeed, the Internet has come to play a significant role in promoting and strengthening civic culture. But it is not that the Internet makes people want autonomy. It is simply that people searching for autonomy tend to turn to the Internet as their medium of choice. Under conditions of autonomous citizenship and the operation of an open participatory, formal political channel, the Internet could begin to transform political engagement.

An open but formal communicative channel implies a

regulatory mechanism to moderate the quality of discourse. While online exchange is often informal and 'tangentially political' but nonetheless sustains 'interpersonal and civic relationships' (Coleman, 2007, p. 372), the moderation of online intercourse can only enhance the quality of deliberation without detracting from the creation of social capital through the network. The rational–critical argumentation among citizens that constitutes meaningful deliberation within the Habermasian public sphere can thus be maintained. The studies that Coleman reviews (2007, pp. 370–371) seem to indicate that 'more formally-structured modes of online talk' yield a more focused exchange and rational–critical debate than relatively unstructured online political talk and Usenet discussions. Departing from Habermas' normative ideal, unstructured Net forums often unwittingly privilege the right to speech over social responsibility, leading to a 'profusion of personal statements framed as evaluative positions' (Pinter and Oblak, 2006). Their claim to democratic communication is superficial.

Moderated democratic deliberation is the critical factor behind the continuing success of the Minnesota E-Democracy's (MED) civic network, which reasonably ganizers of the DDS connected inhabitants and local politicians by linking the City Hall's internal email system with the DDS, and making municipal and other local information available on an interactive electronic bulletin board. Realizing the importance of a focused democratic forum, the DDS's e-discussion groups were moderated by informed specialists (van den Besselar and Beckers, 2005, p. 68).

Although the DDS initially met Dahlberg's normative conditions, it was unable to preserve its autonomy from economic power. From a government-subsidized creative project, it changed into a self-sustaining non-profit organization, and ultimately into a commercial company. There were concomitant shifts in its goals. When profitability became the primary motive, the DDS came to be considered solely from a cost angle, was found unsustainable, and liquidated (2005, p. 67). The latter phases of the DDS's evolution were characterized by 'better services' at the cost of 'citizen participation' and its aspirations to a democratic networked community was at odds with its rigidly top–down corporate structure. The cleavage between the foundation's managers (who held decision-making powers) and the network's members led the latter to abandon

the DDS's democratic functions and use it merely as an Internet service and content provider (Castells, 2001: pp. 150–52)

The collapse of the DDS's autonomy due to the intrusion of economic power reiterates the need for a democratic space that is protected not just from the dominant discourse but from commercialization. The DDS's shift from a participatory civic culture to a consumer culture throws into relief the possibility of the public sphere's refeudalization. The DDS failed as a public sphere because 'rational–critical debate [was] replaced by consumption, and the web of public communication unravelled into acts of individuated reception' (Habermas, 1989, p. 161). Its post-privatization role as a service provider led to a 'sharing of culture' that was a 'joint consumption rather than a more active participation in mutual critique' (Calhoun, 1992: 23). The commercialization of the media fundamentally alters their character and their relation to citizens: an 'exemplary forum' for democratic debate degenerates into just another 'domain for cultural consumption' (Thompson, 1995, p. 74). While Thompson critiques Habermas' concept of refeudalization chiefly on account of its exaggeration of consumers' passivity (1990, p. 116), the possible adverse effects of media commercialization are certainly very real.

'Privatized' forms of participation undermine the deliberative energy of civic networks, but a serious challenge is also posed by other less demanding kinds of political engagement: there is an overwhelming preference for direct individual-to-representative communication, rather than for rational–critical citizen-to-citizen dialogue. But individual-to-representative online services tend to be influenced and affected by those in power – by corporate backing and/or government websites' tendency to 'sell' policies and personalities – thus retarding their overall democratic potential (Dahlberg, 2001b, pp. 619–28). Despite providing a channel for communicating with politicians / political candidates, the liberal individualist model reduces dialogue between citizens, and citizens' engagement with civic associations, thereby impairing the creation of social capital. Individual discourse lacks the rational–critical character developed through debate; and divorced from the possible deliberative outcomes in civil society the individual does not possess sufficient autonomy to significantly alter the political process. Hence individual-to-representative interaction remains largely 'expres-

sive', lacking the instrumental power of the public sphere.

6. Conclusion

The utility of Habermas' public sphere in contemporary media-rich societies becomes evident through an assessment of the Internet's ability to foster democratic deliberation. The features of the Internet as a democratic space (its relation to the dominant public sphere, the private self, civil society, civic culture; its accommodation of different perspectives, promotion of focused rational–critical discussion; and the threat of its commercialization and degeneration into mere consumerism) largely correspond to Habermas' characterization of the public sphere. Although the Internet has 'unquestionably become a major medium in all industrialized societies' (Dahlgren, 2001a, p. 74), and is a better vehicle for extra-parliamentarian politics than the traditional media, unqualified optimism about its function as a public sphere should be resisted. Two provisos must be kept in mind. First, Internet growth has been phenomenal, but its use is still 'far from universal'. Second, using the Internet to discuss / engage with politics is a low priority, as compared to e-mail, information searches and business transactions (Dahlgren, 2001b, p. 47; Sparks, 2001, pp. 83–9). Thus it is difficult to conceive of the Internet as a substitute for formal political structures. But as this essay has shown, it provides an important and (for many) easily accessible deliberative space, embodying significant democratic potential.

Habermas' (1996) reformulation of the public sphere signals a new critical project of rethinking democracy and social structures in terms of networks. Rigorously retheorizing the public sphere from the perspective of social networks could yield important insights. The issue of power, in particular, needs to be problematized. While the bourgeois public sphere was essentially an exclusive power structure comprising the educated and propertied elite, Habermas' networked public sphere seems to elide the question of power, implicitly equating a distributive network with an equitable distribution of participatory power. Dahlberg notes that the relatively open deliberative space of the Internet may be 'colonized' by 'pluralist interest groups' and 'individualist participants' (2007, p. 130). More interestingly, Castells points out that power in networks is controlled by 'programmers' who are able to re/programme networks' purposes and goals, and by 'switchers' who can

'connect different networks to ensure their cooperation' (2004, p. 32). Further research is needed to identify these actors and thus locate the play of power in the context of Habermas' public sphere. While Habermas accounts for external threats to the public sphere (from the dominant discourse, commercialization, etc.), the recognition of possible threats from within would make the theory both more realistic and relevant.

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Role in Media in Empowerment of Women
with Special Reference to Stree Shakthi: A Study in Karnataka

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Introduction:

Development has been one of the major components of the knowledge system in the social sciences. Development is approached in a variety of ways by modern thinkers across disciplines. Scholars, Economists, Statesman, International Agencies such as UN are concerned with the problems afflicting the humanity. Many countries of Asia, Africa and Latin America, middle east have been grouped as under developed countries. Most of the newly liberated nations are gearing up to meet the standards of developed countries. Economists and world leaders are grappled with the developmental realities around the world. The over nous task of eradicating poverty, disease, mal nutrition, illiteracy, pollution is on the main agenda of the newly liberated states. With the establishment of UN, the economic development of member states received a greater momentum.

The emergence of US as a focal power soon after the end of second world was resulted in the need for development of war torn Europe on priority basis. The influence of Soviet Union in the world affairs made US and other capitalists' countries to address the issues pertaining to the development of poorer counties of the world. Most developed countries of the world found it convenient to explore economic solution to political conflicts and strategic hegemonies witnessed the ideological division of the world throughout the 20th century. The communist doctrine of Soviet Union and its growing popularity appeared as a new danger to the new world. The American and other West European capitalist countries opposition to communism were essentially driven by ideology.

American intellectuals were advancing a new theory for the third world nations in order to promote their capitalistic ideas and strategic interests and also a political doctrine to strengthen a geo political, democratic order and the establishment of a human right ideology free from communist influence.

American private institutions and the generous economic assistance from the US government encouraged scholars to find new answers to alleviate the poverty of the world. As a sequel to this a new area of study as a branch of modern economics, modernization and development caught the international attention. The disparity between developed and underdeveloped countries, rich and poor of the world, economic hiatus between North and South, cultural division across East and West old and the new, became a new reality in the 20th century. The Western and European countries turned out to be a role model to emulate for the rest of the world in order to attain economic prosperity and standard of living and lead a quality life.

Emergence of Development Communication: Development communication is a latest idea to receive international acclaim. A number of UN sponsored agencies and development organizations who are interested in the spread of education and literacy in accomplishing development goal.

Mass Media were seen as harbingers of non-formal education and development multiples in many Apro – Asian countries. Development communication received a wider recognition and a new weapon of socio economic development of the third world countries after second world war. The US leadership promoted the post world war global economic to check the spread of communist doctrine. US dominated world economy and the success of German and Japanese growth model was seen as a check mate to the socialist growth model. A few social scientists from US, a few psychologies and communication scholars from Europe advanced the case for exploiting mass media for advancing social change and economic development.

Development communication as a concept was defined by Prof. Nora. C Quebral 'As a process of transmitting and communicating new knowledge for t he development of rural environment and rural people'. (R. Barker, 2001).

The theoretical back drop of communication and development was first visualized by Daniel Lerner in the middle Eastern context (Daniel Lerner, 1958).

Lucian Pye, a distinguished political communicator theorized the political implications of the development

process (L. Pye, 1963).

Wilbur Schramm the distinguished communication scholar attempted a scientific analysis on the role of communication in development process. (W.S. Schramm, 1965).

Empowerment:

The concept of empowerment is analogous to the theory of development. Empowerment is one of the new idioms not only for development discipline but also gender justice as well. Empowerment is broadly used as a process by which people will have total control over those factors which affect their lives.

Empowerment has special significance in the gender studies. More so in the context of economic empowerment of women. The overall growth of women as members of the society who are politically active, economically productive and self reliant, who are capable of realizing their ambitions.

Most development communication thinkers have assigned greater importance to empowerment as a means of developing women talk b8y enabling them to acquire knowledge, power and experience.

Review of Literature: Ila Joshi's 'Communication strategies of NGO's for Women Development' throws light on Role of Voluntary Organizations, Print media, computers, television, radio and telephone for development of women.

Kiran Prasad in her work 'Women Media and Society: Recasting Communication Policy' focus on the role of media in progress of women and assist them in their march for a better quality of life.

'Women's Empowerment and Mass Media: The Kerala's experience is a study conducted by P.s. Geetha Kutty which inquires into the concepts and approaches for women empowerment.

Manisha Joshis 'Communication and Women's Empowerment in Uttaranchal' is a study which deals with the analysis of secondary status of women.

Prof. P. Leela in her study 'Globalization and Empowerment of Women' stresses on the importance of globalization in accelerating the economic development and reduction of poverty'.

K. Seethalakshmi is her study 'The Perceptions of DWCRA Beneficiaries: A case study 'reveals that a vast majority of the beneficiaries considered that the DWCRA program had a positive effect on their lives

and the beneficiaries were satisfied with the program. 'Empowerment of Women of four different occupational categories' is a study done by Everett. J. and Savara. The study throws light on the role of employed women in the decision making process. Economic empowerment of women plays a major role in effective participation of women.

A study by Srinivas R. Melkote on 'Case Study of T and V projects in gap in development highlights that communication is resource in development. It must be tailored t o the wants, needs and problems of the recipients of that communication.

Role of Media in Women Development: Women form an important segment of human population. The development of women is closely linked to the development of population. Historically it has been observed that women have been subjected to exploitation by the society. Throughout the world women have been struggling to establish their supremacy in the social hierarchy and family structure.

Indian society is highly sensitive to women empowerment process. Women who constitute 50 percent of the world population do not share equal opportunities therefore, their status is very pathetic.

Gender problem includes lack of facilities such as provision of equal rights, equal opportunities, unemployed and equal responsibilities, social political empowerment and above all a life full of gender dignity.

Women empowerment has been truly a global effort. Various international bodies are in the forefront to globally improve the standards of living conditions of women. International economic organization such as IMF, world bank and various UN bodies have initiated number of projects as part of the development of various developing nations across the globe.

Both Central and State governments have developed a holistic approach to the advancement of Indian Women and also crucial plans and programmes for the all round progress of Indian Women. The ministry of Rural Development, Health, Education, HRD and other government departments have a number of programmes aimed at the development of women.

A series of important programme have been launched by Central Government it includes Mahila Kalyan pro-

grammes, Nari Seva Sadan, working women's hostel, Marriage Grant, Community Centre, Mahila Vikas Nigam, Widow pension, Indira Mahila Yojana, Swarnajayanthi Gram Swarozgar Yojana, Indira Awaz Yojana (IAY), etc.,

Karnataka State Government has been in the forefront of women empowerment among the Indian states. The Women and Child Welfare department has various women empowerment programmes like Karmani Project, Udyogini Programme, Marketing Assistance Scheme, Women Training Programme, Devadasi Rehabilitation Programme, Lambani Kasuti Programe, Santhwana, Jaagruthi, Swashakthi etc.,

Stree Shakthi: Stree Shakthi (Women Empowerment), a highly successful and a popular programme for women empowerment sponsored by government of Karnataka.

Stree Shakthi was conceived originally to help women realize their aspirations. The target group was members of self help groups especially women living below the poverty line, landless agricultural laborers, women belonging to SC/ST community women belonging to families with alcoholics, d rug addicts etc.,

It is implemented throughout the state in all the villages of about 175 taluks, to benefit about 20 lakh women who belong to one lakh self help groups.

The main objectives of Stree Shakthi:

1. To improve the status of rural women economically.
2. To Strengthen financial and social status of women.
3. Increase Income of poor women.
4. Eradication of poverty
5. Create financial stability.

The Present Study: The present study is an academic examination of the relationship between Stree Shakthi, a women empowerment project and mass media.

OBJECTIVES:

1. To Study the impact of Stree Shakthi programme on the empowerment of rural women.
2. To study the cognitive level of the beneficiaries of Stree Shakthi projects in respect of communication, media channels, access and utility.
3. To examine the cognitive level of the Stree Shakthi beneficiaries concerning the context and information aspect of the programme.
4. To analyze the efficacy of the communication strat-

egy adopted in the Stree Shakthi program implementation.

5. To evaluate the benefits derived by target groups in terms of socio economics outputs and knowledge and attitudinal outputs.

RESEARCH DESIGN:

The present study has been designed in order to collect data to validate the limited effects theoretical postulates in the context of women empowerment programmes namely Stree Shakthi.

The study has been designed around what role media could possibly have on the success or otherwise in an empowerment project.

The design has been tailored to seek the answers for the study objectives. Therefore, a survey research has been chosen as a method to collect data. The study has been constructed as ex-post facto research design within survey method. Ex-post facto is a systematic, empirical enquiry in which dependent variables have not been directly manipulated.

SAMPLING PROCEEDURE:

Random Sampling Procedure was used for the selection of the respondents. A stratified random procedure was used in the select ion of districts. Out of 27 districts four districts were chosen. Kolar, moderately developed, Mandya highly developed, Gulbarga and Dharwad a comparatively less developed were chosen for study.

FINDINGS AND DISCUSSION:

The study 'Role of Media in Empowerment of Women with special reference to Stree Shakthi – A Study in Karnataka' has been conducted by following post facto research method. The empirical data was collected based upon the interview schedule. The data has been collected from 8 villages (two villages from each district) of 4 districts namely Kolar, Mandya, Dharwad and Gulbarga.

The interview schedule consisting of 47 items administered to 500 respondents generated basic data.

Table 1.1: Demographic profile of the respondents:

Indicators	Total	Percentage
Age		
18 – 20	24	4.80
21 – 40	336	67.20
41 and above	140	28.00

Educational level

Illiterate	---	---
Primary School	110	22
Middle School	48	9.6
High School	48	9.6
PUC	83	16.6
Graduation	14	2 – 8

Marital Status

Unmarried	32	6.40
Married	412	82.40
Divorced	7	1.40
Separated	8	1.60
Widow	41	8.20

Family Occupation

Agriculture	187	37.40
Landless agriculture	71	14.20
Laborers	0	0
Wage laborers	125	25.00
House wife	88	17.60
Any other	29	5.80

Table 1.1 reveals the following information:

Age: 67/2% of the respondents belong to the age group of 21 – 40, about 28% belong to above 41 age group. Only 48% belong to the age group of 18 – 20. Therefore, women category are more in number.

Education: The present study has revealed that the level of education is quite promising as more than 60% of the respondents are literate and educated across the state.

Marital Status: 82/40% of respondents are married only about 6.4% were unmarried. Only about 6/4% was unmarried. It is very interesting that educated and married women have taken Stree Shakthi as an important empowerment tool.

Occupation: Most of the respondents belong to agriculture as their family occupation (37/4)%. About 25% are wage earning laborers followed by housewives (17.6%). 14.20% of them are landless agriculture workers. A large segment of women belong to the working class.

Table: 1.2: Socio – Economic Profile of the Respondents.

Profile	No's	Percentage
Religion	---	---
Hindu	474	94.80
Muslim	16	3.20
Christian	3	0.60
Any other	7	1.40

Indicators	Total	Percentage
Caste		
SC	154	30.80
ST	81	16.20
OBC	139	27.80
Others	126	25.20

No. of children

0	65	13.00
1	62	12.40
2	134	26.80
3	105	21.00
4	67	13.40
5	36	7.20
6	18	3.60
7	9	1.80
8	2	0.40
9	1	0.20
10	1	0.20

Family Income

Less than 1000	86	17.20
1000 -2000	185	37.0
2000 – 3000	147	29.4
3000 – 4000	42	8.4
4000 – 5000	29	5.8
5000 and above	11	2.2
Total	500	100

Religion: It is an important sociological characteristics required for any analysis. True to the National profile majority of the population in the rural parts of Karnataka are Hindus (94.8%) while Muslims constitute only 3.2%, Christians accounted for only 0.60% while 1.40% belonged to other faiths.

Caste: Caste wise, scheduled caste, population have taken up Stree Shakthi programmes in a bigger way, 30.80% of the population belong to SC followed by OBC's 27.80%, ST 16y.20% while 25.20% belong to other communities.

Socio Economic Profile: Socio Economic profile has revealed that a large percentage of the respondents belong to SC (74%) who are socially disadvantaged are naturally attracted to empowerment programme in a way they are the target beneficiaries.

Number of Children: Majority of the respondents 26.8% of the married women have 2 children and about 21% had 3 children, about 13.40% had 4 children, 12.40% have one child.

Family Income: Income is an important demographic variable in any study. Family income reveals the economic status of Stree Shakthi stake holders.

Table 1.3: Media Exposure: Print / Electronic / New Media

Time Spent	No's	Percentage
News paper		
15 minutes	105	21.0
30 minutes	64	12.8
60 minutes	18	3.6
61 minutes and above	7	1.4
Total	194	38.8
Never Read	306	61.2
Magazine		
15 minutes	30	6.0
30 minutes	12	2.4
60 minutes	2	0.4
61 minutes and above	3	0.6
Total	47	9.4
Never read	453	90.6
Radio		
15 minutes	42	8.4
30 minutes	72	14.4
60 minutes	97	19.4
61 minutes and above	103	20.6
Total	314	62.8
Never read	1.86	37.2

Time Spent	No's	Percentage
Television		
15 minutes	28	5.6
30 minutes	56	11.2
60 minutes	93	18.6
61 minutes and above	275	55.0
Total	452	90.4
Never Read	48	9.6

The study revealed that more than 61% of the respondents do not read the news paper in the study area. More than 90% of the respondents never read a magazine. It may be presumed that illiteracy and the economic considerations may be responsible for the poor readership of the newspaper and magazines.

Television and Radio have better viewer ship and listener ship. About 62.8% of the respondents listen to radio and about 37.2% never listen to radio. More than 90% of the respondents view television and only about 9.5% do not view television.

The present study reveals that television is watched more regularly in spite of their low income, rural background and less educational back ground. Television is the most popular mass media by claiming maximum viewer ship.

Even district wise television has the maximum viewership in all the four districts.

Table 1.4: Sources of Information on Stree Shakthi Programmes:

Source	Mandya		Kolar		Gulbarga		Dharwad		Total	
News paper	2	1.6	15	12.0	14	11.2	85	68.0	116	23.2
Magazine	0	0.0	2	1.6	0	0.0	31	24.8	33	6.6
Radio	47	37.6	30	24.0	20	16.0	94	75.2	191	38.2
Television	87	69.6	65	52.0	54	43.2	103	82.4	309	61.8
Telephone	17	13.6	4	3.2	6	4.8	14	11.2	41	8.2
Internet	0	0.0	4	3.2	2	1.6	3	2.4	9	1.8
Aganawadi	120	96.0	110	88.0	94	75.2	109	87.2	433	86.5
Govt. org.	32	25.6	41	32.8	39	31.2	11	8.8	123	24.6
NGO's	17	13.6	26	20.8	46	36.8	13	10.4	102	20.4

Table 1.4 reveals that Anganawadi workers and organization have been most important source of information on Stree Shakthi source programme. About 86.6% of the respondents have indicated that they consider Anganawadi as the best source of information on Stree Shakthi followed by Government organizations and NGO's.

Among Mass Media Television was been a popular source of information for about 61.8% of the respondents followed by Radio 38.2% and news paper 23.2% of the respondents.

Table 1.5: Respondents Assessment on the role of mass media in the success of Stree Shakthi programme.

Types of Media	Excel-lent		Moder-ate		To some extent		Do not know		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Print (NP/ Mag.)	29	2.9	96	9.6	91	9.1	784	78.4	1000	1
Ele. media (Radio / TV)	237	23.7	176	17.6	221	22.1	366	36.6	1000	100
New media (Tel / Inter-net)	23	2.3	26	2.6	22	2.2	929	92.9	1000	100
(An-ganawa-di/ Govt. Org/ NGO's	380	25.5	306	20.4	188	12.5	926	41.7	1500	100

The study has focused its attention to evaluate whether mass media have played any major role in the success of Stree Shakthi programme in the Karnataka State. Interpersonal channels are successful in comparison to mass media. Anganawadi workers have been rated as excellent.

Among mass media television has been assessed as excellent by 27.2% of the respondents followed by Radio (20.2%)

Broadcast media are more effective than the print media in the success of Stree Shakthi programme.

But the interpersonal media have played much greater role than mass media.

MAJOR FINDINGS:

1. Stree Shakthi has attracted slightly older age group of participants.
2. Above 60% of the respondents are educated.
3. Majority of the respondents come from agricultural background.
4. Majority of the respondents have income less than 3000 / month.
5. About 63.8% of respondents are exposed to television.
6. Television is the most widely owned, accessed and used.
7. 90% of the respondents own television, 64% radio, 36% telephone
8. Role of SHG's in empowerment process is remarkable
9. Interpersonal channels are rated as important source of Information (22.6%) and Television (33.4%)
10. Electronic media are more effective than print media in success or Stree Shakthi programme
11. Interpersonal media have played a more effective role than mass media.

CONCLUSION:

Mass Communication has played a major role in the development of our country. Communication has played a very major role in making Stree Shakthi truly an empowerment project. Mass media have made inroads into the lives of women. It is the interpersonal media which have contributed for the qualitative changes in the lives of rural women. The role of mass media is comparatively negligible with the exception of television. However, the empirical data has revealed the significant role played by mass media in securing economic progress, social empowerment and political power. mass media have become part of the lives of rural women ever though mass media particularly television is being used predominantly for entertainment purpose.

The present study supports that mass media can play a very vital and effective role in realizing socio – economic objectives and goals.

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Can New Media be a better tool for Governance?

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Abstract:

Given the unique characteristics of the New Media, the technology offers real opportunities for democratization and political transformation, especially in societies where the basic rights of freedom of expression and the press are constricted by state control. This paper seeks to challenge this main assumption by examining the impact of the Internet along with the politics surrounding its use in Asia, with specific attention to the cases of China and Singapore. This paper postulates that in the cases of certain authoritarian regimes such as China and Singapore, not only has the presence and use of the Internet failed to spawn strong opposition movements, but authorities in these states have cleverly entered the domain of online expression and have utilized the technology to improve governance and control of these societies.

Introduction:

Throughout the 1990s and onwards, there has been a growing body of literature on the impact and implications of the Internet and New Media on democratization and governance as the Internet has evolved to become a central component in liberal individualist visions of electronic democracy. Many have advanced the case that the Internet, unlike any other mode of communication, is immune to government control; many contend that the World Wide Web will destroy hierarchical orders of authority, stifle any restrictions placed on it and unleash the free exchange of information and ideas worldwide. In short, it will precipitate the demise of the state and democratize regimes heretofore resistant to political change. The Internet is a potentially powerful feature in this debate as it is a prominent part of the convergence and world-wide impact of the "knowledge explosion" wrought by new sciences and technologies. In a time of momentous change and instant communication, the compartmentalization of the world is gradually dissolving, making it increasingly difficult for the political elite to isolate its people from such change. Indeed, many democratic theorists postulate that the information revolution will force open political and social systems as governments will need to develop more tenable concepts, policies, programs and institutions by which they can deal with said change. One of the major deficiencies in past research is that they make generalizations on the political impact of the Internet based on the technical and architectural features of the Internet, thereby abstracting and de-contextualizing the technology from the national and political contexts in which it was introduced. An examination of the experiences of China, Singapore and Iran will show that the technology does not produce uniform and undifferentiated effects across varying countries and contexts. There is a real need to embed research in this area into the national political context; to understand Internet use and its impact on developing nations, we need to adopt an approach that takes into account the numerous socio-political factors and variables that intervene in the political use of the technology. The paper is primarily concerned with and will define 'civil society' as the collection of activities which can be identified as strong opposition movements or an agitation against the state and government actions.

I strongly argue that while the Internet has engendered greater political and social awareness, ultimately, it cannot be said to be a democratizing force. Experiences in the use of the Internet in several Asian countries reveal unforeseen dynamics which have not been captured by a large body of literature and studies which focus primarily on North America and Western Europe, where democratic traditions have been entrenched for centuries. In this paper, I am making two main contributions. First, I advance the argument that in the case of China and other authoritarian and semi-authoritarian states such as Singapore, the development of Internet technology and its use, have failed to engender democratization or more active opposition movements. Contrary to prediction, the very reverse is in fact happening, whereby state authorities are emboldened and enriched by the Internet and have begun to see and use the technology as a vital tool for governance and control. Secondly, I identify a number of conditions which contribute to the strengthening of the authority of the nation-state, making it possible for certain governments to suppress online activism. The first and perhaps most important of these conditions is the ability and foresight of certain states to put into place the necessary legal and regulatory mechanisms to prevent and stop the medium from straying into impermissible territory. Those states which had the foresight to enact strong controls before the proliferation of Internet technology have a clear advantage over those which do not have such mechanisms in place and are merely reacting to any changes and advancements in the technology. Another crucial condition for success is the proper use of e-government. Those states which recognize the political

and administrative benefits of the Internet are now taking and streamlining government operations online, thus putting those with a more sophisticated understanding of the potential of the medium at a distinct advantage.

The New Media as a Democratic Tool:

Since its inception, the Internet carried with it an anti-authoritarian feeling and was envisioned by social scientists, politicians and communication practitioners to be a potentially liberating and democratizing force in the world. As part of a wave of new advances made in information technology, the Internet was regarded as a particularly potent instrument for the spread of pluralism and democracy in countries where constrictions are placed on political debate and participation. The rapid and dramatic expansion of the technology globally has captured the imagination of scholars and led to predictions that the Internet will break down political control and usurp the tight-fisted reign of authoritarian rule.

In current literature, the relationship between the Internet and democracy has been clearly and often cogently delineated. Some of the characteristics that are said to be central to the Internet's ability to corrode totalitarianism include first and foremost, its ability to erode physical and political borders as information bits travel along fiber-optic cables or over satellite bandwidths and mushroom to reach millions around the world. The open-ended, decentralized structure of this medium then allows for the rapid dissemination of information not previously seen with other forms of print and broadcast media. The speed of the Internet's development and diffusion will likely elude central government control or at the very least, render it extremely difficult for states to cope with. With the world's information resources now readily available within reach and with the cost of publishing one's views having rapidly diminished, this new powerful new mode of free expression is predicted to be ground-breaking for many societies. But more than just free expression, the Internet provides the ideal venue for individuals with like views interests to freely associate, share information and jointly advance their agendas – political or otherwise. And it is this particular characteristic of the Internet which is said to pose the greatest challenge to dictatorial regimes as the empowerment of citizens is said to bring about the slow erosion of authority generally. Related to this then, the Internet thereby crucially limits the ability of governments to regulate the activities in which citizens engage online. Lawrence Lessig of Harvard Law School contends: "Borders keep people in and hence governments could regulate. Cyberspace undermines this balance… (and) escape from regulation becomes easier. The shift is away from the power of government to regulate and

toward the power of individuals to escape government regulation." More generally, the Internet acts as a powerful enabler of education – a crucial foundation of democracy. It permits access to a vast array of information from global sources, increasing the ability of citizenry to bypass state-controlled media and to think outside the political parameters established by the government. Newspapers, articles and even books are made available for online scrutiny, a haven of knowledge for a growing middle class. The Internet is also believed to have the power to bring about government change, forcing the state apparatus to become more democratic. As those countries which insist on maintaining nineteenth-century methods of conducting business will be doomed to failure, many states will be forced to take their daily business online, thus making government information more readily accessible and transparent to citizens. This opens up a line of communication and information sharing between state officials and the citizenry not previously available.

Is the Authority of Nation at Stake?

The imputation that there is an inherently political character to the Internet is ultimately erroneous as its impact cannot really be separated from human use of the technology or be abstracted from the national and political contexts in which it is introduced. The experiences of Singapore and China testify to the fact that the mere existence of technologies such as the Internet has little or no relevance for democratization, unless other necessary and critical conditions are also in place. The purely technical characteristic of the medium along with its glorious democratic potential cannot be extrapolated from the socio-political factors and variables that drive uses of such technologies in specific ways and contexts. While in theory, anyone may access and share political and controversial news online, this potential is still limited and manipulated by coercive instruments which are at the disposal of the state machinery. In countries with weak or nascent democratic traditions, the inherently global structure of the Internet clearly has not eroded the power and authority of the nation-state to take action against media coverage that is critical of a nation's practices and political establishment. In the cases under study, China and Singapore serve as potent examples of authoritarian regimes which have exercised their power to establish very effective controls over the Internet and which, to the chagrin of many, have managed to utilize the medium to further state goals. Both states had the foresight to establish strong legal and regulatory mechanisms in order to guard and govern online activity. There is a definite sense that while authorities in these countries are actively promoting Internet technology, any such progress is very much

controlled and manipulated by the government in power. These states appear to recognize the benefits of the Internet and have embraced it as a state tool to help streamline and strengthen governmental operations and functions. In the case of China more so than Singapore, authorities have also managed to pacify both domestic and foreign Internet media actors, ensuring that cooperation from this sector is rewarded with government support for continued business in the country. A crucial characteristic that these states share is the ability to stay ahead of the game by utilizing their technological and organizational savvy to mollify both the public and Internet media. As a result, the vast majority of Singaporeans and Chinese appear to have fallen into a state of complacency. Some may remain ignorant of the state's control and manipulation of online content but it would be fair to say that many simply do not care. For the average middle-class individual, the cost of dissent is prohibitively high; with self-censorship being the far the more pragmatic course of action. Iran appears to challenge the claims of the paper by serving as a contrast case which illuminates the reasons behind the failure of some developing countries to control the Internet. The Iranian government has operated under a set of political and social circumstances which contrast greatly from those of China and Singapore. In the initial stages of Internet development in the country, authorities there actively welcomed the unfettered growth of the technology; Iran is then in a much weaker state as controls are more difficult to implement once the technology has blossomed. And not only does Iran's control regime lag behind those of China and Singapore, but the country have not displayed an understanding of the importance of e-government. In short, Iranian authorities have not utilized the Internet with the brand of creativity and imagination that Chinese and Singaporean authorities have displayed. And perhaps more importantly, the citizens of Iran and most especially, its youth, are hungry for political and socio-economic change and they are taking their opinions online. This concoction of forces means that Iran has not managed to successfully utilize and reign in online resources and will continue to find itself more exposed to protest than its Asian counterparts.

Can you regulate the New Media?

Developments in the Asian Internet landscape undoubtedly belie the notion that the Internet eludes all forms of regulation and control. In this context, states have managed to put in place the necessary legal and regulatory mechanisms to stop the medium from straying into impermissible territory. National security and stability, the preservation of moral and ethical standards along with the need to punish violators of the law have constituted

some of the stronger arguments in favour of regulatory mechanisms. When the Internet was first introduced into China, it was bound by few rules and regulations; but once the number of users began to climb, authorities realized its vast potential and sought to rein the new medium in. The development of the Internet has been placed under the control of three government agencies: the Ministry of Information Industry (MII), the Chinese Academy of Sciences (CAS) and the State Education Commission (SEC), with the MII holding the majority of the responsibility for regulating its growth. Much of the concern surrounding the use of the Internet is the exposure of citizens to potentially subversive and damaging online content. Given that the state has long had restrictions on the spread of material related to pornography, gambling and anything deemed "counterrevolutionary," the Internet posed a very real threat which the government was ready to combat.

In order to suppress undesirable online content, the government has employed a complex system of surveillance and punitive action as a way of promoting self-censorship among the public. The state has managed to control the actions of Internet Service Providers (ISPs) and Internet Content Providers (ICPs), placing responsibility for infractions of regulations at their door. All ISPs must obtain an operating license from the MII and keep meticulous records of each customer's account number, phone number, IP address, sites visited and time spent online. With the proliferation of Internet cafes across the country, the government has sought to supervise their activities as well, expecting that owners will generally police themselves and comply with regulations. For those websites which have managed to bypass filtering through these various stages, the Ministry of Public Security (MPS) reportedly employs over 30 000 human monitors or "cyber-police" to scrutinize online content. Violations of government regulations have met with strong punitive measures. Websites which did not obtain government authorization before distributing news faced the threat of closure and fines of up to 30 000 Yuan (US\$ 3 700). The country reportedly holds anywhere between 15 and 54 "cyber dissidents" in prison for posting material that is deemed subversive. While cases which have escalated to the point of arrest and imprisonment are rare, stiff fines and prison sentences have scared off the vast majority of Chinese citizens, effectively sending the message that the state will not tolerate opposition. By imposing strict rules guiding Internet use and by enacting unforgiving punishment on violators, the state has stunned the public into silence by making the cost of dissent prohibitively high.

Internet: The Indomitable Governance Tool

The possibility of the Internet becoming another medium dominated by the powerful is a very real possibility in authoritarian regimes. For a Chinese audience that is concerned with current events, the government has sought to satiate its appetite for news by inundating the Internet with state-approved sites – a strategy which has proven to be successful. In order to distract netizens away from subversive material, these attractive, glossy sites drive down the need for users to access foreign sites. By cleverly opening up selective public spaces, the state has been able to mould the public sphere of debate and to channel political discourse in the direction of its choice. True to its title, the 'Strong Nation Forum' is intended for discussions on how China may transform into a stronger nation. So long as postings are not directed against the government and does not challenge state policies, the site provides an officially tolerated outlet for nationalist sentiment. Crucially, by allowing for the growth of controlled nationalism and for forums such as this one and others to generate much needed debate, the government is pre-emptively allowing for the broadening of acceptable discourse in order to stave off a massive blow-out of pent-up public frustration. Many observers enthusiastically argued that the SARS epidemic would like be "China's Chernobyl", a breakout event which would induce fundamental political changes at the institutional level. However, it did not take long for the government to realize the potential of the Internet as a propaganda tool; at the height of the outbreak, in typical Chinese propagandist fashion, officials used the Internet as a mass mobilization tool to capitalize on the patriotism of the Chinese people and called on citizens to organize social groups to join its efforts in defeating the disease. It would appear that citizen confidence in the government was duly restored and China was even internationally praised for its handling of the crisis. Indeed, the dual nature of civil society and its relationship with the state is demonstrated here as citizens may just as easily become a tool of the state as they may oppose state actions. By monitoring and tolerating a degree of healthy discussion in the relatively controlled environment of chat rooms and bulletin boards, the state is realistic about the fact that citizens in a country that is bursting with socioeconomic growth will acquire and deliberate new ideas, and will need to vent and voice their dissatisfaction. So long as discussion does not directly demean the Party-state, the Internet in actuality provides a means by which officials can gather otherwise unattainable information by tapping into the heart of public opinion. Authorities can now enter the domain of problem articulation, gauge exactly where the citizenry stands on any given issue and be notified when the tide of opinion is shifting or changing, making the task of governance arguably easier.

Ameliorate through E-Governance

Because the state has always confronted the problem of decentralized authority, the Internet allows the Centre to consolidate its power and establish a more efficient means of communication with provincial governments. The Chinese state today is also cultivating a more sophisticated understanding of the possibilities of e-government and has actively adopted the medium to advance its own goals. While such a move appears to render the government more vulnerable to critique by allowing citizens to access information previously unavailable, it is a step which in the long run, will likely strengthen the regime. In the eyes of the public, e-government helps to increase the transparency and legitimacy of government agencies and shows that the state is committed to the improvement of civil services. By going online, the state manages to at once enhance efficiency and secure the confidence and trust of the people.

Many believe that the Internet will invite scholars and intellectuals to take their thoughts online, which will result in a flourishing of ideas and a new heretofore unseen activism in this group. To a certain extent, this is true. The expanded space of free expression for intellectuals spells progress as they are signing on to the Internet in large numbers; intellectual websites such as the Formalization of Ideas, which directs serious and scholarly attention to pressing social and political issues are on the rise. Interestingly enough, on this front, the state has adopted new and more subtle strategies and is resorting to a more refined control mechanism than that which is currently employed against the print press or the general public. Rather than shutting down controversial sites outright (though this will always remain an option), authorities extend a greater degree of tolerance towards intellectual website editors, inducing the latter to exercise their own good judgment on the admissibility of submitted articles. Given that there are no strict guidelines as to what constitutes permissible material, and the ever-present fear of being punished by the state looms large, editors, in order to ensure the physical viability of their site will err on the side of caution and publish articles which would not offend the sensibilities of state actors. The state does not directly interfere with editorial decisions because it does not have to. Remarkably, officials manage to achieve their goal by trusting webmasters to conduct self-censorship and as a result, topics such as the cases of corruption, independent labour unions and political pluralism are virtually untouched by mainstream intellectual websites. After

an initial period of free development, many intellectuals discover that there are very real limitations to their capabilities and have found that it is simply easier to give in to the state and offer their cooperation. This way, they can access significant financial and political resources, which they can use to polish their websites to make them more prominent and appealing. This de facto alliance between the state and intellectuals means that a truly free, electronic press for academics will not likely emerge in the near future. A medium which holds so much promise for independent thought formation is submerged under the pressure of more pressing, pragmatic concerns.

Conclusion/Discussion

Forced to choose between jumping on the information superhighway and languishing on the unwired byways of technology, many authoritarian regimes are embracing the Internet; in so doing however, the state has still managed to maintain strict control over media and information channels through regulation and ownership. While the Internet undoubtedly offers more multidirectional flow of information than other media and harbors extraordinary potential for the expression of citizen rights and human values, it would be naïve to suppose that this technical feature actually engenders the breaking down of information hierarchies and monopolies or that it can act as a replacement for social change or political reform. Information alone is simply not strong enough to establish democracy. The sheer availability of information or the existence of information channels cannot in themselves guarantee political involvement and activism; the impetus for political reform must arise from a population that will agitate for change and is loath to negotiate away its freedoms. The Internet may provide a forum for human rights and political activists to conspire and gather force but forecasts of a net-based autonomous group formation of the wider population at large appear bleak. At the moment, there is little indication that Internet forums are contributing to a greater degree of civil society in states which have managed to institute various mechanism of control. Thus far, states like China and Singapore have been successful in nurturing a technology-savvy populace at the same time that the political ramifications of this technology are tempered. This is not meant to discourage those hopeful for change in authoritarian regimes. Any assessment of these states' achievements is premised on the fact that a country like China has not experienced any major disruptions since the inception of the Internet. Should the economy falter dramatically in the future or should some unforeseen incident trigger major political commotion on a scale comparable to Tiananmen Square, the Internet will likely be the avenue through which agitation and dissent will gain momentum. And unlike the case of Tiananmen, this time round, the story will be impossible to contain as the country would learn of the brutality of which Beijing is capable. There is no doubt that civil society will continue to push the boundaries of permissive acts and test and re-negotiate the limits of toleration. For the time being, however, the continued relevance of nation-states even in an age of globalized media systems is a fact which cannot be ignored.

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Emergence of social entrepreneurship in 21 St Century
A ray of hope for The Underserved
Dr. Sangeeta Mohan & Krishna Mohan Sharma

Muhammad Yunus, 2006, Nobel Peace Prize winner and founder of Grameen Bank says, "Poverty is an artificial. state. It does not belong to human civilization and we can change that, we can make people come out of poverty. The only thing we have to do is to redesign our institutions and policies".

INTRODUCTION

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals.

Social entrepreneurship is about creating business models revolving around low cost product and services to resolve social inequities. And also, the realization that social progress and profit are not mutually exclusive has led to many social ventures take root in India. When Amul, SEVA, Lizzat Papad and many others were launched, the word entrepreneurship proved to be a total misfit, so intellectuals were bound to coin a different terminology which will do justice to the idea and intentions behind setting up such Organizations, hence the term," Social Entrepreneurship." The whole gamut of Social Entrepreneurship revolves around bridging the rift between the bottom of the pyramid and the peak of the pyramid. This calls for a radical change in the ideologies and strategies of various govt. as well as Non govt. Organizations, Educational Institutions and also those who believe in painting an unconventional picture of the society where everybody is professionally and practically trained and developed to earn his living, where the business of business is not just business!

In its attempt to respond to emerging challenges of post-cold war world, India initiated a process of reforms in its economic policy during the early 1990s. These reforms proved to be an important turning point for the country in many different ways. Under the new regime, the state began to withdraw from its direct involvement with the economy. Private enterprise was allowed and encouraged to expand into areas of economic activity that were hitherto not open to it. Though some scholars have pointed to the fact that the growth of private capital in India began to accelerate during the early 1970s (Kohli 2006: 1361-70), it is during the post-1991 period that the private capital in India experienced expansion at an unprecedented rate. The quotas or reservations in government sector jobs and state-funded educational institutions were the core of the state policy for development of the underserved.

India, as a ground for entrepreneurship, is fast developing owing to one of the largest youth population in the world. Today India is ranked fourth (2.72) on the entrepreneur friendly index amounting heavily to quantum of IT start-ups in cities like Ahmadabad, Kochi, Baroda, Coimbatore, Visakhapatnam and Kolkata. The economic slowdown forced many companies to freeze campus placements, incentivizing entrepreneurship further. A majority of the Indian population today is aggressively exploring options to start something of its own. Each little company started by an entrepreneur is an experiment, and a great deal of experimentation is necessary to produce the occasional firm that can transform a nation's economy – or even rise to international significance

WHY SOCIAL ENTREPRENEURSHIP?

Before we make an attempt to answer these questions, we must first distinguish between an entrepreneur and a social entrepreneur. Just as entrepreneurs change the face of business, social entrepreneurs act as a change agent for the society. Each social enterprise presents ideas that are user friendly, understandable, ethical and engage widespread support in order to maximize the number of local people that will stand up, seize their idea and implement it. In other words, every leading social entrepreneur is a mass recruiter of local change makers – a role modal proving that citizens who channel their passion into action can do anything.

Over the past two decades the citizen sector has discovered what the business sector learned long ago. There is nothing as powerful as a new idea in the hands of a first class entrepreneur.

Distinct from a business entrepreneur who sees value in the creation of new markets, the social entrepreneur aims for value in the form of transformational change that will benefit disadvantaged communities and, ultimately, society at large. Social entrepreneurs pioneer innovative and systemic approaches for meeting the needs of the marginalized, the disadvantaged and the disenfranchised – populations that lack the financial means or political clout to achieve lasting benefit on their own.

Problems, fundamentally improving the lives of countless individuals Throughout history, such individuals have introduced solutions to seemingly intractable social problems by changing the way critical systems operate. Florence Nightingale and Maria Montessori offer two prominent historical examples. Muhammad Yunus, recipient of the 2006 Nobel Peace Prize, is a more recent example. He began offering microloans to impoverished people in Bangladesh in 1976, thereby empowering them to become economically self-sufficient and proving the microcredit model that has now been replicated around the world. While social entrepreneurship isn't a new concept, it has gained renewed currency in a world characterized by a growing divide between the haves and the have-nots. With this heightened visibility, social entrepreneurs at the forefront of the movement are distinguishing themselves from other social venture players in terms of ultimate impact. Microfinance helps poor people better cope with financial shocks that often upend their lives (Kathleen Odell,2010)

One example is social entrepreneur Bunker Roy, who created the Barefoot College in rural communities in India to train illiterate and semiliterate men and women, whose lack of educational qualifications keeps them mired in poverty. Today Barefoot College graduates include teachers, health workers and architects who are improving communities across India, including hundreds of "barefoot" engineers who have installed and maintain solar-electrification systems in over 500 villages, reaching over 100,000 people. Another example is Ann Cotton, who launched the Campaign for Female Education (Camfed) in 1993 to ensure an education for young girls in Africa whose families cannot afford school fees. By establishing a sustainable model that provides community support for girls to go to school, start businesses and return to their communities as leaders, Camfed has broken the cycle of poverty for hundreds of thousands of young women in Zimbabwe, Ghana, Zambia and Tanzania. Since 1993, nearly 700,000 children have benefited from Camfed's program across a network of some 3000 schools. Over 5,000 young women have received business training and start-up grants to establish their own rural enterprises.

Social entrepreneurs are:

• Ambitious: Social entrepreneurs tackle major social issues, from increasing the college enrollment rate of low-income students to fighting poverty in developing countries. These entrepreneurial leaders operate in all kinds of organizations: innovative nonprofits, social purpose ventures such as for-profit community development banks, and hybrid organizations that mix elements of nonprofit and for-profit organizations.

• Mission driven: Generating social value-not wealth-is the central criterion of a successful social entrepreneur. While wealth creation may be part of the process, it is not an end in itself. Promoting systemic social change is the real objective.

• Strategic: Like business entrepreneurs, social entrepreneurs see and act upon what others miss: opportunities to improve systems, create solutions and invent new approaches that create social value. And like the best business entrepreneurs, social entrepreneurs are intensely focused and hard-driving-even relentless-in their pursuit of a social vision.

• Resourceful: Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, social entrepreneurs must be exceptionally skilled at mustering and mobilizing human, financial and political resources.

• Results oriented: Ultimately, social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged, and unlock society's potential to effect social change.

Current status

One well-known contemporary social entrepreneur is Muhammad Yunus, founder and manager of Grameen Bank and its growing family of social venture businesses, who was awarded a Nobel Peace Prize in 2006. The work of Yunus and Grameen echoes a theme among modern day social entrepreneurs that emphasizes the enormous synergies and benefits when business principles are unified with social ventures. In some countries - including Bangladesh and to a lesser extent, the USA - social entrepreneurs have filled the spaces left by a relatively small state. In other countries - particularly in Europe and South America - they have tended to work more closely with public organizations at both the national and local level.

In India, a social entrepreneur can be a person, who is the founder, co-founder or a chief functionary (may be president, secretary, treasurer, chief executive officer (CEO), or chairman) of a social enterprise, which primarily is a NGO, which raises funds through some services (often fund raising events and community activities) and occasionally products. Rippan Kapur of Child Rights and You and Jyotindra Nath of Youth United, are such examples of social entrepreneurs, who are the founders of the respective organizations.

Another excellent example of a non-profit social enter-

prise in India is Rang De Founded by Ramakrishna and Smita Ram in January 2008, Rang De is a peer-to-peer online platform that makes low-cost micro-credit accessible to both the rural and urban poor in India. Individuals get to directly invest in borrowers from across India, track their investments online and receive regular repayments, with a token 2% pa. ROI.

Today, nonprofits and non-governmental organizations, foundations, governments, and individuals also play the role to promote, fund, and advise social entrepreneurs around the planet. A growing number of colleges and universities are establishing programs focused on educating and training social entrepreneurs.

Today, social entrepreneurs are working in many countries to create avenues for independence and opportunity for those who otherwise would be locked into lives without hope. They range from Jim Fruchterman of Benetech, who uses technology to address pressing social problems such as the reporting of human rights violations, to John Wood of Room to Read, who helps underprivileged children gain control of their lives through literacy. They include Marie Teresa Leal, whose sewing cooperative in Brazil respects the environment and fair labor practices, and Inderjit Khurana, who teaches homeless children in India at the train stations where they beg from passengers.

Whether they are working on a local or international scale, social entrepreneurs share a commitment to pioneering innovation that reshape society and benefit humanity. Quite simply, they are solution-minded pragmatists who are not afraid to tackle some of the world's biggest problems.

Today, Social Entrepreneurship has become a buzzword. Some consider buzzwords to be nothing more than marketing gimmicks. I feel buzzwords are good, period. Buzzwords help you make your point and get the message across succinctly. More important buzzwords play a role of catalysts and help propel an emerging trend to reach mass acceptability. In long term the most important factor that decides the fate of a trend is how meaningful and relevant it is. In the rest of the discussion I would like to focus on the broader definition of Social Entrepreneurship and dispel some common myths.

Examples of Social Enterprises:

Aravind Eye Hospital & Aurolab,Social Entrepreneur: Dr.Govindappa Venkataswamy (Dr. V) & David Green,Type of Organization: Trust Mission: Making medical technology and health care services accessible, affordable and financially self-sustaining

Founded in 1976 by Dr. G. Venkataswamy, Aravind Eye Care System today is the largest and most productive eye care facility in the world. From April 2007 to March 2008, about 2.4 million persons have received outpatient eye care and over 285,000 have undergone eye surgeries at the Aravind Eye Hospitals at Madurai, Theni, Tirunelveli, Coimbatore and Puducherry. Blending traditional hospitality with state-of-the-art ophthalmic care, Aravind offers comprehensive eye care in the most systematic way attracting patients from all around the world.

SKS India-Social Entrepreneur: Vikram AkulaType of Organization: For-profit, Mission : Empowering the poor to become self-reliant through affordable loans
SKS believes that access to basic financial services can significantly increase economic opportunities for poor families and in turn help improve their lives. Since inception, SKS has delivered a full portfolio of microfinance to the poor in India and we are proud of our current outreach. As a leader in technological innovation and operational excellence, SKS is excited about setting the course for the industry over the next five years and is striving to reach our goal of 15 million members by 2012.

AMUL (Anand Milk Union Limited).Social Entrepreneur: Dr. Verghese Kurien.Type of Organization: Co-operative.Amul has been a sterling example of a co-operative organization's success in the long term. It is one of the best examples of co-operative achievement in the developing economy. The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. Grameen Bank-Social Entrepreneur: Muhammad Yunus,Type of Organization: Body Corporate

Grameen Bank (GB) has reversed conventional banking practice by removing the need for collateral and created a banking system based on mutual trust, accountability, participation and creativity. GB provides credit to the poorest of the poor in rural Bangladesh, without any collateral. At GB, credit is a cost effective weapon to fight poverty and it serves as a catalyst in the over all development of socio-economic conditions of the poor who have been kept outside the banking orbit on the ground that they are poor and hence not bankable. Professor Muhammad Yunus, the founder of "Grameen Bank" and its Managing Director, reasoned that if financial resources can be made available to the poor people on terms and conditions that are appropriate and reasonable, "these millions of small people with their millions of small pursuits can

add up to create the biggest development wonder."

As of May, 2009, it has 7.86 million borrowers, 97 percent of whom are women. With 2,556 branches, GB provides services in 84,388 villages, covering more than 100 percent of the total villages in Bangladesh.

Shri Mahila Griha Udyog Lijjat Papad,Type of Organization: SocietyShri Mahila Griha Udyog Lijjat Papad is a Women's organisation manufacturing various products from Papad, Khakhra, Appalam, Masala, Vadi, Gehu Atta, Bakery Products, Chapati, SASA Detergent Powder, SASA Detergent Cake (Tikia), SASA Nilam Detergent Powder, SASA Liquid Detergent. The organisation is wide-spread, with it's Central Office at Mumbai and it's 67 Branches and 35 Divisions in different states all over India.

The organization started of with a paltry sum of Rs.80 and has achieved sales of over Rs.300 crores with exports itself exceeding Rs. 12 crores. Membership has also expanded from an initial number of 7 sisters from one building to over 40,000 sisters throughout India. The success of the organization stems from the efforts of it's member sisters who have withstood several hardships with unshakable belief in 'the strength of a woman'

Growing privatization of India's economy and declining avenues of employment in the state sector also meant shrinking of jobs available under the quota system for reserved categories. The expanding role of private sector in technical and professional education could similarly contract the space given to the historically marginalized groups in India's higher education system. It was in response to the growing restiveness among a section of the dalit intellectuals about this negative implication of liberalization policy that, upon coming to power at the centre in 2004, the United Progressive Alliance (UPA) proposed extension of the quota system for SCs and STs to the private sector. Apart from the proposal of extending the quota regime to the private sector, there have also been proposals of encouraging and supporting direct participation of the historically marginalized groups in the private economy as entrepreneurs and capital holders. Though the state is called upon to play an active role in the process by provision of economic support through loans and regulation of markets, the emphasis is on development of entrepreneurial culture that can enable dalits to participate in the private sector and informal economy on equal terms. However, dalits are not only poor, they also face discrimination in the labor market. Interestingly, the fact about the marginal status of dalits and their continued discrimination in the urban labor market finds recognition in an official document, the Eleventh Five-Year Plan: In

urban areas, too, there is prevalence of discrimination by caste; particularly discrimination in employment, which operates at least in part through traditional mechanisms; SCs are disproportionately represented in poorly paid, dead-end jobs. Further, there is a flawed, preconceived notion that they lack merit and are unsuitable for formal employment.

Nearly two-thirds of the 16% dalits of India are either completely landless or nearly landless with virtually no employment or income generating assets of their own. Over the years, many of them have also moved away from their traditional caste occupations. In some other cases, such occupations have either become redundant or non-remunerative. With the process of mechanization, employment in agriculture has also been steadily declining. With changing aspirations and state support, larger numbers of dalits are also getting educated and looking for employment outside their traditional sources of livelihood. However, the organized sector is able to provide meaningful employment only to a small number of them. Thus, a larger proportion continues to work in the informal or un organized sector of the economy as casual wage workers. Some of them have also ventured into self employment.

What kinds of barriers do they encounter in the process of setting up their enterprise and in carrying on with their businesses? Do they mobilize initial resources for investment and what is the nature of difficulties they encounter in getting bank loans and raising money from the market? Do they experience any kind of discrimination in the process of their interactions with different kinds of markets? Are there only a few niche areas where dalit entrepreneurship is concentrated and if so for what reasons? How do they survive in the urban setting and what kinds of support are they able to mobilize in such endeavors for employment and social/economic mobility? Does kinship and other social network or their absence play any role in successes and failures of dalit enterprises? Do the "soft" and" hard" skills acquired from their family background and upbringing help or hinder their mobility?

Now its time we turned our focus towards setting up educational institutions and business schools that will cater to the bottom of the pyramid instead of producing scholars only for the corporate. This will help us arrest the proliferating problem of unemployment and poverty at the grass root level. Like

1.Diploma/Degree Course in Gerontology –With technical, Mechanical and medical advancement average life

span of human has increased, but the body needs over-hauling from time to time. It needs not only medicines but also needs help for providing medicines at right time. Students will be given education in a manner where they can trained as a connecting link between a doctor and the target person. Aging is a multidisciplinary field. This means that the study of aging combines or integrates information from several separate areas of study. Biology, sociology, and psychology are the "core" or basic areas, along with content from many other areas of study such as public policy, humanities, and economics

2. Certificate/Diploma course in Management of watch repairs. watch repair (at least) is a center for job growth. Apparently, luxury watch sales continue to do gangbusters business, reporting an 11% year over every year sales.

3.Certificate/Diploma Course in Coir and Coconut Management- It will cater to the students of rural background, particularly from coastal areas like Tamil Nadu and Kerla.

4.Certificate/Diploma course in Management of Washermen and washing hygiene handling of hospital garments. This could be a good career option especially in Metros where both husband and wife are working. Due to scarcity of electricity and time they are unable to wash, sterilize and maintain their clothing.

5.Certificate/Diploma course in kretch management- Will include the study of managing children above 6 month age. It will be aimed at catering to the needs of working women where both husband and wife are working and joint family system is not there.

6.Certificate course in Mechanical handling of sewage (A need of the hours for nation where sweepers and Government where both are reluctant.). Domestic wastewater will contain both solid and dissolved pollutants including faecal matter, paper, urine, sanitary items, food residues and a variety of other contaminants. The sewer network will usually also receive wastewaters from office and commercial properties and from industrial premises. Rainwater from roofs and roads may also drain into the sewer network. Collecting and treating wastewater has been even more beneficial to human health than the health service because it stopped water-borne diseases such as cholera and typhoid.

7.Certificate/Diploma course in Managing women health and Hygiene- This will be aimed at spreading awareness about menstrual health and hygiene, use of Contraceptives, Family planning and easy child education.

8.Certificate/Diploma course in Managing domestic Help- Metros are in dire need of domestic help management, where every working couple is worried about management of house and children in their absence.

9.Certificate/ Diploma course in Pet care-This will include trained intermediaries at their level rather than every time going to the doctors particularly centenary doctors.

10.Certificate/Diploma course in Managing the stitch-ing jute and Making papers bags to replace the use of polythene. With many governments trying to cut down on the use of environmentally hazardous materials to make shopping bags, jute poses as an attractive alternative raw material to plastic

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A STUDY ON WORK LIFE SATISFACTION WITH SPECIAL EMPHASIS ON IN-HOUSE PUBLIC RELATIONS ACTIVITIES & ORGANISATIONAL BEHAVIOUR

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Abstract:

Ayn Rand's masterpiece The Fountainhead, first published in 1943, is an unparalleled example of how personal integrity and a passion for one's work forms the basis of true life satisfaction. The classic is a story of an uncompromising young architect who breaks away from conventional standards of occupation and finds life satisfaction in following his dreams.

Now in 2011, almost after 68 years of publishing, Ayn Rand's fiction stands true even today. Work life satisfaction still remains the most vital factor in determining a contented and a successful life. Every individual at present strives to build his identity on the basis of the work he does or the profession he practices. There exists a struggle for the survival of the fittest and a few best ones lead the million others.

Purpose of Research:

The research attempts to investigate the factors that affect the satisfaction levels of employees in various work profiles. It is an attempt to understand the contribution of professional perquisites like bonus, promotion, reward, recognition and money in increasing satisfaction levels of working professionals. The research paper also attempts to focus on methods of increasing satisfaction level and on the importance of retaining employees in an organisation.

Methodology:

The data is collected on the basis of personal interviews and the answers from a questionnaire provided to a random sample of working professionals. The purpose was to gather information on work life stress, training opportunities and overall attitude and behaviour towards the job.

The Research:

It is said that if you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a month, get married. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime love what you do to earn your living.

Work life satisfaction can be defined as a state of mind which enables an employee to perform his best in his occupation. Work life satisfaction can be influenced by a number of factors like office environment, physical and mental health of the employee, relationship of the employee with his colleagues and salary drawn etc. It is seen that the level of happiness declines with the duration of unemployment. For this purpose work becomes an important part of livelihood. It is very important to focus on job satisfaction and motivation of employees for the growth of any organisation as it helps both the organization and its employees grow mutually. This satisfaction factor ensures that the employee stays for a longer time in the organization. The research suggests that money plays an important role in keeping a person happy and enthused in work. Almost 87.5% professionals cited Salary Hike as their primary reason for a job change. The rationale is found to be so dominant that 77.5% are even willing to relocate for a better increment. Promotion in job is the next major concern among employees who seek gratification through an increased status and increased power in the organisation. Some other also quoted reasons like job frustration and office politics which often leads to a new job search.

While most organisations now emphasize a lot on creating a feel good factor for its employees, there have been numerous instances of professionals leaving their well-paid jobs for seeking satisfaction in something extraordinary. It is understood that in such cases, individuals look for options that can provide fulfilment towards an aim other than money. Hence, Economic restraints alone cannot keep a person motivated to work and excel in his field. For instance, majority of people working in Multi National Companies are found to be contented with the amount of salary they are drawing but on the same hand there have been issues like sales targets, clients' tantrums and ample amount of work pressure. The smaller or the newly opened organisations are reported to be even more exploiting in terms of paying less salary and extra working hours.

Almost every organisation these days has come with a Human Resource Management Department which attempts to resolve organisational issues. This Department performs multiple functions for the benefit of both the organisation and its employees. Starting from recruitment process to conducting exit interviews, the HR team attempts to identify employee feedback and grievances. Not only this, HR also focus a lot on employee engagement activities like organizing picnics, providing movie tickets or gift coupons, games and lucky draw contest etc. Such activities help the employees in breaking the monotony of daily work life and doing their work with a revitalized approach. The HR team assesses the performance of its employees through various target parameters like monthly target review and sales target review. If in case any employee is not able to deliver as per the expectation of the company then an interview session is held in order to understand his hitches and issues. In such a condition the employee is assured of help from the organisation. The HR team also focus on providing training and development and invites industry veterans to deliver lectures and hold workshops.

Even after such efforts of various organisations, it is noticed that many a time people are occupied with unsatisfactory jobs and keep cribbing about their work life. Some of the reasons include excessive workload, temperamental boss, less time for personal life, and target pressures. Many find themselves switching jobs constantly and to add to the predicament, many are even unable to identify their true professions. The research also identified that working professionals in the age group of 20-27 are the most volatile. This generation is almost in a hurry to make quick money without focusing on the importance of knowledge and experience. The frequency of job change is as high as a year and sometimes even six months. This age group is also less attached to its organisation and prefers a job change for an increased salary. The arrival of Call Centre Culture has given rise to this trend in Delhi job circuit. The minimum age and educational qualification of employees in these Call Centres has also declined sharply to as low as 18 years and 10+2 Examination respectively. Moreover, the opportunities of part time jobs for school and college students in Delhi have also added to the perplexity. The lure for money at such age is found to be a conflicting agent and often deviates young minds from the importance of higher education. Therefore it is very important to identify one's

potential and gather right knowledge to succeed in the chosen field. The employees should also understand that they cannot blame their organisation all the time. The individual must understand what makes him satisfied and what he wants to achieve in his life. In today's society when almost every passion can be converted into a successful profession, the assurance of growth opportunities has become even stronger. For example, if one is good at drawing he can utilize his skills in the field of designing. Similarly, if one is good at singing he can become a well-known singer. Therefore it would be apt to quote the insightful lines of Steve Jobs, former Chief Executive Officer of Apple Incorporated who has inspired many through his magical products and finest quotes. According to Steve: "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking, and don't settle. As with all matters of the heart, you'll know when you find it."

Once the required education is completed and a desired field is chosen, the individual must emphasize on the quality of working in life as work is the single most important life activity for most people in terms of time and energy. The quality of one's work life affects the quality of one's leisure, family relations, and basic self-feelings. Further, Ultimate satisfaction can come from accepting challenges that come to one's way. Office related stress like extra work and limited time can be eliminated if an individual decides his works judiciously. From the organisation point of view as well, if an individual extend working hours it doesn't necessarily mean that he is working better. True satisfaction in work can therefore be achieved by utilizing the energy to finish the work on time and by not indulging in office gossip. In fact it is the gossips which are found to be creating more confusion, tensions and frustrations among employees.

What an Organisation can do for its employees:

Every organisation, be it government sector or private, spends lots of time, energy and money in training its employees according to its work environment. If employees keep on leaving then the growth of organisation is not possible. Also, trained employees know how to handle a crisis situation and how to fetch good name and profit for the company. It is therefore in the benefit

of the organisation to retain its employees through innovative methods. Every organisation must formulate a body that focus on maintaining the relation between the company and the people who are working for it. There should not be a communication barrier and the employees should feel that they are an important part of the organisation. The company must, from time to time keep on providing information about rules regulations and benefit policies to its employees. This not only increases the morale of the employees but also motivates them to do the work in a better manner and bring out satisfactory results. Secondly, the seniors should be asked to guide their juniors and poor performance should be worked upon. Thirdly the organisation must take care in resolving the issues of its employees and must channelize their energy properly. They should not feel discriminated on the basis of ethnicity, age or sex. On the same hand, in case of employee misconduct, strict action must be taken by the organisation to set examples in front of others.

Tabulation and Analysis of Data
Q1. What is your frequency of changing jobs?

Almost every six months	2.17%
Once in a year	10.86%
When the offers come	39.13%
Like to stay with the company	47.82%
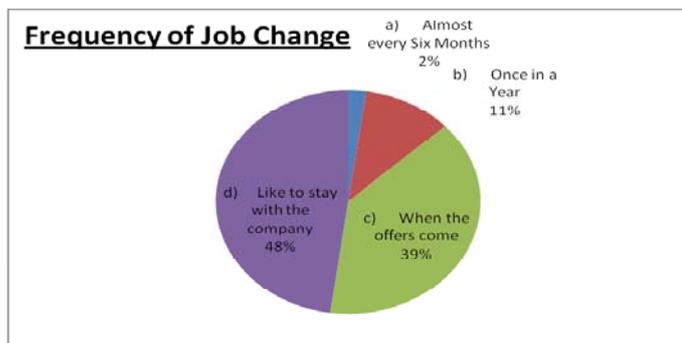
The frequency of job change increases with the decrease in age group. 2.17% prefer changing jobs in every six months as this leads to fast increments. On the other hand, 10.86% like to give minimum a year to their present job. Almost 39.13% don't wish to miss any opportunity whenever there is any job offer. The majority however, which largely consists of people in well settled jobs, insists on staying with the same organisation.

Q2. How often do you work at home for official purposes?

Sometimes	52.17%
Almost everyday	6.52%
About once a month	4%
Never	36.95%
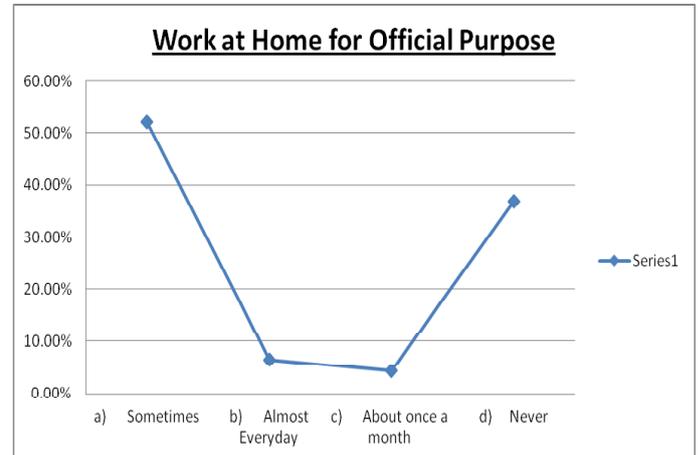
The present work and job market demands it workers to be street smart, committed and willing to work for office even from home. Only 36.95% think that they had never done any office work from home. While on the other hand, more than half of the total respondents i.e. 52.17% reported that they sometimes need to do office work either on a off or after coming from the office. 6.52% even reported to do it almost daily. The remaining 4% do office work from home at least once in a month.

Q3. How difficult it is for you to take off from work?

Not at all	17.39%
Not too hard	26.08%
Somewhat hard	52.17%
Very	4.34%
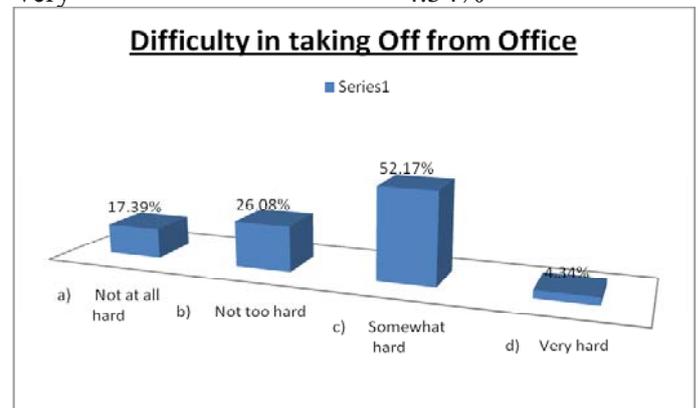
To add to the challenge of the current work environment, taking off has become a crucial issue in many organisations. For 4.34% of the total respondents, taking off from work is very difficult. The office work pressure is reported to be so high that respondent employees don't have much time for their personal lives. The majority of respondents suggested that taking off is somewhat hard and that the reason of off should be good and convincing enough. There also remains an amount of uncertainty till the time the off is sanctioned. Only 26.08% thinks that it is not too hard to take a break from work and even fewer, only 17.39% thinks that it is not at all hard.

Q4. How often do you work overtime?

Almost everyday	8.71%
Once in a week	8.69%
Only	56.52%
Never	26.08%
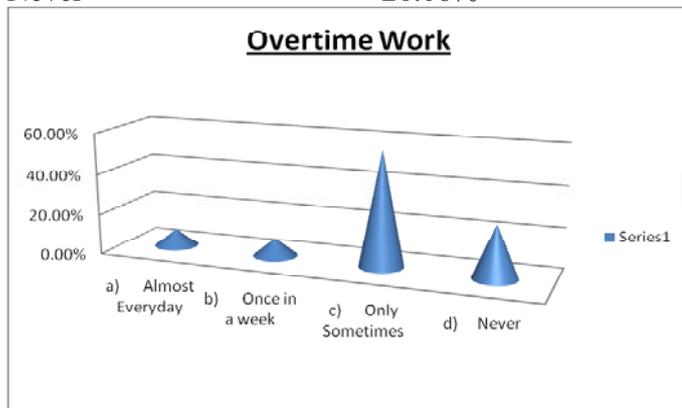
Overtime work is actively practiced, mostly out of force and only sometimes due to financial reasons. In most cases there doesn't exist a provision for extra money for extra work. Some interviewee also quoted reasons like a lure for promotion or increment through overtime. Out of the total, 8.71% cited that they work overtime almost every day. Almost a similar number 8.69% highlighted that if it is not everyday then it is at least once in a week. However, 56.52% works overtime only sometimes and it is just 26.08% who believe that they never work overtime.

Q5. How often do you participate with others in helping them in their jobs?

Often	72.00%
Sometimes	17.00%
Rarely	7.00%
Never	4.00%
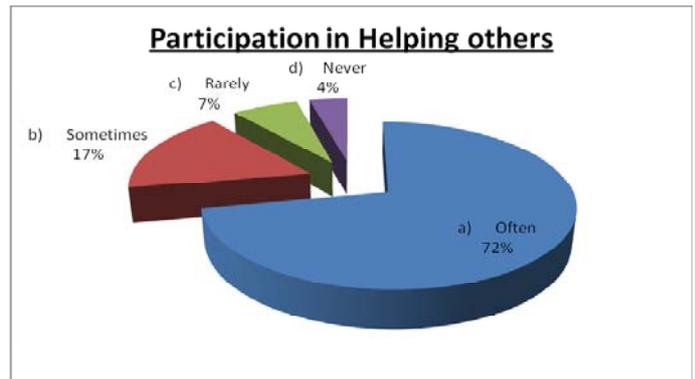
When it comes to helping others in office work, respondent put themselves in high self esteem and believe that they are supportive enough. Almost 72% believe that they often help people in work. 17% of them help colleagues only sometimes and according to their time available. The 7% of the respondents get only rare chance to help colleagues and only 4% out of the total are bold enough to accept that they never help office colleagues during work hours.

Q6. In general, how would you describe relations in your work place between management and employees?

Good	43.47%
Very Good	21.73%
Neither good nor bad	34.78%

Describing about relationship between employees if office environment, it can be said that an increasing number of employees like to keep it neutral. Many don't want to mix their office life with personal and almost 34.78% think that their relations can be categorised as null as they are neither too good and nor too bad. Yet 43.47% still believes that they have good relation with employees in their office and that they like to spend more than half of their time in office, they pay emphasis on relationship building for smooth functioning of

work. Only 21.73% respondents feel that they are in very good term with their office friends.

Q7. When you do your job well, what is likely?

Appreciation/ Praise	47.82%
Hope of Increment	19.56%
Bonus	8.69%
Nothing	23.91%

A job done fabulously leads to almost nothing for 23.91% of respondents who believe that doing the work well is just ok in their organisation. While 47.82% often get appreciated and praised by their seniors, 19.56% also hope for the increment and 8.69% for a bonus

Q8. Did you ever feel discriminated on the following basis?

Race/ Ethnic Origin	2.17%
Gender	8.69%
Age/ Seniority	10.86%
No	78.26%
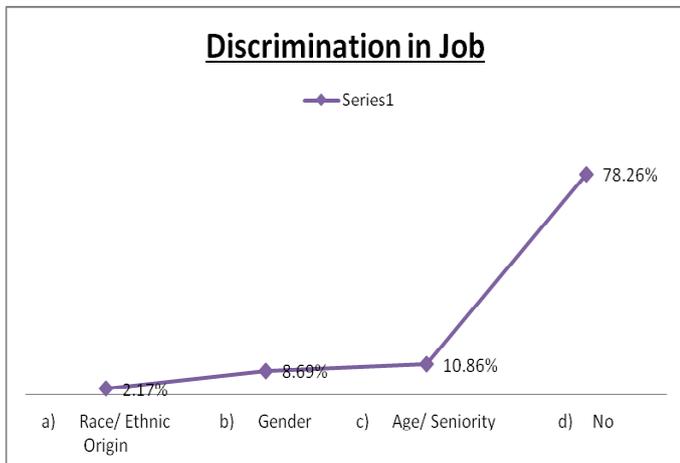
A positive trend is noticeable, while elaborating on job discrimination. 78.26% doesn't feel discriminated on grounds of race, gender or age. However sometimes seniority and age plays an important role in matters related to decisions and responsible assignment. It is therefore the 10.86% thinks that they sometimes miss opportunities due to seniors and hence feel discriminated. Another 8.69% lot of the total population have faced discrimination in job due to their gender and 2.17% even faced it due to their race and ethnic origin.

Q9. What would you say about your general health?

Excellent	23.91%
Fair	21.73%
Good	45.65%
Poor	8.69%
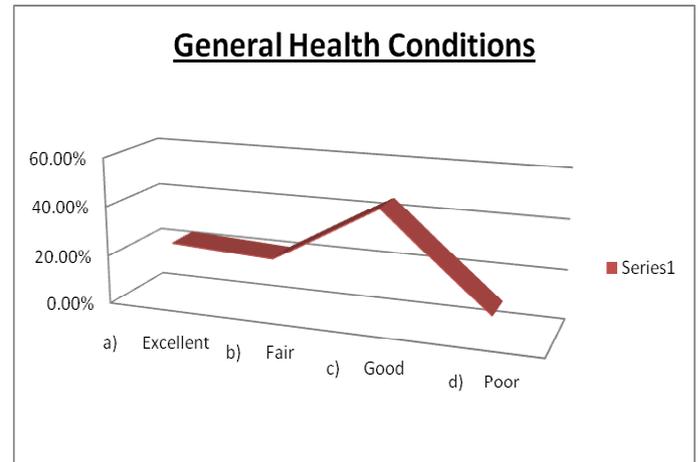
Commitment towards job requires a lot of hard work which often leads to ignorance of health condition of the respondents. Only 23.91% are confident enough of their excellent health and 21.73% believe that it is fair. The majority that consists of 45.65% responds it to be good. However, 8.69% report of poor health status. The reasons for poor health vary from neglect and not finding enough time for personal care due to office.

Q10. Do you think that you are paid according to the job you do?

	Male	Female
Yes	54.54%	47.82%
No	45.46%	52.18%

Salary According to job

■ a)   Yes   ■ b)   No
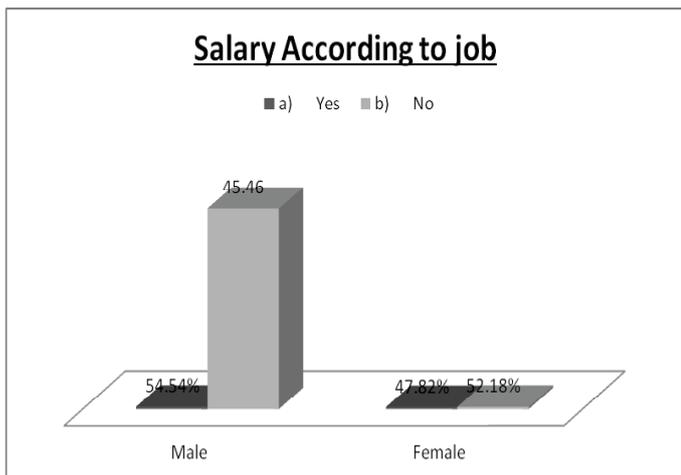
On segregation of respondents into male and female category, there exists a slight difference of opinion. While 54.54% of male respondents replied that they are paid according to the amount and level of work they do, 47.82% female are of the same opinion.

Q11. Do you have any job other than your main job?

	Male	Female
Yes	27.27%	26.08%
No	72.73%	73.92%

Job other than the main job

■ a)   Yes   ■ b)   No
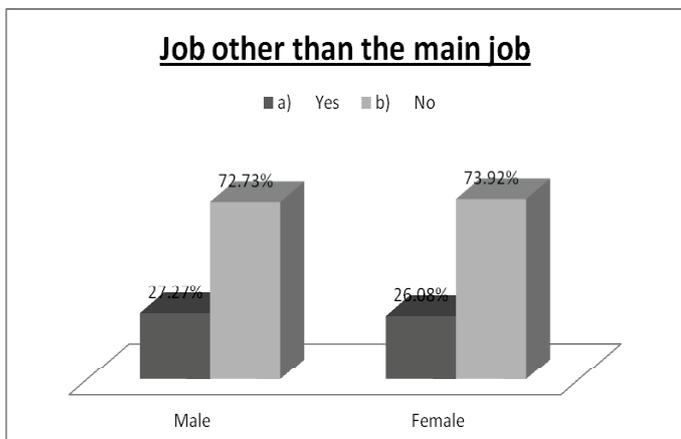
A noticeable portion of the respondents are also occupied in jobs other than their main jobs. These include part time work and extra income through freelance and contract assignments. 27.27 % male and 26.08% female are occupied in other sources of income generation.

Q12. Do you think that your income is enough to meet your family expenses.

	Male	Female
Yes	40.90%	69.56%
No	59.10%	30.44%

Income meeting family expenses
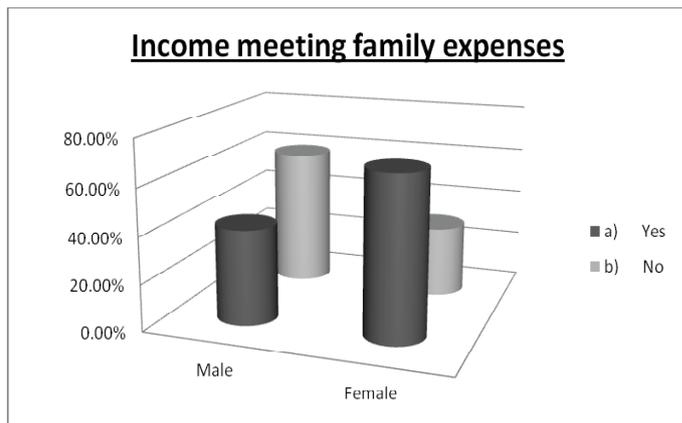
When it comes to assessment of income and its ability to meet family expenses, females feel more secure than their male counterparts, 69.56% female think that their income is good enough to meet their family expense, however 40.90% think that it is enough for their family expenses.

Q13. Do you get adequate training opportunities?

	Male	Female
Yes	63.63%	52.17%
No	36.37%	47.83%

Adequate Training Opportunities

On the query of getting adequate training opportunities in work, it is appalling that almost 36.37% Male and 47.83% female think that they don't get good training for their work.

Q14. Does your professional life hamper your personal relations?

	Male	Female
Yes	31.81%	86.95%
No	68.19%	13.05%

Proffesional Life Hampering Personal Relations
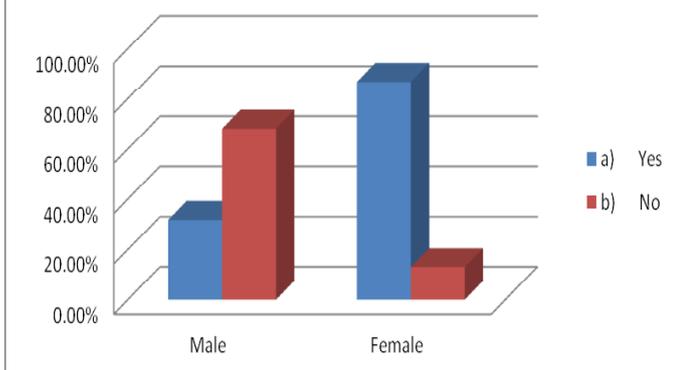
Perhaps one of the most noticeable differences of opinion exists on the issue of work interference in personal life. While the majority 86.95% female thinks that their work life hampers their personal relations, only 31.81% male thinks the same. Female respondents quoted reasons like family preferences over the work.

Major Results: The study reveals that a competitive salary plays the most important role in increasing satisfaction level and performance of the employee. The overall stability factor consecutively drops with a decrease in age from mid-40's to mid-20's. Another important finding in Delhi job culture is the noticeable decline in the age of working professionals which is prevalent even among the educated class of Delhi. Some of these young professionals are even overpaid comparatively to their age and expertise. Young freshers are adopting to methods of earning money which didn't existed in past and can't be adequately called professions. For instance, young girls with pretty faces are remunerated for attending Page 3 parties as their presence adds charm and glamour to the bash.

It has also been revealed that the age group of late 20's and mid-30 is fighting a different crisis. Most of them want to break away from their monotonous routines and look for longer breaks from work. Many of them are even unable to find a suitable partner for marriage. It looks as if the age limit of mid-life crisis is shifting downwards.

Implications: Maintaining good relations with employees would not only help the organisation in meeting the target but also enable to achieve optimum performance, commitment and effectiveness, high productivity and

satisfaction. A healthy and a safe work environment and motivation can make the employee feel positive about the organisation he is working for. Employees will give their best if the organisation treats them in a good manner and gives them a chance to express their opinions. If good rewards and appreciation are provided then the organisation can give more responsibilities to the employee.

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Distributed Web Content management System
Emerging trends for Web Administration, Development & Deployment

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ABSTRACT

This research work makes a case to deploy web content management systems online for dynamic website and emphasize on comparative study of different Distributed Web Content Management System.

This research investigates the utilization of Distributed Web Content Management System in the area of Online Administration, Development & Deployment based on web application.

The Work Determining efficient and sustainable processes to assure high quality Distributed Web content management system

There is a large number of web-authoring software like FrontPage, Dreamweaver etc. that are used to develop and maintain the websites. But gradually, it became difficult to maintain and update the websites because of their very dynamic nature and a variety of file formats. Distributed Web Content Management Systems (CMS) evolved as an alternative to such web-authoring tools. There are many CMS Like Joomla, Drupal, .Net Nuke, PHP Nuke, Mambo, Sitecore, SharePoint etc., but this research work will deal with a comparative analysis between various Web CMS.

After analyzing the previous developments in the area of Web CMS it was found that even after finding solutions for many problems, there exist certain problems like unavailability of dynamic content management, Security issues, Complexity involved in repositories management and administration related issues that need the attention of researchers as well as practitioners. These problems motivated to explore better solutions for them and in distributed Web CMS major concerns are about advancement of repository management, security as well as administrative issues.

Keywords:

Dynamic Web Application, Distributed Web Management, Online Communication, Web CMS.

INTRODUCTION:

Three factors such as explosion of unstructured data, the need to manage content in a better way and the internetworking and collaboration within and between the enterprises drive the need for distributed content management solutions. Distributed content management systems address the need to access content wherever it resides, produce content and maintain greater control over the produced content, and collaborate efficiently by sharing data in real-time within a distributed network of stakeholders.

Organizations can deploy the Distributed content management solutions to share real-time information across geographically dispersed knowledge workers. The Distributed content management solutions form the backbone of any platform that requires real-time, efficient information sharing, as it provides a virtual content repository without distracting from the strengths of other process-dependent systems. Distributed content management solutions complement enterprise portal solutions, which are less affected by wider e-business processes. Long term Distributed content management solutions can be designed to complement supply chain management, customer relationship management, and e-commerce solutions[1].

Implementing web content management (WCM) is not only crucial to maintain the quality of information on the website; it can provide significant efficiency, productivity and cost reduction benefits.

Organizations of all types, commercial, government, educational, and non-profit entities, create a lot of content. Increasingly it is desirable to retain and manage this information as an information asset for possible reuse. Content can be anything from complex structured documents, to simpler messages, correspondence, business documents, transactions, emails, and the many other documents that workers create, share, transmit and archive. If an organization can manage their information assets in a meaningful way, that content can provide financial benefits and therefore, its value increases.

Content management systems are relatively new in the market and while many are still not familiar with them, they have the potential to dramatically simplify the maintenance of both websites and intranets.

OBJECTIVES:

• This research work investigates the utilization of Distributed Web Content Management System in the area of Online Administration, Development & Deployment based on web application.
• Determining efficient and sustainable processes to assure high quality Distributed Web content management system
• The research makes a case to deploy web content management systems online for dynamic website
• Emphasize on comparative study of different Distributed Web Content Management System

Dissertation category : Web Mining and Management

In customer relationship management (CRM), Web mining is the integration of information gathered by traditional data mining methodologies and techniques with information gathered over the World Wide Web. Web mining is used to understand customer behavior, evaluate the effectiveness of a particular Web site, and help quantify the success of a marketing campaign. The distributed Web CMS is all about Web Data management and categorization of different module inside the database system.

Tools/Platform, Hardware and software Requirement specification

Tools : Sharepoint, Joomla, Wordpress, Drupal, SiteCore, .Net Nuke.
Platform : Windows-XP/Vista/Windows-7
Hardware : Pentium IV and above with standard configuration
Software : XML, PHP, C#, ASP.NET, MYSQL, SQL Server

Problem Definition, Requirement Specification

An organization has a website on internet or intranet. It has grown organically over time and while it is very useful, it is far from perfection. Much of the content is out-of-date or inaccurate, it's hard to find things, updating the site is complex, and the appearance is becoming outdated. What was on the site last week, or last year? One can't say. Thankfully, these problems are what a Distributed web content management system is specifically designed to solve.

There are a wide range of business benefits that can be obtained by implementing a CMS, including:
• Faster turnaround time for new pages and changes
• Greater consistency
• Improved site navigation
• Increased site flexibility
• Increased security
• Reduced duplication of information
• Greater capacity for growth
• Reduced site maintenance costs

Beyond these, the greatest benefit the Distributed Web CMS can provide is to support your business goals and strategies. For example, the Distributed Web CMS can help to improve sales, increase user satisfaction, or assist in communicating with the public. The open source community has produced a number of useful, high quality Web content management systems which presents an opportunity to deliver tailored content management solutions without the high licensing or management fees associated with commercially-licensed or hosted software. A more practical approach is to match your needs to a common business problem that others have solved using open source software and engage with the community to learn about their experiences in implementing the solution.

SCOPE OF THE SOLUTION:

Distributed Web Content management Systems has presented a general overview of typical content management system capabilities and how they can be used to benefit businesses. In the marketplace at present, there are literally hundreds of content management systems, all having different capabilities and strengths. This is the nature of a rapidly changing marketplace: while there are many very good products, there is little consistency between vendors. This research work primarily focuses on issues related to different parameters that affect the selection of most suitable CMS for an organization. There is a need to spend sufficient time to determine one's business requirements and then comprehensively evaluate the products on the market against them. By allocating sufficient time and resources for selecting the CMS, one can be confident that you have the best possible solution. This research work will analyse different factors and parameters that are helpful in selecting most appropriate CMS. This research work will include different technologies and solutions to different problems of different organizations.

ANALYSIS:

There are a large number of web-authoring software like FrontPage, Dreamweaver etc. that are used to develop and maintain the websites. But gradually, it became difficult to maintain and update the websites because of their very dynamic nature and a variety of file formats. Distributed Web Content Management Systems (CMS) evolved as an alternative to such web-authoring tools. There are many CMS Like Joomla, Drupal, .Net Nuke, PHP Nuke, Mambo, Sitecore, SharePoint etc., but this research work will deal with a comparative analysis between Joomla and Drupal.

The goal of this comparative study is to find the better Distributed Web CMS of the two according to various selected criteria. The criteria includes installation, platform support, browser support, modules and extensions, documentation, support, user management, multimedia integration, content creation and searching.
Earlier web CMS was based on mainly LAMP technology, But Now almost all software companies trying to develop the Web CMS.
Price [2] investigated the problem related to manage a fire department website that was growing in size and complexity. He presented the solution through determining efficient and sustainable processes to assure high quality online communications. He also presented a case to deploy enterprise web content management systems.
Sol[3] Observed that on the web, content is king. Regardless of how your web site looks, once the content is in place, it is essential that time and energy is spent in thinking about how to present that content on the web. Like any medium, the web has its own quirks and intricacies that make content distribution different from other mediums such as print, radio, or television.

After analyzing the previous developments in the area of Web CMS it was found that even after finding solutions for many problems, there exist certain problems like unavailability of dynamic content management, Security issues, Complexity involved in repositories management and administration related issues that need the attention of researchers as well as practitioners. These problems motivated to explore better solutions for them and in distributed Web CMS major concerns are about advancement of repository management, security as well as administrative issues.

Future scope and further enhancement:

Content management systems will turn a common trade in coming years, as products become established, and even more solutions outspread the market. The Content Management industry will continue to mature over the next few years, to accomplish a higher level of reliability, reusability and expertise. The good news is that the profit for organizations who deal with CMS projects in a tactical way will be higher than ever, because of the technology effectiveness of CMS systems. In the perspective of a growing e-commerce, online marketing and e-government initiatives, the demand will be greater than ever. End-users expect quality information to be presented on the web.Web activities like intranet, extranet and internet are growing more complex and the managing cost for them are increasing[4].

Entrepreneurs are started thinking to spend money on a Content Management System to save money for the business. To take advantage of the business opportunities offered by the Web, companies necessitate Content Management Systems that manage and deliver their Web presence with fast, accurate and easy selection.
The future Distributed Web CMS development will come up with improved technologies for
• Reuse of content
• Quick content creation and publish without any time delay
• Integration of various internal applications
• Improved corporate and client communication

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Attitude towards Promotions of Multiculturalism in Indian Society
Perspectives of Hindi and Tamil Movies among Youth

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Key Words: Multiculturalism, cinema, society, youth, attitudes.

Abstract:

Movies are considered to be one of the most popular medium of mass communication in India (Raina131-141Gargan11-12), it is an effective tool of communication. India is a big country having more than a hundred and twenty crore population and every state has its own language and culture. Sometimes, it (the variety of different cultures and languages) seems to be dangerous for our unity. But, the promotion of multiculturalism solves this problem. Cinema can play an effective role for promoting multiculturalism in Indian society. Hindi is the mass language of northern parts of India and so Hindi films are very famous in north. Similarly, Tamil is the base language of all south Indian languages. So, Tamil films are very famous and popular in south. The study focuses on how far the people are aware of the reimbursement and negative aspects of multiculturalism in society. How much Indian films are effective for the promotion of multiculturalism?

Introduction:

Generally communication tools work to spread the messages and information among the people. Information and message can change the thoughts and belief of people. So we say the communication tools play an important role for the simultaneous conversion of society's culture. Culture is an important element of society and without changes in the culture, social development is not possible. With the development of communication and technologies, new thoughts, creative concepts are coming as Multiculturalism. Because of the emerging communication and technologies, a common or dominant culture replaces the local or traditional culture. India is the second most populated country in the world having more than a hundred and twenty crore population. India is a land of diversified cultures, religions and communities. There is great diversity in our traditions, manners, habits, tastes, customs, etc. Each and every region of the country portrays different customs and traditions. Though we speak different languages yet we all are Indians. 'Unity in Diversity' has been the distinctive feature of our culture. To live peacefully is our motto. Multiculturalism can play an effective role to promote the unity and peace among the people of different culture. Communications technology has become decisive in socio cultural transformation taking place worldwide. Cinema is an effective tool of communication and technology. It can play an important role to promote multiculturalism in our society.

This paper attempts to investigate the overall influence of Cinema. How cinema is playing an effective role for promoting multiculturalism in Indian society and influence of cinema on youth. Hindi and Tamil films have a large number of viewers in the country because Hindi is a mass language of north and Tamil is the language of south. Is there any difference between Hindi and Tamil film viewers in adopting the multiculturalism by films? This study achieves its objectives by performing an initial survey among the viewers of Tamil and Hindi cinema.

Literature Review:

Multiculturalism is the co-existence of diverse cultures, where culture includes radical, religious or cultural groups and is manifested in customary behaviors, cultural assumptions and values, patterns of thinking, and communicative styles (Final Report submitted by Clara M. Chu; March 18, 2005, Members: Clara M. Chu (Chair), Ekaterina Nikonorova, Jane Pyper). So we can say in easy way that Multiculturalism, is the mix up of many different culture and group, is now gaining favor among anthropologists, communication theorists, sociologists, and other social scientists. To study culture is to study ideas, experiences, feelings, as well as the external forms that such internalities take as they are made public, available to the senses and thus truly social. For culture, in the anthropological point of view, it is the meanings which people create, and which create people, as members of societies (Hannerz, 1992). Culture is related to society and cinema is the mirror of society. Cinema is effective medium of communication in society. Cinema, particularly narrative cinema plays a major role in shaping our private

thought and public behavior. In popular culture, cinema is playing role as a teacher (Giroux, 2002).

Cinema plays a paramount role in injecting particular values into public consciousness history of cinematic movements. For example, Italian neo-realism, (French new wave and third cinema) has shown that the medium can also be a vehicle for intervention and social change (Willenen, 1994).

A visual technology (cinema) that functions as a powerful teaching machine that intentionally tries to influence the production of meaning, subject position, identities and experience. Cinema has become as a site of culture politics. Oliver Wendell Holmes (1891/2005) warned we are moving into a time where the image is becoming more important than the object itself (P.23). So it's necessary to be aware of all positive and negative dimensions of the image.

Hindi films are the best known of Indian's cinematic output around the world. Despite accounting for only a fifth of around 1,000 films are made in India per year. Hindi films made in Mumbai far outweigh those made elsewhere in their appeal to a national, as well as an International audience (Dwyer and Patel 2002, Ganti 2004). So we can say Hindi films are very popular and now it is most responsible for the change in Indian society.

Research Questions :
• How cinema is playing an effective role for promoting multiculturalism?
• How cinema influence on youth's social and cultural aspects?
• What are the youth's perception on viewing cinemas and its impact on their society?

Methodology:
The researchers have collected the ordinal data and for this study using the Likert scale model. Likert scale is commonly used in survey research. It is often used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. A typical scale 'strongly agree, agree, neutral, disagree, strongly disagree' has been used. The questionnaire was constructed to collect the data from the respondents. The questionnaire will be consisted to determine how Indian cinema is playing an important

role to promote multiculturalism in our society. And the main benefits of the multiculturalism, how much the peoples are aware of the benefit and drawback of multiculturalism. What is the difference in thoughts between Hindi and Tamil film viewers in adopting the multiculturalism from films? The viewers of Tamil and Hindi films from various states will be taken as a sample for this study. We selected 100 youth viewers of Hindi and Tamil films and we got the response from 86 youth viewers' means 86 per cent response but in this we got 46 responses from Hindi film viewers and 40 from Tamil film viewers. We got 40 responses from Hindi film viewers for the equal comparative study among Tamil and Hindi film viewers. In these 20 -20 respondents are female viewers. And other 20-20 respondents are male Hindi and Tamil film viewers.

Independent variables:
One question was asked to respondent—are peoples adopting the multicultural festivals, the dialogues and language shown in films. Does Film give negative impact to people or peoples are following the positive things shown in films? Are peoples adopting the fashion shown in films? These are the some questions asked from respondent to achieve the objectives of study. The researchers divided respondents into two groups; first is Hindi film viewers and second is Tamil film viewers.

Dependent variables:
To the measure of proximity effect is our dependent variable for this a series of questions asked respondents to rate on a scale. The scale used: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

Results:
From the survey report it has been found that the respondents were accepted the Hindi and Tamil cinemas has given a profound influence to adopt other cultures. The survey reveals that 42 per cent respondents agreed the statement, while as 10 per cent respondents strongly agreed, amongst them male Hindi films viewers were more to agree with the statement than the male Tamil Film viewers, because 45 per cent of Hindi films viewers supports the statement whereas, only 35 per cent of the male Tamil film viewers agreed on it. It has also found from the survey that the total 40 per cent of male viewers accepted the statement, film is really

effective. Mean while 37 per cent male respondents were chose to remain neutral response to this statement. But female respondents have shown more positive attitude when compared to the male respondents. This is because 60 per cent of Hindi film female viewers were agreeing and 10per cent strongly agreed with the statement. Besides that Tamil film female viewers have also shown more in favor when compared to the males. Among them 30per cent agreed and 30 per cent strongly agreed with the statement. Total 45 per cent respondents were agreeing and 20 per cent strongly agreed amongst the female film viewers to the statement, it means the viewers (people) were accepted the fact that multiculturalism has a strong influence from films. (Table-1) and (Table-1a)

Most interestingly, from the Table-1.b it has found that the culture of inter-caste marriage shown in the emotional-romantic films has had a tremendous effect to adopt it, because 45 per cent respondents were agreeing and 10 per cent responded strongly agreed to this statement. Table-1.c also shows that 43.8 per cent respondents were agreeing and 17.5 per cent of total respondents strongly agreed the statement that the love related emotions shown in films has an effect to the people. Cinema plays an important role to persuade the audience from dance, music and art of a particular cultural form to different people. While the Table-1.d clearly displayed that 48.8 per cent respondents were agreeing and 25 per cent of the total respondents said strongly agreed with the statement that people are adopting other cultural dance, music and art forms shown in films. Whereas, the Table-1.e shows that 37.5 per cent respondents were agreeing and 10 per cent respondent strongly agreed the statement that people were also accepted the strong influenced of other cultural sports and games shown in the films.

Table-1: Percentage-wise adaptation of other cultures' by the effect of Films

Gender of the respondent				Adopting Other Culture and festivals by the effect of films					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	2	1	8	9	Nil	20
			per cent within Tamil and Hindi film viewers	10.00per cent	5.00per cent	40.00per cent	45.00per cent	Nil	100.00per cent
		Tamil	Count	2	4	7	7	Nil	20
				10.00per cent	20.00per cent	35.00per cent	35.00per cent	Nil	100.00per cent
	Total		Count	4	5	15	16	Nil	40
			per cent within Tamil and Hindi film viewers	10.00per cent	12.50per cent	37.50per cent	40.00per cent	Nil	100.00per cent
Female	Tamil and Hindi film viewers	Hindi	Count	0	1	5	12	2	20
			per cent within Tamil and Hindi film viewers	0.00per cent	5.00per cent	25.00per cent	60.00per cent	10.00per cent	100.00per cent
		Tamil	Count	2	3	3	6	6	20
			per cent within Tamil and Hindi film viewers	10.00per cent	15.00per cent	15.00per cent	30.00per cent	30.00per cent	100.00per cent
	Total		Count	2	4	8	18	8	40
			per cent within Tamil and Hindi film viewers	5.00per cent	10.00per cent	20.00per cent	45.00per cent	20.00per cent	100.00per cent

Table-1.a: Adapting others culture

	Param-eter	Frequency	Per cent	Valid per cent	Cumula-tive per cent
Valid	Strongly disagree	6	7.5	7.5	7.5
	Disagree	9	11.2	11.2	18.8
	Neutral	23	28.8	28.8	47.5
	Agree	34	42.5	42.5	90.0
	Strongly agree	8	10.0	10.0	100.0
	Total	80	100.0	100.0	

Adopting other culture by the effect of films
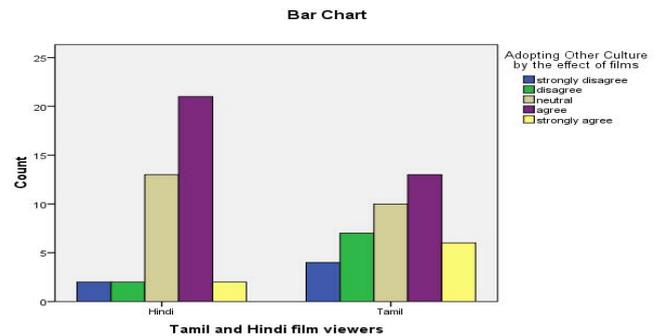
Table-1.b: Acceptance of inter-caste marriage

	Param-eter	Frequency	Per cent	Valid per cent	Cumula-tive per cent
Valid	Strongly disagree	9	11.2	11.2	11.2
	Disagree	8	10	10	21.2
	Neutral	19	23.8	23.8	45
	Agree	36	45	45	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Table-1.c: Adapting western love emotions

	Param-eter	Frequency	Per cent	Valid per cent	Cumula-tive per cent
Valid	Strongly disagree	4	5	5	5
	Disagree	11	13.8	13.8	18.8
	Neutral	16	20	20	38.8
	Agree	35	43.8	43.8	82.5
	Strongly agree	14	17.5	17.5	100
	Total	80	100	100	

Table-1.d: Other cultures' music

	Param-eter	Frequency	Per cent	Valid	Cumula-tive per cent
Valid	Strongly disagree	3	3.8	3.8	3.8
	Disagree	4	5	5	8.8
	Neutral	14	17.5	17.5	26.2
	Agree	39	48.8	48.8	75
	Strongly agree	20	25	25	100
	Total	80	100	100	

Table-1.e: Adopting other sports

	Param-eter	Frequency	Per cent	Valid per cent	Cumula-tive per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	16	20	20	28.8
	Neutral	19	23.8	23.8	52.5
	Agree	30	37.5	37.5	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Table-2 reveals that respondents were accepting the statement that people have adopted the language used in films and the table shows, 70 per cent Hindi male viewers were agreeing the statement and 10 per cent of responded strongly agreed and besides this the Tamil film male viewers also agreeing with 60 per cent and 5 per cent responded strongly agreed. However, the percentage of their acceptance is little bit less than from Hindi film viewers but the difference is just a margin according to their responses. On the other hand, female respondents were showing more supportive on this subject when the result compared with the male. Majority of 75 per cent female respondents of Hindi film viewers were agreeing and 20 per cent were showing strongly agreed with the statement, while as, in the Tamil female viewers 50 per cent were agreeing and 20 per cent responded strongly agreed to the statement. So it can infer that female respondents were feeling more effect on language in comparison with male respondents. It was also found from Table-2.a that total 63.8 per cent of all the respondents were agreeing and 13.8 per cent respondents replied strongly agreed to the statement; people are adopting the dialogues and the way of conversation shown on the films.

Table-2: Percentage-wise adaptation of dialogues of films by film viewers

Gender of the respondent				Adaptation of dialogues					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	1	0	3	14	2	20
			% within Tamil and Hindi film viewers	5.00%	0.00%	15.00%	70.00%	10.00%	100.00%
		Tamil	Count	0	2	5	12	1	20
			% within Tamil and Hindi film viewers	0.00%	10.00%	25.00%	60.00%	5.00%	100.00%
	Total		Count	1	2	8	26	3	40
			% within Tamil and Hindi film viewers	2.50%	5.00%	20.00%	65.00%	7.50%	100.00%
Female	Tamil and Hindi film viewers	Hindi	Count	Nil	Nil	1	15	4	20
			% within Tamil and Hindi film viewers	Nil	Nil	5.00%	75.00%	20.00%	100.00%
		Tamil	Count	Nil	1	5	10	4	20
			% within Tamil and Hindi film viewers	Nil	5.00%	25.00%	50.00%	20.00%	100.00%
	Total		Count	Nil	1	6	25	8	40
			% within Tamil and Hindi film viewers	Nil	2.50%	15.00%	62.50%	20.00%	100.00%

Pie-diagram of respondents adopting dialogues shown in films

Bar Chart
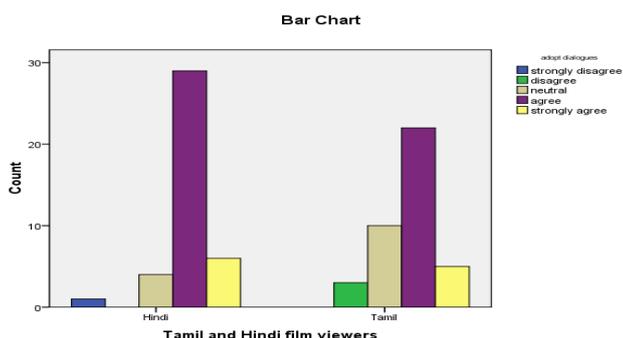
Table-2.a: Adopting dialogues and way of conversation

	Parameter	Frequency	Per cent	Valid	Cumulative per cent
	Strongly disagree	1	1.2	1.2	1.2
	disagree	3	3.8	3.8	5
	Neutral	14	17.5	17.5	22.5
	Agree	51	63.8	63.8	86.2
	Strongly agree	11	13.8	13.8	100
	Total	80	100	100	

From the Table-3 and Table-3.a, the researchers clearly analysed that respondents were accepting the following fashion items shown in films. Here 70 per cent of Hindi film male viewers were agreeing the above factor and 10per cent strongly agreed. Whereas, Tamil film male viewers responded 35 per cent agreed and equally 35per cent of others were strongly agreeing on it. Moreover, the total 52.5 per cent male respondents agreed, and 22.5 per cent were strongly agreeing with the statement. The female respondents were again more agreeing to the statement while comparing to male counterparts, but here the difference is found less.

65 per cent Hindi female respondents agreed and 30 per cent of others were strongly agreeing with the statement. The percentage of Tamil film viewers were less in comparison between the Hindi female viewers in supporting to this statement. But 45 per cent of them were agreeing and 25 per cent of them responded strongly agreed with the statement. Total 55 per cent of female respondents were agreeing and 27.5 per cent said strongly agreed with the statement. So here again, we can say that the female respondents felt more effected from cinema on this factor for promoting multiculturalism in the society. Moreover, total 53.8per cent responded agreeing and 25 per cent respondents strongly agreed that cinema is effective on the changing trends of fashion in the society.

We can clearly see from the Table-3.b that 50 per cent of total respondents were agreeing and 37.5per cent others showing strongly agreed with the statement, 'people are following (read conceiving) the hair styles shown in films'. From the Table-3.c, it was found that 53.8 per cent respondents were agreeing and 16.2 per cent responded strongly agreed that people accepted imitating the living styles shown in films. While as Table-3.d reveals for the statement, people are accepting the food culture shown in films found that majority of the respondents agreed with 46.2 per cent and more over 6.2 per cent also found strongly agreed the statement. Through this overall results we can stated boldly that cinema is playing an important role towards constructing the changing trends in peoples' living style, fashion, dressing and hair styles as well as the food habits of the society and its culture.

Table-3: Percentage-wise break up for the changing trends in fashion and life-style

Gender of the respondent				Changes in fashion by the effect of films					Total
				Disagree	Neutral	Agree	Strongly agree		
Male	Tamil and Hindi film viewers	Hindi	Count	1	3	14	2	20	20
			% within Tamil and Hindi film viewers	5.00%	15.00%	70.00%	10.00%	100.00%	100.00%
		Tamil	Count	2	4	7	7	20	20
			% within Tamil and Hindi film viewers	10.00%	20.00%	35.00%	35.00%	100.00%	100.00%
	Total		Count	3	7	21	9	40	40
			% within Tamil and Hindi film viewers	7.50%	17.50%	52.50%	22.50%	100.00%	100.00%
Female	Tamil and Hindi film viewers	Hindi	Count	1	0	13	6	20	20
			% within Tamil and Hindi film viewers	5.00%	0.00%	65.00%	30.00%	100.00%	100.00%
		Tamil	Count	1	5	9	5	20	20
			% within Tamil and Hindi film viewers	5.00%	25.00%	45.00%	25.00%	100.00%	100.00%
	Total		Count	2	5	22	11	40	40
			% within Tamil and Hindi film viewers	5.00%	12.50%	55.00%	27.50%	100.00%	100.00%
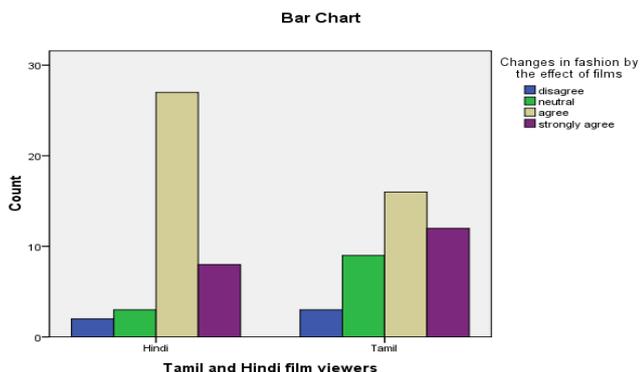
Table-3.a: Changes in fashion by the effect of films

	Param-eter	Frequency	Per cent	Valid	Cumula-tive per cent
Valid	Disagree	5	6.2	6.2	6.2
	Neutral	12	15	15	21.2
	Agree	43	53.8	53.8	75
	Strongly agree	20	25	25	100
	Total	80	100	100	

Table-3.b: Changes in hair style

	Param-eter	Frequency	Per cent	Valid	Cumula-tive per cent
Valid	Disagree	3	3.8	3.8	3.8
	Neutral	7	8.8	8.8	12.5
	Agree	40	50	50	62.5
	Strongly agree	30	37.5	37.5	100
	Total	80	100	100	

Table-3.c: Adopting living style

	Param-eter	Frequency	Per cent	Valid per cent	Cumula-tive per cent
Valid	Strongly disagree	2	2.5	2.5	2.5
	Disagree	4	5	5	7.5
	Neutral	18	22.5	22.5	30
	Agree	43	53.8	53.8	83.8
	strongly agree	13	16.2	16.2	100
	Total	80	100	100	

Table-3.d: Changes the food culture

	Param-eter	Frequency	Per cent	Valid Per cent	Cumula-tive Per cent
Valid	Strongly disagree	4	5	5	5
	disagree	11	13.8	13.8	18.8
	Neutral	23	28.8	28.8	47.5
	Agree	37	46.2	46.2	93.8
	Strongly agree	5	6.2	6.2	100
	Total	80	100	100	

The survey report highlights for the factor, 'cinema gives positive impact on the society'. It can be distinctly seen from Table-4 and Table-4.a that respondents' have diverse views on the above factor. Here, male Hindi film viewers mainly agreed with 50 per cent and 10 per cent respondent stated strongly agreed to the statement. While as, 30 per cent has chosen neutral, but the Tamil film viewers were opted neutral on this issue because only 10 per cent amongst them agreed to the statement and majority of 60 per cent Tamil film viewers' remains neutral view on this issue. Where, only 30 per cent of the total male respondents were agreeing the statement and 5per cent strongly agreed and 45 per cent chosen to be neutral. On the other hand, 30per cent female Hindi film viewers were agreeing and 10per cent responded strongly agreed but the majority of 55 per cent were chosen to remain neutral on this issue. For the Tamil female film viewers 40 per cent were agreeing and 5 per cent responded strongly agreed but 25 per cent were again stated remains neutral and other 15-15 per cent females were disagreeing and strongly disagreeing on the issue of cinema gives positive impact on the society. The total 35 per cent from both the Hindi and Tamil female respondents were agreeing and 7.5 per cent marked strongly disagreeing on this issue and 40 per cent were replied neutral and 10 per cent disagreed and other 7.5 per cent also strongly disagreed to this factor. So, overall 32.5 per cent respondents were agreeing along with 6.2 per cent marked strongly agreed but quite a handful of 42.5 per cent the total male and female has given to be remain neutral response on this issue. From this above distribution and analysis we can now candidly explained that on the issue of 'cinema gives positive effect on society', mostly respondents were showing blurred and unclear views.

The Table-4.b shows the statement, 'cinema is inspiring the people against corruption' and quite interest-

ingly majority of the respondents were remains neutral, i.e., no comment to this statement. However, 32.5 per cent opted to be agreed along with 3.8 per cent strongly agreed but a whopping 35per cent responded neutral to the options given with this issue, and quite contrarily 20 per cent of the respondents were chosen to mark agreed.

The research found from Table-4.c that 41.2 per cent

respondents were agreeing along with 3.8 per cent strongly agreed with one of the factor, 'cinema is promoting communal peace in society'. Again here 36.2 per cent responded neutral to the factor. We can now infer from the above analysis that cinema is an effective medium even though whether this will leads to the positive manner remains doubted according to this survey result.

Table-4: Percentage-wise positive impact of films on viewers

Gender of the respondent				Positive impact					Total
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	Tamil and Hindi film viewers	Hindi	Count	1	1	6	10	2	20
			% within Tamil and Hindi film viewers	5.00%	5.00%	30.00%	50.00%	10.00%	100.00%
		Tamil	Count	3	3	12	2	0	20
			% within Tamil and Hindi film viewers	15.00%	15.00%	60.00%	10.00%	0.00%	100.00%
	Total		Count	4	4	18	12	2	40
			% within Tamil and Hindi film viewers	10.00%	10.00%	45.00%	30.00%	5.00%	100.00%
Female	Tamil and Hindi film viewers	Hindi	Count	0	1	11	6	2	20
			% within Tamil and Hindi film viewers	0.00%	5.00%	55.00%	30.00%	10.00%	100.00%
		Tamil	Count	3	3	5	8	1	20
			% within Tamil and Hindi film viewers	15.00%	15.00%	25.00%	40.00%	5.00%	100.00%
	Total		Count	3	4	16	14	3	40
			% within Tamil and Hindi film viewers	7.50%	10.00%	40.00%	35.00%	7.50%	100.00%

Bar Chart
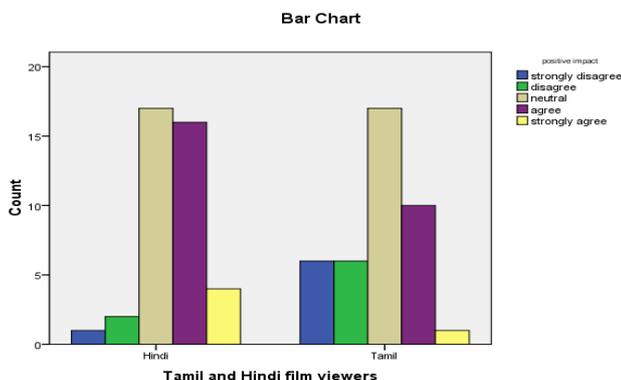
Table-4.a : Positive impact

	Parameter	Frequency	Per cent	Valid	Cumula-Per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	8	10	10	18.8
	Neutral	34	42.5	42.5	61.2
	Agree	26	32.5	32.5	93.8
	Strongly agree	5	6.2	6.2	100
	Total	80	100	100	

Table-4.b: Inspires anti-corruption

	Parameter	Frequency	Per cent	Valid percent	Cumulative per cent
Valid	Strongly disagree	7	8.8	8.8	8.8
	Disagree	16	20	20	28.8
	Neutral	28	35	35	63.8
	Agree	26	32.5	32.5	96.2
	Strongly agree	3	3.8	3.8	100
	Total	80	100	100	

Table: 4.c: Films are promoting communal peace

	Parameter	Frequency	Per cent	Valid per cent	Cumulative per cent
Valid	Strongly disagree	4	5	5	5
	Disagree	11	13.8	13.8	18.8
	Neutral	29	36.2	36.2	55
	Agree	33	41.2	41.2	96.2
	Strongly agree	3	3.8	3.8	100
	Total	80	100	100	

Cinema gives negative impact on society has different views and notions according to this study and Table-5 clearly reports that 20per cent of male Hindi film viewers were agreeing the given statement followed with 10per cent strongly agreed. Whereas, 25 per cent responded no comments or neutral along with 30 per cent of them were marked disagreeing the statement. Again

15 per cent respondents of male Hindi film viewers were strongly disagreeing, so we can conclude that the male Hindi film viewers has different views because the result clearly indicates the number of people who were not supporting this view comes out quite strongly, even though there the difference was quite in margin. In the Tamil male film viewers, 20 per cent says agree along with 25 per cent strongly agreed the statement but quite contrarily, 30 per cent were disagreeing followed with 5 per cent preferred strongly disagreed and the rest remains neutral. Here the result is just an opposite but the number of respondents supported the statement remained bigger than that of respondents disagreeing to it. For the female respondents, 40 per cent of Hindi film viewers agreed and 30 per cent were strongly agreeing whereas, others remain neutral. While, 35 per cent Tamil female viewers were agreeing and 15 per cent of them strongly agreed but 25 per cent were responded disagreeing and 5 per cent strongly disagreed.

Table-5.a indicates that Hindi female film viewers were mostly agreed with the statement that 'cinema promotes negative impact on culture'. Tamil male and female film viewers were given the same opinion to the statement but for Hindi film viewers' male opinion has different views from others. However, when we closely look into the result we can find that 28.8per cent of the total respondents were found to be agreed with the statement along with 18.8per cent respondents chosen strongly agreed. From Table-5.b, it was found that 45 per cent respondents to be agreed and 10 per cent responded strongly agreed to the factor that 'people are adapting and copying to the violent activities shown in films'.

Table-5: Percentage-wise negative impact of Films on viewers

Gender of the respondent				Negative impact of Films				
				Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	Tamil and Hindi film viewers	Hindi	Count	3	6	5	4	2
			% within Tamil and Hindi film viewers	15.00%	30.00%	25.00%	20.00%	10.00%
		Tamil	Count	1	6	5	4	4
			% within Tamil and Hindi film viewers	5.00%	30.00%	25.00%	20.00%	20.00%
	Total		Count	4	12	10	8	6
			% within Tamil and Hindi film viewers	10.00%	30.00%	25.00%	20.00%	15.00%

Female	Tamil and Hindi film viewers	Hindi	Count	0	2	4	8	6
			% within Tamil and Hindi film viewers	0.00%	10.00%	20.00%	40.00%	30.00%
		Tamil	Count	1	5	4	7	3
			% within Tamil and Hindi film viewers	5.00%	25.00%	20.00%	35.00%	15.00%
	Total		Count	1	7	8	15	9
			% within Tamil and Hindi film viewers	2.50%	17.50%	20.00%	37.50%	22.50%
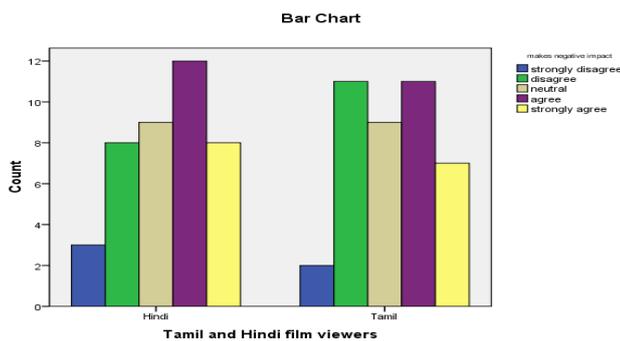
Table: 5.a: Makes negative impact

	Parameter	Frequency	Per cent	Valid persent	Cumula-tive per cent
Valid	Strongly disagree	5	6.2	6.2	6.2
	Disagree	19	23.8	23.8	30
	Neutral	18	22.5	22.5	52.5
	Agree	23	28.8	28.8	81.2
	Strongly agree	15	18.8	18.8	100
	Total	80	100	100	

Table-5.b: Peoples are adopting violence from cinema

	Param-eter	Frequency	Per cent	Valid Per cent	Cumula-tive Per cent
Valid	Strongly disagree	5	6.2	6.2	6.2
	Disagree	10	12.5	12.5	18.8
	Neutral	21	26.2	26.2	45
	Agree	36	45	45	90
	Strongly agree	8	10	10	100
	Total	80	100	100	

Discussions

In the present study we observe that cinema is playing an important role for promoting the multiculturalism in the society. Because the respondents are mostly feeling that cinema is playing an important role for the changing of our cultural behavior. Mostly respondents are accepting that we are adapting to other areas, like famous festivals and cultures from the effect of films. 52.5 per cent peoples are giving positive response with this view (Table-1) & (Table-1a). Marriage system is also the part of our culture, there is a lot of rules and regulations and restrictions made by the society for our marriage system. Today's youths are not ready to accept these restrictions that cinema is playing at the back-drop because 55 per cent respondents gives positive response on this view, 'cinema is promoting Inter-cast marriage in society' (Table-1.b). More over love related emotions shown in films is giving a huge influence on the audience emotional set-ups because 56.3 per cent respondents are ready to support this view (Table-1.c), as in dance, music and art are the important elements of any particular culture and society. Films are spreading these elements to particular group of people to others. 73.8 per cent respondents are agreeing with this views that people are adapting to other cultural music, dance and art by films (Table-1.d).Sports and games are also part of our culture 47.5 per cent of people are giving positive response on this view that people are adopting games and sports related to other culture by the effect of films (Table-1.e). Language is the medium of expression where, cinema is very effective in terms of language and it is showing with this report, 77.6 per cent of respondents are positively agreed with view that people are following the language and the way of conversation shown in films (Table-2.a). Cinema is also very effective on the changing trends of fashion and 78.3 per cent of respondents are agreeing with this (Table-3.a). People are adapting hair style from films

and 87.5 per cent respondents are positively supporting this view (Table-3.b). People are changing the life style by the influence of films, 80 per cent respondents are giving positive response on this view (Table- 3.c). People are also adapting the food culture from films, 52.2 per cent respondents are showing their acceptance in this study (Table-3.d). So we can easily say that cinema have great effect on peoples' culture, society and their day to day life. But the effect is always positive however, the answer to this question is very difficult in the study because we got different responses from different groups of people regarding this view. Because 38.7 per cent of the total respondents are agreeing with the statement that cinema gives positive impact on people. But other mostly 42.5 per cent of respondents remains neutral on this view (Table-4.a). Like that cinema is inspiring people against corruption, 36.3 per cent of respondent supported to the statement but 35per cent of respondents are neutral and others 28.8 per cent of respondents disagree with that view (Table-4.b). Is it true, films are promoting communal peace and harmony in the society, for this view we got positive response from respondents, 44 per cent of them are with that but others 36 per cent of them are neutral and 18.8 per cent of them are not ready to accept the statement (Table-4.c).

Respondents are also aware with the negative impact of films because 47.6 per cent of respondents gives positive response with the statement that cinema gives negative impact on people and the other mostly are showing neutral view on that (Table-5.a). Likewise, 55 per cent of respondents are agreeing with the statement that people are adapting violent activities from films (Table- 5.b). So it can easily say that cinema is very effective on peoples' culture, and it is very effectively promoting Multiculturalism in our society. But the present study says that people are not very clear on this view that the effect of cinema is always positive and they are showing doubtful attitude regarding this subject.

Conclusion:

It has concluded that cinema is promoting multiculturalism in our society. Cinema is very a effective medium of communication. It is not only effective to change physical behavior of the people even it can change the ideas, thinking and mental behavior of people. People are adapting others festivals, traditions, language, music, dance, and art by the effect of films. Cinema is also dominating orthodox and old customs, superstitions, and illogical traditions of our society. By the above study it has been observed that people are not hesitating to adapt the new ideas, thinking of other traditions, life styles due to films effect. Peoples are moving towards rationality and their decisions are influenced by the cinematic effect. For the growth of the society and nation it is essential to know about the multiple cultures so that it may bridge the gap between two or more different social behavior with deep emotional attachment.

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Press and Social Issues: A study of two Bengali newspapers
of Cachar District of Assam

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Key words: Social issues, press, language press, coverage, etc.

ABSTRACT

The desire to communicate, to exchange ideas, to learn about the changes in the immediate environment and to seek the truth is inherent in human nature. Communication of news and views is an integral part of human life. Man is always eager to know what is going around him and what people are thinking about various things. He used different means in different times to fulfill this need. From its fundamental importance for social development, communication has a development point of view in all societies. Communication as a means of transmission of information and as a process of development underwent many changes with the invention of the printing press.

The press plays an important role in the fulfillment of the information needs of the people and has been playing a dominant role in the dissemination of news and information. Being a major force in forming public opinion, the present study was conducted to analyse the nature and extent of coverage of socially relevant issues in two major language newspapers of Cachar district of Assam.

The paper thus explores on how language press in a remote place covers socially relevant issues and how they reflect and shape the views of societal diversity. For the purpose of this study a content analysis of two highest circulated Bengali newspapers has been considered for a period of four months. The findings of the study did not differ much as far as the coverage pattern of social issues are concerned, reflecting the prevalence of conventional and traditional media reporting practices still in existence in small towns and remote areas. Typically socially relevant issues like rape, female foeticide, prostitution, etc have appeared almost in the same numbers in both the newspapers.

However the findings also reveal that language newspapers in remotest part of the country give reasonable importance to social issues and highlight different social problems like corruption, terrorism, prostitution, female foeticide, etc in their reports.

INTRODUCTION

Communication as a means of transmission of information and as a process of development have underwent many changes with the invention of the printing press. The Indian press since its inception has been contributing significantly in bringing about a change in the social lives and culture of the people through dissemination of news and information.

Through its columns, the language press in particular contributed significantly to the social change and development. Even today, the main challenge before the language press is to sensitize the elite readership towards developmental issues affecting the Indian masses, the vast majority of which is inhabiting in the rural areas. But in the present times the press (media) coverage of social issues has turned to be a source of contention and debate. While a section of newspapers is driven by profit motives, there are still few who thrive towards bringing about a change in the mindset of the people.

As language press is a promising medium for disseminating information and knowledge about nutrition, health and hygiene, improved farm practices, family planning measures and many other vital issues, the present study conducted is an insight to the nature and extent of coverage of social issues by local language dailies. The study assumes wider importance in the present context where still a section of language press is trying to play the role of a watchdog of the society through its columns.

One of the major objectives of the research was to study the nature and extent of coverage of social issues by two leading Bengali newspapers of Cachar district. Accordingly the research questions formulated to achieve this objective were what is the coverage pattern of the newspapers in terms of placement under discussion towards the issues framed by the researcher? What are the most important issues among the social issues covered by the select newspapers?

OPERATIONAL DEFINITIONS

Language Press: Language Press here means the Bengali newspapers, Dainik Jugashankha and Samayik Prasanga, used in the study.

Social Issues: Social Issues may be defined as those issues which are related to important social processes. Moreover, social issues are matters which directly or indirectly affect many or all members of a society.

LITERATURE REVIEW

Schramm (1964) noticed change in social, cultural, religious and personal attitudes which subsequently have helped change and shape a society completely differently. The Indian society has by and large reacted almost in an identical manner. This has been amply established by some well-known studies conducted by Indian mass communication scholars such as Rao, Damle and several others. Rao emphasized that social responsibility is a concept that need to be practiced by all the media including the press. In a de-

veloping country like India, the mass media has important roles to play. That needs the media to be socially responsible. A socially responsible mass can serve the interest of the society at large.

Bhatngar's study (1966) of women's issues in six English newspapers published in New Delhi in 1987 indicated that only 280 (1%) items in the sample reported about the problems and welfare activities about women. Important items like women's education, right and wage rates of women workers did not receive adequate coverage in any newspaper under study.

Dasgupta (1976), in her study of women's issues in four English dailies published in New Delhi in 1975, observed that women's issues received no attention in the six subject categories social, economic, political, art and culture, biographical and other issues. However, the study did not elaborate the methodology adopted for the study.

Rogers (1976) suggested a new definition of development as a widely participatory process of social change in a society intended to bring about both social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through gaining control over their environment. The predominant role of communication has been: a) to transfer technological innovations from development agencies to the clients and, b) to create an appetite for change through raising a climate for modernization among members of the public.

Nadeem Ul Haque and Arif Sheikh in their study of daily newspapers in Pakistan found that those dailies devote extensive space to international news. Domestic news is usually entirely confined to the statements of politicians and political parties with very little space given to economic issues or court proceedings.

Aneesh Ankur (2008) a freelance journalist in a study of three newspapers each in English, Hindi and Urdu, carried out in Patna found that when it comes to giving space to news on social issues related to children and women Urdu newspapers are more generous in the coverage given to these issues than the newspapers in Hindi and English. Roznama Rashtriya Sahara, an Urdu daily leads all newspaper by giving 20% of its news space for coverage of issues related to the children and women. Hindi daily Hindustan was second in their coverage of issues covered. Another popular Urdu newspaper of Bihar Qaumi Tanzeem gives 9% of its space for women and children issues according to the analysis. Hindi dailies like Rashtriya Sahara has 13%, Dainik Jagaran 9%, Prabhat Khabar 8%, Aaj 8%, and I-next is at the lowest with its 6% of coverage to the children related issues. The coverage of English dailies like TOI is 9% and that of Hindustan Times is 7%. Mr. Ankur tallied his numbers after monitoring various news papers for a month.

Greenwald (1990) analyzed the coverage of women in the business section of two metropolitan newspapers. She found that women were the main subjects in only 5 of 180 stories.

Hollifield (1997) compared coverage of the proposal for a National Information Infrastructure by the communication industry trade press, the general trade press, and newspapers. She found that the trade press was less likely to cover the social implications of policy proposals.

The purpose of the study by Behnoosh Payvar (2004) was to examine the coverage of gender, environment and development (GED) issues in the Indian English-language newspapers. A main hypothesis is that the high rate of gender discrimination in India contributes to a gender bias in the coverage of GED stories. The newsworthiness of GED has been examined by use of a frequency analysis. Some key concepts in the study of gender and media, namely gender typifications and gender stereotypes were used to examine the contents of articles and news stories. The results of the frequency analysis were discussed in relation to evaluations and assessments made by newspapers' editorial staff, gender scholars, international and Indian NGOs, and Indian government representatives. The possible selection biases were also discussed. Material for the study was collected through interviews and observations at the sorting desk of the Indian Express during a two month's field study in India. The results show that the press does not reflect the actual needs of people in India and is influenced by certain biases in the coverage of GED issues. NGOs, gender scholars and press watch organizations believe that the press performance regarding the coverage of GED is weak.

The comparative study done by Uppal Charu (2009) is based on the assumption that there is a marked difference between the environmental activism developed (US/ Canada as representative) and the developing world (India as representative). Social injustice is more of concern in environmental activism in the developing world. This study examines four years of news coverage in both countries to determine if those concerns are still reflected in the news coverage of environmental issues. This paper uses contextual analysis to analyze coverage of hydroelectric projects in two Indian newspapers (The Times of India and The Hindu) and two U.S. newspapers (The New York Times and The Buffalo News) in the environmental cultural context of their respective countries. Environmental activism was measured by examining the 'power of news stories to invite public participation'. Using Barton's classification of news formats, presence of 'disjunctive' news format was considered an indication of newspapers' emphasis on citizen involvement. The study demonstrates that there is a marked difference in the way environmental activism, as it relates to the hydro-

electric projects is covered in the United States and in India. Some of the key findings of the study are: 1) environmental activism appeared more potent in the Indian newspapers than their U.S. counterparts, 2) Disjunctive news formats, which create a sense of discontent and therefore potentially invite public participation were much more prevalent in the Indian newspapers. 3) The coverage of hydroelectric controversy in the US newspapers was much more complacent and seemed to discourage public participation.

The increased attention to women and to women's issues in the media in the last decade has not been free of blatant sexism and/or subtle distortions, partly as a consequence of overt biases and partly due to the very structure of the media. This article by Ammu Joseph and Kalpana Sharma looks at the coverage of all issues concerning women in the English language press between 1979 and 1988 focusing on five landmark issues-dowry deaths, rape, sex determination tests and sati. (Between the lines: Women's Issues in English language newspapers- Ammu Joseph, Kalpana Sharma)

A study by Porismita Borah employs three methods to understand media content. First, the study examines the 'peak periods' to ascertain the pattern of coverage. Second, with a sample of 4058 articles the study examines the prominent frames used by newspapers. Third, with the help of interviews of journalists from the same newspapers, the study examines the factors that influence the way these frames are created in the first place. Results show that, in general, the driving force of this coverage is marketability of the stories. This is implied by the overall coverage as well as the responses of journalists. (Examining media content: A case study of newspaper coverage of dowry in India, 1999-2006.)

A study of review of literature shows that the present study of the nature and extent of coverage of social issues by the language press of Cachar district of Assam is the first of its kind. Thus, the research findings suggest an assessment of the nature and extent of social issues being covered by the Bengali newspapers of this region in particular and the language press in general.

METHODOLOGY AND ANALYSIS
A content analysis-both qualitative and quantitative of two leading Bengali newspapers of Cachar district was used as a research method. The data were collected from the two newspapers between January and April 2010 and the news contents of social issues were analyzed to ascertain how the selected newspapers covered the social issues.

The universe for the present study comprises of all the issues of the two selected dailies during the period of four months, i.e., from January, 2010 to April, 2010. Thus the study con-

sisted of 120 copies per daily (31+28+31+30=120). Thus a total of 240 issues of the two dailies have been covered for the study.

Both qualitative and quantitative analysis of both the newspapers, Dainik Jugashankha and Samayik Prasanga, was done for the study.

QUALITATIVE ANALYSIS OF DATA
To study the emphasis of the news story 'placement' was considered based on the appearance of the news story either in the front page or any of the inside pages.

PLACEMENT
The placement or position of any news story is vital in attracting the readers to the news story. Placement also speaks of the emphasis given to any news story by the newspaper organization.

Table-1.1: Percentage of distribution of news stories in terms of placement

Sl. No	NEWSPA-PERS	PLACEMENT OF NEWS STORIES	
		FRONT PAGE (%)	INSIDE PAGES (%)
1	Dainik Ju-gasankha	16.91	83.09
2	Samayik Pras-anga	15.95	84.05

The data reveal that both the newspapers have more or less the same patterns of coverage so far as placement of news stories on social issues is concerned. While Dainik Jugasankha devoted 16.91% of its space in the front page to socially relevant issues, Samayik Prasanga on the other hand devoted 15.95% in the front page to the same. In contrast, the remaining stories that appeared in the inside pages are 83.09 percent and 84.05 percent respectively, as shown in Table-1.1 above.

Inferences therefore can be drawn that both the two leading newspapers of Cachar district have the same patterns of placing social issues in front and inside pages.

Further analysis on issues that got prominence in the front and inside pages, the data reveal that Dainik Jugasankha has given more prominence to corruption (23.14%) followed by terrorism (14.97%), crime (12.21%), Naxalism and Maoism (8.75%) and so on as shown in Table- 1.1. Almost similar findings have been revealed after analyzing the news stories of Samayik Prasanga. Corruption (22.09%) tops the list in Samayik Prasanga, followed by terrorism (16.75%), Crime (11.50%) and Naxalism and Maoism (7.19%).

Table 1.1.1: Percentage of distribution of social issues covered in two newspapers

Sl. No.	SOCIAL ISSUES COVERED	Dainik Jugasankha (%)	Samayik Prasanga (%)
1	Corruption	23.14	22.09
2	Terrorism	14.97	16.75
3	Employment	1.13	0.92
4	Unemployment	1.15	1.36
5	Insurgency	3.89	2.88
6	Casteism	1.01	1.41
7	Communalism	1.81	1.93
8	Kidnapping and abduction	1.25	1.27
9	Women Empowerment	3.94	3.79
10	Domestic Violence	2.63	0.74
11	Sexual harassment	2.11	3.17
12	Rape	0.28	0.25
13	Prostitution	0.36	0.48
14	Crime	12.21	11.50
15	Violence	6.00	7.83
16	Communal Harmony	3.02	2.59
17	Female Foeticide	0.73	0.62
18	Education for children	3.11	2.83
19	Peace initiatives	1.93	0.87
20	Anti-terrorism	1.22	2.67
21	Anti-violence	1.20	1.29
22	Poverty	1.70	2.60
23	Anti-corruption	2.46	2.97
24	Naxalism & Maoism	8.75	7.19

On social issues that got prominence in both these newspapers, the data reveal that Dainik Jugasankha has given more prominence to corruption (23.14%) followed by terrorism (14.97%), crime (12.21%), Naxalism and Maoism (8.75%) and so on. Almost similar findings have been revealed after analyzing the news stories of Samayik Prasanga. Corruption (22.09%) tops the list in Samayik Prasanga, followed by terrorism (16.75%), Crime (11.50%) and Naxalism and Maoism (7.19%).

QUANTITATIVE ANALYSIS OF DATA

Quantitative analysis of the two newspapers were carried out to find out i) the extent of coverage of news items on social issues in terms of total space in column cm and ii) frequency in terms of number of items appeared in both the newspapers on social issues.

1.1.2   EXTENT OF COVERAGE OF SOCIAL ISSUES

Social issues may be defined as those issues which are re-

lated to important social processes. These issues are matters which directly or indirectly affect a person or many members of a society and are considered to be problems, controversies related to moral values, or both. Moreover, social issues are matters which directly or indirectly affect many or all members of a society. These include issues which are categorized under: i) corruption, ii) sexual harassment, iii) rape, iv) kidnapping and abduction, v) Communalism, vi) insurgency, vii) terrorism, viii)employment , ix) unemployment, x) women empowerment, xi)rape , xii)prostitution, xiii) poverty, xiv) female foeticide, xv) untouchability, xvi) communal harmony, xvii)violence , xviii) casteism, xix) crime, xx) domestic violence, xxi) naxalism and maoism, xxii) peace initiatives

Table 1.1.2: Extent of coverage of social issues in terms of space covered in column centimeter

Sl. No.	Social Issues Covered	Extent of Coverage (in column centimeter)	
		Dainik Jugasankha	Samayik Prasanga
1	Corruption	24291.45	22062.86
2	Terrorism	15714.91	16726.29
3	Employment	1186.23	903.43
4	Unemployment	1207.22	1352.57
5	Insurgency	4083.57	2888.57
6	Casteism	1060.26	1410.86
7	Communalism	1900.07	1932
8	Kidnapping and abduction	1312.20	1261.71
9	Women Empowerment	4136.05	3781.71
10	Domestic Violence	2760.87	742.29
11	Sexual harassment	2214.99	3171.43
12	Rape	293.93	248.57
13	Prostitution	377.91	483.43
14	Crime	12817.57	11478
15	Violence	6298.56	7815.43
16	Communal Harmony	3170.28	2588.57
17	Female Foeticide	766.32	620.57
18	Education for children	3264.75	2821.71
19	Peace initiatives	2026.04	872.57
20	Anti-terrorism	1280.71	2665.71
21	Anti-violence	1259.71	1296
22	Poverty	1784.59	2609.14
23	Anti-corruption	2582.41	2957.14
24	Naxalism & Maoism	9185.40	7189.71

In quantitative aspect the extent of each social issue covered in these newspapers show that corruption (24291.45 column cm & 22062.86 column cm) , terrorism (15714.91 column cm and 16726.29 column cm), violence (6298.56 col. cm

and 7815.43col. cm) , Naxalism and Maoism (9185.40 col. cm and 7189.71 col.cm)- related news items have got extensive coverage in Dainik Jugashankha and Samayik Prasanga respectively. Other social issues covered in both these newspapers are sexual harassment, rape, kidnapping and abduction, communalism, insurgency, women empowerment, rape, prostitution, poverty, female foeticide, untouchability, communal harmony, domestic violence, etc.

MAJOR FINDINGS AND CONCLUSION

The findings reveal that both the newspapers have more or less the same patterns of coverage so far as placement of news stories on social issues is concerned. While Dainik Jugasankha devoted 16.91% of its space in the front page to socially relevant issues, Samayik Prasanga on the other hand devoted 15.95% in the front page to the same. In contrast, the remaining stories that appeared in the inside pages are 83.09 percent and 84.05 percent respectively.

Inferences therefore can be drawn that both the two leading newspapers of Cachar district have the same patterns of placing social issues in front and inside pages.

Further analysis on issues that got prominence in the front and inside pages, the data reveal that Dainik Jugasankha has given more prominence to corruption (23.14%) followed by terrorism (14.97%), crime (12.21%), Naxalism and Maoism (8.75%), etc. Almost similar findings have been revealed after analyzing the news stories of Samayik Prasanga. Corruption (22.09%) tops the list in Samayik Prasanga, followed by terrorism (16.75%), Crime (11.50%) and Naxalism and Maoism (7.19%).

In quantitative aspect the extent of each social issue covered in these newspapers show that corruption (24291.45 column cm & 22062.86 column cm) , terrorism (15714.91 column cm and 16726.29 column cm), violence (6298.56 col. cm and 7815.43col. cm) , Naxalism and Maoism (9185.40 col. cm and 7189.71 col.cm)- related news items have got extensive coverage in Dainik Jugashankha and Samayik Prasanga respectively. Other social issues covered in both these newspapers are sexual harassment, rape, kidnapping and abduction, communalism, insurgency, women empowerment, rape, prostitution, poverty, female foeticide, untouchability, communal harmony, domestic violence, etc.

Not much difference is noticed in the occurrence of other social issue-based news items in the two newspapers under study. News items on socially relevant issues like rape, female foeticide, prostitution, etc have occurred almost in the same numbers in both the newspapers.

The findings show that though regional language newspapers are often accused of being profit-driven and in the process neglect social obligations, but language newspapers of this part of the country give reasonable importance to social issues and highlight different social problems like corruption, terrorism, prostitution, female foeticide, etc in their reports. This shows that language newspapers in this region are conscious about the social responsibility thrust upon them and their editorial policy shows the sign of being aware about their responsibilities towards the society and readers. Despite being a profit-generating business the language newspapers of Barak Valley appear to be a vibrant medium for highlighting social issues.

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