

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



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***INTERNATIONAL JOURNAL OF COMMUNICATION
DEVELOPMENT***

(A Peer Reviewed Research Journal)

About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, interdisciplinary and especially comparative perspectives.

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FROM THE EDITOR'S DESK

We started a dialogue in the first issue friends and have been taking it forward from there-issue to issue. Looking back on our aim to promote good scientific research, we realized that very important input is format of writing a research article, which merits a discussion in our pages.

Friends, Team IJCD needs to inform all of you that please ensure to send the research papers in the standard research format and the articles maintaining continuity. It will help us in not having to return them to you for re-writing. Articles should be between 5000-8000 so that the research has an in depth quality in it. All papers in this journal have undergone rigorous review, based on initial editorial screening, and double blind review by two anonymous reviewers.

Not let me suggest that we in the process of giving the journal an international flavor, should give it an international format also. Hence I am giving some tips which might help the authors and scholars in planning the write up.

Article Preparation Guidelines

Manuscript title: The title should be limited to 25 words or less and should not contain abbreviations. The title should be a brief phrase describing the contents of the paper.

Author Information: Complete names and affiliation of all authors, including contact details of corresponding author (Telephone, Fax and E-mail address).

Abstract: The abstract should be informative and completely self-explanatory, briefly present the topic, state the scope of the experiments, indicate significant data, and point out major findings and conclusions. The abstract should summarize the manuscript content in 300 words or less. Standard nomenclature should be used and abbreviations should be avoided. The preferable format should accommodate a description of the study background, methods, results and conclusion. Following the abstract, a list of keywords (3-10) and abbreviations should be included.

Introduction: The introduction should set the tone of the paper by providing a clear statement of the study, the relevant literature on the study subject and the proposed approach or solution. The introduction should be general enough to attract a reader's attention from a broad range of scientific disciplines.

Materials and Methods: This section should provide a complete overview of the design of the study. Detailed descriptions of materials or participants, comparisons, interventions and types of analysis should be mentioned. However, only new procedures should be described in detail; previously published procedures should be cited and important modifications of published procedures should be mentioned briefly. Capitalize trade names and include the manufacturer's name and address. It is research methodology in different terminology.

Review of Literature: The format of a review of literature may vary from discipline to discipline and from assignment to assignment. A review may be a self-contained unit -- an end in itself -- or a preface to and rationale for engaging in primary research. A review is a required part of grant and research proposals and often a chapter in theses and dissertations. Generally, the purpose of a review is to analyze critically a segment of a published body of knowledge through summary, classification, and comparison of prior research studies, reviews of literature, and theoretical articles.

Results: The results section should provide complete details of the experiment that are required to support the conclusion of the study. The results should be written in the past tense when describing findings in the authors' experiments. Previously published findings should be written in the present tense. Results and discussion may be combined or in a separate section. Speculation and detailed interpretation of data should not be included in the results but should be put into the discussion section.

Conclusion: A conclusion is the last paragraph in your research paper, or the last part in any other type of presentation. It is like the final chord in a song. It makes the listener feel that the piece is complete and well done. The same is true for your audience. You want them to feel that you supported what you stated in your thesis. You then become a reliable author for them and they are impressed by that and will be more likely to read your work in the future. They may also have learned something and maybe have had their opinion changed by what you have written or created!

Acknowledgement: This section includes acknowledgment of people, grant details, funds, etc.

Note: If an author fails to submit his/her work as per the above instructions, they are pleased to maintain clear titles namely headings, subheading.

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The journal uses the numbered citation (citation-sequence) method. References are listed and numbered in the order that they appear in the text. In the text, citations should be indicated by the reference number in brackets. Multiple citations within a single set of brackets should be separated by commas. When there are three or more sequential citations, they should be given as a range. Example: "... now enable biologists to simultaneously monitor the expression of thousands of genes in a single experiment [1,5-7,28]". Make sure the parts of the manuscript are in the correct order for the relevant journal before ordering the citations. Figure captions and tables should be at the end of the manuscript.

Authors are requested to provide at least one online link for each reference as following (preferably PubMed). Because all references will be linked electronically as much as possible to the papers they cite, proper formatting of the references is crucial.

Tables: These should be used at a minimum and designed as simple as possible. We strongly encourage authors to submit tables as .doc format. Tables are to be typed double-spaced throughout, including headings and footnotes. Each table should be on a separate page, numbered consecutively in Arabic numerals and supplied with a heading and a legend. Tables should be self-explanatory without reference to the text. Preferably, the details of the methods used in the experiments should be described in the legend instead of in the text. The same data should not be presented in both table and graph form or repeated in the text. Cells can be copied from an Excel spreadsheet and pasted into a word document, but Excel files should not be embedded as objects.

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Tables and Equations as Graphics: Only when tables cannot be encoded as XML/SGML can they be submitted as graphics. If this method is used, it is critical that the font size in all equations and tables is consistent and legible throughout all submissions.

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We bring out this issue of IJCD with an élan. Our efforts have been well received with positive comments and important criticism. Friends I am sure your comments and guidance will help us to strive towards excellence.

Dr. Durgesh Tripathi
Editor, IJCD

(A Peer Reviewed Research Journal)

GENDER BIAS IN INDIAN NEWS MEDIA
A STUDY OF THE ODIA LANGUAGE NEWS PAPERS

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Introduction

Media are in the business of providing information. Women and men read watch and listen to this information daily which is in the shape of what we know as news. The media do not merely represent; they also recreate themselves and their vision of the world as desirable, saleable. What they reproduce is chosen, not random, not neutral, not without consequence. The media's focus on the current issues and events of the day and the collection and editing of this information for presentation through the news media – newspapers, television and radio – is the practice of journalism. News is a choice, and extraction process, saying that one event is more meaningful than another event. The very act of saying that means making judgments that are based on values and based on frames.

The media do this by providing information that is collected and edited based on the media guiding principles of accuracy, fairness and balanced representation. The media also see their key role in any society as a “watchdog” of the government and all entities to ensure accountability in a society in the public interest. The media's ability to carry out this role depends greatly on whether the media operate within political and legal environments which enable free speech, reasonably unfettered access to information, free media, and economic and political environments which encourage and promote the development of a diversity of media.

The media now constitute a central and powerful force in societies across the world, and certainly in India. They are increasingly playing the roles once played by family, community, religion and formal education: not only disseminating information and knowledge, but also shaping values and norms, moulding attitudes and behaviour and influencing the very process of living.

The present study is an attempt to study the regional Odia language media (Newspapers, Radio and Television) and gauge the portrayal and coverage of women and men as news subjects; presence of women and men news subjects by story topic; occupations of women and men news subjects; and news and gender stereotypes.

The news is an integral part of life in the 21st century. Once a discrete category available only in certain formats at certain times, news is now available around the clock on radio, television, the Internet, sent via text to your phone, as well as in its traditional paper form. What is surprising is that despite the proliferation of news outlets, and the advances in technology that have altered the way it is gathered, processed and received, the product itself has barely changed since the emergence of a mass circulation popular press in the second half of the 19th century. The different news outlets catered to different audiences and so gave greater or lesser prominence to different types of stories all under the heading of ‘the news’.

The news is further influenced by the way the news is gathered. Ultimately the news is a business and as such it is highly organized. The detailed structure of a news organisation may vary from one outlet to another, but to large extent very news organisation uses the same sources to get the news. Editors cannot rely on events just happening in order to fill their paper or bulletin, so the vast majority of stories are not spontaneous but planned. As Paul Manning points out, ‘The production of news each day, each week or on a rolling 24-hour basis, involves the routine gathering and assembling of certain constituent elements which are then fashioned to construct or fabricate an account of the

particular news event'. In other word, in order to satisfy the increasing demand for news, reporters tend to access similar sources that traditionally provide material.

GENDER BIAS

Gender bias is a preference of prejudice toward one gender over the other. Bias can be conscious or unconscious, and may manifest in many ways, both subtle and obvious. In many countries, eliminating gender bias is the basis of many laws, including those that govern workplaces, family courts, and even the voting booth. Despite these efforts, many legal and political scholars argue that total gender parity remains a far off goal, one which many regions are not remotely close to reaching.

The legality of gender bias is an area of huge contention in regard to pay equity between the sexes. Historically in many countries, men make more money over a career than women, even if they hold the same job. While the disparity has dwindled since the mid-20th century, it still exists in most areas to some degree. Opponents of additional laws increasing protection of women's equal pay argue that this may be due to women working less over their lives, instead making a choice to remain at home and raise children. Women's rights activists often cite this argument as part of the overall gender bias of modern society, suggesting that women are financially punished for choosing to rear children, despite the fact that this action is vital to the continuance of the state.

It is important to note that gender bias exists in both directions. Although many historical examples and evidence suggest that bias has typically gone against women, there are certainly cases to the contrary. Abortion legality, for instance, is often a situation where gender bias claims against men are suggested, as some biological fathers insist they should have the right to prevent an abortion in order to raise their biological child.

It is also important to remember when considering gender bias and the law, that not all regions approve or desire gender equality under the law. In some countries, women are not allowed to drive, let alone vote. Studies of some regions have also showed tremendous gender bias in laws, with women being subject to severe penalties, including execution, for crimes such as adultery, where as for men, adultery may not be considered a crime at all or may have lighter sentencing guides.

In other parts of the world, the complexity of gender issues and overall desire to create an equitable society has lead legal systems with an interest in eliminating gender bias to institute laws prohibiting overt gender prejudice. The first law allowing women voting rights was passed in New Zealand in 1893, although earlier laws existed in Scandinavia that allowed limited female voting. England, the United States, and Ireland all have laws prohibiting pay inequity based on gender, however these are not often strictly enforced.

Gender biases in the media may have declined significantly over the last 15 years, but they are still far from resolved, says the report of the Global Media Monitoring Project (GMMP) 2010, in which India participated for the first time this year. In the Indian media, women constituted less than a quarter of the people heard or read about in the news, according to the report.

The men and women who work together in a place know that the media cannot be "free" and "independent" as long as women who work within the media experience injustices that range from discrimination in promotion and hiring to sexual harassment in the newsrooms, and as long as the news is told day in day out through the voices and perspectives of men.

News on the violations of women's human rights and discrimination against women are few and far between. When the media does cover gender issues such as violence, sexual and reproductive health, women in decision-making, these articles are often confined to special pages and segments in the media and tagged as women's issues', rather than being placed on the news pages as issues of concern to everyone.

While the media worldwide fight tenaciously to guard, protect and obtain legally the right to be free from government censorship, free from political and economic interests and controls, the media has been unable to detect, analyse and change alone, the gender biases, prejudices and inequalities that influence and impact on its operations and content.

The fight to free the media of gender bias and inequalities has come largely from gender activists who have identified the media as a key institution in the struggle for gender equality. Gender and feminist activists see the media as:

The mediums through which messages are transmitted (through editorial content, images and adverts) about the gender roles of women and men in any society. The messages can either reinforce, or challenge gender stereotypes and sex-based discrimination.

As news and communications channels that can put women's rights and gender equality on the agenda of public policymakers. One way the media can do this is by holding governments accountable to many of the international and regional women's rights conventions and instruments they have signed in the same way the media holds governments accountable to conventions on torture, political rights, labour rights, etc.

An institution that practice sex-based discrimination, and therefore also sites where the struggle for gender equality must be confronted.

NEWS MEDIA

The news media remain the major and most influential sources of information, ideas and opinion for most people around the world. They constitute a key element of the public and private space in which people, nations and societies live. They are in a position to further public understanding of the political, economic, social and cultural environment and to gauge the public mood. A society that does not fully know itself cannot respond to the aspirations of all its members. So who and what appears in the news and how people and events are portrayed does matter, who is out and what is not covered are equally important. The cultural underpinnings of gender inequality and discrimination against women are often reinforced through the media across the world.

INDIAN NEWS MEDIA

Indian news media consist of several types of communications media: television, radio, cinema, newspapers, magazines, and internet-based Web sites. The Indian media was initiated since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of August and Louis Lumiere moving pictures in Mumbai initiated during the July of 1985 – is among the oldest and largest media of the world. Indian media-private media in particular – has been “Free and Independent” throughout most of its history. The period of emergency (1975-1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media was faced with potential government retribution.

GENDER STUDIES: NEED AND IMPORTANCE

A gender study is a field of interdisciplinary study which analyses race, ethnicity, sexuality and location. Gender study has many different forms. One view exposed by the philosopher Simone de Beavour said: “One is not born a woman, one became one”. This view proposes that in gender studies, the term “gender” should be used to refer to the social and cultural constructions of masculinities and femininities, not to the state of being male or female in its entirety. However, this view is not held by all gender theorists. Other areas of gender study closely examine the role that the biological states of being male or female have on social constructs of gender. Specially, in what way gender roles are defined by biology and how they are defined by cultural trends. The field emerged from a number of different areas: the sociology of the 1950s and later; the theories of the psychoanalyst Jacques Lacan; and the work of feminists such as Judith Butler.

Gender is an important area of study in many disciplines, such as literary theory, drama studies, film theory, performance theory, contemporary art history, anthropology, sociology, psychology and psychoanalysis. These disciplines sometimes differ in their approaches to how and why they study gender. For instance in anthropology, sociology and psychology, gender is often studied as a practice, where as in cultural studies representations of gender

are more often examined. A gender study is also a discipline in itself: an interdisciplinary area of study that incorporates methods and approaches from a wide range of disciplines.

The need of gender studies is the building of a positive man-woman relationship based on equality, dignity and mutual respect. The often 'neglected women's dimension' should be taken note of and made an inherent part of all media content.

The committee on portrayal of women in the media noted the following characteristics in the image of women projected in the media programme:

A woman's place is in the home.

The most important and valuable asset of woman is physical beauty.

A woman's energies and intellect must be directed at finding the right man and keeping.

Women are dependent, coy and submissive; they are masochistic in their response to indignities, humiliations and even to physical violence inflicted on them.

The good woman is the traditional housewife, long-suffering, pious and submissive; and modern woman who asserts herself and her independence is undesirable and can never bring happiness to anybody or find happiness herself.

The working woman is the undesirable exception who must be brought into the marriage fold and be made to submit to the prevalent norms of the society.

The importance of gender studies refers to differential management of men and women, the impact of which may be positive, negative or neutral. Nevertheless, for research purposes, it could be redefined as an erroneous approach to the similarities or differences between men and women which may lead to incorrect or partial knowledge arising from past and current research, causing inequitable responses and discrimination against either of the two sexes.

OBJECTIVE OF THE STUDY

In any research programme, whether professional or educational, objective occupies an important place. No research will be fruitful without any objective. So, the present study was undertaken by the researcher with the following objectives in below;

To examine and analyse the concepts and issues on gender and development themes.

To analyse the shifts in policies, constitutional provisions and programmes relating to gender issues in India.

Develop an understanding of structures that perpetuate gender inequalities at the level of household, community, workplace and the state.

To differentiate between gender and sex.

To understand the implications of gender in terms of the life situations of both women and men reflected through macro and micro indicators.

To familiarise with related concepts of gender division of labour, gender stereotyping, patriarchy, gender relations women in development, gender and development and sexuality.

To analyse the various programmes launched by the Government of India (and the respective State Governments) to make women equal partners in the development process.

IMPORTANCE OF THE STUDY

It is important to understand that the gender bias media do not just provide information and reports on news events and current issues. Through the selection of types of news stories, choice of words and language used, choice of people interviewed to give their views and perspectives, selection of images to illustrate stories and decisions about where stories should be placed (on what pages or which item in the news line-up heard on radio or television), the media also **communicates** and sends a **message**.

The role and importance of media is vital in 21st century as media is playing the role of gatekeeper and watchdog. It is an age of globalization and media which influences thoughts, lives, emotions and actions. Males and females are waving together not only the in media institutions in modern age but they are also participating in every walk of life including the police, army, business, law, medical, engineering, aeronautics, teaching, etc. women are part of every field of life in developed and modern societies while their participation is limited in different spheres in the conservative societies where they have to face problems and criticism.

MEDIA MONITORING

Monitoring the media is an effective content analysis tool for gender and media advocacy. Media monitoring is one way to keep track of the media's performance on gender. The findings of monitoring can be used to raise awareness among journalists, editors and media managers, as well as advertisers, for the development of gender and media advocacy campaigns and for identifying areas where policy, codes and guidelines need to be developed.

The objectives of monitoring are done occasionally, even though it is a systematic surveillance of media performance for the purpose of its description and critical evaluation. Mostly it generates knowledge about the media by focusing on content. By observing the content, patterns and practices that media professionals use become more accessible. Frequently media monitoring reveals isolation, exclusion and discrimination – human – made inequalities as oppose to “objective” reflection of the reality of the situation as it is.

The objectives of monitoring can differ. Analysis may be interpretative or quantitative; it may be a special ‘case study’, it may focus on the language or narrative of news stories; the duration of analysis may be short or long; it can include one medium and single country or it may be comparative. Trends and changes, as well as media employment patterns also can be monitored.

Monitoring how often women are quoted as primary sources is an example of quantitative monitoring. Qualitative monitoring would analyse gender biases, stereotypes, the change of value judgement, perceptions and attitudes.

The findings of media monitoring can be documented in short reports and/or fact sheets which can be publicized in the media itself and can be used to challenge the media to change practices which violate women's rights or foster gender disparities and discrimination.

Key Points of Monitoring

News is a choice, an extraction process, saying that one event is more meaningful than another event.

Understanding the media's various roles, its power and sphere of influence and the role it can play in bringing about change are essential for any type of advocacy that aims to change the media.

The media do not just provide information, education and entertainment. By selecting the types of news stories choice of words and language used, choice of people interviewed to give their views and perspectives, selection of images, etc., the media send messages.

Gender biases and prejudices in the media emerge through the ‘choices’ media managers, advertisers, and media professionals make each day. Decisions about who will be promoted; who will not, what will make

news; what will not, who will be interviewed; who will not, etc are affected by media professionals “beliefs about where women and men, should be” in a society.

Good advocacy depends on taking the time to think through how you will work with and influence each of the audiences.

Central to any approach taken for gender and media advocacy is the need for gender and media activists to engage the media, as oppose to taking an antagonist stance.

GMMP – 2010 (Findings)

“The GMMP is democracy in action... it highlights how people all over the world are passionate about the media, about gender equality and critically, they are passionate about being agents of change”.

The Global Media Monitoring Project (GMMP), the world’s largest and longest running longitudinal research and advocacy initiative on gender in the news media. The first GMMP on 18 January 1995 captured a picture of gender in the news media of 71 countries. Later that year in September, media monitoring was officially recognised in the Beijing Declaration and platform for Action adopted in 1995 at the United Nations Fourth World Conference on Women as a tool for change towards gender equality.

Every five years since 1995, the GMMP has documented trends in the portrayal and representation of women and men in news media discourse and imagery. The qualitative and quantitative evidence gathered has revealed that women are grossly underrepresented in news coverage in contrast to men. The outcome of under representation is an imbalanced picture of the world, one in which women are largely absent. Further, the studies have shown a paucity of women’s voices in news media content in contrast to men’s perspectives, resulting in news that presents a male-centered view of the world.

The imperative to focus on news media becomes clear when we consider two facts. The first is that the news is the foremost source of information about issues and events, knowledge that in turn informs communities’ understanding of and responses to their world. The second is that the news has the ability to influence policy agendas as issues attain centre-stage in public debate, starkly evident in changes to local and foreign policies during times of humanitarian disasters.

For the fourth GMMP, 1281 newspapers, television and radio stations were monitored in 108 countries on 10 November 2009. The research covered 16,734 news items, 20,769 news personnel (announcers, presenters and reporters), and 35,543 total news subjects, that is people interviewed in the news and those who the news is about.

Internet news monitoring was introduced on a pilot basis for the first time in the GMMP. 76 national news websites in 16 countries and 8 international news websites containing 1061 news items 1044 news personnel and 2710 news subjects were studied. The internet news monitoring results are presented in an exclusive chapter of this report, separate from the analyses of findings from print, television and radio news.

Special commentary

The GMMP 2010 research has found some positive changes in the dimensions of gender in the news media studied. However, that the changes are small points to a number of possible contributory factors. The commentary concentrates on factors within newsrooms and the news production process itself.

The questions that readily come to mind are: What is the nature of the production routines and process in the media houses? Who oversees these process, and what positions do women and men occupy? Are women in positions of influence? Do newsrooms have a directory of women experts who can serve as sources of news? Are there mentoring programmes on gender and development reporting in the media houses?

To begin newsroom editors, features editors, and senior reporters who are mostly male, are ordinarily responsible for assigning stories to reporters and journalists. Work allocation within media houses is not always based on competence in covering certain areas; stereotyping in the distribution of stories persists. Female journalists continue to cover what are termed as 'soft' stories such as culture, health and other social issues rather than reporting what may be seen to be more challenging topics, such as politics, business, technology, science, elections and finance. Rarely are female journalists considered to be 'grand reporters'.

Further, it is important for newsroom decision makers to be conscious of the need for gender balanced reporting and to be mentors who can guide their colleagues in producing more gender-fair coverage. As leaders who oversee the news production process, it is vital that they recognize the value of improving the reporting skills of their journalists from a gender perspective, which in turn will improve the overall quality of reportage. Newsroom decision makers need to constantly remind reporters during editorial meetings and before assignments of the importance of paying attention to high professional standards, ethics and creativity, where gender-balance and fairness are integral components of professionalism.

In a different scenario, a reporter may be gender sensitive and may provide progressive, gender-balanced stories but does not have final say on the editorial judgments. Taking the case of Africa where generally the majority of media gatekeepers, editors and senior reporters are male, certain prejudices about gender in media content do not occur by accident. These prejudices are reflected in the way assignments are distributed, who covers what story, the way stories are re-written and edited, what sources reporters are referred to, and the perspectives that are seen as important and that should be retained just to mention a few. In fact, the lack of diversity in voices in the news reflects the status quo in society where reliance on stereotypes that are part of our shared culture remain giving more voice to men than women as sources and purveyors of information and knowledge. Most of the voices in the news are male and given the way in which newsrooms are run the primary objective is to get the story regardless of the fact that sources can be diversified.

Another area worth reflecting on is the complex nature of media houses. Most media houses have units/sections and or desks that deal with different aspects of programming such as education, features/and or documentaries, sports, the newsroom, drama, etc. Experience shows that at times there is little or no coordination between the different units and sections, particularly within the news rooms. In places where the news room and the production units do not work together to produce quality reports, there are bound to be missed opportunities in gender coverage. This is particularly true of the broadcast and print news media where the events-driven nature of news production practice coupled with the need for rapid results leads to missed opportunities to incorporate gender or even rights' perspectives during coverage. How to link gender as a common thread cutting across development issues whether it is education, health, human rights, poverty, good governance, democracy, elections, HIV and AIDS, representative health or economic issues remains a challenge for the media.

Gender concerns are relegated to magazine, discussions, features or documentary programmes in broadcast media. At times, magazine programmes targeting a largely female audience are erroneously referred to as 'gender programmes'. Experience with media houses in Africa reveals an impression that 'gender' is synonymous with 'women'. This suggests an inadequate comprehension about the concept and the impact of skewed power relations on social progress. Media audiences have come to expect news columns or broadcasts about 'gender' to focus on 'women's issues'. This observation suggests the need for mainstreaming gender in media houses to be a management decision requiring the full support of the need for mainstreaming gender in media houses to be management decision requiring the full support of the gatekeepers in newsrooms, the production units/departments and other segments of media houses.

Related to this is the level of awareness and knowledge about gender issues, gender protocols and what they imply, and institutional commitment to gender-balanced reportage. Where awareness is low, stories will tend to reinforce gender stereotypes rather than challenge them. Where awareness is high and there are in-house gender policies

guidelines, materials and resources, the tendency will be to produce stories that will challenge gender stereotypes, highlight gender equality or inequality policies or human and women's rights legal instruments as bases for programming and news content. Most media houses lack resources materials and policy guidelines that can serve as guide for reporters.

A gender supportive in-house policy framework in isolation is not sufficient; it needs to be backed by a systematic training programme that may consist of short formal training sessions with in-house coaching and mentoring activities, taking into account the newsroom structure, dynamics, staff and other requirements. Training should begin in journalism training institutions and continue within the media houses. Journalist training institutions on their part have a responsibility to review curricula, to incorporate gender into teaching, develop the relevant training resources and encourage students to embark on research in gender and media issues. Mainstreaming gender in media training and journalism education will build journalists' capacities to challenge the stereotypes that continue to relegate women to the background and ensure gender-just news media coverage. As well, it will enhance the skills and capacity of trainers and lectures to teach journalism that is aware and responsive to concerns about gender-based inequality and discrimination. Finally, in-house plans should spell out indicators to monitor impact in terms of not only quantity, quality and diversity of voices but also the periodicity of stories and programmes on gender-equality issues.

Such a holistic approach will bridge the gap that exists between the gate keepers and decision makers on the one hand and the reporters and producers on the one hand and the reporters and producers on the other, and can gradually help transform media practice. Most media houses and journalists unions and associations do not have structured and systematic training plans or mentoring programmes with a well integrated gender component for their workers and members.

Training and sensitization of editors' reporters and journalists is a sine quo non to address stereotypical reportage. If we consider media houses that have rare examples of gender-aware reportage, we note some contributory factors. Of prime importance is political will from the highest level. Taking again an illustration from Africa, we find a strong correlation between what transpires at the national level in terms of policies and programmes on gender and development in line with the Beijing Platform for Action the African Union (AU) Protocol on the rights of women, protocols on gender and development and other instruments and the manner in which media report gender and development issues. At the national and regional levels, most governments have ratified and adopted all the protocols mentioned. Yet the protocols have not been domesticated to a significant extent due to reservations on some articles especially those hinging on culture, tradition, religion and customary laws. In some instances, the provisions in the protocols are in contradiction with the national laws, resulting in policies with glaring gaps. What this implies is a lack of political will to put in place or implement gender policies effectively and resistance to change, not only from power holders but from a predominantly patriarchal society in general. The media being part of that same society follows suit, with attitudes and perspectives that are reflected in and through media coverage and in-house culture. This explains, to some extent, the biases and stereotypes portrayed through the media in coverage. The media mirrors society to the extent that reportage and practices echo the bias and discrimination taking place in real lived experiences.

The level of training and education are closely linked to recruitment, career development and advancement as well as the ability to professionally contest gender injustices within media houses, unions and associations. This has an impact on opportunities for women to occupy positions of leadership and decision making. Gaps in these factors combined result in the perpetuation of the status quo of male dominated leadership positions in media institutions unions and associations. The cycle is reproduced when media owners assign position of responsibility to men rather than women, the most common reason cited being a prejudice against women's other responsibilities in their families. That women occupy few leadership positions in media institutions limits the possibilities available to them to influence content in favour of women or gender-equality concerns.

The GMMP results and analysis support an argument for the establishment of gender policy and reporting guidelines backed by effective monitoring guidelines backed by effective monitoring an evaluation in media houses in order to contribute to increasing fair, balanced and ethical reporting. To this effect, training and sensitization of editors, reporters and journalists remain sine quo non.

Gender (in) equality in the news

Slight progress is observed in the proportion of news stories highlighting issues of gender equality or inequality. In 2005, 4% of stories highlighted inequality issues compared to 6% currently.

Some regions has improved remarkably. Latin American is noteworthy for tripling the proportion of such of such stories, from 4% in 2005 to 12% in 2010. North America and the Caribbean were leading at 5% in 2005. They now fall in second and third place respectively having achieved double the figures registered five years ago. The seeming progress in reportage in the Middle East from 1% of stories highlighting (in)equality issues in 2005 to 4% in 2010 may in fact be a truer representation of the region: the rise in the number of participating countries from only 2 in 2005 to 6 in 2010 could account for the new finding that is close to the 6% global average.

Other region have either stagnated or regressed as in the case of the Pacific that fell 2 points from 3% in 2005 to only 1% currently. The decline in the Pacific however, may be explained by the larger sample size from the increased number of participating countries from the region, in turn suggesting a finding that may be more regionally representative at present.

In 2005 women reported 47% of stories found to raise inequality issues with the remainder 53% being reported by men. These findings are more or less similar to the 2010 research results. In 2005 women reported 36% of the stories that did not highlight an aspect of inequality and male reporters 64%. The status quo is maintained in 2010.

The stagnation in the world averages implies that overall journalistic patterns in reportage have remained unchanged. That said, the regional breakdown shows variations between female and male reporters.

Breaking down the 2010 data by region reveals varying patterns. In Africa, Europe and Latin America, stories by female reporters are more likely to raise issues of gender equality or inequality than stories by male reporters. In Africa 7% of stories by female reporters compared to 4% by male reporters evoke (in)equality issues. In Europe the statistics are 7% of stories by women and 3% of stories by men while in Latin America the findings are 12% and 10% for female and male reporters respectively. The difference noted in North America is statistically insignificant while none at all was found in Asia and the Middle East. The Caribbean region is striking in that stories by male reporters (18%) are to a larger extent more likely to highlight (in)equality issues than stories by female reporters (10%).

Gender stereotyping in the news

The results of the 2010 monitoring are starkly different from those obtained in 2005 in view of the efforts made to develop a shared understanding of the 'stereotypes' concept. Feedback from monitors who participated in the 2005 research revealed that while they were able to identify many more news items that contained stereotypes, they were unable to code properly because of lack of clarity on this question. The question was sharpened in 2010 and pictorial examples of 'stereotyping' added. Considerable training was providing as well as constant, collective virtual and in-person exchanges about the concept, how to identify 'stereotypes' and how to respond to the question. Multi-level training was provided, from a global training workshop, to several regional workshops, to national workshops and the smaller local monitoring teams' training. Given the diversity of 'stereotypes' in different cultural contexts, monitoring team leaders were encouraged to identify and discuss examples exhaustively with monitors in preparation for the coding.

Gender, media and women's human rights

Rights: Proponents for gender-just media contend that human and women's rights are relatively invisible in mainstream news content. The GMMP research purposed to discover the extent to which journalists exploited opportunities presented in news stories to raise awareness on legal instruments in place designed to protect human and women's rights.

The research found that only 10% of the stories monitored quoted or referred to relevant local, national, regional or international legal instruments on gender equality and/or human rights.

This finding suggests that numerous stories miss the opportunity to create awareness on instruments enacted to protect human rights, women's rights or gender equality, supporting the observation on the relative invisibility of rights in mainstream news content.

GENDER ROLE

Gender roles refer to the set of social and behavioral norms that are considered to be socially appropriate for individuals of a specific sex in the context of a specific culture, which differ widely between cultures and over time. There are differences of opinion as to whether observed gender differences in behavior and personality characteristics are, at least in part, due to cultural or social factors, and therefore, the product of socialization experiences, or to what extent gender differences are due to biological and physiological differences.

Views on gender-based differentiation in the media workplace and in interpersonal relationships have often undergone profound changes as a result of feminist and / or economic influences, but there are still considerable differences in gender roles in almost all societies. It is also true that in times of necessity, such as during a war or other emergency, women are permitted to perform functions which in "normal times would be considered a male role, or vice versa.

The media do this by providing information that is collected and edited based on the media guiding principles of accuracy, fairness and balanced representation. The media also see their key role in any society as a "watchdog" of the government and all entities to ensure accountability in a society in the public's interest.

The media's ability to carry out this role depends greatly on whether the media operate within political and legal environments which enable free speech, reasonably unfettered access to information, free media, and economic and political environments which encourage and promote the development of a diversity of media.

Because the process of collecting, editing and choosing what is news is not purely objective, media and communications researchers and analysts have identified several other key roles the media play in any society.

- Shape public opinion and attitudes

- Determine the public discourse and thereby shape our political, cultural and economic priorities

- Influence public policy through the news agenda

- Reinforce or challenge gender, racial and other stereotypes and norms

- Serve as the channel through which the public communicates to policy makers and through which policy makers communicates to the public

- Media can act as catalysts for social change through coverage of injustices and the marginalization of populations in society which often have little access to expression in the public sphere. In other words, the media can give a voice to those who often find their voices marginalized.

Vision and Mission of the Network, Current and Future

Most members agreed that the network was an effective support group to women journalists. It provided a sense of community, identity and provided a platform to women journalists. Its loose, flexible, organisational structure helped

it in remaining a loose, informal network that supported women journalists and raised pertinent media issues from time to time.

WHY GENDER EQUALITY MAKES GOOD EDITORIAL BUSINESS SENSE FOR THE MEDIA

Freedom of speech

Giving equal voice and air-time to women and men, representing both in their multiple roles in society is intrinsic to freedom of expression and speech.

Good governance

“Do as I say and not as I do” can no longer be the mantra of the media which is being more and more scrutinized by all sectors of society. As much as the media has a duty to serve as a watchdog on society, the media itself must lead by example and practice good governance in its own operations.

Respecting women’s and men’s human rights

The media’s editorial content, through images, language, portrayal and absence of a diversity of voices and views, and its workplace should not be the site for the violation of women’s rights to voice, equal opportunity, integrity and dignity. Language used by the media should not perpetuate stigma, discrimination or sexist attitudes against women or men.

Women are a large growth market for the print media

In most countries, women constitute the highest potential growth market for the print media and have also been shown to be among the most loyal readers. Segmenting readership by gender and responding accordingly, would, in all likelihood, reveal that gender sensitivity is a good business proposition.

Women’s needs as listeners and viewers

Few analyses of programming for radio and TV are gender disaggregated. They fail to take account of women’s time constraints as a result of their multiple roles and of their preferences with regard to content. As research elsewhere has shown, gender sensitivity in programming could yield significant business gains.

Women as consumers

Women make many of the decisions of household spending. This is yet to be factored in many countries into the way advertising is designed. Is advertising that demeans and turns women into commodities really enlightened self-interest on the part of advertisers?

The impact of globalization

The spread of satellite communications and the opening up of the airwaves and other forms of media to less state-regulation in favour of free markets and commercial interests creates new gender and media challenges for activists. These include:

Corporate ownership of media that has forged powerful political and business links and sets limits on freedom of expression.

Foreign ownership of media that has implications for accountability issues.

The creation and interpretation of news that are shaped and influenced by factors associated with the control of media by governments, advertisers and business groups.

Existing media codes that do not have a gender concern or address issues such as the portrayal of violence against women.

The presence of transnational media corporations and the consequent becoming of homogenous media images and perceptions of women.

Influx of pornographic material and databanks on women through the internet, video tapes and DVDs and also through the print media.

Influx of computer and video games that violate women's images and reinforce violence against women.

INDIA FINDINGS OF GMMP - 2010

The decision to carry out a fourth GMMP was made in response to the urging of groups from around the world. Some had taken part in earlier GMMPs and stated the need for updated evidence to bring about change. Others were from groups in countries that had not previously participated in the GMMP and who needed reliable evidence specific to their country. These calls to carry out a fourth GMMP were complemented by the wide interest demonstrated by the extensive use of the GMMP findings by international, national and local organizations and agencies beyond the GMMP network, including some who requested updated evidence to support their work.

The fourth GMMP has seen an explosion in participation. This report includes 43 countries that did not take part in the previous GMMP. Participation has significantly expanded in Africa especially French speaking countries. Participation also increased in Asia, the Caribbean, Europe, the Middle East and North Africa, and the Pacific. The expansion of the GMMP in Arab speaking countries is particularly noteworthy.

In this preface to the 2005 GMMP report, Anna Turley, past coordinator of WACC's Women's Programme, wrote, "if gains spring from an awareness that current representation of gender in the news is something to be questioned, rather than taken for granted, they have potential to be transformative. While this will not happen overnight, GMMP brings us one step closer to such a transformation."

The 2010 GMMP results show that there is still a long way to go. Change is occurring and even gaining speed in some important areas, while in others progress remains slow or has even been eroded. Yet in each dimension of news measured by the GMMP, instances of exemplary journalism do exist. These instances, often isolated though they may be, show how gender-balanced, gender aware journalism is not only compatible with but are also intrinsic to high quality journalism.

From 2000 to 2010, we have been seen an increasing of 6 percentage points in women's presence as subjects in the news. At the current rate of change, it will take more than 40 years to reach parity. What is needed is concerted dialogue and action by advocates for women's advancement, civil society groups concerned with human development, media users, media professionals, media decision makers and owners, media training institutions, media development agencies, and where appropriate and relevant, public decision makers.

GENDER BIAS IN MEDIA IN ODIA LANGUAGE

The most prestigious awards and symbols of quality and ethical journalism, though sometimes, unfortunately, the recognition is posthumous. The importance of this phenomenon in contemporary media development cannot be exaggerated, since it expands the general journalistic discussion and enriches our entire profession. Women journalists have broken many gender stereotypes and prejudices still existing among their readers and viewers and are working for the future democratization of the media.

In Odisha women can be found in all newsrooms they work in print broadcasting and online media; they cover issue from education to business man. As more and more women gain economic independence, they are a group to reckon with for advertisers and media owners. And everywhere individual women are not in a position to "cast their vote at the newsstand" women media associations demand better coverage on behalf of women. Media owners disregard women's concerns at their peril. Nor is it right to think that the struggle for equality in journalism has been won. Many issues remain unsolved and as long as women are still impeded by discrimination over the top jobs, or have less access to training or continue to be forced into impossible choices between career and family journalist's unions must keep women's right at the top of their agenda.

In Odisha women increased their presence in professional journalism. Despite an appreciable rise in women journalists in Odisha, many feel that it is mostly limited to the English media and the profession in general seems to be still male-dominated.

Notwithstanding this, women journalists say they are making the most of what career opportunities they find, while conceding that they may not have the opportunity to reach the kind of high profile beats that male journalists attain. Often, this is because they are “left out of the loop” for various reasons – not available for night shifts as a consequence of which not assigned important beats that often results in being buttonholed into accepting a lesser deal. Alternatively, they say that while they might be very successful as assistant editors, a shot at the top job may not come their way because they are not considered “management material”. The survey has demonstrated that women journalists have learnt that hard work, a supportive management and a positive attitude can be keys to success. However, they have also learnt that within the newsroom, resentment, exclusion and hostility are flip sides of those coins. By and large, women journalists have a positive perspective and believe that advancement opportunities in the industry have improved over the last few years. In Odisha things were not different. Although there were women editors in pre independence era, but there were hardly any women journalist in real reporting beat. There were few women in journalism mostly on the desk. Women reporter or photographer was a rare sight. However, things have changed since the 80s. As Elisha Pattnaik writes, “A decade ago women journalists in Odisha were rarely heard of. The few who took up the profession either free-lanced, or were confined to desk jobs and had to be satisfied looking after women’s and cookery segments of the newspaper. Women reporters venturing out and running around for news at odd hours was something, which was not quite acceptable by the traditional Odia families and society. However, things have changed dramatically from 1980s. More and more women in Odisha-both in print and electronic media – are opting for journalism as their chosen profession. The establishment of media training institutes, growth in media avenues and career opportunities, exposure of women and a changed public opinion has been responsible for the gradual entry of an increasing number of women into journalism. “Perhaps, the women journalist in the early 80s in the mainstream media and it was not very easy”. Then Jyotsna Rautray who was joined Chief sub-editor of Sambad, a leading Odia daily news paper. She has now left Sambad to work as a free-lancer. When she joined Sambad in mid-eighties, contrary to the norm Rautray was sent to the field for stories to various parts of the State.

Subsequently, the launch of Sun Times, an English daily by the same Group in the late 80s saw many women entering the profession. The launch of Odisha editors of national dailies and growth in regional dailies also started providing avenues to many women writers. Until early 90s, however, the growth in opportunities for women was mostly limited to the print media. The national television channels offered little scope and it was only after the beginning of a local Odia channel – O-TV- that women got a chance to prove themselves in the electronic media. Later E-TV made its entry offering openings to women media persons. Nevertheless, till today, the opportunities in the electronic media by and large are restricted to the production and editing segments only with rare exceptions. Says Sharda Lahangir, State Correspondent for ANI, “Though there has been a perceptible increase in the number of women reporters in newspapers, in the electronic media they are few and far between. Despite an appreciable rise in women journalists in Odisha, many feel that it is mostly limited to the English media and the profession in general seems to be still male-dominated. For example leading daily the Samaja, which had a woman editor, Manorama Mahapatra, has not encouraged the entry of women into its fold. It hardly has any women journalist on its payroll. In comparison, other major Odia news papers like Dharitri and Sambad have sizable number of women journalists. Yet another opinion expressed by women journalists is that despite a rise in numbers, they are yet to be accepted in the male dominated media fraternity of the state. They are given to handle social features and soft stories and not business and politics which constitute the prime beats in any newspaper. Moreover, very few are members of the journalists’ associations or any press clubs in Odisha. a glance at the list of accredited journalists also reveals that there are not many women journalists. Their number has definitely increased, but the recognition of their talents and their contribution to the media is yet to be acknowledged.

In the past they were ignored and rarely appreciated and never entrusted challenging jobs. But now we can proudly say that we have women bosses and reporters and that's enough change.

However, another senior woman journalist, Manipadma Jena feels that though the bias is not overt, the mindset that women may not be capable of doing justice to anything other than soft stories still remains.

But it's insurmountable if a woman journalist decides to prove herself, she says adding, there is no barrier as such except that the scope in Odisha is limited. Nevertheless, despite the varied opinions, the fact remains that more and more women are establishing their presence in the profession. Farhat Amin, a freelance journalist sums up by saying, in the past they were ignored and rarely appreciated and never entrusted challenging jobs. But now we can proudly say that we have women bosses and reporters and that's enough change.

Odisha has had several mainstream daily newspapers with women editors. For example, Manorama Mahapatra was the executive editor of Samaja, Trupti Nayak is the editor of Janavani, Salila Kar is the editor of Matrubhasa, Sairendhri Sahu is the editor of Dhvani Pratidhwani, Binapani Dash is the editor of Dinalipi. Women are occupying responsible positions in several news media in Odisha. Sulochana Das, who was bureau-chief of E-TV, now runs an Odisha – news centric website kalingatimes.com. Another indicator of growing presence of women in journalism is the growing number of girl students in journalism courses. In IIMC Dhenkanal the numbers of boy and girl students in Odia Journalism course over the years show a pattern: number of girl students is increasing. The same pattern is observed in MJMC (Master in Journalism and Mass Communication) course in Berhampur University, Center for Development Education and Communication (CEDEC), Bhubaneswar and other institutes as well. This indicates two trends: first, girl students are taking to journalism like never before; and second, journalism as a career option for women is gaining social acceptance.

PROBLEMS OF GENDER BIAS IN NEWS MEDIA IN ODISHA

The major area of concern that emerged out of the survey was job security, low pay and lack of prospects.

Only 35 per cent worked as permanent full time employees. The rest worked as permanent part timer or on contract basis.

None of the respondents were in senior positions, the highest being a senior reporter and sub editor.

72 per cent of them got salaries ranging between Rs.1500-Rs.5000. Of this 7 per cent received salaries below Rs.1500.

40 per cent said that they had never been promoted, while 31 per cent said that they had been promoted once.

There was no mechanism for addressing grievances or making appeals and even where there was such a mechanism it was inadequate.

Only 27 per cent were member of some superannuation scheme.

Not allowed at night job, the women journalists are working up to 5 P.M.

Sexual harassment for the women journalist.

Gender, media and women's human rights at Odisha

Proponents for gender-just media contend that human and women's rights are relatively invisible in mainstream news content. The research purposed to discover the extent to which journalists exploited opportunities presented in news stories to raise awareness on legal instruments in place designed to protect human and women's rights.

The research found that only 10% of the stories monitored quoted or referred to relevant local, national, regional or international legal instruments on gender equality and/or human rights.

This finding suggests that numerous stories miss the opportunities to create awareness on instruments enacted to protect human rights, women's rights or gender equality, supporting the observation on the relative invisibility of rights in mainstream news content.

Table – 1
Female News Subjects by Medium: 1995-2010 (Percentage)

	Global				National (India)	Regional (Odia)
	1995	2000	2005	2010	2010	2010
Print	16	17	21	24	24	20
Television	21	22	22	24	20	16
Radio	15	13	17	22	13	10
Overall	17	18	21	24	22	17

The above table – 1 represents only 24 per cent of the people seen, heard or read about in print, radio and television news are female at a global level whereas the corresponding figures for national and regional levels are 22 per cent and 17 per cent respectively. Despite a slow but overall steady increase in women percentage in the news over the past 15 years, the world depicted in the news remains predominantly male with 76 per cent news subjects.

Table - 2
Overall Presence of Women in the News: 1995-2010 (Percentage)

	Global				National (India)	Regional (Odia)
	1995	2000	2005	2010	2010	2010
Science & Health	27	21	22	32	37	28
Social & Legal	19	21	28	30	32	20
Celebrity, Arts & Sports	24	23	28	26	14	28
Crime & Violence	21	18	22	24	26	20
Economy	10	18	20	20	10	9
Political & Government	7	12	14	19	18	10
Total	17	18	21	24	22	17

The above table – 2 indicates out of all the topics women are most present in science and health news (32 per cent) closely followed by social and legal news (30 per cent) at the global level and with 37 and 32 per cent at the national level. Women are mostly visible at the regional level in celebrity and arts with 28 per cent and science and health (28 per cent). But considering the global as well as national and regional priorities of the news agenda, politics and government; economy news top the hierarchy where presence of women is lowest at all the levels. As the table shows the change in the presence of women in major news topics across the globe is unevenly distributed across major news topics.

It was no surprise that politics and government made the biggest news with 37 per cent (radio), 35 per cent (TV) and 30 per cent (print). The news topics in order of priority are crime and violence, social and legal including human rights, economy followed by celebrities, arts and sports.

Table – 3
Occupation of Female News Subjects: 2000-2010 (Percentage)

	Global			National (India)	Regional (Odia)
	2000	2005	2010	2010	2010
Homemaker or parent	81	75	72	82	85
Celebrities (artists, singers, actors, etc.)	45	42	41	59	62
Activists or workers of civil society organisation, NGOs, human rights bodies, etc.	24	23	34	51	30
Government employees, public servant, bureaucrats, politicians	22	29	34	35	25
Academic experts, teachers, educational administrators, etc.	27	25	31	40	32
Others (media, agriculture, health, business, religion, etc.)	17	19	20	22	15
Total	18	21	24	22	17

Men outnumbered women in almost all occupational categories represented in the news. The only categories with a larger proportion of women than men were: homemaker-parent at the global level; homemaker-parent, celebrities and civil society activists, etc. at the national level; and homemaker-parent and celebrities at the regional level.

Table – 4
Electronic Media in Odisha (work force)

Sl. No.	Network	Male	Female
1	MBC TV	72	20
2	“O” TV	167	98
3	KANAK TV	112	64
4	KAMYAB TV	92	37
5	S TV	70	31
6	E TV	85	26
7	DD 1	46	17
8	NAXATRA	65	32
Total		709	325

(The above figures are taken approximately)

The above table – 4 indicates that the no. of persons working in electronic Media at Odisha. We have taken eight electronic media. The highest male and female journalists are working in O TV media i.e. 167 male against 98 female and the lowest working in DD1 w is 46 male against 17 female. The total numbers of males are 709 and females are 325. It means the total number of females are 46% (approximately) of the total numbers of males. By the observe of above electronic media. The male reporters are utilise maximum time for the electronic media. But the female journalists are cannot spent more time. The male script writer, editor, photographer are better then the female

Table – 5
Print Media in Odisha (work force)

Sl. No.	Print Media	Male	Female
1	Samaj	85	17
2	Sambad	120	21
3	Dharitri	135	26
4	Prameya	66	9
5	Khabar	92	22
6	Anupam Bharat	68	13
7	Utkal Express	82	16
8	Dinalipi	76	14
Total		724	138

(The above figures are taken approximately)

The above table – 5 shown the no. of persons working in print media in the state of Odisha. We have observed the eight print media. The highest male and female journalists are working in Dharitri i.e., 135 male against 26 female. The lowest journalist represents to Prameya which is 66 male against 9 female. The total numbers of male journalists are 724 and female journalists are 138. Here the total numbers of females are 19% (approximate) of the total number of male journalists. By the observe of above print media the male reporter are more hard working than the female reporter. The male reporter are gave maximum time for the print media. But the female reporters are spent more time. The male script writer, editor, photographer are better performance than the female journalists.

Conclusion

The gender bias in news media, not only in India but also in other developing countries occupies an important place in the agenda for development. The government and non-government organizations of respective countries are making persistent efforts for women so that she can uplift her own self, her family and the society at large. The committee on status of women (1974) followed by the National Commission for women have made concerted efforts and have taken a list of major initiatives to improve the condition of women in India. They have taken these initiatives with a view to removing inequality and imbalance and to improve the quality and standard of life of women gender. But it's a grim reality that despite certain initiatives, women's plight continues to be the same.

Media must play a significant role in bringing huge reformations in women's life. Since long, women have been portrayed as traditional housewives, sacrificing her life for the sake of the family. Its stereotyped images, which is often found in television serials and films. Media can empower women by portraying vividly the real sufferings in a woman's life and finding solution for it. In fact, media possess great power to influence the orthodox mindset of the male gender and can propel them to offer equal status to women which they themselves enjoy.

Various women's movements have been organised. The feminists have been rightly clamouring for a National Media policy to curb the negative portrayal of women and to highlight women's proper and just role in the society.

The need of gender studies is the building of a positive man-woman relationship based on equality, dignity and mutual respect. The often 'neglected women's dimension' should be taken note of and made an inherent part of all media content.

Women working at the country and regional levels in the 1970s and 1980s developed their own tools to gauge the media's discrimination against them, boost in 1995 with the first Global Media Monitoring Project (GMMP), which has become a global tool of analysis of gender representation in the media.

GMMP 1995 and GMMP 2000 have become important tools for gender media activities. The findings of both have been used to show the media the problems with the representations and portrayals of women and men in the news and to stimulate discussions on how these might be addressed.

The 2010 GMMP results show that there is still a long way to go. Change is occurring and even gaining speed in some important areas, while in others progress remains slow or has even been eroded. Yet in each dimension of news measured by the GMMP, instances of exemplary journalism to exist. These instances, often isolated though they may be, show how gender-balanced, gender aware journalism is not only compatible with but are also intrinsic to high quality journalism.

In Odisha women increased their presence in professional journalism. Until early 90s, however, the growth in opportunities for women was mostly limited to the print media. The national television channels offered little scope and it was only after the beginning of a local Odia channel – O-TV-that women got a chance to prove themselves in the electronic media. Later E-TV made its entry offering openings to women media persons. Nevertheless, till today, the opportunities in the electronic media by and large restricted to the production and editing segments only with rare exceptions. Though there has been a perceptible increase in the number of women reporters in newspapers, in the electronic media they are few and far between. Despite an appreciable rise in women journalists in Odisha, many feel that it is mostly limited to the English media and the profession in general seems to be still male-dominated. In comparison, other major Odia news papers like The Samaj, Sambad and Dharitri have sizable number of women journalists. Yet another opinion expressed by women journalists is that despite a rise in numbers, they are yet to be accepted in the male dominated media fraternity of the state.

Besides Newspapers, other forms of media such as television, radio, films must bring out vital changes in it's programmes which reflect the positive and proactive images of women. Media without doubt, is a major force, which shapes attitudes, belief and behaviour in contemporary time. It acts as a powerful vehicle of communication, which can influence modernization and social development. At the same time the conscientious citizens; the intellectuals, and social bureaucrats and the people who hold the regions of administration must play active roles in the process of socio-economic empowerment of women. They should make considerable efforts in bringing out changes in the parochial attitude of the people. The development of women and their bright future also require changes in the policy of the Press Council of India, parliamentary standing committee, All India Newspapers Editors board and various other organisation in which woman is not a member.

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**ADVERTISING AND SOCIAL MEDIA: A RESEARCH STUDY
WITH SPECIAL REFERENCE TO USES AND GRATIFICATION THEORY**

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Keywords: privacy, Facebook, consumers, corporate advertising, perception of ads, effective advertising.

Abstract

This research paper is an attempt to study social media (Facebook) consumers and their perception towards advertising. Characteristics such as privacy, micro targeting, facebook use, awareness, and reactions, were all important factors that influenced these responses. The objective of this study is to see how postgraduate students from four universities across the country view Facebook and its advertisers. The results indicated that student reactions did not overwhelmingly lean in a particular direction. Individual users (consumers) perceive the social network site differently, and this determination directly correlates with the uses and gratification theory.

1.1. Introduction

Facebook is a social networking site (SNS), which provides users with a platform to create a personal profile page, add 'friends', and send messages. Since the company was founded in 2004, it has become the top ranked social networking site (Kazeniak, 2009). According to Facebook Statistics (2009), there are over 300 million current active users (i.e. users that have logged-on in the past 30 days). Facebook users have claimed the site a "necessity, along the lines of oxygen, water, and food" (Verna, 2009). For many people, visiting Facebook has become an integral part of their daily lives, and has even caused some to have an unhealthy obsession with the site. Facebook continues to add new features and developments on a consistent basis. Since it is free to create an account, Facebook has to generate its revenue elsewhere, through a venue such as advertising. Companies can utilize Facebook's features to reach their audiences in different ways. Gangadharbatla (2009) states that SNS are changing the way advertisers reach consumers, and that these changes are transforming.

There are a variety of ways to use Facebook, and the different features allow creativity and experimentation in advertising. For instance, when users log-on, they are taken to a homepage called a "News Feed" which highlights recent activities from other users. Each Facebook account also includes a personal profile page, a "Wall" to write public messages to other users, Facebook-generated applications (photos, events, groups, video, notes, and links), and an inbox to write private messages to other users. The site also allows users to add optional features called Platform applications to connect in new ways. According to Facebook's statistics (2013), more than 80% of Facebook users utilize Platform applications on a monthly basis. Since these Platforms are optional, it is significant that users are seeking out additional Facebook features and uses for the site. The purpose of Facebook has shifted, as the continued popularity of added features proves that its users are looking for more than just casual networking with friends. Advertisers also have the option to create a free fan page, where companies and individuals can invite users to become a "fan" of a product, service, person, company, brand, etc. The page is set up similarly to a profile page, with the option to add status updates, photos, announcements, etc. According to Facebook's statistics (2013), over 15 million users become fans of pages on a daily basis, which provides growing possibilities to reach consumers without any financial risk. There is also a chance to buy birthday gifts, as Facebook has expanded its 'gift shop' to include real gifts alongside virtual ones (Klaassen, 2009). This type of online shopping connects cyber space with the real world, so that what happens online does not necessarily stay online.

Another benefit to Facebook advertisers is the site's growth. "Traffic to Facebook is up almost 200% over the last year. Social media is no longer just for techies or younger generations—it has become a mainstream phenomenon" (Swedowsky, 2013). Not only traffic to Facebook increasing, but users are also spending more and more time on the site. All of these increases show how technology has revolutionized the lives of people around the world, and advertisers need to recognize and react to these changes. Klaassen (2009) reports a recent study, where 43% of online purchasers named social-network surfing as the reason they decided to make their purchase. This statistic shows the potential power that advertisers have to reach a willing and active audience. However, to fully understand the effect of Facebook advertising, it is important to understand how consumers perceive Facebook and its advertisers. This study

will show how advertising can affect Facebook users, and provide further suggestions for a more effective means to reach a target audience through social networking.

1.2. Overview of Literature

1.2.1. Uses and Gratification Theory

The “uses and gratification” theory (Katz, et al., 1974) provides important insight into why Facebook is so widely used. As an audience-based theory, uses and gratification hypothesizes that different consumers use the same media messages for different purposes, depending on their individual needs and goals (Sheldon, 2007, p. 40). According to Katz et al. (1974), the uses and gratifications theory is based on the assumption that

1. the audience is active,
2. the media choice lies with the audience member,
3. all mediums compete with other sources of need/goal fulfillment,
4. mass media goals can be found in the message of the source, and
5. cultural value judgments should be not be taken into consideration as the audience explores their own opinions.

By directly applying these assumptions to mass media in terms of the social networking sites (specifically Facebook), a few customized observations can be made. First, the average Facebook user is active, as he or she has willingly created an account, and is a member of the site. Next, the user chose Facebook as a means to fulfill his or her wants and goals over other sources. Essentially, the Facebook user came to the site for a unique purpose. This can include the need to connect interpersonally as well as the want to promote a business or product (i.e. advertising). In order to understand the perspective of a potential consumer, it is essential to study why Facebook users visit the site in the first place. The uses and gratification theory is a reminder that these needs are customized for each person, and therefore cannot be generalized to an entire population. However, meaningful information can be developed covering smaller populations with common characteristics. For the purpose of this study, our subjects are university students who are already Facebook users, having joined the site for their own specific reasons.

1.2.2. Advertising and Social Networking Sites

With individualized motives comes an individualized need for advertising. Social networking sites provide unique opportunities for companies that simply don't exist elsewhere. Among the advantages are increased interaction between the business and customer, a more targeted means for reaching an audience, and a direct way for customers to connect to each other (as well as potential customers). Learmonth (2009) states that Facebook is an effective marketing platform because networking and communication are already taking place. This allows companies to be directly woven into conversations simply by appearing on the site. Facebook presents an entirely new way of scrutinizing a product or brand: “It has not only transformed the research and purchase consideration phase, but it also provides shoppers with a platform to advocate for the products and stores they love” (Swedowsky, 2009). For example, product raves and reviews could appear on a fan page, or in an application.

Not only does interactivity increase, but Facebook also allows for a complete customization of advertisements by the ad creators. For the traditional website advertiser, Facebook advertisements are relatively easy to generate, and allow the creator a variety of choices when making an ad. The site lets advertisers select the exact demographic that sees the ad, which helps them not waste time or energy on people outside of their chosen market. The advertiser can view the results of who is clicking their ad, and modify it accordingly. Facebook ads are extremely relevant to users because they are so highly targeted.

1.2.3. Privacy and perceptions

While the aforementioned story does show a highly effective means in reaching a target audience, it also brings up the question of the accessibility of private information. Although users put up all personal information willingly, they may or may not know that their information can be shared with a third party. Facebook's partnership with Nielsen in September 2013 is just beginning to change the advertising front of the site; so very little research currently exists in terms of consumer response to nano-targeted ads. However, the online privacy debate has existed since the creation of the Internet, with private information becoming increasingly available to companies and individuals alike.

For a variety of reasons, Facebook privacy settings are not always fully utilized. Users can change the way others see their private information, and Lange (2008) hypothesized that privacy settings may not be adjusted due to ignorance or the “it won’t happen to me” assumption. Lange’s study also points out that when users click the “Accept Terms and Conditions” button when joining a site or adding an Application, they tend not to read the fine print, which may say that the user is (unknowingly) agreeing to sell or give away his/ her personal information. Sherman (2008) adds that a term such as “Privacy Policy” on a website may make users automatically assume that their information is safe when that may not actually be the case. Schrage (2013), the vice president of communications and public policy for Facebook, admitted that one of the goals of the site is for the ads to be “relevant and interesting” for viewers. Facebook is also assuring that the information shared is “anonymized,” meaning that advertisers receive demographic information, but no individual information that could be traced back to one person (Schrage, 2013). Although Facebook is improving communication with its users through blog announcements, it does not make it clear as to exactly what information is shared, and to whom the information is given. Therefore, Facebook is not necessarily guaranteeing that certain information will be kept private, and this may be information that the user may not want a third party to have access to. Like Facebook privacy, prior research on SNS in general is limited, as Facebook in particular has only existed for the past five years. Therefore, there has not been a significant amount of research done in the area of social networking sites and advertising’s effect on the users. Since SNS have become such an integral part of our daily lives, it is important for advertisers to understand how customers and potential customers on the site perceive them.

1.3. Research Questions:

To advance that understanding, three primary research questions were constructed. The first question examines the Facebook user’s point of view, which is essential for success and understanding:

- a. How are Facebook and its advertisers scrutinized in the eye of the consumer?

The second question deals with the issue of privacy, as online safety and the control of private information is more difficult to monitor online:

- b. How is privacy perceived on Facebook?

Lastly, the third question yields the opportunity to provide suggestions and ideas for advertisers, which would be beneficial information for advertisers, as well as future research:

- c. What would make Facebook advertising more effective?

1.4. Research Methodology

1.4.1. Sample Size

To address these questions, a survey of university students at four universities across the country was conducted using the Facebook site. The respondents were collected from B.B. Ambedkar University(n=120), Lucknow, University of Lucknow(n=68), Amity University(n=105),and Central University of Orissa, (n=49). These four universities were chosen because they represent all different geographical regions of the country. According to Gangadharbatla (2008), a student sample is a relevant and significant group, as university students fit the demographic of SNS users.

1.4.2. Research Design

Because the goal was to reach as many students at the four universities as possible, a simple survey was developed. The survey consisted of 12 questions, including three major sections: (1) demographic, (2) Facebook and advertising, and (3) privacy and perception. Participants answered close-ended demographic questions. In the Facebook and advertising section, close-ended questions were asked regarding the number of Facebook “friends” the participant currently has, how often the participant checks his or her Facebook, and what Facebook “Applications” the participant has used. In terms of advertising, the participant was asked how aware he/she is of advertising on Facebook, and where he/she has seen advertising on Facebook.

In the privacy and perception section, participants were offered a chance to express how they feel about Facebook advertising, and relate this to their personal privacy. Participants were first asked about their current privacy settings

on Facebook, in an effort to gauge their interest in protecting their personal information and identity. They were then asked about Facebook ads they have seen for their specific demographic and were asked to share what specific ads they had seen. From this information, they were asked if this type of advertising changes their perception of privacy on Facebook, as well as their perception of the companies that advertise, and to elaborate if they so chose. In closing, the participants answered an open-ended question about how companies can utilize Facebook to advertise more effectively.

1.5. Research Findings

The goal of this study was to see how Facebook users perceive the site and its advertisers. Each section of the survey provided information and opportunities for participants to honestly and openly express their perceptions, and give specific examples as to why they feel the way they do.

1.5.1. Demographic Outlines

Out of the total amount of participants: 70.2% were female and 29.8% were male. Individual university demographics were as follows:

Table No.1.

Name of the University	Gender	Freshers	Compare Freshman	Juniors	Seniors
B.B. Ambedkar University	70.2% female, 29.8% male	1.6%	15.2%	24.0%	59.2%
Lucknow University	71.1% female, 28.9% male	0.9%	17.6%	9.3%	72.2%
Amity University	60.7% female, 39.3% male	0.0%	4.3%	23.3%	72.5%
Central University of Orissa	80.0% female, 20.0% male	10.6%	23.4%	6.4%	59.6%

1.5.2. Social Network Site: Facebook and Advertising

Collectively, 48.1% of respondents had between 500 and 1,000 Facebook “friends,” and only 2 out of the total 349 had less than 100 friends.

In terms of Facebook usage, 80.1% of participant’s log-on to their Facebook multiple times daily, and 95% of the respondents check their Facebook at least once a day. At LU, 98.5% of students surveyed check their Facebook daily, and 95% of BBAU students are logging on daily. CUO showed that 95.6% of participants were on Facebook at least once a day, and this number was 92.6% at LU.

Across the board, 100% of participants used Applications on Facebook. All of the students used Facebook-generated Applications, such as events, photos, and groups. The next most popular application was “fan pages,” with a combined 66.2% of participants using this application (76.1% for BBAU; 59.3%, LU; 68.2%, Amity; and 54.3%, CUO).

Advertising awareness varied by universities, but 79% of respondents were aware of advertising on Facebook at least half of the times they log-on. Data from the individual universities in terms of advertising awareness is shown in Table No. 1.

Table 2. Users who were aware of advertising on Facebook

Name of the Universities	100% of the time	75 % of the time	50%of the time	25%ofthe time	0% of the time
B.B. Ambedkar University	30 %	25%	30%	12.50%	2.50%
Lucknow University	27.80%	20.40%	28.70%	22.20%	0.00%
Amity University	25.40%	17.90%	26.90%	26.90%	3.00%
Central University of Orissa	32.60%	23.90%	21.70%	17.40%	4.30%

Students had seen advertising in a variety of places on the site. As a whole, 39.8% of respondents saw advertising on applications; 82.0% saw advertising on their main page; 34.5% saw advertising when they write on a friend's wall for their birthday; and 83.2% saw advertising on the side bar of other people's profiles.

1.5.3. Privacy and Perception

In an analysis of all participants, the majority at every universities considered their profile settings to be "strict," meaning only their Facebook friends can see all of their information, but they are searchable to other users. Of the total, 88.2% of respondents said that their current privacy settings on Facebook are "strict" or "very strict," meaning they do not appear in search results, and have an extremely limited profile. No respondents admitted that their Facebook pages were "extremely open," meaning that everything on their Facebook page can be seen by everyone. Only 4.7% students of LU, 28.4% of Amity, 13.0% of CUO, and 3.5% of BBAU would consider their profile pages to be considered "open," meaning that friends and networks can access all of their information).

When asked about specific Facebook ads, 88.0% of total respondents have seen ads that directly target their demographic. Among those who saw nano-targeted advertising were 90.5% of LU students and 84.4% of CUO respondents. At Amity, the percentage was 83.9%, and at BBAU it was 87.7%. Some of the ads seen by all of the universities included t-shirts for shows they like, lifestyle advertising, dating services for the newly single, internships in their specific majors, study abroad, merchandise, housing in the area where they live, etc. After describing the highly targeted ads, participants were asked if these ads change their perceptions of privacy on the site. For this question, respondents were split. Collectively, 54.7% of students thought that the ads did not change their perception of privacy, but this majority did not hold up at all schools. At LU, only 40.6% of students said the ads changed their perception of privacy, followed by 45.7% at CUO and 45.6% at BBAU. However, Amity was slightly swayed in the opposite direction, with 52.2% of respondents thinking that the advertising changed their perception of privacy. Respondents at Amity cited the following as reasons for the change invasion of privacy, feeling less secure, or questioning why the information is accessible when privacy settings are strict. Each university had respondents that expressed concern over their privacy on Facebook, but the results were not particularly clear either way. When asked how they felt about the companies that create this highly targeted advertising, the majority of respondents at each university answered that the advertising did not change their perception of the company (a total of 66.7% of students). However, each university did have some who disagreed. The number of students who said that they saw the companies in a new light because of advertisements reached 28.3% at LU, 38.8% at Amity, 34.2% at BBAU, and 34.8% at CUO. Their perception of the companies, as described by one exact word they used, is shown below in Table 2.

Table No. 3. Perceptions of Companies by Facebook Users

Open-Ended Answer	B.B. Ambedkar University	Lucknow University	Amity University	Central University of Orissa	Total
Relevant	1	5	1	2	9
Manipulative	4	1	6	0	11
Smart	4	4	2	3	13
Less credible/legitimate	3	3	1	3	10
Technologically savvy	2	2	2	4	10
Desperate	4	0	3	1	08

In the last question, respondents were asked to give constructive criticism, and respond as to how they thought Facebook could be used to advertise more effectively. Table 3 below shows the top eight common responses.

Table 4. Suggestions for more Effective Advertising on Facebook (unit response)

Open-Ended Answer	B.B. Ambedkar University	Lucknow University	Amity University	Central University of Orissa	Total
Not advertise at all	8	6	8	5	27
Keep it the way it is	6	12	5	5	28
More targeted ads	5	10	4	2	21
Less targeted ads	5	4	3	3	15
Not sure	4	3	5	2	14
Fan pages	5	3	1	3	12
Incentives	3	4	3	2	12
More creative/exciting	9	7	8	3	27

1.6. Inferences:

On the basis of the results generated from the surveys, a number of inferences can be made. First, the average participant had between 500-1,000 Facebook friends. This number is significant, because according to Facebook's Statistics (2013), the average user on the site only has 130 friends. This may indicate that the participants in this survey are more active on the site, and know more fellow "Facebookers" than the average user. Another significant statistic was that only 5% of participants did not log-on to their Facebook account on a daily basis. According to Social Peel (2013), 80% of university students log-on daily, making this particular group of university students even more active on Facebook than the average college student. The fact that all participants used applications was expected, as participants were told about the survey through a Facebook event (which is technically an application). The next most popular application set was the fan page, which over 66% of respondents use or visit. This should be noteworthy to business companies and potential advertisers, as it is a free way to get Facebook users connected to a specific brand or product. The rest of the application types did not get enough respondents from the participants to be as important in the same sense.

The study proved that the majority of students are fully aware of advertising on Facebook, with less than 5% of respondents from each university not noticing it at all (at LU, every student noticed the advertising). The most common places these ads were seen were on the “news feed” home page, and on the side bar of other people’s profiles. These are typically displayed as traditional banner ads, and the fact that students did not notice ads in other places could indicate that they are not fully aware of untraditional advertising on Facebook. In terms of privacy, all students surveyed had taken some precautions and modified their privacy settings on Facebook. All participants knew what their settings were—and none classified themselves as having “extremely open” profiles. This indicates that the students are concerned and aware that their information may leak out to third parties. This may also correlate with the fact that the majority of respondents have seen micro-targeted ads, specifically to their demographic. Although participants gave many examples of these nano-targeted ads, it did not necessarily change the way the students thought about Facebook or its advertisers. Participants were split in terms of whether or not it changed their perception, and even when their perception was changed, it was not necessarily for the worse. This indicates that there was not an overall consensus as to the effects of advertising on Facebook users. It may seem obvious that students would prefer the advertising not to exist in the first place; however, less than 30% of all respondents suggested that Facebook stop advertisements all together. For effective advertising, many suggested ideas, such as give-aways, promotions, and more eye-popping advertisements to catch a user’s attention. Advertisers should use this information to their advantage when pursuing an advertising campaign on Facebook.

1.7. Concluding Remark

This research study took a critical look at Facebook advertising and how it affects the users of the social networking site. As of now, there is no conclusive data as to a “universal” perception of Facebook advertising. This conclusion directly relates to the uses and gratification theory mentioned in the literature review. This study was limited because it could not be entirely random due to limitations in contacting students at the participating universities. Also, the manner in which the survey was advertised limited the participants to students who checked their Facebook accounts during the last week of July. Therefore, less frequent Facebook users were not represented in the results. In order to further understand how to effectively advertise on social networking sites, more research should be conducted. It would be beneficial to follow a specific business company who is advertising on Facebook, and see how the company grows or changes as a result of social network exposure.

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**COMMUNICATION RESEARCH IN INDIA
STATUS, TRENDS, PROBLEMS**

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Abstract

The reason for lack of quality research in India is one area of concern that most academicians share. Dearth of institutes of international standing in higher learning and quality research output has pushed India out of reckoning in the international market place of education. This paper traces the trajectories of growth in the field of Communication and Journalism, status of research, and associated problems, to the reasons for the poor output in research and finally, the shift towards interdisciplinary nature of communication and media studies that has evolved and widened the scope of the narrow understanding of mass communication research studies. The field of Development studies has been popular in the initial days of communication research in India, while post liberalization, trend has been in market research and voter studies. The disjunction between academia and industry especially in media has been one of the prime reasons for the lack of any worthwhile applied research, while fundamental research has not been conducive given the systemic limitations.

Introduction

The importance of research in Indian academia although not unknown, has been less than rigorous in recent times, as echoed in the voice of the President of India, His Excellency, Pranab Mukherjee in his address on January 7 2014, to all the University stake holders across India. He was concerned that none of the universities in India rank anywhere in the top 100 best universities in the world. It seemed a reflection of the growing apathy or lack of quality amongst the institutes of higher learning. It appears no different in the area of media and mass communication, a dynamic and challenging field. The departments that established the Mass Communication and Journalism programmes in Universities initially offered courses with an aim to produce trained professionals for the industry. The emphasis was on hands-on training and media exposure such that the industry absorbed them readily. Most of the faculty was from the media industry as the nature of the profession demanded the services of such professionals. The programmes imitated their western counterparts, drawing upon their curricula and their approach towards 'teaching' media and mass communication programmes. Leading institutes and universities have followed this model successfully for decades, training some of the well known journalists of our times. Understandably, not much importance was given to research, in communication.

As more and more teachers formally received training in teaching communication, it became imperative that along with industry exposure, there should be training in research. Research was accorded equal importance to training in skills. From having faculty only from the industry, the universities encouraged academically trained faculty to impart knowledge in theory and research in communication.

The growth of any discipline especially in a university environment is linked to its contribution to research in that field, which is the norm followed by universities in the West. One can say that this laid the foundation for some of the seminal work in communication in the west. Lack of research output from Indian scholars has been more keenly felt with the liberalization policy in place. With Indian universities attracting foreign students, it is natural that recognition in the international arena plays an important role. The government of India brought in policy changes in a bid to encourage research in universities. However, there seems to be a dearth of quality research in general, with Journalism being no exception. Individual scholars, who publish regularly, are still more nonresident than resident. This paper examines the possible reasons for this invisibility in the international scene and the problems associated with it.

Technology did improve tremendously, but only a section benefitted, while the human resources has been the other significant factor for the current state of affairs.

Background

Post independence, the Nehruvian penchant for the growth of 'scientific temper' in the new Indian sub continent, led to the encouragement of education and higher learning, with equal emphasis given to the field of natural and social sciences. Lack of information due to lack of communication was recognized as one of the key problems for the lack of development of the nation. This followed the dominant paradigm of the '50s and '60s, where all developing nations were highly influenced by the western model of economic growth and increase in per capita income was considered as the only sign of development.

A natural corollary to this in India was to introduce job oriented as well as research oriented programmes through state universities. Mass Communication and Journalism was recognized as one such area that could open up job opportunities keeping in mind the status of the newly independent nation state. Academic institutions like the Indian Institute of Mass Communication (1965), portals of higher education like Osmania University (1954), Punjab University (1941) and University of Madras (1947) were some of the premier institutes that initially offered Diploma courses in Journalism which later progressed to post graduate programmes. By the eighties, almost all state and central universities across the country began to offer post graduate programmes in journalism and communication, although the emphasis was still on providing professionals to the industry, which until then, was predominantly the print media. It was only by the nineties that research programmes in the area of mass communication and journalism studies began. The research areas included even its allied subjects like advertising, public relations, marketing as well as film studies and cultural studies. So, research in Journalism and Communication has for a long time been carried out by scholars who either pursued higher education abroad or as individual projects taken up on behalf of their respective state governments as extension work. It was the impetus given by the University Grants Commission (UGC), (the apex body to guide university education in India) in the last decade that saw a growing number of research scholars in this field.

The post graduate and research programmes included theory and research as part of its curriculum formally. The European and American Communication schools paved the way for research ideas and scope of media research in India, as most of the faculty who were absorbed in the university systems in India were trained abroad. Thus, it was natural that the western school of thought dominated the field of media theory and research. A glance at the curriculum offered under theory and research indicates that apart from some attempts to talk about Sadharikaran and the Vedic connection to communication (Adhikary, 2009) that could perhaps have established an alternative theoretical construction to the beginnings of communication in one of the earliest civilizations in the world, most of the research was western oriented philosophy of positivistic research. Although debatable, one of the reasons for this western domination of thought as Sunita Vasudeva and Pradip Chakravarthy (1989) point out could be the 'ideology of scientific temper that subjected one to structures of oppression internally as well as internationally,' coupled with the fact of internalizing the western mode of thought.

There were a few voices of dissent in the early seventies like Prof Eapen about the lack of cultural and social understanding of Indian ethos in social sciences research unlike natural sciences. 'Methodologies that developed in the West under totally different social, cultural, economic and political situations were absolutised and transferred to India...These methodologies that took the principles of natural sciences for granted, did not make allowance for the distinct nature of social science inquiry' (Tandon, 1981).

The Beginnings

The importance and significance of 'scientific' mass communication research along with professional opportunities was formally recognized and began with the establishment of the Indian Institute of Mass Communication (IIMC) in 1965. A National Planning Committee set up by the Indian National Congress under the chairmanship of Nehru had earlier recognized communication planning as an essential part of national planning (Vasudeva and Chakravarty, 1989). The first Five- Year Plan (1951-56) made specific references and recommended that 'above all, steps have to be taken to provide literature and information to the people in simple language on a large scale equal to the needs of the country' (Desai:1977, as quoted by Vasudeva and Chakravarty, 1989).

In the first decade or so, there were only a handful of agencies that conducted research in the area of audience studies. The All India Radio had in-house research units which functioned as the eyes and ears of the government of India. The Audience Research Units conducted what were called 'feed forwards', 'audience profiles' and 'need assessment' studies. Most of this research was seldom published or made available to public.

UNESCO and Ford Foundation research studies in the mid seventies gave a fresh insight into research on audiences and media effects. The first generation of Indian mass communication practitioners was trained by the US experts. This laid the foundation of mass communication research and practice that was 'strongly oriented in the mainstream neo-positivistic North American 'effects' research (Vasudeva and Chakravarty, 1989), which represented empirical study of effects of messages on individual's attitudes and behaviours far beyond that of AIR's research. This American orientation did not have much correlation to the Indian social context as there was a limited interest in the Indian media, whose understanding required a different world view. Indian media was seen as part of the larger Asian region, which gave rise to several contradictory findings as different countries had different social conditions. Statistical information used in such research often classified heterogeneous cultures in the same category. For example, in an exploratory study done by Prof Eapen, (1974) on "Communication, the Churches and Development" he commented that the Indian sub-continent was grouped with the city state of Singapore¹, and landlocked Zambia with the island state of Indonesia. Media indices based on the number of radio sets, cinema seats, newspapers per capita, etc., in one country are compared with those in another for analytical purposes without discussion of the multitude of vital discrepancies among their cultures, social structures or colonial hangovers and with no mention of media content, control or the nature of audience use of "mass" media.

Thus the initial research in the industry was oriented towards media and audiences while the academia's leaning was towards communication; that too with a developmental approach, but both guided by the western school of thought. As Prof Eapen (1974) pointed out, 'Communication has to be studied as a social process and mass media have to be seen as social institutions within cultural, developmental, economic, ideological and political settings... Media policies and research strategies are frequently exported to the poorer countries from the West as though glaring diversities of this kind did not exist, and Western models are the right ones for facing varied challenges'.

Mass Communication research in India: An overview

The eighties and nineties was the time when the dominant paradigm was critiqued worldwide, giving way to participatory and development oriented alternate paradigm. It created a niche area for communication research among Indian scholars. Scholars opined that communication research ought to be of practical use in society as most of the research in social science was theoretical in nature as compared to natural science. 'Coupled with the problem of increasing information overload from research, there is a lack of people willing and able to apply the research findings to practical problems....We are going to have to train more people, to some degree, in research if we want to use the available energy of social research in general, communication research in particular, efficiently in raising the quality of life' stated Wilbur Schramm, (Schramm, 1974) and development communication research filled that gap.

Studies in development communication including extension education, health and family welfare helped communication researchers become the 'middlemen' who could make a difference to society, by applying their research findings to bring about social change.

There are several researchers today, who continue this trend by conducting research in the key areas of AIDS, family planning, and other health related issues, along with the effectiveness of state run schemes. The government still uses mass media for most of the dissemination for its schemes. As the private media industry was nonexistent in the broadcast sector, there was no alternate school of thought to that of developmental approach to communication throughout the eighties and nineties, while the print media industry did not rank research as a priority area, as it was concerned about the skills in communication dissemination.

Development studies as an area of research

A quick look at some of the web sites of research institutes that are working in the area of development research in India show that, areas of poverty, gender, empowerment, Right to Information, rural and agrarian problems are being researched.

Development and Educational Communication Unit (DECU, Ahmadabad) describes itself 'as one independent entity that has a definite role in meeting the goals of ISRO in promoting usage of space technology for the benefit of common man. The continuing expansion of space applications programs like Tele-education, Tele-medicine, etc. reiterates the increasing role played by DECU in providing direct benefits to the society. DECU continues to pursue successful goals on all fronts in meeting the objectives of space-based societal applications for the national development' (DECU website). One of the major research projects carried out by DECU was 'The Jhabua Development Communication Project' launched in the mid-1990s by the Development and Educational Communication Unit (DECU) of the Space Application Center (SAC) in Ahmedabad (DECU implemented the Kheda Communication Project also). The purpose of Jhabua Development Communication Project was to experiment with the utilisation of an interactive satellite-based broadcasting network to support development and education in remote and pastoral areas of India. (indianetzone.com)

The Centre for Communication and Development Studies (CCDS), Pune 'is a social change resource centre focusing on the research and communication of information for change' (CCDS website)

The Institute for Development and Communication (IDC) is autonomous research training and evaluation organisation in Chandigarh started in 1992. 'In the field of Development Studies, its focus has been on issues like WTO and its impact on agriculture, rural employment, rural indebtedness and agribusiness. It has also been engaged in the study of issues relating to liberalization and its impact on health and education'. (IDC website)

The success of the SITE and the Kheda projects in the seventies inspired many a research scholar to work in this area. The seventies and eighties saw substantial research work being carried out by research scholars like Prof Eapen, Prof Usha Vyasulu Reddy, Prof Binod Agarwal, Prof Leela Rao, Prof Mira R Aghi, Prof Y V Lakshman Rao, Prof Bella Mody, Prof Joshi, Prof Syed Amjad Ahmed, Prof Vilanilam, and several others. It is the author's limitation that might have led to the omission of many names that did premier research work, than anything else.

Television in India was perceived as an efficient force of education and development. The University Grants Commission in collaboration with INSAT (Indian National Satellite) started educational television project, popularly known as 'Country Wide Classroom' in 1984 with the aim to update, upgrade, and enrich quality of education while extending their reach at the undergraduate level. An inter university Consortium for Education Communication (CEC) along with a chain of about 20 Audio-Visual Mass Communication Research Centres (AVRC) were set up by UGC at different institutions in the country to ascertain high quality of programming. (Vyas, 2002)

'Educational Media Research Centres' (EMRC) which later became 'Educational Multi Media Research Centres'(EMMRC) have been producing programmes for undergraduate students from open universities, now broadcast through Gyan Darshan, an exclusive educational TV channel of India, jointly run by the Ministry of Human resource Development, Information and Broadcasting, Prasar Bharti and IGNOU.

All these research institutes mentioned above unfortunately lie outside the domain of the regular university system, where, ideally, collaboration should have been possible to facilitate research initiatives with academic training. Although located within the premises of university campuses, it is not often that one sees an active partnership between the two. However, the academia's orientation overall has been towards the broad area of development studies.

Research as a commercial activity

While development related research was one strong strand for academic professionals, research for commercial and political insights has been the area of interest for the industry professionals. Globalisation in its wake brought about intense competition and market fragmentation. It also saw a proliferation of private media with over 800 television channels, over 80,000 newspapers and over 500 radio stations, leading to intense competition for the advertising pie. Consumerism also meant that there is a huge increase in product categories that enter the market and a dynamic consumerist interest that has had tremendous pressure on marketing and advertising agencies. Clients became more demanding expecting results with measurable outputs. This alone gave a fillip to market research on which organizations depend for market assessment, market pulse, audience profile and market needs. Similarly, online product sale and virtual markets have established the superiority of the World Wide Web. Along with this, websites offering research services have also increased in number. Of course, the only market research organization that has been present, much before the era of the web is IMRB, or the Indian Market Research Bureau that has now spread its wings to other countries as well, keeping in tune with the times.

Politics is another field where the importance and relevance of research is visible. Almost every political party worth its salt, conduct research for a continuous monitoring of party popularity, its cadre's feedback and, most importantly the voters' preferences of political leaders. While ORG MARG were the pioneers in such election related research, one finds that almost every private newspaper or television channel both regional and national like NDTV, CNN IBN, The Times of India, Eenadu (Telugu) and ABN Andhra Jyothi (Telugu) The Indian Express, The Hindu and several others conduct opinion polls alone or jointly, to plan their future strategies.

While the above mentioned are examples of a highly research oriented industry, it does in no way reflect the contribution of academia. Indian academics and the media industry never did see eye to eye with both dismissive of the other. With the clash of interests in the inherent socialist pattern of the academia research with that of libertarian approach of media industry, the synergy which should have existed like the West is missing in the Indian context. One of the primary reasons for this divide is the lack of coordination between academia and the industry and the new set of regulations that do not provide space for the industry specialists to step into the hallowed portals of higher education. Further, unlike the West where the academic institutes depend on the industry for their survival, an assured regular salary in India does not necessitate much interaction. The tragedy is, despite the total independence, academic institutions are not able to come up with original, path breaking research.

Problems in conducting research

There are several reasons that can be attributed for the apathy that exists especially in academics. This paper focuses on the problems in the field of mass communication and journalism, although some of the problems listed below may be applicable to any field. Firstly, the Indian educational system, as is at present, lays emphasis on teaching than on research. The learning environment in India encourages instructional teaching than interactive learning. The onus lies on the teachers to teach long hours than on the students to read and discuss. This leaves the teacher with little or no time to pursue research, unlike their counterparts in any of the western countries.

One does not find encouragement or time to do research work that can be of reasonably high caliber for a large number of teachers in the teaching fraternity. The dedicated few, who work against odds, face problems from the management, especially the private organisations, which do not understand the nature of the discipline in many instances. Most view it as an individual activity that does not meet the requirements of their organisations, rather than

a reflection of their institute's outlook towards a larger goal. As one academic from Mumbai stated, 'the problem is of disciplinary location. I am part of Home Science faculty wherein most of my work is in journalism and mass communication. So it takes a lot of effort to make my superiors understand that!' In fact, significant research in the field of Extension studies is done in this discipline.

Secondly, lack of infrastructure in terms of books, journals and research material that is required for any basic research, handicaps a person who does not have the wherewithal to access the latest happenings in the related field. Very few universities boast of having a reasonably good collection of books. While this has disappeared to a large extent thanks to internet connectivity and high end computers, all universities and institutions cannot afford such luxuries. This leaves many at the mercy of secondary and tertiary sources which gets reflected in their work. There are a few who have assiduously built their own libraries over the years, as an academic and author stated, 'Over the past 30 years, I have built up my personal library of books, articles and newspaper clippings'. But where does this leave the majority, especially the young faculty?

Thirdly, academic activity especially research, requires networking. It is only the few who are wired that have access again to their counterparts across the globe. Those that carry on independent research do not have institutional support which hampers certain kind of research activities. Most universities within India do not have a common platform to share their research activities which is one of the main reasons that one cannot completely assess the quality or the quantity of research that is being conducted. No exchange of ideas takes place and this leads to a narrow outlook towards research. Research collaborations across universities and industry would narrow this gap, and lead to better output in terms of quality in research activities. 'Collaborative Spaces/forums for funders as well as researchers would be one way of increasing research output', stated a teacher. Of course, the flip side to this could also be that all energies are only devoted to creating a network, but not on the quality of research, as one senior journalist commented, 'youngsters entering media as a profession are more focused on needless networking, than on working hard that might not be of much use at the end of the day'. This holds good for the teaching fraternity as well.

Fourthly, there is a visible lack of interest in many of the teachers to take up research. Although it might be true that all teachers need not be good researchers and vice versa, it is a predominant activity that has to be undertaken by all faculty, especially in Universities. Many of the central and private universities cannot complain of any of the above impediments any longer, yet one does not find an incremental difference in terms of research output. While personal qualities like dedication and commitment are required, lack of extensive reading, language skills and understanding of issues could be other reasons that impede their progress. Although said of the early mass communication research work in India, Vasudeva and Chakravarty's (1989) statement that 'researchers have become more and more like technicians, trained to use a package of techniques, but not educated to think and develop explanatory theories' stands true to a large extent even today. In addition, not being equipped with enough exposure or with the techniques of writing research papers that can be internationally accepted, many Indian researchers are only now trying to break the mould.

Lastly, the industry – academia partnership needs to be encouraged. While seeing each other as adversaries is no solution to the problem of lack of meaningful research, it does indicate lack of understanding and respect for each other's work. The university system needs to be aware of the necessity in involving media professionals regularly in running programmes of this nature where the distinction between theory and practice cannot be separated. Over a period of time, even trained professionals lose touch with the latest trends in the industry, often making them outdated when they switch to teaching. As the scope of media and communication has increased tremendously with the technological changes that are taking place rapidly, it is imperative that teachers are in touch with their counterparts in the field. Conversely, even the media should come to regard the university as a partner than as an adversary or worse still, something to be ignored. As one media teacher stated, 'media industry ought to recognise public university expertise' and come forward to encourage research. The quality of research that is conducted with no knowledge of the working of media industry in a dynamic situation would not make for meaningful research whether it is in critical or effects studies.

Present trends

A quick 'googling' for media related research institutes other than the regular universities indicate that there are three or four apart from IIMC. For instance, Jamia Millia Islamia's AJK Mass Communication Research Centre in New Delhi, The Mudra Institute of Communications Research, (MICORE) Ahmedabad, TAM Media Research, India, Centre for Media Studies (CMS) and National Institute of Social Communications and Research Training (NISCORT) from the Catholic Church in India are some of the research institutes in communication that are visible on the net. Research has not been given its due in India especially in this field. Conducting research even on a small scale require funding. Very few funding agencies encourage such studies, as most would like to spend on science related projects than on social studies, which is a worldwide phenomenon. This is one of the reasons why we find so few research institutes. With its wide socio political variance, Indian media is at the least very colourful. This should provide ample scope for research in media.

The number of research journals that are published regularly are even less. Interface from Osmania University, The Media Mimamsa (in English and Hindi) a research journal from Makhn Lal Chaturvedi Rashtriya Vishwa Vidyalaya in Bhopal, Journal of Creative Communications from Mudra Institute of Communications, Ahmedabad, Communicator from IIMC are a few.

Sustaining a research journal too becomes a major challenge to any organization. Conversely, getting quality content becomes equally challenging. Persistent efforts at bringing out regular issues establish its credibility, which can attract quality research. As the editor of Media Mimamsa stated in his blog, after years of persistence with the management he finally started the journal after his retirement. Online journals have become a via media for such of those who cannot afford the cost of production and delivery of research journals.

There are several areas little explored by the western scholars, which can be the strength for the researchers in Asia. The Chinese, Korean and Japanese scholars have already made their mark in those areas of work specific to the Asian community. With regionalization, new media technologies, ICTs for development and Community media being critical in the current global scenario, Indian scholars could work in these areas. Similarly, cultural and epistemological studies, ethnographic and sociological studies, the politico-economic aspects of media are some of the areas that are popular. Film studies, Women's studies, Literary Criticism and Cultural Studies, have emerged as important areas of interdisciplinary studies with media related courses being offered within their programmes. Thus the mass communication scholars are now spread more widely as communication and media studies scholars, under social sciences and humanities. As Vasudeva and Chakravarty stated, 'India has been dominated by a restricted set of theoretical tenets and a correspondingly limited repertoire of rules for collecting and analyzing evidence' (Vasudeva and Chakravarty, 1989). Widening the scope of operation, and more exposure to western scholars ought to help Indian scholars to get an understanding of the latest technological and methodological tools to conduct research, along with the caveat: to adapt them for the Indian social and cultural milieu.

Future of communication research

As an eminent scholar stated, 'Communication has so far been treated as a science which can be transmitted or acquired in research and training institutes. But it must be redefined as an art which can be learnt only through active involvement in the processes of social living' (Joshi, 1984). Media being one of the foremost institutions in society, its communicative influence is all pervasive in this information age. Communication research scholars need to develop new orientations in examining the media, in all its avatars. One need to work in all aspects of the media, including the empirical studies, as one cannot undermine its importance in understanding a society. Academic rigour, training in computer aided research methodologies and exposure to latest technological tools ought to be nurtured along with sustained interest in their area of research, which is the need of the hour.

The current trend in all western societies and universities indicate a distinct interest in the Indian media. Be it the new media, television or cinema, Indian media has caught the fancy of the western scholars (although one cannot strictly

categorise new media as Indian). The Indian media with its rich source of materials for research can capitalize on this resource and utilize it for intense academic and research related work. Research that ought to be carried out in the Indian context could be different from that of their western counterparts based on the socio-cultural developments in India. Critical approaches to social realities and media in India would open up an entire gamut of research in communication and media studies. Issues of identity and nationalism, cultural and cross cultural morphism that are influenced by media and in turn influence the media are highly debatable in the academic world.

India is now being recognized as a growing publishing field, and publishers are willing to publish Indian authors. The time has come for Indian authors to come up with relevant books that suit the Indian populace, as there are not many books that are published keeping in mind the Indian media and the Indian context.

Conclusions

However, this should take place within the larger context of modifying the education policy. Education policy in India should be reoriented towards providing space for scholars to come up with innovative research. Although the government talks of encouraging 'innovative research' it does not do much at the ground level. As one researcher and senior faculty in a state university stated, 'although we asked repeatedly for funding to do research, we have not been given grants for that. However, ready funds come to us, if it is for infrastructure'. In fact, finding suitable research personnel and funding are the most difficult to come by, despite the large number of research scholars.

With attractive pay and incentives, more and more youth are now eyeing teaching jobs as a lucrative career. However, that should not remain the only incentive, but a lifelong commitment towards all aspects of teaching. UGC, in its wisdom, has linked research activities to promotions, but that could also lead to a scramble for numbers game than for quality. Instead, an atmosphere to encourage research for the growth of the discipline, along with some accountability would probably help.

Most importantly, UGC's initiatives in conducting workshops and training young research scholars in writing research proposals and research articles go a long way in encouraging faculty to face international standards of publishing, where 'publish or perish' has become the dictum!

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THE AGE OF LOST INNOCENCE**REPRESENTATION OF CHILDREN IN TELEVISION ADVERTISEMENTS**

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Key Words: Innocence, Postmodern, Representation, Children, Television Commercials

Abstract

We are living in a 'mediatised' world, in which the dominant mode of communication seems to be shifting from symbolic to iconic. Earlier cultures primarily depended either on face to face symbolic communication or later print, however, with the advent of television and accompanied developments in communication technologies; the contemporary culture seems to be dominated by images. Undoubtedly, television as the dominant medium of mass communication in the contemporary world spawned intractable questions about values and belief systems. As image dominated medium of communication, it influences everybody irrespective of their age and intelligence. It is said that even cats can understand television programmes at their own level. A child is born innocent and for years remains innocent, because of protection by parents and lack of exposure to outer world. However, the changes that are taking place in the technological and cultural spheres in recent years, pose a serious challenge to parents and the society at large. In earlier cultures, children make sense of their world through symbols which necessitated some practice and dependence on elders but now they understand the world through images which need not necessarily require a higher level of competence and guidance of elders. As the images of television ubiquitous, children are getting over exposed to them. Through the exposure to television programmes, children developing an understanding about the world out there and in turn seem to be losing their innocence at tender ages. Such developments critics say will have serious implications on society and culture. It is in this context the paper analyses the representation of children in television commercials from postmodern perspectives. For the purpose of analysis television advertisements have been selected on the basis of the presence of the children in them. As the study deals with the representation of children, the ads selected feature children as the main protagonists.

Introduction

In the contemporary world, Children are exposed to the television programmes at a very early age. In emerging nuclear families where both the parents are working the children have got no alternative and therefore they spend most of their time sitting in front of the television by surfing various channels. The advertisers presume the children to be the soft target and are easy to be lured. In the context of children, advertisements are not only the product promotions but also a means of entertainment and enculturation. The variety of advertisements increases their understanding of the different kinds of products available in the market. And thus brings to them the power of making their own purchase decisions. At the same time through the exposure to ads children develop a perception about the world. It needs to be noted that the treatment of children in advertisements is changing in recent years. We are witnessing a shift in the advertisements targeting and/or featuring children. The children are being taken more seriously than ever before by the advertisers. They are being dealt as individuals like adults. As Unnikrishnan and Bajpai noted that "the trends in the industry are changing, the kids are no more being treated as kids; they are being provided with their individual identities like adults and are made to feel empowered" (Unnikrishnan & Bajpai, 1996). If the depiction of children in television commercials is to be believed then children are no more ignorant. Some critics comment that these advertisements develop a false conception of the world among children.

Children nowadays do not gulp down the fantasies as told. They developed their own mediated perceptions of the world, which has been possible because of the open information sources available to them at a very early age. The proliferation of new media technology made it simple to get information regarding any matter, thus giving rise to a

false confidence to face the world. The studies also indicate that the institution of advertising greatly influenced the development of self-images. It is suggested that whatever the manner or role in which children are depicted in advertisements affect their perceptions. Some scholars have argued that the children do not understand the persuasive intent of advertising. However, others are of the opposite opinion. There exists a general concern among parents and other social activists that the television advertising may have a negative influence, which may be intended or even unintended which can result into a parent-child conflict.

The Age of Lost Innocence: Postmodern Perspectives

According to Jean-François Lyotard the term 'modern' used to designate 'any science that legitimates itself with reference to a meta discourse' or that makes 'an explicit appeal to some grand narrative, such as the dialectics of Spirit, the hermeneutics of meaning, the emancipation of the rational or working subject, or the creation of wealth' (Lyotard, 1984: xxiii). He further noted that 'Our working hypothesis is that the status of knowledge is altered as societies entered what is known as the post-industrial age and cultures enter what is known as the postmodern age' (Lyotard, 1984: 3) The era is marked by the demise of 'grandes histoires' or an incredulity towards meta narratives and the emergence of 'petites histoires' or 'micro narratives' in their place. In other words, there is a disillusionment with ambitious 'total explanations' of reality such as those offered by science, or religion, or political programmes like communism; instead there is a growing preference for smaller scale, single issue preoccupations, so that people devote their time to saving whale, or opposing a proposed bypass road.

In other words, knowledge in the postmodern era can no longer be legitimated or sanctioned according to the great 'narratives' that have shaped western knowledge to date, like the notion of progress embedded in the Enlightenment, or the notion of social liberation through history embedded in Marxism, or the release from unconscious trauma harboured by Freudian theory. Indeed, Lyotard sees such narratives as violent and tyrannical in their imposition of a 'totalising' pattern and a false universality on actions, events and things; hence knowledge can be partial, fragmented, and incomplete. This is regarded as a radically new form of epistemological freedom, resisting the dominance of overarching pattern which appear to ignore the details and experiences of differences in their effort to construct patterns which make sense of the world on a grand scale.

We are living in a world which is changing very fast. Some commentators believe that the Jean Francois Lyotard's postmodern condition already visible everywhere. These changes can be witnessed in everyday life in terms of how people view the world, their perception about reality and truth, and the way they deal with the fundamental questions of life. This will have tremendous implications on our beliefs and value systems. In ancient societies people bestowed upon tremendous faith on religious authorities and considered their sermons as absolute truths. They believed that religion can provide the answers to life's mysteries. We find a shift in the belief and value systems of the people with the emergence of modern outlook in the Enlightenment of the eighteenth century. The foundation of Modern society laid on the pursuit of objective knowledge and the scientific method. People in the modern societies believed that traditional beliefs are obstacles to enlightenment and they need to be discarded altogether. Modernity believes that truth is based on facts. In the modern worldview, people should believe only what they can observe. Modernity trusts the power of reason and critical thinking to solve the world's problems. It looks to science, and not to religion, to provide the answers to life's mysteries. Modern people have often developed an optimistic faith in the progress of humanity through knowledge, scientific inquiry, innovation, invention, and rational thought. However, since the middle of the twentieth century the societies seemed to be shifted from industrial to post-industrial and its cultures shifted from modern to postmodern.

Postmodernists believe that happiness and peace cannot be achieved through reason and scientific temper. They think that the industrial revolution that is based on scientific research devastated the environment, we have witnessed the bloody history of the twentieth century, and continued misery, poverty and hunger around the globe. None of these problems were solved by scientific knowledge. On the contrary, the by-products of science and the industrial revolution exacerbated many of our human problems. Science has provided cures to disease, but it has also created the threat of global warming and nuclear annihilation.

Postmodernists question Enlightenment beliefs. Some of such beliefs as identified by Jane Flax are as follows:

- language is in some sense transparent;
- there is 'a stable, coherent self';
- reason and its 'science' – philosophy – can provide an objective, reliable, and universal foundation of knowledge;
- knowledge acquired from the right use of reason will be "true" ;
- by grounding claims to authority in reason, the conflicts between truth, knowledge, and power can be overcome;
- freedom consists of obedience to laws that conform to the necessary results of the right use of reason. (Flax, 1990: 41–2).

Contrary to general belief postmodernism does not seek to return to an earlier time. Nor does it seek answers through authoritarian religion. Postmodernists have of the opinion that both religion and science have failed to answer the questions related to realities of life. They believe that neither science nor religion could able to solve the mysteries of the universe.

Postmodernists reject the notion of absolute truth. They no longer trust authority and they reject any institution that claims to have a claim on absolute truth. They have become highly suspicious of facts. They believe that all truth, even to some extent scientific knowledge, is subjective, biased, and socially constructed. Truth depends on what one's culture regards as truth. Therefore the truth is not really true. In the postmodern worldview, people become their own authority and accept only what they personally experience. There is a sense that feeling is all that counts because, in the end, feeling is all there is. The postmodern attitude is, "If I can feel it, if I can touch it, then it must be true."

The world in which we live is changing. For the past three hundred years we have been part of an age called modernity. The modern age is now giving way to a postmodern age. This transformation will change how people view the world, how they understand reality and truth, and how they approach the fundamental questions of life. The postmodern reply to the modern consists of recognising that the past, since it cannot be destroyed, because its destruction leads to silence, must be revisited: but with irony, not innocently. I think of the postmodern attitude as that of a man who loves a very cultivated woman and knows that he cannot say to her 'I love you madly', because he knows that she knows (and that she knows he knows) that these words have already been written by Barbara Cartland. Still there is a solution. He can say 'As Barbara Cartland would put it, 'I love you madly'. At this point, having avoided false innocence, having said clearly that it is no longer possible to speak innocently, he will nevertheless have said what he wanted to say to the woman: that he loves her in an age of lost innocence. If the woman goes along with this, she will have received a declaration of love all the same. Neither of the two speakers will feel innocent, both will have accepted the challenge of the past, of the already said, which cannot be eliminated; both will consciously and with pleasure play the game of irony... But both will have succeeded, once again, in spreading of love (Eco, 1994: 67-68).

As Peter Brooker noted 'hyper reality' is a term associated with the effects of Mass Production and Reproduction and suggesting that an object, event, experience so reproduced replaces or is preferred to its original: that the copy is "more real than the real". In the writings of the French social philosopher and commentator on Postmodernism, Jean Baudrillard and Umberto Eco, hyper reality is associated especially with cultural tendencies and a prevailing sensibility in contemporary American society. In Baudrillard's discussion, hyper reality is synonymous with the most developed form of Simulation: the autonomous simulacrum which is free from all reference to the real (Brooker, 1999).

It is believed that in the contemporary society the mass media wields enormous power. However, at the same time some critics lament that the media barons enjoy this power without responsibility. Some people consider media as a source of power - either in its own right or as the tool of dominant forces in society. However, Foucault offers a different perspective on the sources of power which might suggest ways in which the media might be constrained. He

rejects "truth" as an absolute because he does not believe in absolutes at all. According to him history is a series of fictions and what is interesting is not what happened so much as how people were brought to think what happened.

Many of the theories on media power are based on a model of hierarchical domination of the many by privileged groupings. For example Marxists believe that the dominant group in the society use mass media as tools for creating a false reality so as to disguise a reality of oppression and exploitation. Though Foucault does not appear to be challenging these effects, but offers another perspective on how power operates. He rejects the simple, hierarchical approach and suggests instead that power is not a unitary concept, not an absolute. Instead he says that "Power comes from below; that is, there is no binary and all-encompassing opposition between rulers and ruled at the root of power relations, and serving as a general matrix - no such duality extending from the top down and reacting on more and more limited groups to the very depths of the social body. Instead, he sees power as being dispersed through the network of relationships which make up society and based in discourse. This is not to deny that power struggle might be unequal but to suggest that it is not exercised in a single, downward vector. For Foucault, a critical component of power is freedom since power can only be said to create an effect if the object of power has the ability to resist. Power is not simply repressive; it is also productive. Power subjects bodies not to render them passive, but to render them active. The forces of the body are trained and developed with a view to making them productive. The power of the body corresponds to the exercise of power over it. Hence there is the possibility of a reversal of that power.

From Foucaultian perspective if history is a series of fictions then the present is a fiction too which further implies that power has implications for knowledge. If we claim to know the present, it can only be power that is causing us to apply the absolute of knowledge to a fictional present. According to Foucault "power produces knowledge" and he sees them as two sides of the same process. It suggests that in the power and knowledge discourse "truth" is always unstable. If this is so then the effect of power is not just unstable but, as a consequence, unpredictable and this idea has significance for any theory of dominant power through the mass media. Foucault takes another, broader view of the production of "truth" via power when he says: "Truth isn't outside power ... Truth is a thing of this world; it is produced only by virtue of multiple forms of constraint... And it induces regular effects of power. Each society has its regime of truth, its 'general politics' of truth; that is, the types of discourse which it accepts and makes function as true" [Quoted in Stuart Hall & Bram Gieben (Editors), *Formations of Modernity* (Cambridge, 1992: 295)]. Michel Foucault, as Sheridan noted "is a slayer of dragons, a breaker of systems" (Sheridan, 1980: 225). As he says there is no absolute truth. It can change as a result of the very discourse which uses it as a premise. His central thesis is that power is everywhere and can be expressed in a multitude of individual discourses. From Foucaultian perspective mass media can be seen as a site of power and resistance. The outcomes of power are not inevitable and can be resisted.

Representation of Children in Television Commercials

'The rise of television and its enormous appeal were the source of much theorising about the consequences for social experience. A recurring theme has been the degree to which most of our experience is literally mediated through the words and images of the dominant medium of our time' (Mc Quail, 2000: 110). Meyrowitz's thesis is that the all pervasiveness of electronic media has fundamentally changed social experience by breaking down the compartmentalisation between the social spaces that was typical of earlier times. Human experience, in his view, has traditionally been segmented by role and social situation and sharply divided between private ('backstage') and public ('onstage') domains. Segmentation was by age, gender and social status, and the 'walls' between zones of experience were high. Television appears to put all aspects of social experience on show to all, without distinction. There are no longer any secrets for instance, about adulthood, sex, death or power (Mc Quail, 2000: 111). Older bases for identification and for authority are weakened or blurred, sometimes to be replaced by new group identities... Everyone tends to move in the same information environment, but the result is a culture without any distinct sense of socially or physically bounded place. (Mc Quail, 2000: 111)

Methodology

The Semiotic Analysis technique has been employed in this study to evaluate the representation of children on Indian television commercials. All the selected ads have casted the children in active roles and all have the children as the central characters. Pierce has categorized the meaning in signs as iconic, symbolic, and indexical. An iconic sign is one which is, in one or more respects, the same as the object signified; a symbol refers to conventional signs used, for instance, in speaking and writing (in Lechte, 2000). An index is a sign physically linked to an object. All these three types of signs are used in visual communication. Eco argues that a sign is not only something that stands for something else, but must also be interpreted (in Lechte, 2000). In semiotics the meanings of ads, which are developed by their creators, provide perceptions to our sense of reality. While studying the advertisements aim to decipher the framing of meaning since they always have a social and cultural aspects associated with them. They are always knitted around a social context. Without a context, neither a meaning can be produced or derived, because the visual will become meaningless, so commercials establish connections between the meanings and images/presentations of products. Bignell (in Atkinson, 2002, parag. 5) states that a semiotic analysis needs “to identify the visual and linguistic signs in the ad, to see how the signs are organized by paradigmatic and syntagmatic selection, and note how the signs relate to each other through various coding systems. The semiotic analysis of commercials is to make meanings from linguistic and visual signs.”

The ads have been analyzed on the basis of the 16 elements which include both the audio and the visual elements. These elements are as follows: Characters, Language, Dialogues, Jingles, Voice-over, Punch-line, Background setting, Lights, Sound, Music, Colour, Attire, Camera Movements, Camera Shots, Editing techniques and Culture.

Characters: The characters featured in the ads, and their relationship with each other. The ads draw heavily from the characters featured as they are able to add the emotional appeal to the overall scenario.

Language: The language is one of the most important aspects of the ads. This element drives the message home. The kind of language presents the background the characters belong to and also the light in which the people are casted.

Dialogues: This category includes dialogues .The tone of conversation and the interaction between the characters

Jingles: It is a kind of short tune. This has now become a trend in the Advertisements to use short songs and jingles, as it adds to the attention grabbing.

Voice-over: This is present in almost every advertisement. There are ads which do not have a conversation involved but this is compensated by the voice-over as this serves the purpose of creating awareness among the audiences. The voice-over usually explains about the benefit of the products, their price and sometimes addresses the audience itself.

Punch-line: This element of the ad sums up the entire promotional activity. It provides the gist of the advertisement to the audiences. They are usually one-liners and establish an impact on the mind of the audiences as they are the last thing to be broadcasted in the advertisement. Sometimes like the jingles, they also establish a rapport with the audience.

Back-ground setting: The sets designed in the ads, they can be from kitchen to classrooms, from out-door playgrounds to the doctor’s clinic. The location in the advertisement enhances the visual image in the minds of the audience.

Lights: The kind of lights used cast a powerful impact on the scenario of the advertisements. Lights are a very important part of the production process they are also used to derive out a meaning from the situation.

Sound: It is the aspect which has an influence on the audio element of the ads. The kind of sound used from the ambience adds to the overall advertisement. Even if there is silence it is an important aspect.

Music: This is the element which enhances the impact of the ad. It is a very powerful aspect is instrumental and can also be used to derive meanings. It creates a mood or situation.

Colours: Colours bring alive the exact situation for which the message has been designed. The colours used in the children's ads employ brightness and happiness for example yellow, white, pink etc.

Attire: This reveals the essence of the characters. The dresses worn by the characters also indirectly hints at the strata at which the ads are targeted. And also fulfills the demand of the story.

Camera movements: The camera frames the objects with different motions. A pan or a tilt or zoom can be used to emphasize a particular aspect of the ad and also gives meaning.

Camera shots: This help in emphasizing a particular object in the frame or also gives an emotional appeal to the advertisements.

Editing techniques: This gives an overall meaning to the ads. The techniques used also provide meaning to the ad and creates a mood of the audience.

Culture: This category analyses the effects the ads can have on the culture. The cultural effects generated because of the advertisements are a vital element of the changes in the society, as established by the previous studies which state the mass media as a culture manufacturing industry.

Semiotic Analysis of Advertisements under Study

Flipkart.com

Two kids dressed as adults are sitting in a restaurant and are talking in the voice of a man. One is a hippie who is busy with his laptop and the other is just sitting in a relaxing posture wearing a spectacle.

Boy1: WIFI mila to nichod lega kya?

Hippie: Off course

Boy1: Online shopping? What you are ordering now?

Hippie: mp3 player

Boy1: Aur kuch faulty nikla to?

Hippie: Flipkart.com pe? No chance!! aur agar hua bhi to replace kardenge.

Boy1: Replace? Awesome! What's going to be your first song?

Hippie: Ringa ringa roses

Boy1: That's a classic!

The 'voice' over says "30 days replacement guarantee on all products".

Two kids are shown sitting in a restaurant in the get-up of adults. They are shown to be friends with one as a hippie working on his laptop and the other one sitting on the next chair watching him. Their way of talking, body posture, voice quality all these resemble to the mature individuals.

The dialogues have the tone which matches that of the adults when they are into a conversation. The body-language as well as the location, which is a restaurant is adding to the appeal of the ad. The colours used are dull resembling those which are used in the ordinary ads where the target audience is not the children. This further enhances the motive of the advertisers to cast children in place of others. "WIFI mila to nichod lega kya?" is a typical slang language used by youngsters among friends. The ringa ringa roses song said to a classic by one of the kids, establishes their cuteness

and brushes up the child factor. The punch line is also asserting that the online store is a responsible one, although the ad features kids it talks of no kidding and no worries. The voice-over here is played along with the creative visualization and the voice is of a male because here the product is of a non-kids product category and involves the serious business tone. The colours used are dark and hints at the children as the adults having a little conversation over a coffee table, which is unusual for the kids.

The attire of the kids is also similar to that of adults. The hippie look given to one of the characters signifies that they are making their own style statement which is unusual in case of a kid and also that they are trendy and with the times. The sound is of the ambience of the restaurant and the music is light and reveals a relaxing mood. The lights are dim and establish a mood of relaxation after a long day's work.

The camera stays at a position and then takes a close-up of both the kids during their conversation to establish the seriousness of their conversation. The editing technique is that of the cut.

This ad places the children in place of adults which becomes the USP of the advertisement. Although matured voices and children's faces come as a contrast it is the attention grabbing feature of the ad. The product is established as one which is so perfect that even a child understands and trusts the online store and it's no joke. The children are depicted to be intelligent using the product and confirming the faith in the online-store.

Bournvita Little Champs

The kid is sitting on the sofa studying, the mother comes and sits on the other end, a celebrity (KAJOL), the child asks "maa, ek question hairy batao, February me serf 28 days kyun hote hain? the mother looks puzzled and says "kal bataun?". Then the mother gives the child Bourn vita little champs, the v.o says "samajhdaar moms bachon ko deti hain Bourn vita little champs, 2 se 5 saal tak ke bachon ke liye, jisme hai DHA, dimaagi vikaas ke liye. Thodi mehnat to aap ko bhi karni padegi."

The mother-kid duo is shown but here instead of children the ad targets their mothers. The location is the living room and the mother is dressed in modern attire which signifies the strata of mother the ad is aiming at. The colours used are lively and bring out the childish innocence of the kid. The background setting is that of the kid sitting on the sofa of his living room. This is generally the comfort zone of the children. The mother is shown reading books memorizing facts so that she can answer her child's questions in different scenes while ironing the clothes, while at home, also in the books store.

The question asked by the kid projects his intelligence. When the mother says "aasmaan main anginat tare hote hain" the child replies "wo to maine kab ka poocha tha.", this signifies that the child has a good memory as well the kind of questions put up to his mother also shows the intelligence of the child, which thus proves the advertised product. The kid despite the presence of the celebrity in the frame is not shown as the secondary but as a central character, which highlights the individualism being drawn out for the kids as well. The voice-over is that of a female and adds to the emotional appeal of the product.

However the punch line "Thodi mehnat to aap ko bhi karni padegi" strikes a chord with the mothers directly as it individually aims at every mother. The music is very soothing and soft and adds to the puzzling questions put up to the mother. The lights used are adding to the calm atmosphere of the ad a relaxing mood is established by the use of soft lights. The shots taken are from that of a static camera position and involve the close-up of the child to reveal his innocence, at the same time it also puts forward his seriousness towards his studies and how eager he is to learn about the things. And also the close-up of the mother to show how deeply engrossed she is learning things to answer her child. The editing technique is that of a cut.

This ad indirectly sends a message that for the development and growth of a child use Bourn vita little champs and then you will also have to learn things to answer the queries of your kids. It also indicates that only kids who drink the product become smart and intelligent. This also presents a negative shade to the mothers who do not give the product

to their child as if they are not interested in making their kids grow perfectly. The question is that if children do not use the product, wont they be able to learn the thing well.

Conclusion

We are witnessing a major shift in the representation of children in the advertisements in recent years. The shift in the portrayal of children seems to be influencing their perceptions of the world in which they are living and this in turn, changing their attitude and behaviour. Firstly, kids are shown to have their own say; they have their individual demands, and are no more believe whatever they are told. Secondly, the advertisements feature kids as mature individuals and not as children. The 'innocence' factor of the kids is being challenged; the children shown in the advertisement exhibit the characteristics of adults. The children are being projected as those who are self-dependent and confident. Thirdly, the advertisements project the kids as empowered independent individuals. The concept of power decentralization comes into play. They are no more a secondary target in the advertisements. Fourthly, the significance of the mother's teachings and care is being challenged; it is always said that mother is the first teacher of the child and home is the first school. However, the ads are now questioning the teachings and habits developed by mothers in their children. Fifthly, the ads promote instant gratification and develop a feeling that everything in society is simple: The ads show the products to be fast and simple to use. More and more user-friendliness is projected through the ads to suit the fast paced world. Sixthly, the kids are casted as responsible individuals.

With the advent of television the mode of communication seems to be shifted from symbolic to iconic. Subsequently, new media technology further simplified this process by providing additional avenues for adults as well as children to produce and disseminate images. The contemporary world seems to be profuse with images. The process helped to cross the barriers of language and literacy. Now human beings irrespective of their age and education could able to develop their understanding about the world. In the contemporary world innocence seems to be an obsolete term. Thus, there appeared a postmodern condition where grand narratives replaced with micro narratives. At the same time, with the proliferation of televised as well as social media images the real often replaced with the hyper real and this seems to be more real than the real. As Foucault says there is no absolute truth. It can change as a result of the very discourse which uses it as a premise; because power is everywhere and can be expressed in a multitude of individual discourses. In this fast changing political, economic, cultural and technological landscape, we need to learn and negotiate with the changes in order to survive and lead a better life.

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AWARENESS OF 'INCREDIBLE INDIA' CAMPAIGN AMONG INDIAN AND FOREIGN TOURISTS

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Abstract

'Incredible India' campaign is an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. The present study was conducted to assess the reach and the awareness level of 'Incredible India' campaign among Indian and Foreign nationals. The study findings pointed out that campaign advertisement have better reach and viewership among Indian tourists in comparison to surveyed foreign tourists. Maximum tourists both Indian as well as foreign, who viewed the advertisements, felt that the advertisements showcased landscapes of India, monuments of India, Indian Culture and Palaces in India. Also study findings reports that although English is the most common language in which advertisements were viewed but significant number of tourists have seen advertisements in other languages also, both local and foreign languages.

Introduction

In 2002 for the first time country India was branded and a communication campaign named as 'Incredible India' was launched. Since then, every year a new communication campaign showcasing different aspects of Indian culture is launched internationally and nationally to target both foreign and Indian nationals. Use of website (www.incredibleindia.org) is being heavily done to provide information regarding Indian tourism and for interactivity with stakeholders. Maximum information about India is being provided through website which is equally being promoted throughout 'Incredible India' advertising campaign. Amitabh kant (2009), joint secretary, ministry of tourism, govt. of India provides an insider approach about the branding process of this campaign. He opines that in the global tourism industry, India had often been referred to as a 'sleeping giant' or a sleeping elephant. He states that there are two major factors that had an impact on the growth and expansion of Indian tourism. First, the radical opening of the Indian skies (Indian aviation sector) and second, the sustained growth of India as an economic power. On the communication strategy part, he emphasizes that the 'Incredible India' campaign was more than just advertising, which in fact, played only a marginal role. The brand –building process comprised personal relationships with international tour operators and journalists, partnerships, promotions, contests, use of interactive media and an aggressive communication strategy. All these have helped build the 'Incredible India' experience.

The communication through this campaign promises its target group for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation. It showcases good things of India –colors, festivals, wildlife, technology, vastness, diversity and depth. Campaign focused on creating an image of unapologetic, confident and growing India (Hudson and Ritchie 2009)

Brand Communication and Awareness

Communication plays an important role in marketing strategy of a brand. Communication in the broad sense includes all the procedures by which one mind may affect another. All communication is viewed as persuasive. For a message to be persuasive or effective it is required to be in the consciousness of the target group. In this process, awareness or initial attention of the target group is essential. The best criterion to measure advertising responses is based on three stages: cognitive, affective and conative techniques. Out of these, Cognitive techniques attempt to measure an advertisement's ability to attract the attention, be remembered and communicate the desired message, and also to analyze the levels of knowledge and understanding which an individual possesses about the advertisements, and are

thus useful when the aim is to make the individual aware of the existence of a product or brand and of the benefits which it provides. Of the many cognitive techniques which exist, awareness measurement and memory tests are most widely used. Awareness measurements assess the simplest level of cognitive response –an individual’s awareness of the existence of a product, brand or company. This constitutes the first link in the process and is fundamental for the advertising response process to be initiated. These are also related to three components of attitude: learning, feeling and doing –which a customer must experience when making a purchase decision. According to Burnett (1984) these stages are related to the three principal functions of advertising: to inform, to create attitudes towards object which is being advertised, and to induce action on the part of the individual (Beerli and Santana 1999).

Thus, in case of ‘Incredible India’ campaign, key measurements for awareness are unaided awareness of the brand as a travel destination, unaided awareness of travel advertising of the brand, and also unaided travel destination consideration awareness of the advertised brand.

There are models which proved that awareness is the first step required for any advertisement to be persuasive. AIDA (Attention, awareness –interest –desire –action) model of advertising describes events which may occur when a consumer engages with an advertisement.

The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement (E. St. Elmo Lewis).

Another model, DAGMAR (Defining Advertising Goals for Measured Advertising Results) proposed by Russel H. Colley in 1961 states that each purchase go through four steps: Awareness, Comprehension, Conviction and Action.

Brand awareness is the consumers’ ability to recognize or recall (identify) the brand. This also means that consumer can propose, recommend, choose, or use the brand. In general, brand awareness is equated with ‘brand name recall’; however, brand name awareness may also be created by brand ‘recognition’ only. In some instances, awareness of the brand name may not be necessary, it may consist of simply identifying features such as package or the logo, and such an awareness of identifying features may enable brand choice even though no brand name is in the awareness response (Kazmi and Batra 2007).

In this paper, an attempt has been made to find out the awareness of ‘Incredible India’ campaign among the tourists. Question posed to respondents were about the awareness of brand name, language in which brand message has been communicated, image of India showcased through advertisements, places of India shown through advertisements, and awareness about ‘Incredible India’ website.

Formulation of Hypothesis

There is no significant association between Viewership of ‘Incredible India’ campaign advertisements and Gender of the respondents

There is no significant association between Viewership of ‘Incredible India’ campaign advertisements and Nationality of the respondents

There is no significant association between Viewership of ‘Incredible India’ campaign advertisements and Age of the respondents

Objective of the Study

To know about the awareness of ‘Incredible India’ campaign among Indian and foreign nationals.

Research Methodology

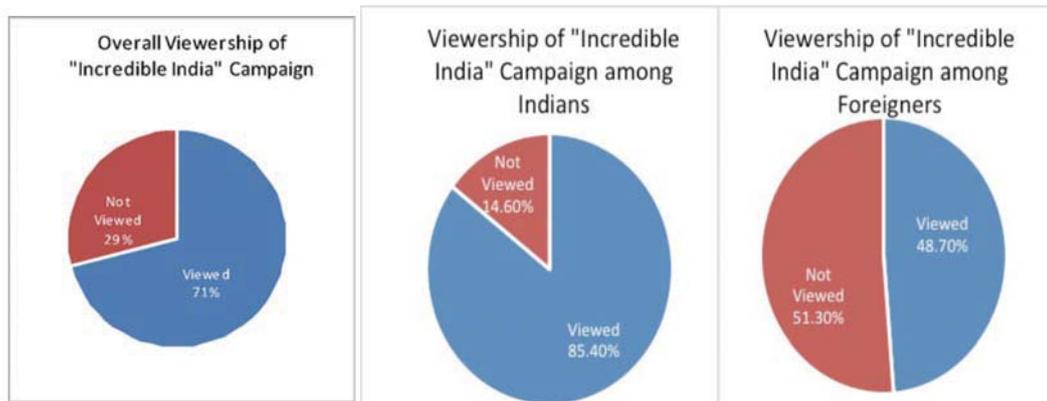
- Survey was conducted to collect data from 600 respondents. A self-administered questionnaire was used for the study. Tourists (foreign/Indian) visiting national capital of India (New Delhi) were the population of the survey.
- Purposive/Judgmental sampling technique was used for this purpose.
- Statistical tools: The key statistical tools used for the study are Cross tabulation and chi square tests.

Analysis of Results

Table 1: Viewership of Incredible India Campaign Advertisements- by gender, nationality and age of the respondents

		Viewed Incredible India Advt.				Row Total Count
		Yes		No		
		Count	Row N %	Count	Row N %	
Gender	Male	196	72.6%	74	27.4%	270
	Female	230	69.7%	100	30.3%	330
	Column Total	426	71.0%	174	29.0%	600
Nationality	Indian	311	85.4%	53	14.6%	364
	Foreigner	115	48.7%	121	51.3%	236
	Column Total	426	71.0%	174	29.0%	600
Age of respondents	20 years and below	109	90.1%	12	9.9%	121
	21-30	180	73.8%	64	26.2%	244
	31-40	65	64.4%	36	35.6%	101
	41-50	45	65.2%	24	34.8%	69
	51-60	19	40.4%	28	59.6%	47
	60 years and above	8	44.4%	10	55.6%	18
	Column Total	426	71.0%	174	29.0%	600

(Note: Primary data source)



It is evident from the survey conducted on 600 respondents that 426 respondents have seen advertisements of 'Incredible India' campaign. Out of 270 male respondents, 196 (72.6 per cent) have seen the campaign advertisements. Out of 330 female respondents, 230 (69.7 per cent) have seen the advertisements of 'Incredible India' campaign. In comparison among male and female respondents, male are familiar slightly more with 'Incredible India' campaign.

However, Pearson Chi square statistics ($\chi^2 = 0.605$, $p = 0.437 > 0.05$) indicates that there is no significant relation between Advertisements seen and Gender of the respondents.

According to nationality variable, 85.4% of Indian respondents have seen advertisements whereas only 48.7% of foreign tourists have seen campaign advertisements. It seems that campaign advertisements have better reach and viewership to Indian tourists in comparison with surveyed foreign tourists.

As shown in this table, we can observe that below 20 years age group are more aware (90.1%) of campaign while 73.8% of respondents in 21-30 years age group have seen Incredible India campaign advertisements. Respondents in higher age group (above 50 years) are less aware (42% approx.). It represents that Indians and people in lower age group are more exposed to the Incredible India campaign advertisements.

Also, there is a significant association between Advertisements seen and Age of the respondents ($\chi^2 = 53.098$, $p = 0.000 < 0.05$) and Advertisements seen and Nationality of the respondents ($\chi^2 = 93.711$, $p = 0.000 < 0.05$).

To identify whether there is a relationship between advertisement seen and gender, nationality and age of respondents, Chi-Square test is used. The Pearson Chi-Square value was highly significant ($p < 0.01$), indicating that there was a relationship between the Advertisements seen and age, nationality.

Table 2: Campaign message language by Nationality of respondents

			Nationality		Total
			Indian	Foreigner	
Message language of campaign advertisements	English	Count	168	105	273
		Column N%	54.0%	91.3%	64.1%
	Hindi	Count	265	3	268
		Column N%	85.2%	2.6%	62.9%
	Other than English and Hindi	Count	12	17	29
		Column N%	3.9%	14.8%	6.8%
Total	Count	311	115	426	
	% of Total	73.0%	27.0%	100%	

(Source: Primary data)

Table 2 shows that most of the foreigners (91.3 per cent) received campaign advertisements in English language while most of the Indians (85.2 per cent) received in Hindi Language. Although, in Indian subcontinent advertisement were aired in both languages i.e. English and Hindi, and in foreign countries also advertised message was in accordance with national language of the country. However data also shows that among Indians also few (3.9%) received advertised message in other recognized languages also. Data represents that a significant percentage of foreigners (14.8%) also saw the campaign advertisements in other languages which are Spanish, Korean, Japanese, Italian, German and Dutch. Among other languages in which Indians saw campaign advertisements are Tamil, Punjabi, Oriya, Malayalam and Assamese.

Table 3: Attractions of India showcased through 'Incredible India' campaign advertisements by Nationality of respondents

			Nationality		Total
			Indian	Foreigner	
Things about India shown through advertisements	Landscapes	Count	163	79	242
		% within Nationality	52.4%	69.3%	56.9%
	Monuments	Count	224	79	303
		% within Nationality	72.0%	69.3%	71.3%
	Palaces	Count	175	51	226
		% within Nationality	56.3%	44.7%	53.2%
	Lakes and Ponds	Count	54	15	69
		% within Nationality	17.4%	13.2%	16.2%
	Festivals and Fairs	Count	121	34	155
		% within Nationality	38.9%	29.8%	36.5%
	Spirituality & Yoga	Count	63	26	89
		% within Nationality	20.3%	22.8%	20.9%
	Experiences in India	Count	102	27	129
		% within Nationality	32.8%	23.7%	30.4%
	Indian Culture	Count	229	47	276
		% within Nationality	73.6%	41.2%	64.9%
	Diversity of India	Count	140	33	173
		% within Nationality	45.0%	28.9%	40.7%
Total	Count	311	114	425	
	% of Total	73.2%	26.8%	100%	

(Note: Percentages and totals are based on respondents)

Overall 71.3 per cent of the respondents, who viewed the advertisements, felt that the advertisements showcased monuments of India followed by 64.9 per cent who felt that the advertisements showcased Indian culture. Lesser number of respondents (16.2 percent & 20.9 per cent) believes that lakes & ponds and spirituality & Yoga respectively are shown through the advertisements.

Maximum foreign tourists, who viewed the advertisements, felt that the advertisements showcased landscapes of India, monuments of India, Indian Culture and Palaces in India while higher number of Indians felt that Indian culture, Monuments and Palaces of India were shown through the advertisements of 'Incredible India' campaign.

Table 4: Places seen in 'Incredible India' advertisements by Nationality of the respondents

		Nationality		Total	
		Indian	Foreigner		
Places seen in IIC campaign advertisements	Taj Mahal, Agra	Count	254	91	345
		% within	82.7%	77.8%	
		Nationality			
	Humayun Tomb, Delhi	Count	111	20	131
		% within	36.2%	17.1%	
		Nationality			
	Sun Temple, Konark	Count	75	7	82
		% within	24.4%	6.0%	
		Nationality			
	Golden Temple, Amritsar	Count	142	31	173
		% within	46.3%	26.5%	
		Nationality			
	Ruins of Hampi	Count	24	6	30
		% within	7.8%	5.1%	
		Nationality			
	Gateway of India, Bombay	Count	171	33	204
		% within	55.7%	28.2%	
		Nationality			
Have not seen any of the above in IIC advts	Count	20	12	32	
	% within	6.5%	10.3%		
	Nationality				
Have seen some other places in IIC advts	Count	18	5	23	
	% within	5.9%	4.3%		
	Nationality				
Cannot remember the places seen in IIC advts	Count	5	10	15	
	% within	1.6%	8.5%		
	Nationality				
Total	Count	307	117	424	

(Note: Percentages and totals are based on respondents)

In this study, tourists are asked to recall the place that they have seen in the advertisement or any other promotional material of the 'Incredible India' campaign. 345 out of 424 respondents (81.3%) recalled 'Taj Mahal' among all other places. 'Gateway of India' is recalled by 204 (48.1%) tourists.

Foreign respondents have recalled destinations like 'Taj Mahal' (77.8%), 'Gateway of India' (28.2%) and 'Golden Temple' (26.5%) significantly more than other destinations. Similarly, according to Indian respondents, 'Taj Mahal' (82.7%), 'Gateway of India' (55.7%), and 'Golden Temple' (46.3%) are on top of the mind recall. 'Ruins of Hampi' have scored lowest among all respondents (Indians: 7.8%, Foreigners: 5.1%). 7.4% of total respondents agree that they don't remember any of places shown through the advertisements.

However, Kant (2009) put forward that domestic travel patterns in India are characterized in following: travel to pilgrimage sites for religious reasons and worship; travel to cultural sites and monuments; travel to hill stations for winter leisure and beaches for summer vacations; travel to friends and relatives to participate in wedding, social functions and festivals. According to NCAER survey conducted in 2003, purpose of the maximum Indians to visit any place was social reasons such as visiting friends and relatives, attending weddings, and other functions.

Table 5: Viewership of 'Incredible India' website on the basis of Nationality of the respondents

			Nationality		Total
			Indian	Foreigner	
Have you seen "Incredible India" Campaign website	Yes	Count	40	16	56
		% within Nationality	13.2%	14.2%	13.5%
	No	Count	263	97	360
		% within Nationality	86.8%	85.8%	86.5%
Total		Count	303	113	416
		% within Nationality	100.0	100.0%	100.0%
			%		

(Source: Primary data source)

Website address (www.incredibleindia.org) is mentioned in almost all the advertisements of 'Incredible India' campaign. It is the 'call to action' part of the advertisements. Also, website contains all the necessary information regarding Indian tourist destinations and has an objective to provide all kind of information according to the requirement and ease of the tourists. Website is maintained in foreign language also and has interactive features. In our survey, 416 respondents reported their answer for this question. 86.5% respondents expressed that they have never visited website of the campaign which includes 86.8% Indians and 85.8% foreigners. Only 13.5% of tourists had visited website of the campaign for some kind of information or tour packages.

Results and Discussion

The survey results indicated that a significant number of Indians (85.4 per cent) have seen the 'Incredible India' Campaign advertisements while campaign advertisements have lesser reach (48.7 per cent) among foreign nationals. Also, people of lower age groups are more aware of the campaign advertisements. Regarding message of campaign advertisements, most of the foreigners (91.3 per cent) received campaign advertisements in English language while most of the Indians (85.2 per cent) received in Hindi Language. But many of the respondents (6.8 per cent) also received campaign advertisements in other languages like Tamil, Punjabi, Oriya, Malayalam and Assamese among Indian languages and Spanish, Korean, Japanese, Italian, German and Dutch among foreign languages. Survey findings reported that very less number of respondents (overall 13.5 per cent) have seen Incredible India Campaign website. Among the Indian tourists' places shown through advertisements, tourists (both India and Foreign) were more aware about Taj Mahal, Golden temple and Gateway of India and were less aware about places like Ruins of Hampi, Sun Temple Konark.

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EXEGESIS OF DIGITAL DIVIDE IN COMMUNICATION

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Abstract

Digital communication is undoubtedly regarded as a revolutionized communication which has transformed the not just the ontology but the epistemology of communication and its process as a whole. It should also be noted that the digital communication has created gaps in the communication process which has a discernible impact on the society. Having said that the impact of technology on communication can neither be undermined nor overlooked; rather its potential can be attempted to be used in the best of its possibilities. To do that it is imperative to understand the hindrances in its way. This brings us to the discourse of digital divide.

The word communication is derived from the Latin words, “communis” and “communicare”. “Communis” means sharing, can be of views, ideas, thoughts and happenings; while “communicare” means make something common. With these inferences, digital communication can be defined as ‘sharing of common views or ideas in a digital form’. The above understanding of digital communication becomes the genesis of the discourse as digital communication gets restricted only to its users. Against this backdrop, the study attempts to analyze the undermining of the semantic understandings of the epistemology of communication and how it has deviated from its basic meaning to accept the new paradigms, which fortunately or unfortunately nurtures a power inequality and creates a divide between information “haves” and “have-nots” on local, national and international levels.

History and Origin of Divides

Irony of the term “divide” is that it is used for equal distribution or sharing but as a matter of fact it is an institutionalized form of inequality. Although inequality has been in existence since the existence of nature itself; in spite of the fact that inequality meaning imbalance, is not encouraged by nature. Time again this inequality has been used by man, at various levels, for his selfish motives. The inequalities between man and nature; and man and man had been noticed and spelled out by various philosophers time and again. The exponent of the Social Contract Theory, Hobbes has specifically said in this Leviathan that in the state of nature man needs nothing but a selfish pleasure; and only in self-interest and self-preservation man compromise to surrender himself to the state and enters into a contract with the other elements of the state.

The industrial revolution became another watermark of inequality vis-à-vis divide. The socio-political, cultural and economic divides were all evident in the names of ‘advancement’ and ‘development’. The advent of capitalism laid the foundation of first institutionalization of inequality of man. The ‘advanced’ industrial societies witnessed the divides so much so that it achieved prominence in the society. Divides between rural and urban socio-economic class was created at one level; and divide between “haves” and “have-nots” realized its genesis. The divide of industrialization and agricultural got widened with time and space and could never get filled in. Industrialization and modernization precipitated divides within divides. The economic divide facilitated the power politics and warfare across globe.

The process continued well into the 21st century, with citizens of the nation states dispersing over the entire globe, making World a 'global village'. The large scale displacement of people from their original habitats and their subsequent unison in various centers dappled across the globe has, as one sociologist prefers to say, given rise to the modern gessellschaft societies. This again led to a change in the relationship between a man and man, and subsequently a man and the nature.

At the national level, while these divides have manifested themselves in the form of caste, class, creed, linguistic and race. Whereas, at the international level, these have manifested in the pejorative discourse of development and modernization and bred technological and colour hegemony. The "clash of civilizations" has emerged as one of the greatest divisions of mankind. "Divide" and "differentiation" are the key words in this clash. The propensity to find social, economic, cultural and technological divides between man and man goes to prove that divides are never restricted to a category. Furthermore, it explicates that all these divides are only involuntary to something much more embryonic and crucial. Notwithstanding the plethora of social and economic theories of egalitarianism, inequalities ossify the divides.

The digital divide

Benjamin M. Compaine in his book *The digital divide: facing a crisis or creating a myth* defined digital divide as 'the perceived gap between those who have access to the latest information technologies and those who do not'.¹

The term 'digital divide' has been dealt with by scholars in different ways. Some portray it as a gap between info-rich and info-poor, as stated above, while others delineate it with the separation between 'information haves' and 'information have-nots'. To some it is a fissure between those who can effectively use the technology and those who cannot.

The cry of 'digital divide' entered the public discourse in the late 1990s first as a headline of an article by Steve Lohr in *The New York Times* and then as a subtitle of the second of the four NTIA (National Telecommunications and Information Agency) of United States reports.² Since then it has been dealt with by scholars to conceptualize and understand it and by governments and political authorities as a part of their national agenda.

Pippa Norris³ also stresses the unequal distribution of technological opportunities, even in the most developed countries. But the question that looms large over this discussion is: does such disparity really exist or is it just a myth, as stated by many scholars? What are the reasons for the occurrence of such a gap or disparity? What are the means to measure this divide, on what grounds? And does it really matter?

In *Diffusion of innovation*, taking technology as a synonym of innovation, Everett M. Rogers defines technology as an instrumental action that fosters uncertainties. Rogers elucidates five stages of innovation-decision process.⁴

There are five stages of innovation in this model.

1. Knowledge is a stage of exposure of an individual to the existence of innovation. An individual as a decision maker gains understanding of the know-how, its functioning, and processing.

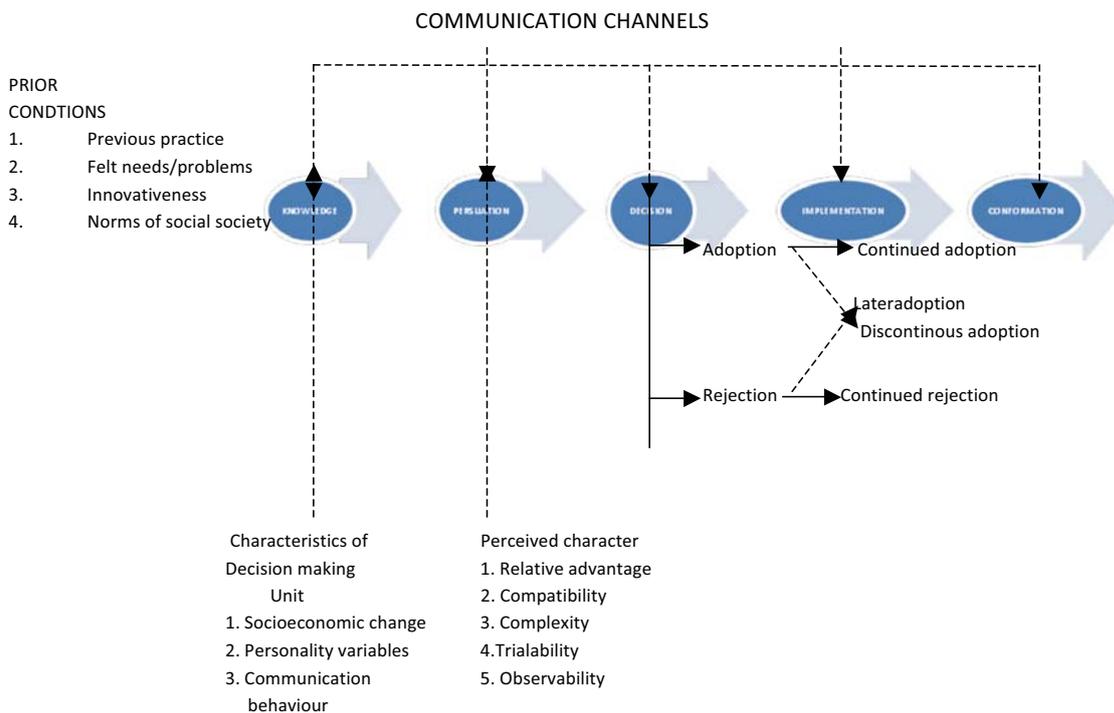
¹ Benjamin M. Compaine, ed., *The digital divide: facing a crisis or creating a myth*, M.I.T Press, U.S., 2001, p360.

² Barbara Monroe, *Crossing the digital divide: race, writing, and technology in the classroom*, Teachers College Press, Columbia, South America, 2004, p.6.

³ See Pippa Norris, *Digital divide: civic engagement, information poverty, and the Internet worldwide*, Cambridge University Press, Cambridge, U.K., 2003.

⁴ Everett M. Rogers, *Diffusion of innovation*, Free Press, NY, U.S., 2003, pp.169-181.

2. Persuasion is a stage when an individual forms a favourable or unfavourable attitude towards an innovation.
3. Decision is the stage at which an individual either adopts or rejects an innovation and acts accordingly.
4. Implementation is a stage of putting the new idea into practice by the individual.
5. Confirmation is the stage when an individual reinforces his decision of acceptance or rejection. This becomes the final stage of the process. It is important to note that in this stage, at times there is a reversal of his decision as a result of his experience with the innovation in implementation stage and the problems arising therein.



Source: Diffusion of Innovation by E.M. Rogers

The outcome is that a wider socio-economic gap between the higher and lower socio-economic individuals is created in a social system between the individuals who accept or reject the technology vis-à-vis innovation. Scholars identify this innovative need paradox as one of the prime reasons for the digital divide.

Severin and Tankard in *Communication Theories: Origins, Methods, and Uses in the Mass Media*, underpins five major reasons for the knowledge gap.

1. **Communication skill** – Segments of higher socio-economic strata (SES) generally possess better communication skills, which help them in the ‘basic information-processing task of reading, comprehending, and remembering’.
2. **Previously acquired knowledge** – There is a remarkable variation in the amount of information stored between people of high and low SES, which affects their capacity to acquire and retain new information.

3. **Relevant social contact** – Higher SES segments are more likely to be social and in contact with people who know about and are interested in and confer public or current affairs.
4. **Efficacy** – Lower SES segments tend to have lower self-efficacy and openness to gain new knowledge.
5. **Nature of mass media** – Mass media seem to be a taste of higher SES than the lower ones, as the lower ones tend to be busier in earning their bread and butter for the day.⁵

Another noted scholar R. M. Rubinyi identifies resources of organization as a major factor for the divide. Rubinyi categorizes the divide as a distinction between ‘resource-rich’ and ‘resource-poor organizations’.⁶ DiMaggio and Hargittai, while stepping beyond the binary view of digital inequality, have explained four steps towards the conception of inequality of digital technology opportunity:

1. **Identifying critical dimensions of inequality** – technical, autonomy of the use of technology, skill, social support, and purpose of using the technology.
2. **Documenting differences among groups**
3. **Explaining the antecedents of inequality on these dimensions**
4. **Modeling the relationship among different forms of inequality and between these critical outcomes**⁷

Kinds/types of divides

Karen Mossberger, Caroline J. Tolbert and Mary Stansbury, in their work *Virtual inequality: beyond the digital divide*,⁸ say that in general this term is defined as the ‘patterns of unequal access to information technology based on income, race, ethnicity, gender, age, and geography’, but is much beyond that and the broader definition of the issue consists of multiple divides.

The access divide – which concentrates on the access of an individual to the internet, location of computer and Internet use and the frequency of use at each location.

The skills divide – includes the technical competence and the information literacy. The preference for assistance and attitude of an individual regarding public access are also looked at.

The democratic divide – the attitudes and experiences regarding Internet use for voting, registering to vote, looking up government formation, looking up for political information and debates are measured in this.

Policy recommendations – the differences in digital experiences faced by individuals and gauged in this.

Jan A. G. M van Dijk, in his *Cumulative and Recursive Model of Successive Kinds of Access to Digital Technologies*, distinguishes the gap of “access” in four kinds:

1. **Motivational access** – motivation to use technology due to lack of opportunities, time, money, skills and outright rejection of the medium. It is a tussle of ‘have nots’ and ‘want nots’.
2. **Material (physical) access** – possession of computers and Internet connections, permission to use the computers, Internet, and their content.

⁵ W. J. Severine and J. W. Tankard, *Communication theories: origins, methods, and uses in the mass media*, Longman, NY, U.S., 2001, pp.255-258.

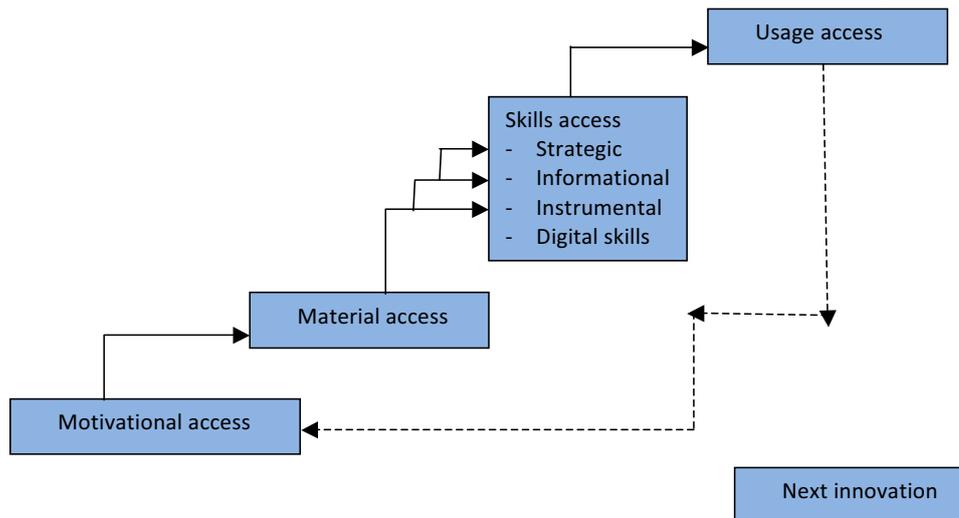
⁶ R.M. Rubinyi, “Computers and community: the organizational impact”, *Journal of communication*, vol.39, no.3, 1989, pp. 110-123.

⁷ Paul DiMaggio and Eszter Hargittai, “From the ‘digital divide’ to ‘digital inequality’: studying Internet use as penetration increases”, *Center for arts and cultural policy studies*, Working Paper, no. 15, Summer 2001, p.8.

⁸ Karen Mossberger, C.J. Tolbert and Mary Stansbury, *Virtual inequality: Beyond the digital divide*, Georgetown University Press, Washington D.C., U.S., 2003, pp.1-9.

3. **Skills access** – possession of operational, informational and strategic digital skills to use Internet and its technologies. It includes the skills to search, select, process and apply information, along with other skills. Also, a strategic skill to use this information to improve one's position in society
4. **Usage access** – statistical calculation of the numbers and percentages of usage and the frequency of use, with usage time.⁹

Cumulative and Recursive Model of Successive Kinds of Access to Digital Technologies



Source: Jan A. G. M van Dijk, *The deepening divide: Inequality in the information society*, p.22.

The first, motivational access is conditional. If the physical access becomes successful, appropriation of new technology leads to the development of all kinds of digital and other skills. Both physical or material access and required skills are the premium requirement of the satisfactory use of the potential applications of the new media. These stages become recursive with every new innovation.

The categorical inequalities in society produce unequal distribution of resources, which causes unequal access to digital technologies. Equal access to digital technologies depends on the particular characteristics of these technologies, and as a matter of process brings about unequal participation in society. This in turn strengthens categorical inequalities and unequal distribution of resources.¹⁰

Key terms and concepts in digital divide

Information

Information serves as the primary component of the digital divide. It is a war of knowledge and information between those who have it and those who do not, whatever may be the reasons.

Toffler defines information as 'data that have been fitted into categories and classification schemes or other pattern'.¹¹ Explaining the term 'information' in detail, Buckland classifies 'information' into certain segments:

1. Data – records that can be stored on a computer,
2. Text and documents – papers, letters, books – that may be on paper, microfilm, or in electronic form,

⁹ Jan A. G. M van Dijk, *The deepening divide: inequality in the information society*, Sage Publications, U.S., 2005, pp.21-22.

¹⁰ Ibid, pp.14-15.

¹¹ Alvin Toffler, *Powershift: knowledge, wealth and power at the edge of the 21st century*, Bantam books, New York, U.S, 1990, p.18.

3. Objects – dinosaur bones, rock collections, and skeletons, and
4. Events – photos, news reports, and memoirs.¹²

In the digital age the forms of information have been digitalized into the language of ‘bits’ and ‘bytes’, ‘0s’ and ‘1s’. In the language of ‘0s’ and ‘1s’ the data is transferred in the form of packets from one destination to another. Text, voices, photographs, and multimedia packages are hence transmitted in a speed faster than light through information super highway via satellite channels and wired (thinner than the strength of a hair) or wireless networks. This feature makes the means and modes of communication revolutionary.

As a sociologist, one should take into cognizance that technically there may not be a distinction between information and data. But, data is an unprocessed form of information: it becomes information only after it is perceived, processed, and understood.

Social capital

Social capital refers to the social organizations, institutions, and norms that shape and improve the quality of social interaction. It acts as an asset to a society in terms of their efficiency to remain connected and coordinated and gain access to power and resources. Putnam describes it as ‘features of social organization, such as trust, norms, and networks that can improve the efficiency of society by facilitating coordinated actions’.¹³ Taking the example of a diverse culture like India, which has a particular caste ridden society, Dekker and Uslaner relate it with the ‘social networks bonding similar people and bridging between diverse people, with norms of reciprocity’.¹⁴ Internet has an unprecedented potential to build social capital. The advent of social media or social networking sites like Facebook, Twitter, Orkut, etc. has fastened the ability of Internet on World Wide Web to further strengthen social capital of its own. This has been showcased very recently in cases like Obamacampaign.com in America, Egyptian movement, movement in Libya, and Anna Hazare’s campaign in India.

Goslee’s report points out that modern communication networks are an important tool for fostering civic engagement.¹⁵ Civic engagement, according to Putnam, can lead to coordination and communication within a society at all levels. It advances the emergence of opinion leaders, who foster collective action for the common good and whet the people’s

The agents of political socialization including families, communities, trusts, firms, civil society, public sector, ethnicity, gender, and others serve as sources of social capital.

Public sphere

The Internet is seen as an electronic public sphere by many scholars. Habermas relates the public sphere as a part of socio-political life in a society that leads to the origin and evolution of public opinion in that society.¹⁶ It is a space ‘where free and equal citizens come together to share information, to debate, to

¹² Michael K. Buckland, “Information as thing”, *Journal of the American society for information science (1986-1988)*, vol.42, no.5, June 1991, pp.351-360.

¹³ Robert D. Putnam, *Making democracy work: civic traditions in modern Italy*, Princeton University Press, NJ, U.S., 1993, p.167.

¹⁴ See Paul Dekker and Eric M. Uslaner, *Social capital and participation in everyday life*, Routledge, London, U.K., New York, U.S., 2001.

¹⁵ See S. Goslee, *Losing ground bit by bit: low income communities in the information age*, Benton Foundation, Washinton, U.S., 1998.

¹⁶ See J. Habermas, *The structural transformation of the public sphere: an inquiry into a category of bourgeois society*, MIT Press, U.S.A, 1991.

discuss, or to deliberate on common concerns'.¹⁷ Odugbemi defines democratic political sphere as 'a force for capable, responsive, and accountable government, and is a permanent, self-acting force'.¹⁸

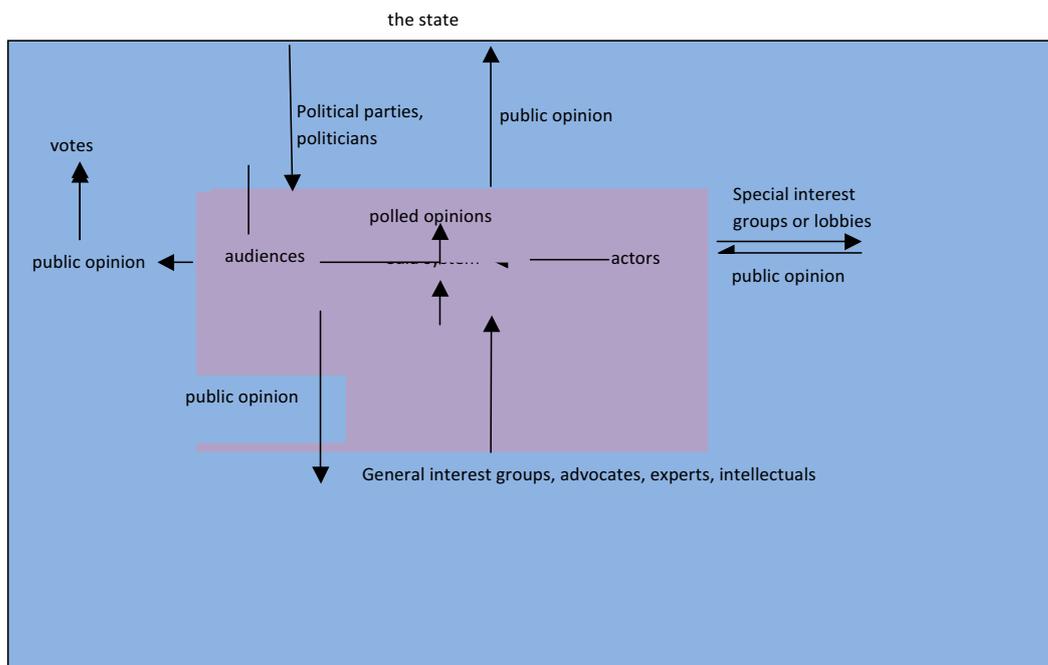
He opines that the democratic public sphere possesses certain characteristics that include:-

- Constitutionally guaranteed civil liberties,
- Free and plural media system,
- Access to public information,
- A public political culture of debate and discussion on issues of common concern,
- Equal access to public sphere.

The actors of this public sphere, according to him, are the public, the civil society, public officials, the media and private actors like interest groups and pressure groups.

Thomas Jacobson and Antonio G. Lambino II refer to public sphere as a complex process whole. Borrowing their Input-Output model of the structure from Habermas, they regard it as an intermediary system, in which information flows in and out of the mediated public sphere.

The Public sphere: Inputs and Outputs



Source: Thomas Jacobson and Antonio G. Lambino II, *Governance reform under real world conditions*, p 46.

In the model of input-output public sphere all the elements of the sphere need to play an active role in the public sphere to provide effective and transparent government.¹⁹

¹⁷ A. Odugbemi, "Public Opinion, the Public Sphere, and Quality of Governance: An Exploration", in S. Odugbemi & T. Jacobson, eds., *Governance reform under real-world conditions: Citizens, stakeholders, and voice*, The World Bank, Washington, D.C., U.S., 2008, p. 15-37.

¹⁸ *ibid*, p.29.

To sum up, public sphere is a platform that can act as a catalyst of functions in a socio-political setup, more so in a democratic setup. It can be a source of opportunities as well as threats in a society.

Cyberspace

Cyberspace, simply speaking, is a virtual space that stands for global network. When William Gibson first used this term in his fiction, “Neuromancer”, it seemed to be a utopia, but is a reality of our times. Cyberspace today has emerged as a sphere which provides an opportunity to an individual to expand and extend his reach of communication and communication network. The so called ‘netizens’ are the actors in this space. This virtual sphere is different from public sphere in terms of the domination of those who have access to this resource and who possess skills and other technological abilities to use this sphere. This is where the question or the debate of digital divide comes into picture with use of virtual sphere as a public sphere. It surely seems lucrative with its unprecedented potential that can provide plethora of information to its users; also it provides the user a cloud to express them in socio-political public sphere. This surely gives them an ability to prove themselves as more powerful actors in the public sphere than those who are below this divide and do not have either access or skill to use this virtual space in the power polity.

Conclusion

The revolution of means and modes of communication in the digital era has provided us an opportunity to reach out to virtually limitless information in nano seconds. The diffusion of technology has a far reaching impact on the way people were sharing information since time immemorial. This has surely penetrated in their socio-political lives. The potential of new media, like an atom, in changing the ways of citizens’ civic engagement is tremendous. But Digital Divide is a serpent hindering the growth of socio-political and economic equality, thereby devastating the real essence.

¹⁹ Thomas Jacobson and Antonio G. Lambionio II, “Citizen voice and the public sphere: Scoping communication challenges” , in S. Odugbemi & T. Jacobson, eds., *Governance Reform under Real-world Conditions. Citizens, Stakeholders, and voice*, The World Bank, Washington, D.C.,U.S., 2008, p. 39-63.

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