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**FROM THE EDITOR'S DESK**

It's here! The fourth issue of IJCD is out and we are celebrating! It's our first anniversary issue. It is always a matter of satisfaction and pride to see the product you have launched growing in strength and capability. It's been a great first year and we are looking forward to this next year even more.

It was an extreme honour for IJCD that the Minister for Human Resource Development, Shri Kapil Sibbal agreed to release the launch issue. He not only appreciated the efforts but also congratulated the journal for its stress on creating a platform for Indian research scholars. The minister was happy at the number of research papers dedicated to development communication-which according to him should be the role of media in the changing and rising India.

IJCD has been present at seminars, workshops and conferences all over India. It has been our endeavor to make our presence felt wherever journalism education, mass communication research and professional media conglomerated to brainstorm. And before the year came to an end, we also turned online. Our website entered virtual space and attracted a lot of attention. The hits have proved our decision of launching the website right.

I thank all existing subscribers and our readers for having motivated us with their reactions. Praises always give us happiness but criticism makes us progress. We welcome constructive criticism which has helped us to improve ourselves tremendously.

I take this opportunity to thank the editorial board members and advisors for their guidance and support in establishing the journal and maintaining its standard. It is a great honour to have a refereed board for the selection procedure and we are thankful for their expert opinion and help in choosing the best papers and articles. It is an extreme honour to have an international advisory board and we are grateful to these members for their blessings to IJCD.

Last but not the least I want to raise a toast to my team which works with a commendable zeal in designing and producing the journal.

At a time when print journals struggle to survive, IJCD has been welcomed into the marching community. Thanks for sticking with us and helping us grow!

We enter the second year of our existence with enthusiasm and a promise to work doubly hard in our strife towards producing a world class journal. We need your advice, guidance and research work par excellence. Together we will achieve more.

Dr. Durgesh Tripathi  
Editor

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**13 Days Vs 11 Years: A Comparative Study of the  
Online Campaigns of Anna Hazare & Irom Sharmila  
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**Key Words:** Social Media & Society, Irom Sharmila, Anna Hazare, Resource Mobilization

**Abstract**

Corruption is an issue of which people everywhere are victims. There are other human right related problems which go unnoticed when corruption takes the headlines. Irom Sharmila has been fasting for many years. Media had never projected her plight for justice except in very few occasions. At the same time the India Against Corruption Movement led by Anna Hazare got immense support from the public through large scale media coverage. This paper is an attempt to analyze how social media reacted to both these issues by undertaking a Content Analysis of the facebook pages of “FREE IROM SHARMILA!!!! REPEAL THE AFSPA!!!!” and “India Against Corruption”. The study is conducted using the posts and comments on both these pages during and after the 13 days fasting of Anna Hazare. The study reveals that people began to show more interest in the case of Irom Sharmila after the movement of Anna Hazare. It is found that Social Media started playing its role in this Human Right movement too.

**INTRODUCTION**

We have witnessed certain movements which started online transforming into an all consuming fire like protest in different parts of the world in the recent past. The revolution 2.0, the Arab Springs, the Occupy Wall Street movement etc., are some of the examples. In India too we had some unique movements. Anna Hazare’s campaign against corruption is a good example. Now there is another interesting scenario seen in the Social Media. People have started joining a movement online (which later turned out to be a protest in the streets too) for supporting Irom Sharmila who is on a fast for the last 11 years. There are many commonalities between these two movements. There are many clear differences too. There are movements which gain momentum from its very moment of beginning because of the rich resources available for it. At the same time there are other movements which after a very long time of survival leave no glimpse of its existence even. This paper researches on these commonalities and variations in these two different campaigns. It also tries to find out the reasons why the Anna Hazare movement gained popularity at once and his fasting ended on the 13th day, whereas the Movement by Irom Sharmila couldn’t do that magic even after the completion of 11 years.

**SOCIAL MEDIA & MASS MOVEMENTS**

Social Media could revolutionize the process of organizing a mass movement by becoming an important resource for the mobilization of collective action, organization, and implementation of social movements around the world. The development of social media in the latter phase of the first decade of the 21st century had organized Web-fuelled social movements (Eltantawy & Wiest, 2011). This kind of cyber-activism was instrumental in changing the patterns of collective action. The web 2.0 platform of the social media makes communication a highly interactive activity like that in a circle of peers in the real world. In other words social media establishes a circle of peers among a set of otherwise unknown virtual identities. These individuals make real opinions which are almost accessible to a larger set of individuals -peers (Neuwirth et al, 2007). Social media technologies have been used especially in organizing and implementing collective activities, promoting a community feeling and sense of belongingness among the group members, establishing connections with other social movements, and publicizing causes to gain support from the global community.

The major cyber-activism movements include antiwar, anti-globalization, and global justice movements. The 1999 World Trade Organization (WTO) protest in Seattle marked the beginning of the global justice cyber movement (Lievrouw, 2011). In the Iraqi antiwar movement, the use of the Internet resulted in global protests that brought together about 10 million activists who demonstrated in hundreds of cities worldwide on February 15, 2003 (Cortright, 2007). Again, the Internet has enabled the creation of diverse democratic groups and movements, such as the World Social Forum, which mobilized global justice movements of more than 100,000 diverse activists in Brazil in 2003, and in Mumbai in 2004 (Langman, 2005). These are some of the examples of the cyber activism – movements in the recent past.

**THEORETICAL FRAMEWORK**

According to resource mobilization theory, a core, professional group in a social movement organization works towards bringing money, supporters, attention of the media, alliances with those in power, and refining the organizational structure. The major advocates of the theory, John McCarthy and Mayer Zald argue that Social Movements need the above resources to be effective, because dissent and grievances alone will not generate social change (McCarthy and Zald, 2001).

The theory is based on the notion that resources—such as time, money, organizational skills, and certain social or po-

<sup>1</sup> “What is civil society?” Centre for Civil Society, Philippine Normal University. 2004-03-01. Retrieved 2006-10-30.

litical opportunities—are critical to the success of social movements. At its inception, resource mobilization theory was unlike earlier theories of collective action in its treatment of social movements as normal, rational, institutionally rooted activities that are structured and patterned, thus allowing for analysis in terms of organizational dynamics (Eltantawy & Wiest, 2011). Although types of resources vary among social movements, the availability of applicable resources, and of actors' abilities to use them effectively, are critical. In contrast to psychological variables considered by other social movement theories, resource mobilization theory was the first to recognize the importance of influences outside the social movement under study (Johnson, 2000).

#### REVIEW OF LITERATURE

In their examination of the anti-G8 protest in Genoa in 2001 and the European Social Forum in Florence in 2002, Della Porta and Mosca (2005) found that Internet-based communication technologies provide an important additional resource for social movements implemented by "resource poor" actors, offering a means for mass communication that may have previously been restricted by financial, temporal, or spatial constraints.

A study by Colin J Beck came out with the finding that terrorism is a form of contentious politics, analyzable with the basic social movement approach of mobilizing resources, political opportunity structure, and framing (Beck, 2008). The classic view of outcomes in social movement research is that either a movement is successful in achieving its goals and is subsequently institutionalized (like the professionalization resource mobilization theorists find), or that the movement fails and it disappears (Beck). Recent research has found that protest can have effects on Congressional voting and policy making (McAdam and Su 2002), even if a movement is not wholly successful. Rudd and Olzak (2004) also find that collective action can influence policy in interaction with public opinion and elite support.

#### METHODOLOGY & SAMPLE:

The researcher undertook a qualitative content analysis of the sample text collated from the social networking site Facebook. Facebook and twitter were widely used by "team Anna" – the organizers of the India Against Corruption Campaign – to promote themselves and their ideas. The researcher purposively selected thirteen discussion threads posted across thirteen days (August 16 to 28, 2011) during which Mr. Hazare went on a fast at Ramlila Maidan in New Delhi demanding the implementation of his version of the Lokpal Bill called the Jan Lokpal Bill.

The threads were selected based on the number of "likes" received by the initiating posts made by the administrators of the India Against Corruption 'page' on Facebook. Only the posts made in English were selected for the analysis. These thirteen units differ from each other in terms of the number of comments made and the number of "likes" received apart from the differences in the discussion topics

itself.

In the case of Irom Sharmila, the researcher analyzed all the posts in the facebook page "FREE IROM SHARMILA!!!! REPEAL THE AFSPA!!!!!" from the day on which Anna Hazare stopped fasting (August 28, 2011) up to December 8, 2011. All the posts and comments made in English were selected for the study.

#### ANALYSIS & FINDINGS

As of December 8, 2011, the Community - FREE IROM SHARMILA!!!! REPEAL AFSPA!!!! - has just 3285 members. But the facebook community on India Against Corruption has over 3 lakhs members. The researcher here makes an analysis of both these campaigns separately and later compares both.

The Irom Sharmila Campaign organized people based on the following themes.

1. By posting the different kinds of activities of different groups of people at different places
  - a. Artists for Sharmila @ Mumbai on Dec 9
  - b. BHRPC to observe fasting and demonstration for repeal of AFSPA
  - c. SSSC (Save Sharmila Solidarity Campaign) has organized a Srinagar to Imphal – Save Sharmila Jan Caravan covering 4,500 km across 10 states.
  - d. Performances & Street Plays
    - i. Ojas is performing a monoact on Le Mashale - the soliloquy in which Irom Sharmila narrates the anguish and aspiration of Manipur through its fables
2. By making people aware of the injustice done to Irom Sharmila through posting the Booklets, documentaries and films on Irom Sharmila
3. By posting Irom Sharmila's appeal to the people on the Day when her fast turned 11 year old "We've learnt to forego truth" which was handed over to Rediff.com on November 30
4. By making political comments with references to the Military
  - a. The state government in Manipur is forcefully evicting families living on Loktak. Since Tuesday, the state police have used brute force to chase alleged illegal settlers away from their homes including burning nearly 200 huts.
  - b. The people of Manipur go to the polls next year. If 31 of the 60 MLAs vote to remove the disturbed areas designation from all of Manipur not just Imphal then AF(SP)A is effectively repealed.
5. By asking people to send mails to the Defence Minister
  - a. to send an email to minister will take maximum 2-3 minutes just copy and paste then click 'send' button..... it's the smallest, simplest activity of a person to do for the sake of a lady, our sister, who is being on hunger strike for long 11 years only for achieving right to live freely in free India.....
6. By asking people to join the Celebration of Event Day -

We have dedicated 8th event day for Fast in solidarity with Irom Sharmila ...Lets make Human Rights a house hold concept

7. Urging students to join the campaign by posting stories of Universities taking active involvement

HYMS and HU student team successfully organized "Save Sharmila and Democracy" Campaign on 4th November 2011 @ Hyderabad University campus.

8. By posting upcoming activities at different parts of the country and asking to join them and make such programmes in other places too.

9. By Criticizing the Media

There is no free media in our country they take orders from one sitting in delhi and they are really good in making non issue as issue and making a issue into non issue.

10. By Giving Details about the programmes already conducted.

Fasting and demonstration in front of the district headquarters at Silchar, Assam was a big success. It ended at 5 pm when all hunger strikers took water and juice together and broke their fast. It was undertaken as a part of nationwide campaign of Save Democracy Repeal AFSPA to mark the 11th year of hunger strike

11. By posting articles from Newspapers

Irom's fight completes 11 yrs, continues - Hindustan Times

12. Through Emotional Appeals

Irom Sharmila's eleven year old battle, at its heart, now appears to me as a battle for love itself. It is to repeal AFSPA, yes. But it is, at its heart, asking the nation state to love its people, asking India to love the North-East, asking India to mother its people as a motherland. It is a demand for love.

13. By giving the news of attack to the Protest against AFSPA

a. Manipur Police have arrested 25 social activists of People's Caravan, who attempted to meet Irom Sharmila Chanu at Jawaharlal Nehru Hospital here.

b. 19th Oct 2011: Save Irom Sharmila Jan Karvan attacked at Delhi (Indian Capital)

14. By asking it in the funny way. There were questions as of below posted on the wall to laugh at people's ignorance about irom Sharmila and her noble cause.

Q: Do U know Katrina Kaif?

Ans: Ohh I know...a very cute girl.....

Q: Do U know Kareena Kapoor?

Ans: arey yaar she is my Dream Girl...

Q: Do U know who is she? (Showing the photograph of Irom Sharmila below)

15. By making it an issue of the North East people

The recent attack on members of the Save Sharmila Solidarity Campaign (SSSC) near the arts faculty in Delhi University brings to the fore endemic issues in the way the Indian state has dealt with conflict areas, namely the North East and Kashmir, and the fall out of the increasing militarisation in these areas. The march by the SSSC is an attempt at focusing national attention on the ramifications of the AFSPA,

which has been operational in the North East since 1958 and in Jammu Kashmir since 1990."

16. By posting the Common Man's Questions: Why can't 'they' hear Irom Sharmila?

a. It is AFSPA which is anti-Indian not Irom Sharmila

b. Does India care about Sharmila?

17. By making it an Issue of Humanitarian Concern

Irom Sharmila has been leading an unnatural life, out of choice and goaded by the Manipuri society, especially civil society groups. For nearly 11 years now, it has become a routine for her to remain housed in hospital, in judicial custody, with a tube dangling from her nostrils to force-feed her.

18. The Boxing champion Mary Kom affirms to emulate Sharmila's resilience in the ring

19. By asking people to join a movement in some unorganized places

someone in Chennai? Lets organize a rally

These were some of the tactics played in organizing people to support the 'Free Irom Sharmila' Campaign. Now let us have a look at the various ways in which Team Anna motivated people to join the forum.

1. The spirit of nationalism/patriotism is often invoked to garner more support for the movement. Every small event is either posted by the administrators of the page and local events as posted as comments to threads by people.

We come from all walks of life and converge at deshbhakti! Proud of being an Indian.

2. Creating a class based struggle seems to be one of the tactics where it is posted:

it's a movement of the middle class or the lower middle class against the rich

This class consciousness is a recurrent image in many more posts and it spills over to the streets in the form of marches and gatherings marking protest.

3. By narrating how different small movements are coming up in different parts of India and abroad in support of Anna Hazare.

Delhi Auto Union, Delhi lawyers, lawyers of Moradabad, IT employees wearing black bands and ribbons, march @ india gate, Lucknow (16/09/2011) and INDIA BANDH" On Thursday 18th Aug 2011 (17/09/2011) and questions like Y no marches held in kerala?

4. Peer pressure and attempts to vilify those who do not support the movement are seen in plenty. The ones who are not with the movement are often called "traitors" and "Pakistanis". The case where Ms. Arundhati Roy is criticized vehemently and often vulgarly is one example that really stand out.

if u [do] not support it u r not Indian

those who do not participate in the fast of Anna is losing their precious moments of life

5. By equating the movement to a "Second Freedom struggle", a sense of validity and importance is created by the



people and at times by the organizers themselves.

6. Emotional content is posted quite frequently and the highly emotional narrative is powerful enough to charge and mobilize many a 'doubting Thomas'. Some examples are the ones like the story of the mother in search for her son who left the house to join Anna movement and the posts like:

a 74 year old man is fasting for you for the last 10 days

7. Effort to create an all inclusive movement is seen frequently in the posts. Deliberate efforts are made to reach out to the rich and the poor and people from all states and religions to participate in the movement.

Even the criminals in Tihar Jail were invited, old & young, rich & poor, people from all states....

Muslims who have largely stayed away from Anna Hazare's movement so far, are now likely to take part in it following the celebrated Islamic seminary, Darul Uloom, Deoband, coming out in its support

8. Generating anti establishment, apolitical and anti rich feelings is another tactic that has worked in favour of the movement. The feelings like "all politicians are corrupt" are amplified in these forums. The middle classes' hatred and apathy towards the powerful politicians and policy makers are seen throughout the discussions. A very strong anti-congress sentiment is seen in many of the posts and the congress party and its leaders are equated to corruption. This feeling was seen being transformed to the streets as well and in the later calls by Hazare himself to boycott the party's candidate in the Hisar by-election and the elections in the state assemblies.

9. Religious feelings are seen to be invoked to attract more people to the movement. Anna is described as the incarnation of "Dharma" and participating in the movement is described as a 'Life-time' experience like taking a dip in the Ganges.

sikh family coming with food when delhi police didn't give: God will provide support to the righteous in one way or the other :)

10. By equating Anna Hazare to Mahatma Gandhi, the propagandists aim to create an aura around the movement and to establish it as a legitimate and peaceful one. Anna and Arvind Kejriwal are projected as role models for the country as against the "corrupt politicians" of the country.

We have shown to the whole world how we won this battle peacefully in a democratic way !! So Gandhigiri (and now Annagiri) is still relevant in today's world !!

Our generation is lucky to witness another gandhian revolution, and a second Gandhiji!

11. Examples of and calls for small and big sacrifices give more appeal to the movement.

Now, I would also start AC of my car... only after Anna ji would break his fast ... I kept my AC closed as a small way of showing my concern for health of Anna ji since 16th Aug 2011 :) a small way !

12. Direct calls for more participation as a way of asking people to participate in the movement are also seen as on-ground participation starts declining after the initial days of Anna's fast.

13. Disseminating information regarding how to be part of the campaign/movement is one of the key features of the use of the facebook page – India Against Corruption. People are asked to participate in small ways by carrying the Indian flag on their vehicles, by sending registered posts supporting the movement to the Prime Minister's office etc.,

#### COMPARING THESE MOVEMENTS

When we go for a comparison of both these movements in their online versions based on the data available from the facebook pages I should confess the limitations I have. Here, only two facebook pages are taken for study. There are many other pages in support of both Anna Hazare and Irom Sharmila. I cannot go into the detailed analysis of all these pages and communities here. Instead let us focus on the content available from these two communities for the research. Both the online movements used almost the same styles for organizing people. But the Anna Hazare movement gained momentum at once and the number of members, comments, shares and likes were skyrocketed in fractions of seconds. The campaign for Irom Sharmila on the other hand doesn't have that 'mass' appeal. When there were more than 10,000 likes and 5,000 comments for many posts in the India Against Corruption page, the number of likes and comments for the posts in the Free Irom Sharmila page were less than 20. It shows the less interest of the people in Irom Sharmila's cause. It gives an understanding that corruption is a problem for all, whereas AFSPA is just a problem of some of the North Eastern states or Kashmir. Many comments were there in the page of Anna about the importance of the India Against Corruption movement. The elements we can list here are:

1. Age of Anna: The simple thought that a man of over 70 is fasting for the whole nation's welfare in itself created a emotional urge in people to join the movement atleast online.

2. Nobility and acceptability of the Cause: The theme of the crusade is corruption. Almost all the people of the country are suffering a lot because of this problem. So this created a mass psychological effect to be a part of the movement.

3. Time of launching the movement: The movement was launched when Indian media was full of 2G & 3G scam stories and pictures of ministers in Tihar jail. There would not have been a better occasion to launch such a movement against corruption.

4. PR campaigns of Team Anna: Many business management schools have already taken the Team Anna PR campaigns as a case study on how to hit headlines at the apt time. They did a great job by taking the issue to the traditional as well as the new media platforms at the same time



to attract the old and youth, the rich and the poor, the urban and the rural simultaneously.

5. Involvement of many Idols of the mass: many heroes and heroines of the people were part of this movement. Amir Khan, Shri Shri Ravi Shanker, Kiran Bedi were some of the idols who were active in this movement. Those who followed them or their ideologies automatically joined this movement too.

These are reasons which gave Anna Hazare's campaign an edge over the other.

Irom Sharmila's brother's comment was quoted in the Free Irom Sharmila page saying: "If Anna was born in Manipur and Sharmila born in New Delhi, things would have been just the reverse. For the mainstream media, northeast or things happening in the northeast hardly excites them -Singhjit Singh(Elder Brother of Irom)". If what he said is true that is a matter of concern again for the people from the 'mainland' of India.

As the Resource Mobilization Theory puts it, a social movement will be effective only if the organizers can work towards bringing money, supporters, attention of the media, alliances with those in power to their side. Team Anna could do that whereas the resource poor Irom Sharmila movement couldn't capitalize on the lesser resources they have. The Social Networking Media played a crucial role in gathering like-minded people against the problem of corruption. Even those who were unaware about the profile of Anna Hazare joined the campaign. The idea of being able to do something against corruption is what led to this. Another factor which helped in popularizing the movement was the way in which the public relations group of 'Team Anna' propagated their messages. 'Team Anna's' main target groups were the youth who are heavy users of the new media and the Indian middle class. When a team focused on the campaign through the traditional media, another team spread the message through the new media including the social networking sites like Twitter, Facebook, Orkut etc. The campaigners understood the power of peer pressure on teenagers and youth and acted accordingly in such a way that there were only "YES" responses for the event's invitation which appeared in the Facebook pages of the youth. All these efforts helped in successfully mobilizing thousands of youth across the country and even abroad. The result was that even a month after the thirteen days long fast of Anna Hazare, the Jan Lokpal Bill remained the headline in leading national dailies. The Facebook page titled "India Against Corruption" and the twitter account "@janlokpal" played very significant roles in keeping followers updated and motivated.

Though both were mainly one-man shows the support for Anna's cause was because of the national interest on the subject of corruption. Again, there is clear evidence from the comments made in the IAC page that it is not an apolitical movement but which has a hidden agenda of targeting the Congress Party and its leaders. Most of the comments were against this particular party. The language used in the

page was aggressive and there were comments in vulgar language to those who opposed the Anna Hazare movement. But the language and operating style of the Irom Sharmila page are peaceful and calm. They didn't want to hurt anyone. They want not just the achievement of the goal but that to be achieved in a peaceful way. They know at the end what matters is the human relationships. That's why Irom Sharmila made a lamentation when the Jan Karawan was attacked and the people were not allowed to meet her: "The CM should know that they (campaigners) came all the way from Kashmir to Imphal. They should be treated as human beings with sympathy. Instead, they were denied by the Government to meet me. I'm deeply hurt by the Government's unwanted attitude towards them."

There were news articles posted in both the pages regarding Anna's meeting with Irom Sharmila. Some of the articles gave a hope to the supporters of Irom Sharmila that now with the popularity of Anna the AFSPA will be repealed and Irom Sharmila would be free.

Anna Hazare to meet Irom Sharmila soon - Full Story - Newzfirst

According to a report in the Mumbai press, Anna Hazare will soon travel to Manipur to personally request activist Irom Sharmila to end her 10 years long hunger strike

Later there were other news stories appearing in the newspapers that the Team Anna has decided not to join the Irom Sharmila Campaign.

Anna Team won't join hands with Irom Sharmila - Indian Express

Nobody knows why there was a sudden change in the mind of the think tank of Team Anna regarding this issue. It could be inferred that the Team was afraid of the success of the combined campaign. They didn't want to lose the image of the Team which they managed to create in a very short span of time.

Some of the supporters of Irom Sharmila penned down their thoughts regarding why Anna got popularity and Irom Sharmila still in trouble.

"Why has Hazare's movement been a success?"

So why has Hazare's populist movement succeeded in eliciting a speedy response from a sluggish government machinery when Sharmila's didn't over 11 years?

It has much to do with the fact that corruption as a broad subject is easier understood by the Indian middle class than an obscure martial law that is perceived to have no bearing on the lives of the....."

"You say, Anti-corruption is an easy-to-market brand which consumes everyone who vouches for it...By contrast, Irom Sharmila presents a more complex choice before the average citizen. For Manipuris, she is a homegrown heroine who symbolises the fight against human rights violations by

the Army. But for those outside Manipur, she is just as likely to be seen as someone who is....”

“You know Anna Hazare who kept fast for a week against corruption. Because he got amazing media coverage, cabinet ministers met him; film stars went to attend his Anshan. You know Baba Ramdev. But you don’t know a Lady who is on indefinite fast from last 11 years to demand of repeal of an inhuman act imposed in North East....”

Irom Sharmila made some comments pouring out her mind as reported by some of the TV channels:

“Anna is a seasoned activist, I am a simple woman”: Irom Sharmila – NDTV Profit

“One day my fight also will be recognized”: Irom Sharmila – Hindustan Times

These comments of Irom Sharmila are indications of her disappointment on the sad plight of her campaign and at the same time portraying her goodwill and willpower to go forward to the goal she and all the people in Manipur are aiming at. That is why someone commented quoting Maha Shwetha Devi:

Irom Sharmila is the Iron lady of India....and “21st century will be known by this lady”

## CONCLUSION

The India Against Corruption movement demonstrates the opportunities offered by social media for large-scale mobilization of social movements. The use of social media helped to draw local and international attention to the movement that otherwise may have been shielded from public view. Social media introduced speed and interactivity that were not possible through the reliance on traditional media.

Resource mobilization theory’s validity is proved through these two movements - India Against Corruption movement & FREE IROM SHARMILA!!!! REPEAL AFSPA!!!! The movements which can generate the resources well can gain easy publicity and popularity and that in turn may lead to the achievement of the goals of the movement. On the other hand those movements which are not able to mobilize the resources will fade away from the minds of the people.

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## Fostering Health awareness through Communication

### An analytical case study of Accredited Social health Activist (ASHA)

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#### **Abstract**

Realizing the complexity of health behavior which, in the case of Indian Society, is largely guided by informal but deep-rooted socio-cultural values, the country has adopted such measures which the people voluntarily accept to keep them healthy. Thus; the process of motivation of the people is attempted through by media and interpersonal communication. In the matter of health communication, the Ministry of Health and family Welfare at the central and state level is primarily responsible for policy planning and implementation. In rural area the central government initiated National Rural Health Mission for the development of better health of the people. One of the key components of the NRHM is to provide every village in the country with a trained female health activist. It works as an interface between the community and the public health system.

#### **Area of Research**

This case study attempts to analyze ASHA activities in the area of the health development, including its work in disseminating the information on training courses and capacity building activities in the rural areas.

#### **Introduction**

##### **Communication and Development**

Communication role in the development process cannot be underestimated. Obviously in developing communities which are characterized by isolation from ideas, information and services, its contribution is of high significance. It is also a fact that it cannot be effective alone, without practical changes in social, political and organizational changes. Hence, the development projects have direct relationship with communication for their success or failure (M.P.Jahagirdar). Communication and development are the major domains of human endeavor which are intimately linked with each other. Therefore, when we are revising our ideas about development, it is also necessary to think about the appropriate kind of communication (Victor S.D'Souza). Development communication is the process of intervening in a systematic or strategic manner with either media (print, radio, telephony, video and the internet), or education (training, literacy, schooling) for the purpose of positive social change. The change could be economic, personal, as in spiritual, social, cultural, or political.

#### **Methodology**

Qualitative methodology has been used for this study. Analytical Case study method has been conducted for critically analyzing the role of ASHA's in propagating health

communications and the various types of health activities for the development of the rural areas. Mostly secondary data from government sites has been taken for the study.

#### **Tools of Data Collection**

By Content Analysis the data has been analyzing and taken. This method has provided an update on ASHA activities in the area of the health development, including its work and information on training courses and capacity building activities in the rural areas.

#### **Research questions**

Besides some, research questions have been answered in the study findings. These are -

- 1) What is the support mechanism for ASHA?
- 2) What is the funding support mechanism of ASHA?
- 3) What is the role of minutes of ASHA monitoring group?
- 4) How they act like counselors in facilitating immunization, ante natal check up(ANC), post natal check up, supplementary nutrition, sanitation etc?
- 5) How they will provide health information and in what basis?

#### **The Importance of Communication in Healthcare**

Communication refers to the transmission or exchange of information and implies the sharing of meaning among those who are communicating. Communication serves the purposes of (U.S. Office of Disease Prevention and Health Promotion, 2004):

- 1) Initiating actions
- 2) Making known needs and requirements
- 3) Exchanging information, ideas, attitudes and beliefs
- 4) Engendering understanding and/or
- 5) Establishing and maintain relations

Communication, thus, plays an integral role in the delivery of healthcare and the promotion of health. According to Healthy People 2010 guidelines, health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It links the domains of communication and health. Health communication encompasses the study and use of communication strategies to inform and influence individual and community knowledge, attitudes and practices (KAP) with regard to health and healthcare. The field represents the interface between communication and health and is increasingly recognized as a necessary element for improving both personal and public health. Health communication can contribute to all aspects of disease prevention and health promotion. The most obvious application

of health communication has been in these areas of health promotion and disease prevention. Research has uncovered improvement of interpersonal and group interactions in clinical situations (for example, between provider and patient, provider and among members of a healthcare team) through the training of health professionals and patients in effective communication skills.

Health communication has become an accepted tool for promoting public health. Health communication principles are often used today for various disease prevention and control strategies including advocacy for health issues, marketing health plans and products, educating patients about medical care or treatment choices and educating consumers about healthcare quality issues. At the same time, the availability of new technologies and computer-based media is expanding access to health information and raising questions about equality of access, accuracy of information, and effective use of these new tools.

The many roles that health communication can play have been highlighted by the centers For Disease Control and Prevention. These roles include:-

- Increase knowledge and awareness of health issue, problem or solution
- Influence perceptions, beliefs, attitudes and social norms
- Prompt action
- Demonstrate or illustrate skills
- Show the benefit of behavior change
- Increase demand for health services
- Reinforce knowledge, attitudes and behavior
- Refute myths and misconceptions
- Help coalesce organizational relationships
- Advocate for a health issue or a population group

Health Communicator and the Process of Communication:-

Communications systems are the formal or informal structures organizations use to support their communication needs. A communication system involves people, the messages they wish to convey, the technologies that mediate conversations, and the organizational structures that define and constrain the conversations that are allowed to occur. Elements of communication systems include (Dr E Coiera):  
 Communication channel: The channel is the 'pipe' along which a message is conveyed, and there are a wide variety of different communication channels available, from basic face-to-face conversation, through to telecommunication channels like the telephone or e-mail, and computational channels like the medical record. Channels have attributes like capacity and noise, which determine their suitability for different tasks. When two parties exchange messages across a channel at the same time, this is known as synchronous communication. Telephones are one of the commonest two-way synchronous channels. It is the nature of synchronous communication that it is interruptive, and these interruptions may have a negative impact on individuals who have high

cognitive loads. For example, a busy clinician may forget to carry out a clinical task because they have been interrupted while they are busy. In contrast, when individuals can be separated in time, they may use an asynchronous channel to support their interaction. Since there can be no simultaneous discussion, conversations occur through a series of message exchanges. This can range from Post-it notes left on a colleague's desk, to sophisticated electronic messaging systems. One of the benefits of asynchronous communication is that it is not inherently interruptive, and if a communication is not urgent, asynchronous channels may be a preferred way of communicating with otherwise busy individuals.

**Types of message:** Messages are structured to achieve a specific task using available resources to suit the needs of the receiver. Informal messages, which have variable structures, include voice and e-mail messages. Structured or formal messages include hospital discharge summaries, computer-generated alerts and laboratory results. When these messages are computer generated, they typically will be in a format that complies with a standard, and the HL7 standard is now arguably the international de facto messaging standard within healthcare.

**Communication policies:** A communication system can be bounded by formal procedure rather than technology, e.g. clinical handover. A hospital may have many different policies that shape their communication system performance, independent of the specific technologies used. For example, it might be a policy to prohibit general practitioners to obtain a medical record directly from the records department without the permission of a hospital clinician.

**Agents:** A communication system can be specifically constructed around the agents involved in the different information transactions. For example, in a busy clinical unit, one could devise a system where a ward clerk can be tasked to field all incoming telephone calls. The clerk's specific communication role is thus an organizational structure created in support of a policy to minimize interruption to clinical staff, who might otherwise have to answer the phone. Agents have attributes like their understanding of specific tasks and language.

**Communication services:** Just as computer systems can run a number of different software applications, we can think of a communication system providing a number of different communication services. Thus voice communication is only one of the many services available across a telephone line. Fax transmission of documents is an entirely different kind of service that uses the same underlying channel. For example, a mobile phone may provide voice-mail, text messaging.

**Communication device:** Communication services can run on different communication devices. Examples of devices in-



clude the telephone, fax machine, and personal digital assistant (PDA). Different devices are suited to handle different situations and tasks. Communication devices are a source of continuing innovation, and will continue to evolve. One area of recent interest has been the area of wearable computing, where devices are small enough to become personal accessories like wristwatches or earrings.

**Interaction mode:** The way an interaction is designed determines much of the utility of different information systems, and this is just as true for communication systems. Some modes of interaction for example, demand that the message receiver pays attention immediately, such as the ringing tone of a phone, while others can be designed to not interrupt. An asynchronous service that is inherently not interruptive, like e-mail, may still be designed with an interruptive interaction mode, such as the ringing of a computer tone when a message arrives, altering the impact of the service on the message receiver.

**Security protocol:** In health care, patient privacy concerns make it important that unauthorized individuals do not access clinical records. To protect privacy, messages can be scrambled or 'encoded' as a means to prevent unauthorized individuals intercepting and interpreting them. For example, mobile phone conversations can be scrambled to protect unauthorized eavesdropping, and reports of medical investigations sent by e-mail can similarly have their contents encrypted. Only those with access to systems that understand the encoding, for example, through the possession of a 'key', should be able to read them. A widely available public method for encoding messages is through use of the Public Key Infrastructure. As is now widely known, there are always individuals with the time and capacity to try and 'hack' security protocols and read privileged information. Fortunately, most important communications typically have extremely strong security protocols that are exceedingly hard to be cracked. For example, internet banking systems are only possible because customers have faith that system security is for practical purposes impenetrable. The use of similar encryption methods in healthcare will typically afford the same degree of protection, and confidence in the system. The choice of security protocol used will reflect the degree of risk associated with unauthorized access to message content.

### Review of Literature

1. A literature review was conducted to review work done on measuring health related stigma. References were obtained through a Pub med (Medline) and Science Direct Search and through examining relevant bibliographies by WimH. VanBrakel.

The studies reviewed indicate that stigma related to chronic health conditions such as HIV/AIDS, leprosy, tuberculosis, mental health and epilepsy is a global phenomenon, occurring in both endemic areas. Stigma has a severe impact on

individuals and their families, as well as on the effectiveness of public health programmes. Despite enormous cultural diversity across the world, the areas of life affected are remarkably similar. They include marriage, interpersonal relationships, employment, education, mobility, leisure activities and attendance at social and religious functions. This suggests that development of generic instruments to access health related stigma may be possible. Data obtained with such instruments would be useful in situational analysis, advocacy, monitoring and evaluation of interventions against stigma and research to better understand stigma and its determinants.

### The conclusions from this review that:

The consequences of stigma affect the quality of life of individual as well as the effectiveness of public health programmes.

1. The similarity in the consequences of stigma in many different cultural settings and public health fields suggests that it would be possible to develop a generic set of stigma assessment instruments.
2. Enhancing women empowerment through information and communication technology by VAPS to department of women and child development.

Information needs of women in the new globalized environment are as diverse as the socio economic scenario. Treating women, as a monolithic group will over simplify their information needs. Within women's group itself, globalization has created the haves and the have not's i.e. those who are in an advantageous position due to globalization and those relegated further into disadvantaged position under the new economic policy.

### The conclusion from this review is that:

The urban educated woman need information mainly pertaining to:-

- a. Legal rights and provisions against social injustice, domestic violence, dowry system etc.
  - b. Health services including sexual reproductive health.
3. Empowerment of Panchayati Raj Institutions on health issues through electronic media: A pilot project in Karnataka by T.V.SEKHER.

### The objective of this study is:

- a. To educate and sensitize members of the Panchayati Raj institutions on issues such as population, health, and social development through the electronic media in Karnataka.
- b. To utilize the electronic media to reach the larger audience of opinion makers of rural communities such as Panchayati Raj members, health workers, Anganwadi workers, Non-Govt. Organizations in Karnataka.

### The conclusion from this review is that:

The active involvement of NGO's in the project areas helped ensure the participation of Gram Panchayat mem-

bers. This study also illustrated that television could be used as a powerful and effective medium for training Panchayat members in our country. The state government might take up this methodology, after making necessary adaptations while planning their future training programmes.

**Broad Health Communication Structures in India:**

Realizing the complexity of health behavior which, in the case of Indian Society, is largely guided by informal but deep-rooted socio-cultural values, the country has adopted such measures which the people voluntarily accept to keep them healthy. Thus; the process of motivation of the people is attempted through by media and interpersonal communication. The health communication structure in the country that exists at the national and state level varies marginally (see chart). However, the communication infrastructure is controlled by both, government and private sector. The former has the absolute control over mass media, particularly electronic media; while the latter controls newspapers, film industry and advertising. The boundary of powers and roles of central and state governments in the matters of communication policy and planning are defined under the constitution of the country. In the matter of health communication, the Ministry of Health and Family Welfare at the central and state level is primarily responsible for policy planning and implementation, of course , through the ministry of Information and Broadcasting at the national level; and through Directorate of Information and publicity at the state level. There are a variety of ways in which mass media can promote ill health these are:

- (i) Through advertising products which affect health
- (ii) Through publishing information which demonstrate health risks attached to certain products
- (iii) Through decrying warnings of danger, and
- (iv) Through encouraging inadvertently the use of products by actively supporting similar but less dangerous substances.

**Broad Framework of Health Communication in India:**

Level	Policy planning agency	Implementing agency
Central	Ministry of Health and Family Welfare	Mass Media Unit (Directorate General of Health Services),(Central Health Education Bureau)
State	Ministry of Health	Directorate of Health Services),(State Health Education Bureau, Family Planning Bureau)

District	District Health Office	District Health Education unit(District Mass Media and Education Officer)
	District Publicity Office	District Publicity Officer
Primary health centre/peripheral level	District Health Office	Block Extension educator Auxiliary Nurse Midwife Multipurpose Health Worker Community Health Volunteer

**Health Communication: A Strategy**

Health development and communication development are closely interlinked and mutually interdependent. In the country like India the communication strategy needs to be developed in a manner that can cater to the needs of diverse groups based on social and cultural background. Merely by transferring health information to the people through mass communication alone will not bring health development. The goal of achieving health behavior change should be a central point of communication strategy which needs to be operated in the spirit. Health communicator, therefore, should have the following components of activities if it is directed to achieve behavioral change.

1. Assess the needs of the community: different target groups
2. Assess the local resources available to meet these needs
3. Assess the areas of likes and dislikes of the people towards types of communication
4. Generate need of the programme
5. Provide scientific, specific and basic information
6. Build up attitudinal change and assess its extent
7. Create atmosphere to act for decision
8. Confirm the extent of action
9. Provide support to sustain action

In the new situations where the role of communicator is not as a transmitter of knowledge, he has to widen the boundaries of his roles thus performing a role of Social Activist or the change. Although communication is a specialized science it can be enriched by integrating fundamental elements of social sciences which can offer communicator realm of knowledge that may make him

sensitive to social values, social needs and social dynamics of the community. The communicator for the health field has to work and for the people. Therefore, he cannot afford to ignore the forces that either integrate or disintegrate the community. (A.B.Hiramani and Neelam Sharma).

#### NRHM-

National Rural Health Mission launched in April 2005 by government of India. It aims to providing government's commitment to meet people's aspirations for better health and access to healthcare services. The scheme is fully funded by central government. The scheme aims to provide the valuable healthcare services in rural households. Better health is central to human happiness and well being. It also makes an important contribution to economic progress, as healthy populations live longer, are more productive and same more. This tries to make sense of these complex links. It is concerned with the impact of better health on development and poverty reduction, and conversely, with the impact of development policies on the achievement of health goals. In particular, it aims to build support across government for higher levels of investment in health, and to ensure that health is prioritized within overall economic and development plans. In the context, health and development work supports health policies that respond to the needs of the poorest groups. ASHA also works with donors to ensure that aid for health is adequate, effective and targeted at priority health problems. One of the key components of the NRHM is to provide every village in the country with a trained female community in health activist. Selected from the village itself and accountable to it, the ASHA will be trained to work as an interface between the community and the public health system. NRHM provides for engagement of ASHA for every 1000 population to serve as a link between the community and the public health system.

It specially focuses on 18 states of our country.

- 1) Arunachal Pradesh
- 2) Assam
- 3) Chhattisgarh
- 4) Himachal Pradesh
- 5) Jharkhand
- 6) Jammu & Kashmir
- 7) Madhya Pradesh
- 8) Mizoram
- 9) Manipur
- 10) Meghalaya
- 11) Nagaland
- 12) Orissa
- 13) Rajasthan
- 14) Sikkim
- 15) Tripura
- 16) Uttar Pradesh

17) Uttarakhand

18) West Bengal

#### Health Scenario in Rural India:-

The constitution of India envisages the establishments of a new social order of freedom, justice, equality and the individual. It aims at the elimination of poverty, ignorance and ill health and it directs all state to increase the level of nutrition and the standard of living of its people and improvement in public health among its primary duties. Since the inception of the planning process in the country, the successive five year plans have been providing the framework within which the state may develop their healthcare infrastructure, medical education and research etc. Rural India in general and tribal people in particular has their own beliefs and practices regarding health. Some tribal groups still believe that the disease is always caused by some hostile spirits or by the breach of some tattoo. So, therefore they seek remedies through magic religious practices. On the other hand, the rural people follow the rich, undocumented and traditional systems of medicines in addition to the recognized cultural systems of medicines like Ayurveda, Unani, Siddha and naturopathy for maintain positive health and to prevent diseases.

#### Healthcare Infrastructure:-

Snapshot of Healthcare Market 2006 (in US \$)	
Primary health centers	23,000
community health centers	2,935
District hospitals centers	4,400
State owned hospitals	1,200

#### ASHA (Accredited Social Health Activist): -

The Accredited Social Health Activist (ASHA) is a health activism initiative within communities. It also creates awareness on health and its social determinants and mobilizes the community towards local health planning and increased utilization and accountability of existing health services provided by the government. ASHA also provides a minimum package of curative care as appropriate and feasible for that level and makes timely referrals. Under the National Rural Health Mission, the government envisaged appointment of a female Accredited Social health Activist (ASHA) in every village to act as an interface between ANM and the village and to be countable to the panchayat.

The ASHA's would get performance-based compensation for promoting universal immunization, referral and escort services for RCH, construction of household toilets and other healthcare delivery programmes. Though central government makes general guideline for appointment of the ASHA's, various states are free to follow their own models based on the requirements of the state. The success of government's health programmes in rural areas depends much on the success on



the scheme.

#### Maternity Hospitals in India-

Leading Indian hospitals with gynecology departments and women's hospitals have facilities for the prevention and early detection of gynecology disorders.

#### Anganwadi Centers-

Anganwadi Centers come under the Integrated Child Development Scheme. The main objective of this programme is to cater to the needs of the development of children in the age group of 3-6 years. Pre-School education aims at ensuring holistic development of the children and to provide learning environment to children, which is conducive for promotion of social, emotional, cognitive and aesthetic development of the child.

(Source: - National Portal Content Management Team, Reviewed on: 19.09.2011)

No. of ASHA selected during(including ASHA in tribal areas in Non-High Focus States)	2005-06	130315
	2006-07	300636
	2007-08	171466
	2008-09	105150
	2009-10	102070
	2010-11	0
	Total	809637
No. of ASHAs who have received training	1st module	763560
	2nd module	632022
	3rd module	625879
	4th module	613149
	5th module	254608
No. of ASHAs in position with drug kits	553061	
Total No. of Monthly Village Health & Nutrition Days held in the state	2006-07	3505902
	2007-08	4962883
	2008-09	5819410
	2009-10	5620331
	2010-11	844645
	Total	20753171

(Data as on 30th June 10 by govt of India)

#### Key Components of ASHA:

ASHA must primarily be a woman resident of the village - married/widowed/divorced, preferably in the age group of 25 to 45 years.

- She should be a literate woman with formal education up to class eight. This may be relaxed only if no suitable person with this qualification is available.
- ASHA will be chosen through a rigorous process of selection involving various community groups, self-help groups, Anganwadi Institutions, the Block Nodal

officer, District Nodal officer, the village Health Committee and the Gram Sabha.

- building of ASHA is being seen as a continuous process. ASHA will have to undergo series of training episodes to acquire the necessary knowledge, skills and confidence for performing her spelled out roles.
- The ASHAs will receive performance-based incentives for promoting universal immunization, referral and escort services for Reproductive & Child Health (RCH) and other healthcare programmes, and construction of household toilets.
- Empowered with knowledge and a drug-kit to deliver first-contact healthcare, every ASHA is expected to be a fountainhead of community participation in public health programmes in her village.
- ASHA will be a health activist in the community who will create awareness on health and its social determinants and mobilize the community towards local health planning and increased utilization and accountability of the existing health services.
- She would be a promoter of good health practices and will also provide a minimum package of curative care as appropriate and feasible for that level and make timely referrals.
- ASHA will provide information to the community on determinants of health such as nutrition, basic sanitation & hygienic practices, healthy living and working conditions, information on existing health services and the need for timely utilization of health & family welfare services.
- She will counsel women on birth preparedness, importance of safe delivery, breast-feeding and complementary feeding, immunization, contraception and prevention of common infections including Reproductive Tract Infection/Sexually Transmitted Infections (RTIs/STIs) and care of the young child.
- ASHA will mobilize the community and facilitate them in accessing health and health related services available at the Anganwadi/sub-centre/primary health centers, such as immunization, Ante Natal Check-up (ANC), Post Natal Check-up supplementary nutrition, sanitation and other services being provided by the government.
- She will act as a depot older for essential provisions being made available to all habitations like Oral Rehydration Therapy (ORS), Iron Folic Acid Tablet (IFA), chloroquine, Disposable Delivery Kits (DDK), Oral Pills & Condoms, etc.
- At the village level it is recognized that ASHA cannot function without adequate institutional support, Wom-



en committees (like self-help groups or women health committees), village Health & Sanitation Committee of the Gram Panchayat, peripheral health workers especially ANMs and Anganwadi workers, and the trainers of ASHA and in-service periodic training would be a major source of support.

### Compensation Package for Accredited Social Health Activist (ASHA)

Sl. No	Head of Compensation	Suggested Compensation (in Rs.) / per case	Estimated case/work load per ASHA per annum	Estimated Maximum out go for compensation per ASHA per annum
1	JSY-Institutional Delivery (rural) LPS	350 for ASHA & 250 for ref. transport	13	7800
	Urban	200	9	1800
2	Motivation for Tubectomy/ motivation for Vasectomy /NSV	150/200	8/4	1200 /1800
3	Immunization Session	150	12	1800
4	Pulse polio day- if it is full day work it should be rs.75	75	6	150
5	Organizing village health nutrition day	150	12	1800
6	DOTS	250	1	250
7	Household toilet promo, fee	75	12	1200

8	Detection, referral, confirmation and registration of leprosy case / after complete treatment for PB leprosy cases/ after complete treatment for MB leprosy cases	100 /200 /400	1/1/1	100 /300 /500--
	Total		17,200	

(Data as on 30th June 10 by govt of India)

Support mechanism for ASHA:-

The following set of guidelines are issued to enable the status to develop and put in place a proper support mechanism for ASHA

a) ASHA Mentoring Group :-

The Government of India has set up an ASHA Mentoring Group comprising of leading NGOs and well known experts on community health. Similar mentoring groups at the State/District/Block levels could be set up by the states to provide guidance and advise on matter relating to selection, training and support for ASHA.

b) Selection of ASHA :-

As ASHA will be in the village on a payment basis, she should be selected carefully through the process laid down in the first set of ASHA guidelines. It is possible that the selected ASHA drops out of the programme.

c) Training of ASHA :-

The guidelines already issued on ASHA envisage a total of 23 days training in five episodes. However, it is clarified that ASHA training is a continuous one and that she will develop the necessary skills & expertise through continuous on the job training.

d) Familiarizing ASHA with the village :-

Now, that ASHAs have been selected, the next step would be to familiarize her with the health status of the villagers and facilitate her adoption to the village conditions. Although, ASHA hails from the same village, she may not be having knowledge and information on the health status of the village population.

e) Maintenance of Village Health Register :-

A village health register is maintained by the AWW which is not always complete. ASHA can help AWW to complete and update this register by maintaining a daily diary. The diaries, registers, health cards, immunization cards may be provided to her from the united funds made available to the sub-centre.

f) Organization of the Village Health and Nutri-

tion Day :-

All state governments are presently organizing monthly Health and Nutrition day in every village (Anganwadi centers) with the help of AWW/ANM. ASHA along with AWW should mobilize women, children and vulnerable population for the monthly health day activities like immunization, careful assessment of nutritional status of pregnant/lactating women, new born & children, ANC/PNC and other health check-ups of women and children, taking weight of babies and pregnant women etc. and all range of other health activities.

g) Co-ordination with SHG Groups :-

ASHA would be required to interact with SHG Groups, if available in the villages, along with AWW, so that a work force of women will be available in all villages.

h) Meeting with ANM :-

ANM should have a monthly meeting the ASHAs stationed (5-6 ASHAs) in the villages of her work area at the Anganwadicentre during the monthly Health and Nutrition Day to assess the quality of their work and provide them guidance.

i) Monthly meetings at PHC level :-

The Medical Officer In-charge of the PHC will hold a monthly meeting which would be attended by ANM and ASHAs, LHVs and Block Facilitator. During this period, the health status of the villages will be carefully reviewed.

j) Monthly meetings of ASHAs :-

A meeting of ASHA could be organized on the day monthly meetings are organized at the PHC level to avoid unnecessary travel expenditure and wastage of time. In addition to monthly meetings at PHC, periodic retraining of ASHAs may be held to help them to refresh and upgrade their knowledge and skills, as provided for in the original guidelines for ASHA.

k) Block level Management :-

At the block level, the BMO will be in overall charge of ASHA related activities. However, an officer will be designated as Block level Organizer for the ASHA to be assisted by Block Facilitators (one for every 10 ASHAs).

l) Management Support for ASHA :-

Officials in the ICDS should be fully involved in ASHAs activities and their support should be provided for at every level i.e. PHCs, CHCs, District Society etc.

m) Community Monitoring :-

Periodic surveys are envisaged under NRHM in every village to assess the improvement brought about by ASHA and other interventions. The funding for the survey will be provided out of the united funds pro-

vided to the sub-centre. The first survey would provide the base line for monitoring the impact of health activities in the village.

n) Role of District Health Missions :-

The District Health Mission in its meetings will specially assess the progress of selection of ASHAs, their training and orientation, usefulness to the villages etc. this information should be accessible by the State Health Missions as well as the Mission at the national level.

o) Linkage with Health Facility :-

The success of NRHM to great extent depends on performance of ASHA and her linkage with functional health system. The health system has to give due recognition to ASHA and take prompt action on the referrals made by her; otherwise the system cannot be sustained. Every ASHA must be familiar with the identified functional health facility in the respective area where she can refer or escort the patients for specific services.

#### Support Mechanism for ASHA

Support	Site	Activity
State Mentoring Group at state level SPMV	STATE	Periodic Surveys by District Health Society to access improvement brought by ASHA. District Mission Meeting to access progress of ASHA Scheme
Block Medical Officer Block Organiser Block Facilitator ICDS Officials	BLOCK PHC	Monthly meeting feedback from block facility
Medical Officer ASHA Facilities	PHC	Payments of Incentives to ASHA under various schemes. Periodic Training Monthly Meeting Replishment of ASHA kit.
ANM	SUBCENTER	Meeting Monthly

SHG AWW AIIM Gram Panchayat	VILLAGE	As members of village Health & Sanitation Committee. Develop village Health Plan. Help ANm to maintain village Health Register Organise Village Health Day with ANM & AWW
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**(Data as on 30th June 10 by govt of India)**

Findings:-

The reports received from the States indicate that over 1,20,000 ASHAs have been selected in the year 2005-06 and that they are being provided with orientation training as envisaged in the guidelines issued on ASHA. Now, a careful strategy needs to be devised for providing the necessary management. Support to ASHA so that she is not left alone in the village without having any linkage with the health system. Mr. Nongyai, NHSRC presented the current status of the ASHA programme on key parameters; selection and training of ASHA, support structure and drug kit distribution. He stated that while quantitative data was useful, presentation of qualitative data would illustrate the strengths and challenges of the programme. Dr. RajaniVed informed the group that NHSRC was planning a bi-annual ASHA update report. The first of this series was published in October 2009, and the next one is due in April 2010. The ASHA update report would include numerical parameters as well as brief reports on the ASHA/CP programme in each state and highlight strengths and challenges. MOHFW has 235 poor performing districts (based on RCH indicators) for which priority action was needed to review and strengthen the status of ASHA programme. Of the 235 backward districts, 125 districts have been identified as those requiring greater focus. The members were requested to write directly to the Ministry on this issue.

Preliminary findings from the ASHA evaluation:-

Dr. RajaniVed made a presentation on framework and design of ASHA evaluation, and the preliminary findings from ASHA evaluation phase-I in 8 states; Assam, Andhra Pradesh, Bihar, Jharkhand, Orissa, Rajasthan, Kerala and West Bengal. The evaluation has three phases. Phase I aims to understand the programme narratives as understood by systematic functionaries based on the variations of contexts, mechanisms and outcomes, the underlying rationale of the realist mode of evaluation. Phase II aims to generate quantitative

data on the programme through the interviews with the ASHAs, AWW, ANM, PRI members and beneficiaries (mother with children less than 6 months, and mothers with children 6 months to 2 years of age). Findings from phase I and II would be consolidated, and in phase III, this information would be shared with different stakeholders at the state level. Several AMG members had formed part of the evaluation and were able to clarify some of the evaluation findings. The evaluation approach and progress were discussed in detail and enclosed. The report would be ready by May end and would be discussed in the next AMG.

Conclusion:-

The constitution of India envisages the establishments of a new social order of freedom, justice, equality and the dignity of the individual. It aims at the elimination of poverty, ignorance and ill health and it directs all state to increase the level of nutrition and the standard of living of its people and improvement in public health among its primary duties. The govt of India have established various healthcare centers in both rural and urban area. In the urban agglomerations, the municipal and local authorities like district hospitals are working not only for primary but also for all types. And in this context the ASHA plays an important role especially in rural area. Over the last one year, the states have selected more than 200,000 ASHAs. The number of ASHAs is likely to be increase very rapidly over the next two years. As a matter of fact, a district alone is expected to have more than 1,000 ASHAs. Obviously, a very strong support mechanism is required at block, district and state level to ensure that the scheme of community health worker meets the objectives, which the Mission has envisaged for it. The support functions which would have to carried out at these levels include inter-alia, preparation of training calendar for the trainers as well as for ASHAs, monitoring the implementation of the training programmes, adapting the training modules (provided to the states by the GoI) to suit the local conditions, translation in local language, printing and distribution of these manuals, developing ASHA monitoring forms and monitoring her performance, developing IEC materials, addressing grievances of ASHAs if any etc. Thus the ASHA (Accredited Social Health Activist) has a significant role in the developmental process in rural area.

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**Issues of Pakistan in Indian Newspapers: An appraisal**  
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**KEYWORDS:** News Flow. News Determinant. Foreign Coverage. Conflict. Objectivity. Bias.

**ABSTRACT:** The press presents centrality to public life because it provides a forum for debating issues of national importance. It is found that the coverage of foreign news in the Indian Press has declined in absolute terms in recent times, but in case of covering Pakistan the story is somewhat different. It is not merely a sophistry that the Indian media is apt to display an astonishing interest in matters pertaining to Pakistan as compared to any other South Asian countries. The present study is a content analysis of foreign news with special reference to Pakistan, by two major English leading dailies in India, The Times of India and The Hindu. The news stories were recorded and collated under the various module headings: Politics, religion/religious, culture and history, arts and entertainment, conflict, military and security issues and economics. An item analysis revealed that conflict is the most preferred criterion in covering Pakistan encompassing 35% and 36% in The Times of India and The Hindu respectively. Conversely Military and Security issues dominated in both these news papers; politics is the third leading category. Despite the emergence of numerous domestic and regional news organizations in India, the role played by them is negligible, not more than 20 % news stories sourced from the national news agencies. Instead of mentioning distinctly the sources of news, The Times of India uses the umbrella terms like agencies; there were 37 % of Agencies stories covered by The Times of India during the study period followed by news from AFP, Reuters and AP. In case of The Hindu, the staff reporter and correspondents were the major source of news accounting for 81 % of total Pakistani news.

**INTRODUCTION:**

The imbalance in global news flow is a universal phenomenon and presumed to be a matter of concern for both the developing and the developed nations, albeit to varying degrees. While Many Voices, One World or other similar concerns were expressed at the international forums over the news flow from the North to the South, not much is talked about how the news flow is

determined between the South and the South. In addition to the concerns on the news flow imbalance, it is also important how a particular nation finds, what kind of news are found to be interesting by its readers about a neighbour. If the national newspapers of a country are dominated by a certain kind of news items originating from across the boarder, and if the practice is near exclusionary, then it can be assumed that is not only a balance of news problem, but at the centrality of news production process lies a parochial view of the world. The dynamic and complex relationship between the Indian media and Pakistan issues has become the prior means of concern. So a content analysis of foreign news with special reference to Pakistan, by two prominent English leading dailies of India, The Times of India and The Hindu is attempted to examine the attitude of prominent Indian newspapers towards Pakistan issues and it is found that the reporting pattern in both the newspaper follows along a particular trajectory despite professed differences in the editorial policy of the two newspapers.

**Media coverage of foreign affairs :**

The internationalization of news was first started with the rise of global news agencies in the 19th century. With the expansion of technology this process was further accelerated in the 20th century and stimulated by war, trade, imperialism and industrial development. A distinctive news story pertaining to conflict, disaster and even progress in South America, might elicit interest even as far as Central Asia. The advent of television has increased the cross-cultural flow of news. Previously foreign news mainly with politics, war, diplomacy, trade and now the scope of international news has now expanded and includes sport, media and entertainment, finance, fashion and tourism. But if we discuss about the media of the developing world we will find it blinkered and extremely inward looking.

Foreign coverage has declined in absolute and relative terms (Martin Moore, 2010). The unbalanced global flow of news has been raging for several years. A plethora of empirical studies of imbalance news illustrated that the news media in all developing countries were heavy importers of news, while audiences in developed countries were supplied with home-produced news,

even when it was about foreign events. The “lack of autonomy in news production” troubled national cultural progress in the countries like India which were often ex-colonies and limited their full independence and sovereignty. International news--as a percentage of the total news hole--had shrunk to its greatest extent, (Michael Emery 1989). The media in many developed countries did not give emphasis to foreign news, which anyway was mostly about events in countries that were large, rich or proximate both geographically and culturally. Further, such news was intently focused on the interests of the receiving country.

Foreign hard news had fallen from 5 percent to 3 percent of the total news hole and that foreign stories were far less likely to appear on the front page, (Carl Sessions Stepp' 1999). In recent years, in response to corporate demands for larger profits and an increasingly fragmented audience the coverage of international news by the U.S. media have declined significantly. The readers and viewers in post-Cold War America cared more about celebrities, scandals and local news than to the international affairs. In consequence to which the newspaper editors and television news executives have reduced the space and time devoted to foreign coverage by 70% to 80% during the past 15 to 20 years. British media were highly accepted for a balanced coverage of international interactions, compared to other moderately developed nations. But in reality, “The international documentary is virtually dead” in Britain, as per 3WE's (Third World & Environment Broadcasting Project) report for 2001, named *Losing Reality*, recommended that it has found a trend of declining coverage of international issues and an increase in entertainment and “dumping down”.

### **The dominance and influence of big three:**

The flow and structure of international news are the determining factor in shaping the picture of the world in one's mind. The New International Information Order (NIIO) (1980) discussion came out with the fact that third world newspapers are dependent heavily upon western wire services, have little choice but to publish what they get. The dominance of big three (AP, AFP, Reuters) cannot be unseen. These agencies are the only source used by third world newspapers and the way they structure the news is necessarily identical with that of the news eventually published. Horton (1978), Rubin (1977), Sussman (1977), Rosenblum (1977, 1979) and Righter (1978, 1979) dealt with the issue and con-

cluded that “news is heavily biased towards the industrial countries” Righter (1979). Horton (1978) aggress that “the news flow is too heavily weighed with news about the industrial countries.” Rosenblum (1979) carries the subject one step further and states that “in the pears of most Third World Countries, news items are predominantly from industrialized countries”. Rosenblum (1979) also believes that the United States media coverage of the developing countries has tended to be ill informed and superficial. “Rubin (1977) concludes that “Africa has been the most neglected part of the world in terms of correspondents”. Much of the criticism of the present “order” stressed that structural dependence upon western agencies results in imbalanced foreign coverage, at the expense of the third world. Hence, after analyzing all these statements we can emphasize the point that the western media coverage of the world is thin and maintains its audience in a state of near ignorance.

### **The Indian media and Pakistan :**

Indian newspapers have reduced distances, gone away with national boundaries and time differences and brought the horrors of terrorism into almost every house around the nation. Large scale coverage is devoted to Pakistan by Indian media which have continued to cast a shadow over the South Asian region. The Indian press is overexcited to cover issues of Pakistan as this region is often recognized as a high risk conflict zone because of history of tense relations- border clashes, limited or large scale wars between these two neighbors. The leading newspapers of India have been found to be quite apt in displaying an astonishing interest in matters pertaining to Pakistan as compared to any other country in its neighborhood. Both the media-India and Pakistan are trapped in “narrow nationalism” and is part of the problem in relations between the two countries (Najam Sethi, December 2009). The regular coverage of the controversy in Pakistan was in sharp contrast to the amount of interest shown in developments in Bangladesh at about the same time.

Subarno Chattarji, in his work, *Tracking the Media: Interpretations of Mass Media Discourses in India and Pakistan*, in August 18, 2008, dealt with the ways in which English language publications contribute to and function within middle class matrices of modernity, consumption, conflict, and conservatism in India. The prominent Indian national newspapers have galvanized the nation in times of war with Pakistan with their print

reportage and visual coverage. Nevertheless, when it comes to covering Pakistan's proxy war and terrorism against India, the record of the Indian media is not at all that promising and praiseworthy. However, the criticism applies more to the Indian electronic medium than the Indian print medium. Indian print medium has the advantage of time in order to present a relatively more balanced reportage, which crystallizes in the time span between terrorist incidents and their reportage in print. Theoretically privately-owned Pakistani TV channels cannot be seen in India. But in case of dramatic story the footage finds its way to Indian audiences (Sevanti Ninan, Mar, 2007).

The foreign desk ranks well below the national desk in a typical Indian news organization. It's not hard to find the reasons for the bias. News mediums own gate-keeping mechanism and news flow by way of agencies are the determinant factors. If we discuss how Indian media covers its neighbourhood, we will find little or no coverage that seeks to analyse the social dynamics of the South Asian countries. An extraordinary interest is always there in covering Pakistan by Indian media. The Indian national dailies have the record to report in times of war with Pakistan with their print reportage and visual coverage. Conflict, terrorism, warfare, insurgency are the mostly preferred apprehensions towards covering Pakistan. Indian Press is much more interested in Pakistani politics than the Pakistanis are in Indian politics, (Masooda Bano, 2007). Simultaneously there is hardly any coverage of Indian political developments by Pakistani media, if the story is sensational enough will certainly printed in Indian newspapers.

#### **The objectives of the study are:**

1. To find out whether conflict is the most preferred criterion of the coverage of Pakistan by Indian newspaper
2. To identify the sources of news in order to know the aspect of objectivity of coverage

#### **Methodology:**

The technique of content analysis had been employed for the purpose of the study. This study had evaluated foreign news coverage with emphasis on Pakistan by two Indian major English dailies The Times of India and The Hindu over a period of four months. January 2011 to April 2011. Each news item had recorded and collated under the various module head-

ings: Politics, religion/religious, culture and history, arts and entertainment, conflict, military and security issues, economics. The international page, cover page and editorial page were mainly selected for analyzing quantitatively.

#### **The newspapers for the study:**

The Times of India: Owned and managed by Bennett, Coleman & Co. Ltd. (The Times Group), by the Sahu Jain family is the leading English broadsheet in India. The Times of India is the highest circulated English-language daily in India, certified by Audit Bureau of Circulations (ABC). In 2008, the newspaper reported (with a circulation of over 3.14 million) as the 8th largest selling newspaper in any language in the world.

#### **The Hindu:**

The Hindu is an Indian English-language daily newspaper, with a circulation of 1.45 million- the second-largest circulated English newspaper in India. The Hindu was first published in 1878 by a group of six young men, led by G. Subramania Aiyer, as a weekly, and became a daily in 1889. In 1995, The Hindu became the first Indian newspaper to offer an online edition. Owned by Kasturi and Sons and edited by N. Ram, the newspaper is published in the city of Chennai.

#### **Sample**

**Population:** All newspapers published from India

**Sample:** The two leading dailies, The Times of India and The Hindu

**Sampling technique and Selection:** The sampling technique is Purposive. The researcher had selected The Times of India and The Hindu because of their credibility and the distinct International/ Global page. Each newspaper had scanned for foreign news especially Pakistani news for a period of four months .i.e. from January 2011-April 2011. Each sample newspaper then analyzed for one day in a week starting with Monday and once seven days were covered over a period of seven week, the researcher had reverted back to Monday on the eighth week. The process would ensure equal importance to all the days in a week at both conflict ridden times and normal times and thus to leave less room for error.

#### **Unit Of Analysis And Data Collection:**

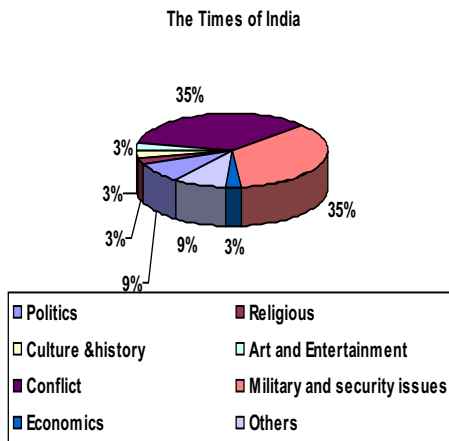
The unit of analysis for The Times of India and The Hindu was the news item from foreign countries or one

which was based in India but had foreign origins and special emphasis was given to Pakistani news story, the mostly covered Pakistani news item and its sources. It has been found that total number of foreign stories appeared in the Times of India in the front page, editorial page and international page is (50 +31+103) 184 and in The Hindu is (21+30+93) 144. Out of which total number of Pakistani news in front page, editorial page and international page of Times of India is (16+4+14) 34 and in The Hindu is (6+9+10) 25.

**Categories of Pakistani News:**

1.1. A. An item analysis of The Times of India revealed that in covering Pakistan the Indian newspaper conferred superfluous weight to conflict. Conflict is at the heart of every news story of Pakistan covered by The Times of India. Politics, religion, art and entertainment, culture and history, military and security issues, economics and others are 7 different categories of Pakistan news covered. The maximum number of stories dealt with conflict 35% (12). The Times of India's coverage of military and security issues 35% (12) comprises of dispute, Army, Para-military forces or the police and security issues as national integrity and national fabric. These two are the extensively covered topics by The Times of India. Where 9 % (3) stories were of politics, 3% (1) of stories on religious issues, 3% (1) stories on culture and history, 3% (1) stories on art and entertainment, 3% (1) stories of Economics and others carried 9% (3) stories of Times of India during this period of time.

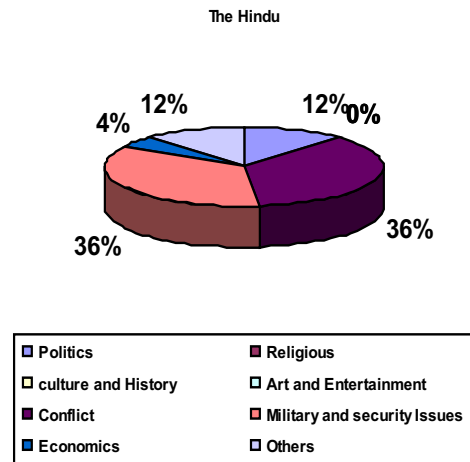
Fig. 1.1 .A. Categories of Pakistani news covered by The Times of India



1.1. B. An item analysis of The Hindu comes out with the fact that conflict, military and security issues

are highly covered news items. Intra-state conflicts comprising proxy war, terrorism, insurgency and militancy were spanning the entire length and breadth of the newspaper. A very coincidental revelation is that conflict, military and security issues hold the top position sharing the same number of news, in case of The Hindu too. By analyzing these three pages of the Hindu (front page, editorial page, Global pages) it has been found that, maximum number of stories dealt with conflict 36% (9) and military and security issues 36% (9). There were 12 % (3) stories on politics, 4% (1) stories on economics and others occupied 12% (3). There were no stories on religious, art and entertainment and culture and history.

Fig.1.1. B. Categories of Pakistan news covered by The Hindu



**Sources of Pakistani News:**

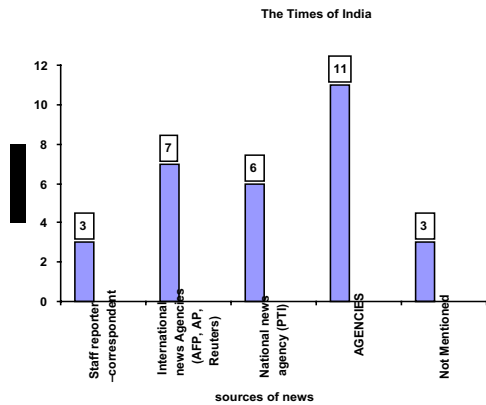
1.2. A. Sources of Pakistani News and western dominance

Six (6) major sources have been identified ranging from staff reporter to the top three global news agencies (AFP AP and Reuters,) and other western and Asian News agencies. The news where the source names were not mentioned taken under Not Mentioned category. Staff reporter – correspondent were clubbed together to from one single sort. The mostly preferred trend of The Times of India is that instead of mentioning distinctly the agencies name, the newspaper use agencies, and thus agencies is another category. It is significant to note that there were 37 % of Agencies stories in The Times of India whereas 10 % news falls in Not Mentioned category. There were 24 % Pakistani stories from AFP, Reuters and AP. Whereas National news agency (PTI)



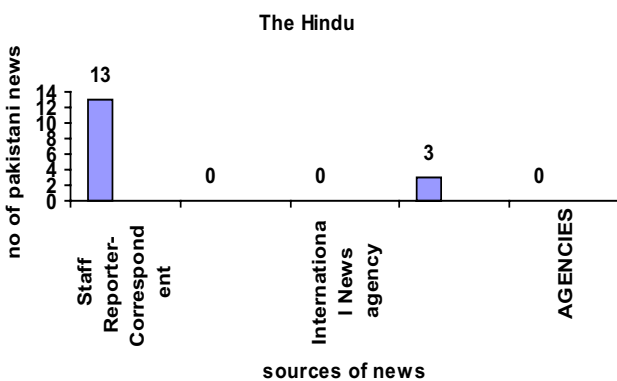
supplied 20 % and 10 % were collected from TNN (Times news network). Many of the foreign stories have multiple sources as AP, AFP and Reuters for one single story.

Fig. 1.2. A. Sources of Pakistani news in The Times of India



1.2. B. Six major sources were categorized in analyzing The Hindu too. The sources ranging from international news agency, national news agency, Agencies and the news having no source name (Not Mentioned) categories. Staff reporter and correspondents, clubbed together, and were ranking first as news source accounting 81 %. The newspaper is strictly depended on their own city based correspondent and staff reporter. There remains no role played by the top three global news agencies (AP, Reuters, and AFP) in reporting Pakistan. National news agency as PTI has sent the rest of the stories. So here, no such vague distinction as agencies or their laid no news story in Not Mentioned category.

Fig. 1.2. B. Sources of Pakistani news in The Hindu



FINDINGS AND CONCLUSION

The analysis of the data reveals hitting facts. Both the

leading newspapers of the country have an abiding interest in covering Pakistan when it comes to conflict. Military might, Warfare, comparison of relative strength of the armed forces of both the nations and terrorism are what add to the gristmill of both these newspapers. There is no room to say that the researcher was surprised, in fact had it been otherwise, that would have raised a few eyebrows. Both the newspaper have shown scant regard for human interest stories, a cursory view reveals that most of the stories are besotted with a jingoistic undertone clothed in a language of concern at the growing might on the either side or a probable wartime situation at the border.

The Times of India in accordance with its practice of providing its readers with a wider spectrum of news is seen to be dabbling in a wide area of news production. It has given news on art and cultural scene in Pakistan. The Hindu is virtually silent on that. Both the newspapers have converged on the relative importance of certain particular issues out of a plethora of issues despite the fact that ostensibly they have completely different editorial policies and their perspective on what constitutes as news is also known to be radically different.

So far as the source of the news is concerned, The Hindu is the only newspaper in the country to be allowed by Pakistan to have its own correspondent on Pakistani soil. Predictably the newspaper has been able to come up with a good number of stories filed by its correspondent and yet in that case also, the bottom line happens to be conflict and military strength related stories. It is unfortunate that the correspondent of The Hindu has failed to go beyond the army jugular, has failed to understand that there could be a different framing strategy when it comes to news from Pakistan. The Times of India can not be accused of being parochial in the strictest sense of the term as it is known to depend squarely on the 'agencies' for its stories on Pakistan. The framing of news on Pakistan by 'agencies' follow a distinct pattern worldwide which as conceived by the popular press in the west, as one of the most dangerous places in the world and one of the most important nestling places of terrorism is the whole world. The Times of India has been forced to follow the beaten track even if they had on intention otherwise.

This entire story of following a certain news framing strategy on the whole by both the newspapers reveals a systematic failure on the part of these two leading newspapers of the country. Grown in the underdeveloped parts of the world and having achieved financial superpower status among the newspapers houses, both the newspapers could have tried to bring in certain amount of balance to the existing news flow. A news flow carries in it the framing strategy of newspaper powers, which The Times of India and The Hindu have decided to follow throwing into the winds their core journalistic practices. As for the unnegotiated public, the reporting practice brings into sharp focus a host of questions. These newspapers do not need to follow a didactic approach as proposed by the leaders on both sides, but they must seriously start considering that framing strategy should include a few more ideas within its ambit to give the people an impression that it is not war and jingoism which constitute the bedrock of Pakistani society.

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## Development coverage by media (A comparative study between Times of India and Mail Today)

by

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### Abstract

Development has become a topic of great discussion and debate in recent times. Economically and/or otherwise, India's development scene is an important factor in determining her progress. The International Encyclopedia defines the term development as 'purposive changes undertaken in a society to achieve what may be regarded generally as a different (improved) state of social and economic affairs.' In simple words, development is a social change that seeks to improve the quality of life. It is a multi-faceted concept that can be seen and understood through the political, social, economic, physical and intellectual lens.

Keeping this in view, development then, befits an important aspect of a nation and therefore, of journalism. Owing to its position as the fourth estate of a country, media carries on its shoulders the great responsibility of actively pursuing this role by unveiling issues that need immediate heed. It is the media's duty, especially the largely-used newspapers' in India, to create awareness and mobilize people towards national development. While globally this drift can be seen in the dissemination of news, in India, it is still trying to struggle its way out through illiteracy and lack of resources. However due to fast diffusion of 'glocalization' into the rural as well as urban areas, India is catching up with the times. Newspapers that were available only in printed form earlier, now have online editions and news that was once circulated through conventional forms, can now be read on one's mobile phone itself. News sharing is becoming more and more personal now.

Indian newspapers have stood as a metaphor for the saying - 'pen is mightier than the sword' since the time of independence. Many a great changes were brought due to the sincerity, courage and conscientious manner displayed by what Mahatma Gandhi once termed as 'viewpapers'. In This research tries to focus on the coverage of development stories. Times Of India and Mail Today are the newspapers selected for the study with the aim of assessing the role of print media in

creating awareness about developmental issues.

### Introduction:

Media has long been christened the backbone of any flourishing democracy. As the fourth estate of a country, media serves as a propellant to public awakening. It participates as the gatekeeper and watchdog in a democracy- thus undertaking the exalted role of the nation builder.

A democratic society depends largely on an aware populace that participates in policy making decisions, either directly or indirectly. An uninformed citizenry debilitates the country's progress. In order to prevent this, media holds the position of being the informer of issues that affect development and require immediate attention of the authorities as well as the public. It mirrors that reality which concerns all of us.

The public has to know what is going on, the reason behind it and then weigh its pros and cons. In today's 'glocalized' world, people are vigilant and therefore question. It is imperative for people to know what is happening around them, what are the loopholes in the system, how something affects them and what steps can be taken to mend problems. These issues have a bearing on them directly or indirectly. Such awareness helps in formulating opinions and actions which thus, contribute in improvement.

In large heterogeneous societies such as ours, media plays a crucial role in influencing public attitude so much so that it can make or break a person/ organization/ system. The Jessica Lal murder case best exemplifies the power that media can practice where it is essential. The media did not punish the guilty but the message got spread just as fire swells in a forest. The media, thus, functions as a platform to bring forth the issues of the common man.

Among the many values that news is expected to possess, impact is very significant. In an era of electronic and new media, impact of newspapers still demands attention and has the potential to stimulate

public opinion. Through its emphasis on truth, media can make the system more accountable and help in development.

In developing countries such as India, the influx of western influences and the deep-rooted belief system have caused a chaotic situation. While some believe that electronic and new media are the future, others still consider newspapers to be a reliable source of information. Keeping this in mind, newspapers in India have a central role to play in her development. However many think that the Indian press hasn't lived up to its expectations and has left rural and remote areas as victims of development-abandon.

Due to the perception of development stories being 'dry' and 'boring', very few organizations endorse it. It is essential for Indian press to highlight problems that challenge and concern people at the grass-root level. It should underline their problems and help bridge the gap between the urban and rural; the policymakers and its beneficiaries. This not only promotes good governance but also contributes in the overall development of such regions.

### **What is development?**

Development has been rightly defined by Bourgault as "promoting grassroots, non-violent, socially democratic, dialogical and humanistic forms of communication." In other words development is an all-encompassing movement from a lower to a higher level that leads to better quality of life with the help of proper and effective communication.

The term 'growth' has often been wrongly used as a synonym for development. There is a difference between the two concepts. While the former connotes only an augmentation to the gross national development, the latter relates to not just quantitative but qualitative changes as well. This means that growth is measured with the backdrop of economic changes and development is measured as a whole, that is, through economic, social, political, spiritual and human aspects. Therefore it wouldn't be incorrect to say that growth is only a part of a larger concept that is development.

However it is difficult to articulate development of a country in precise terms. A decent standard of living including education, health facilities, proper

infrastructure and the like comprise the development parameters of a nation. In the times that we live in, geographical boundaries have been strictly named as the first and third world- developed and developing/ underdeveloped. While developed nations fulfill all paradigms of development, it is the underdeveloped countries that need to walk their way up the ladder of development.

While developed economies are in a position to provide better food and clothing, comfortable infrastructure and numerous other luxuries, developing nations are deprived of even basic needs, owing to their non-industrial and colonial backgrounds. The main characteristics of underdeveloped countries include:-

- Poverty
- Low per capita income
- Poor infrastructure
- High population
- Unemployment
- Environmental pollution and degradation

Thus nations such as India are underdeveloped due to the high prevalence of all the above in different measures.

### **What is development communication?**

Communication plays a central role in development. The notion of development is basic to development communication. The term 'development' refers to the channel through which overall quality of life of people moves from a lower to a higher state and the term 'communication' means to share information. Development communication then, means sharing information about progress. This can include general achievements as well as issues that hamper development.

By this meaning development journalism becomes very important in underdeveloped countries such as India. This type of journalism keeps reminding one of what one needs to do in order to encourage development. It does not make its public forget the reality that is underdevelopment. Therefore news about development is a prerequisite to fuel more development.

In Africa, for instance, as Om Gupta notes in his book 'Encyclopedia of Journalism and Mass Communication (2006), media acts as a substitute to formal education when there is a shortage of books and/or teachers. In



developed countries media is not called upon to do so. This shows how crucial and effective media is and can be in the development of nations where it is needed the most.

In the Indian context, media, especially newspapers, have proved to be a great tool of development communication since the time of independence. Development journalism is not only to advocate externally set aims but fulfill the function of analyzing whether the development measures are successful or not.

However with increasing competition and the constant public interest vs. private profit war, newspapers in India are almost fizzling out in the development communication aspect. The first task of a development journalist in India is to bring to light issues such as poor infrastructure, poverty, corruption, malpractices such as female foeticide and the like. This, she/he must do in the simplest possible manner; using technical jargons judiciously; communicating accurate facts and making the reader understand it easily.

With raising levels of awareness among her citizens, India's development issues require the support of its newspapers and other media to sustain in public memory, so that immediate, consistent and useful action is taken to become a country free of (at least) underdevelopment problems.

In this study, a development story has been selected on the basis of a few considerations. It includes stories that report about:-

- Poor infrastructure
- Educational facilities
- Poverty
- Health and hygiene
- Social inequality
- Environmental concerns
- Agricultural developments

However it is important to differentiate between an actual report and/or analysis that are done by the newspaper itself and a report that just states facts from a research carried out by organizations such as the United Nations or some university. Local and national stories were considered instead of global development ones.

This study only chooses stories that can be credited to the newspaper's own effort, that is, reporting (investigative stories included) done by its staff reporters. It does not take into considerations subtle marketing campaigns such as Amanki Asha and Teach India that are done by newspapers. It does not comprise business reports about various companies either.

About Times of India

The Times of India (TOI) is an Indian English-language daily newspaper. It enjoys the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid, compact, berliner and online) according to Audit Bureau of Circulations. Owned and published by Bennett, Coleman & Co. Ltd., was founded on 3 November 1838.

It was ranked the 8th largest selling newspaper in any language in the world in 2008 by ABC (India). The Indian Readership Survey (IRS) 2011 reported that the Times of India is the most widely read English newspaper in India with a readership of 74.71 lakh (7.471 million).

#### **About Mail Today:**

Mail Today is a tabloid that was established in November 2007. It is published by the India Today Group in a joint venture with popular British newspaper Daily Mail (which is part of the Associated Newspapers Group). Associated Newspapers holds 26% stake which it bought at Rs. 18 crore.

Currently there is one edition of the paper published from Delhi which consists of 48 pages. Its estimated readership in 2010 was 0.5 million. Mail Today is a fairly new newspaper in the Indian media industry. It follows the pattern of the much-read British tabloid, Daily Mail. Due to the tabloid format's late entry into the Indian market, Mail Today is gradually penetrating into the media scene.

#### **Aims of the study:**

Broadly speaking, this research is aimed at comparing and analyzing the coverage of development stories by Times of India and Mail Today. It adopts a quantitative as well as qualitative model of content analysis.

More specifically, this study has the following aims and objectives:

- To find the total coverage, in terms of number of stories by Times of India and Mail Today and to see which newspaper has more coverage

- Compare the number of stories published on the front page of the sampled newspapers
- To study qualitatively and comparatively, the presentation of news related to local/national development by the two newspapers with regard to language, style, treatment and emphasis

### **Hypothesis:**

Tabloids are equal to broadsheet newspapers in publishing development news

### **Review of literature:**

Deborah Eade defines development as being 'about women and men becoming empowered to bring about positive changes in their lives; about personal growth together with public action; about both the process and the outcome of challenging poverty, oppression, and discrimination; and about the realization of human potential through social and economic justice. Above all, it is about the process of transforming lives, and transforming.' This definition perhaps best describes what development is and why it is needed.

It is in this regard that many researches have been carried out in the realm of development. Media researches, however, in development as a genre are lesser as compared to studies relating to specific issues such as environmental concerns, poor infrastructure, etc. A significant research analyzing the role of Bangladeshi newspapers in development is by professors S.M. Shameen Reza and Ashfara Haque. It is titled 'Campaigns on Local Environmental Issues in Bangladesh Newspapers' and was published in 2011.

Online issues of the Prothom Alo (Bangla) and The Daily Star (English) were content analyzed. Reza and Haque stressed on media's importance in orchestrating positive changes and being a contributor in nation-building: "Media are a central, possibly the central, forum through which we, as audiences and publics, make sense of our environment, society and politics." They go on to discuss it in the environmental context and suggest that "News media is the principle source for general people to derive information about the environment and environmental changes. They also provide platforms for policymakers to explain their positions and civil society members to influence policy decisions."

Despite alternative media such as television and new media, the newspaper still remains a major source of information not just in Bangladesh but in India as well. The newspaper is still relied upon more than new forms of media which are seen as a threat to its survival. The final conclusion of the study was that Bangladeshi newspapers rely on agenda setting and use of innovative approaches towards media advocacy to communicate with readers as well as decision-makers. One of the major focuses was on local environmental issues caused due to global warming. Both newspapers published news stories, investigative reports, opinion articles and photographs on local environment. The aim of the coverage was to create awareness about environmental problems and appeal to the public and authorities to take appropriate measures.

Similarly in the Indian context, from among the many research studies conducted, an analysis carried out by Saad Ullahkhan and published in 2009, entitled 'Coverage of Copenhagen Summit: A Comparative Analysis of the Two National Dailies- The Times of India and The Hindu' is helpful in unveiling the country's development communication picture with the climate change summit as its background. It begins with deliberating on the onus that lies on media's shoulders to question and analyze issues concerning citizens in a democracy. Ullahkhan further suggests that "democracy without media is like a vehicle without wheels." The aims of the research consist of finding the total coverage of the summit and qualitatively comparing and analyzing those stories.

The results showed that science and technology news was a big component in both newspapers but Times of India had more number of stories. In both newspapers, a few stories were placed on the first page while some were published on the inside pages. The total space covered by Times of India was 5410.96 cm square and The Hindu covered 1957.3 cm square. This was done by the use of quantitative content analysis.

A Newspaper Content Analysis completed by Professor Ravi Dixit from Mudra Institute of Communications (Ahmedabad) in 2005 reveals how 8%, 7.5% and 5% stories were related to infrastructure and education in The Telegraph (Kolkata), The Hindu (Chennai) and the Times of India (Ahmedabad) editions respectively. In case of photographs, TOI and The Telegraph carried more pictures as compared to The Hindu. The southern

newspaper put more weight on text rather than images. In TOI and The Telegraph 51% stories were accompanied by photographs and in The Hindu, close to 80% stories did not take support of images.

‘A comparative study on environmental awareness and environmentally beneficial behavior in India’ conducted by Hanna Hoerisch in 2002 for Centre of Media Studies is another research focused upon coverage of environmental issues in Indian newspapers. It uses the methods of content analysis and interview to carry out research on popular newspapers such as Times of India, Hindustan Times and Indian Express. Its findings indicate that none of India’s daily newspapers has a regular space reserved for environmental news and they’re only addressed as government, ministry and legal news as well as in contexts of science or health. The spotlight is mainly on local and national issues such as air, water and noise pollution as well as deforestation. The researcher attributes this low coverage to two reasons. First environmental journalism is a fairly new field in India that began only after the Bhopal catastrophe and second, the topic of environment is competing with all the other issues covered in a newspaper whereby the most intense selection criterion is the news worthiness of an issue. The interest of the reader on environment news was concerned still fairly low by editors who were interviewed.

This study further goes on to suggest that there should be a motivational and educational perspective in reporting of environmental issues. ‘Only if consequences of environmental pollution are showed very clearly and connected to the individual’s behaviour, the information on environment provided by the media will be able to motivate people to behave in a more environmentally friendly way.’

It tries to end on a positive note by presenting a graph (formulated through the use of survey) that shows the percentage of how the common man gets her/his daily information. The highest level is for media followed by own experiences, at school and personal discussions – thus supporting the fact that media is an effective tool when it comes to creating awareness.

### Research methodology

The method of content analysis was used in carrying out this research.

Content analysis is a research tool which is used in social sciences for studying the contents of communication. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part.

Texts can be broadly defined as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. To conduct a content analysis on any such text, the text is coded, or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme.

This method can perhaps best be defined by Kimberely in 2002 – “Content analysis is a summarizing, quantitative analysis of messages that relies on a specific method and is not limited as to types of variables that may be measured or the context in which the messages are created or presented.” In simple words, it is done in a systematic, objective and quantitative manner for the purpose of measuring variables. Perfect objectivity is however, seldom achieved in content analysis. This research method is of two types:

- 1) Quantitative
- 2) Qualitative

Quantitative analysis in this study covers the following points:

- Number of stories
- Pages on which they appeared
- Source of the stories
- Number of photographs accompanying each story
- Number of articles published in connection with development issues

Qualitative analysis in this study covers the following points:

- News stories were analyzed keeping in mind every aspect of analysis. Headlines and lead paragraphs as well as the general body structure of the reports/articles were carefully examined to evaluate the treatment of the story. The language and sentence structure used were also checked. The study sought to analyze the general attitude and emphasis of a popular English daily newspaper and a fast emerging English tabloid regarding coverage of development stories.

**Area of Study:**

Popular broadsheet and tabloid newspapers from Delhi were each analyzed for this research study

**Sample:**

The sample includes 58 newspaper issues (29 each from Times of India and Mail Today) dating from 1st February to 29th February, 2012. The comparative, qualitative approach would involve use of photographs, cartoons and reports used by the two newspapers.

**Comparative Analysis**

Table 1

News materials published in the Times of India and Mail Today on development During 1-29 February, 2012

Type of news material	TOI	Mail Today
News story	22	13
Photos	24	28
Cartoons	0	1
Articles	10	8

During 1-29 February, 2012

From the above table, it can be noted that Times of India published as much as 22 news stories as compared to Mail Today which published 13 stories. The number of photographs in Times of India is 24 while those in Mail Today are 28. There were no cartoons published in TOI that were related to development while 1 cartoon was published in Mail Today. Likewise, there are 10 articles published in TOI as opposed to 3 in Mail Today

**Table 2**

News materials published on the front page of Times of India and Mail Today on development during 1-29 February, 2012

Type of news material	TOI	Mail Today
News story	1	2
Photos	1	2
Cartoons	0	0
Articles	0	0

From the above table, it can be observed that Times of India published 1 news story on its front page during February 2012 as compared to Mail Today which published 2 news stories. The number of photographs in Times of India is 1 while that in Mail Today is nil. There were no cartoons and articles published on the front page in both newspapers.

In terms of packaging and presentation, both newspapers are similar in use of number of photographs, especially coloured ones. However Mail Today used bigger and more illustrative pictures that attract the reader towards reading development stories. Times of India that published 26 photographs, utilizes them generously but the images are not as eyeball-grabbing as those of Mail Today.

**Qualitative comparison:**

By analyzing the news content qualitatively, the present research study tried to focus on the treatment of news in both newspapers, through the language, the framing, the issues highlighted and the follow up coverage.

The qualitative analysis revealed that development news was a part of the coverage of news stories in both newspapers, although the Times of India contains more number of stories. However, there are differences in the way development stories were presented.

In both newspapers, very few stories found place on the front page while the remaining stories were published in the inside pages. The headlines used were catchy and self-explanatory, and had the power to induce readers to read the story. However, Mail Today preferred more linguistically attractive and bold headlines (due to its tabloid format).

As far as the language of both newspapers is concerned, Mail Today was found to be using catchier language to attract its readers for stories that would ordinarily have seemed mundane. It uses both its headlines and its photographs as a strategic device to drag readers into reading and thus, maintain their interest. Jargon laden language is largely avoided in both newspapers. The language used is simple, easy-to-understand in TOI and more lofty vocabulary in Mail Today with technical words used very judiciously.

The language of Times of India is more conversational while that of Mail Today is inclined towards dramatic use. The lead paragraph of TOI has a more subtle, emotional appeal and that of Mail Today has the 'shock effect' as its major aspect in most stories. As far as coverage area is concerned, both newspapers focus on national as well as local coverage.

However TOI covers more national issues than local ones while Mail Today reports about local problems



more. National developmental concerns in TOI include regional as well. This includes education, infrastructure, etc. Local issues in Mail Today involve issues involving subjects such as health, hygiene and environment in areas of Delhi. With regard to follow ups, Mail Today has been consistent during the period in which the content analysis was done. There is no specific regular or weekly column dedicated to development stories in any of the two newspapers.

The use of photographs is done extensively by both newspapers. TOI is known for its use of colourful, glossy photographs. Owing to its tabloid format, Mail Today uses photographs generously and therefore, it is close in competition with TOI, with 28 being published in it as compared to the latter's 24. The photographs in TOI seem cluttered in one report but those in Mail Today are big, clear and more realistic instead of glossy. Thus the approach taken by a popular Delhi broadsheet newspaper, Times of India, and a tabloid, Mail Today, came to the fore – quantitatively as well as qualitatively. It reflects the difference in priorities of both the newspapers.

#### **Conclusion :**

The hypothesis formulated earlier – ‘Tabloids are equal to broadsheet newspapers in publishing development news’ – stands non-directional now. Keeping in mind the findings of the content analysis (quantitative as well as qualitative), it can be said that despite the blurring of distinctive features between broadsheets and tabloids due to increased competition, broadsheet newspapers such as TOI still publish more development stories than tabloids like Mail Today.

1) Times of India published as many as 22 stories relating to development as compared to Mail Today which published 13 reports.

2) The number of photographs accompanying the news stories is 24 in TOI and 28 in Mail Today.

3) The number of cartoons used to convey development stories is 0 in TOI while it is 1 in Mail Today.

4) The articles in TOI are seven more than the three published in Mail Today.

5) The number of stories published on the front page of TOI is 1 and 2 in Mail Today.

6) The number of photographs on the front page of TOI is 1 and that of Mail Today is 0.

7) There were no cartoons and articles published on the front pages of both newspapers.

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## INTERNET SURFING IN UNIVERSITIES OF DELHI

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### ABSTRACT

The study examines the use of Internet in Universities of Delhi. Two major groups- teachers and research scholars were surveyed. The survey instrument was a hardcopy questionnaire. Findings of this study show that respondents are seriously depend on Internet mainly for research, teaching and communication. The study also discusses frequency of use of Internet by teachers and research scholars and problems faced by them in extensive use of Internet.

**KEYWORDS:** Internet, WWW, University, Teachers and Research Scholars.

### INTRODUCTION

Internet has networked the entire world in its web. It has reached in all the major spheres of living. Coming age is of web generation and in this era dependency of mass on Internet will be enormous. As per Internet World Stats, the population of Internet user worldwide is 2,267,233,742 almost covering 32.7% of total world population till December 2011 ([www.internetworldstats.com](http://www.internetworldstats.com)). Every kind of industry whether it is academic, scientific, cultural, sports or entertainment depends on Internet to accomplish its best. The unequal access to technology between groups due to differences in demography, economic status, and locations, has been suggested to affect worldwide globalization through Internet connectivity (Kamssu, 2004; UNDP, 2000). Internet is concreting system for a great rise in higher education and research. Internet has many benefits in the academic cycle, including provision of round-the-clock access to a wide variety of information sources globally and the ability to discuss and share experience with colleagues (Ojedokun, 2001). In an academic system libraries are responsible to strengthen literary assortment, store whole the knowledge of universe is not possible for any library, but Internet make is possible. A number of studies have been conducted to assess the significance of Internet. Present paper is also a study to estimate the behavior of Internet users. The study is an effort to know the utility and importance of Internet among the faculty members and research scholars in the universities of Delhi.

### BACKGROUND

Jamia Millia Islamia, an institution originally established at Aligarh in United Provinces, India in 1920 became a Central University by an act of the Indian Parliament in 1988. In Urdu language, Jamia means 'University', and Millia means 'National'. The University has many centres of learning right from nursery schools to faculties and research centres.

It strives to maintain the standards of excellence in teaching and research. In 1936, all institutions of Jamia, except Jamia Press, the Maktaba and the library, were shifted to the new campus. The basic emphasis of Jamia was on evolving innovative education methods. This led to the establishment of a teacher's college (Ustadon ka Madrasa) in 1938. On 4 June 1939, Jamia Millia Islamia was registered as a society. By a Special Act of the Parliament, Jamia Millia Islamia was made a central university of India in December 1988. In the list of the Faculties, i.e. Education, Humanities & Languages, Natural Sciences, Social Sciences. Engineering & Technology, one more Faculty - Faculty of Law, was added in 1989. Many new courses and programmes at UG and PG levels have since been added ([www.jmi.ac.in](http://www.jmi.ac.in)).

In the early 1970s, when JNU opened its doors to teachers and students, frontier disciplines and new perspectives on old disciplines were brought to the Indian university system. The excellent teacher-student ratio at 1:10, a mode of instruction which encouraged students to explore their own creativity instead of reproducing received knowledge, and an exclusively internal evaluation were a new experiment on the Indian academic landscape; these have stood the test of time. The very Nehruvian objectives embedded in the founding of the University, national integration, social justice, secularism, the democratic way of life, international understanding and scientific approach to the problems of society had built into it constant and energetic endeavour to renew knowledge through self-questioning. The once rugged terrain of the Aravali hill range, where the 1000 -acre campus is housed is now lush green. The JNU campus is a microcosm of the Indian nation, drawing students from every nook and corner of the country and from every group and stratum of society. To make sure that this is so, annual admission tests are simultaneously held at 37 centres spread across the length and breadth of the country, and special care is taken to draw students from the underprivileged castes and ethnic groups by reserving 22.5 per cent of seats for them. Overseas students form some 10 percent of the annual intake. ([www.jnu.ac.in](http://www.jnu.ac.in)).

The University of Delhi, which began life in 1922 with three colleges and 750 students, has become one of India's largest institutions of higher learning, and among the largest in the world. Presently, the University is made up of 16 faculties, 86 departments, 77 colleges and a few other recognized institutes with around 150,000 regular students and more than 250,000 students in the distance learning stream. While various faculties, departments and colleges are spread across the entire city, a computer network links

them so that students and faculty can collaborate and draw upon the available resources of the University in an institutional way ([www.du.ac.in](http://www.du.ac.in)).

The Govt. of NCT of Delhi established its first University with the name Guru Gobind Singh Indraprastha University in 1998. It is a teaching and affiliating University with the explicit objective of facilitating and promoting “studies, research and extension work in emerging areas of higher education with focus on professional education, for example engineering, technology, management studies, medicine, pharmacy, nursing, education, law, etc. and also to achieve excellence in these and connected fields and other matters connected therewith or incidental thereto.” University has been accredited A Grade by NAAC. As on date it has 11 Schools of Studies and One Maintained Institute, namely, Indira Gandhi Institute of Technology (IGIT) wherein as many as 35 Undergraduate and Postgraduate academic programmes are being conducted for 5000+ students; the annual intake being 1650 students. On the affiliation front, 02 Schools of Studies, namely, School of Engineering and Technology and School of Medicine and Para Medical Health Sciences are being maintained for providing leadership role to the programmes conducted under these Schools at affiliated institutions. In all, the University has 100 affiliated institutes; of these, 76 are self financed and 24 are owned and managed by the Govt. of NCT of Delhi/Govt. of India. In these affiliated institutions, 80 academic programmes are being conducted with an intake of 22,000+ students with a total strength of 62,000+ ([www.ipu.ac.in](http://www.ipu.ac.in)).

#### OBJECTIVES

Objectives of the study are to know the:

- Various purposes of Internet use;
- Various Internet services used by teacher and research scholars;
- Impact of the Internet on the teaching, learning and research;
- Time spent by teachers and research scholars in using Internet;
- Satisfaction with the Internet facilities provided by the universities under study;
- Productivity and quality of information, retrieve through Internet;
- Problems faced in using various Internet services

#### RELATED STUDIES

Relevant studies have been conducted on the use of Internet by teachers, students, research scholars and other community members. Here are some reviews regarding the use of Internet services.

Khan et al. (2011) in their study on Islamia University of Bahawalpur, Pakistan found that vast majority of the students use Internet mainly for study purpose. They use online databases, dictionaries, encyclopedias and online courses.

Google was the most popular search engine for retrieving information on the Internet. The respondents were also dissatisfied with the Internet service provision, slow speed of the Internet connection and inadequate number of computers in computer labs. Bhatti et al. (2011) conducted a study on Social scientists of Bahauddin Zakariya University and found that respondents do not rely only on print sources of information rather exploiting the internet for teaching, research, doing M.Phil and Ph.D, guiding research students, writing and submitting articles to journal and conferences. Thanuskodi (2011) observed that the internet and CD-ROM were the most frequently used IT-based source and facility, study reveals that 3-4 hours of access of Internet is quite common among the respondents. Loan (2011) found that majority of the college students were frequent users of Internet using it from daily to weekly basis, study also revealed that rural students mostly used Internet for education, they also face the problems like information overload (too many hits) followed by Internet illiteracy, financial barrier and information pollution. Nwezeh (2011) examined that the majority of the surveyed academic staff and students found that internet to be very useful, internet resources mostly used by both groups were e-mail and World Wide Web (WWW).

A large portion of user population in the Gulbarga University is aware about the Internet, but they do not know all its techniques and applications (Parameshwar and Patil, 2009). Swain and Panda (2009) observed that academic use of Internet by the business schools' faculty of Orissa has not yet researched its peak. The research scholars of Shivaji University, Kanpur use the Internet for their research and communication purposes (Bansode and Pujar, 2008). Kumber and Vasanth (2007) conducted a survey on Internet use and its impact among the engineering colleges of Mysore, Hassan and Mandya district and found that 92.22% of the total respondents use Internet only for e-mail, 86.66% respondents are using Google as the favorite search engine for accessing information and 53.33% are not satisfied with the printing and downloading available in their respective colleges. Kanungo (2007) in his study on use of Internet in scholarly communication of social scientists examined that 91% of the social scientists find Internet as an important tool of research.

The survey has established that Internet has indeed become a communication medium for enhancing teaching, research and professional development for social scientists. Mishra, et al. (2005) conducted a study on undergraduate students of G B Pant University of Agriculture and Technology and found that a majority of the respondents i.e. 61.5% males and 51.6% females used the Internet for preparing assignments, 83.1% male and 61.3% female respondents faced the problem of slow functioning of Internet connection. Robinson (2005) examined the Internet use among African-Amer-

ican college students. The results of the study indicated that most of the African-American college students (76%) had used the Internet for more than three years. 47% of the responses indicated they spent an average of two hours per day on-line. A small percentage of the students spent 5-6 hours per day on the Internet.

**SURVEY DESIGN**

Study was limited to the Teachers and Research Scholars of the four universities of Delhi state i.e. Jamia Millia Islamia University, Jawahar Lal University, Delhi University and Guru Gobind Singh Indraprastha University and it was further limited to the Internet users only.

Statement of the filled questionnaire as per university:

S.No	Name of the University	Abbreviation Used	Questionnaire Filled
1	Jamia Millia Islamia University	JMIU	80
2	Jawahar Lal University	JNU	65
3	Delhi University	DU	45
4	Guru Gobind Singh Indraprastha University	GGSIPIU	25

**Table 1**

A questionnaire survey was conducted to collect the information regarding status Internet users, frequency to use Internet services, connectivity of Internet not found in working order, purpose of Internet browsing, frequency of locating desired information, problems faced by the users while using internet. Total 215 questionnaires were filled throughout all the four universities. The questionnaires were filled from the users by personal visit. Questionnaires were distributed randomly to the users. Collected data analysed and presented in the tabular and graphical form.

**ANALYSIS AND DISCUSSION**

**FREQUENCY TO USE INTERNET SERVICES**

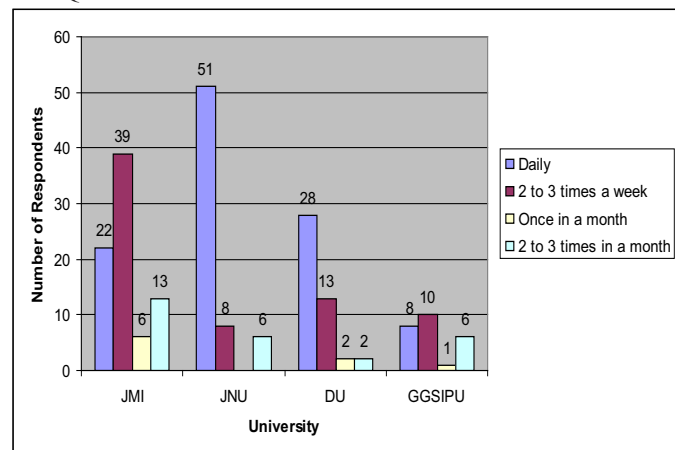


Figure 1

Figure 1 shows that majority of the users in JNU and DU use Internet services daily i.e. 78.46% and 62.22% respectively where as 32% and 27.5% respondents of GGSIPU and JMI use Internet on daily basis. Majority of the respondents in JMI and GGSIPU use Internet services 2 to 3 times in a week i.e. 48.75% and 40% respectively. In DU and JNU 28.88% and 12.30% respondents respectively use Internet services 2 to 3 times in a week. 24% and 16.25% respondents of GGSIPU and JMI use Internet services only 2 to 3 times in a month. 4.18% of the whole respondents use Internet once in a month. The result shows that Internet is quiet familiar among the teachers and research Scholars. In the similar study Parameshwar and Patil, 2009 found that about one-third respondents use Internet 2-3 times in a week and nearly another third use it daily. 45.24% and 25.39% respondents use Internet often and very often respectively (Kumar and Singh, 2009).

**TIME SPENT ON INTERNET EACH WEEK**

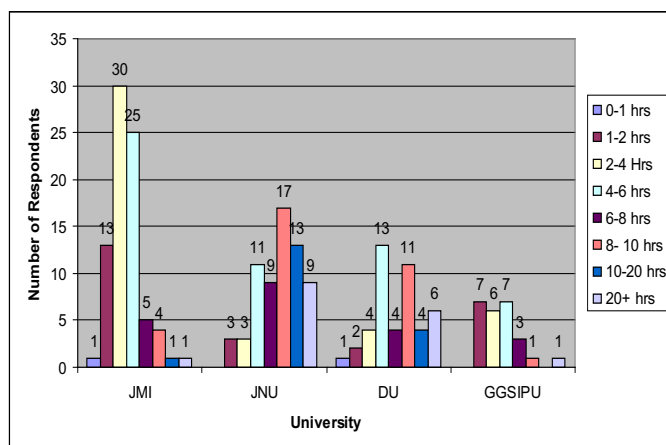


Figure 2

Figure 2 reveals that majority of the Internet users i.e. 26.15% in JNU devote 8-10 hours on Internet per week followed by 24.44% respondents of DU. Majority of the respondents in DU spent 4-6 hours per week on Internet i.e. 28.88 % followed by 28% respondents of GGSIPU whereas 31.25% respondents of JMI use Internet for the same hours. Highest number of respondents in JMI i.e. 37.5% spent 2-4 hours on Internet per week followed by 24% respondents of GGSIPU. 20% respondents in JNU spent 10-20 hours on Internet per week followed by 8.88% respondents of DU. 13.84% and 13.33 % respondents of JNU and DU respectively devote more than 20 hours on Internet per week. 28% respondents spent 10-8 hours per week, followed by 6-4 hours by 25% (Bhatti et al., 2011). Majority of the respondents (59.2%) use Internet 2-4 hours followed by 1-2 hours(34.7%) on an average daily (Swain and Panda, 2009). A small percentage of the students spent 5-6 hours per day on the Internet (Robinson, 2005).

**CONNECTIVITY OF INTERNET NOT FOUND IN WORKING ORDER**



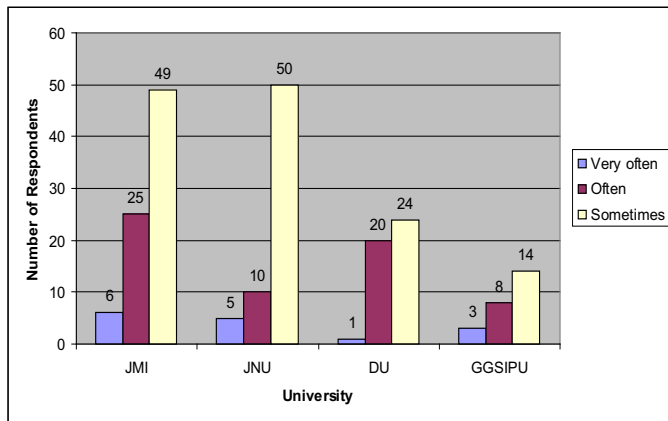


Figure 3  
Majority of Internet users in JNU (76.92%) feels that Internet does not work properly sometimes, followed by 61.25%, 56% and 53.33% respondents of JMI, GGSIPU and DU respectively. In DU, GGSIPU and JMI 44.44%, 32% and 31.25% respondents respectively find Internet often down. Only 6.97 % respondents as whole face very often the problem of down connectivity of Internet. Study shows that JNU is on the top among the universities of Delhi in case of healthy Internet connectivity. 27.29% of users informed that it was taking a lot of time to get connected to a particular site (Saravathy and Giddaiah, 2010) Result shows Internet connectivity is a big problem in universities of Delhi.

PURPOSE OF INTERNET BROWSING

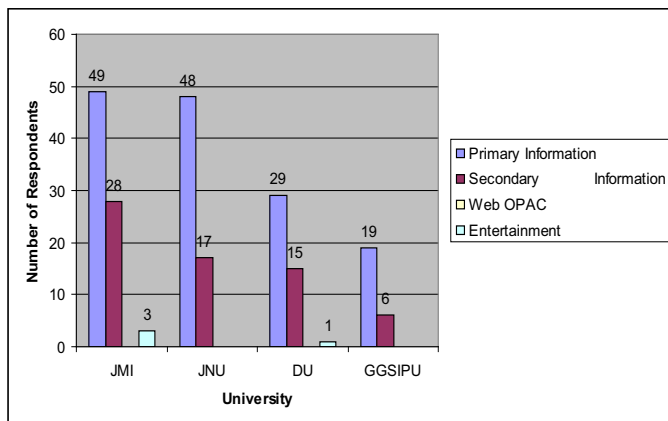


Figure 4  
As per figure-4 majority of respondents in all the four universities of Delhi use Internet only for the primary information i.e. 76%, 73.84%, 64.44% and 61.25% respondents in GGSIPU, JNU, DU and JMI respectively. 35% respondents of JMI access Internet to brows secondary information followed by 33.33 % of DU. Use of Internet for entertainment is comparatively very low, 3.75% respondents of JMI and only 2.22% respondents of DU surf for entertainment. Figure-4 reveals that teachers and research scholars make maximum use of Internet only for their research purposes. It is observed that respondents are not aware of Web OPAC, as no one uses Internet for it. In the similar study Swain and Panda (2009) found that 54% respondents focus their Inter-

net search primarily on accessing open access e-journals, where as 45% respondents on accessing online databases. Nearly half of respondents use the Internet for research, an almost equal number for education and about one-third for communication with colleagues and editors of scholarly journals, only 15% use it for entertainment (Parameshwar and Patil, 2009)

USE OF INTERNET MORE FOR BROWSING OR E-MAIL

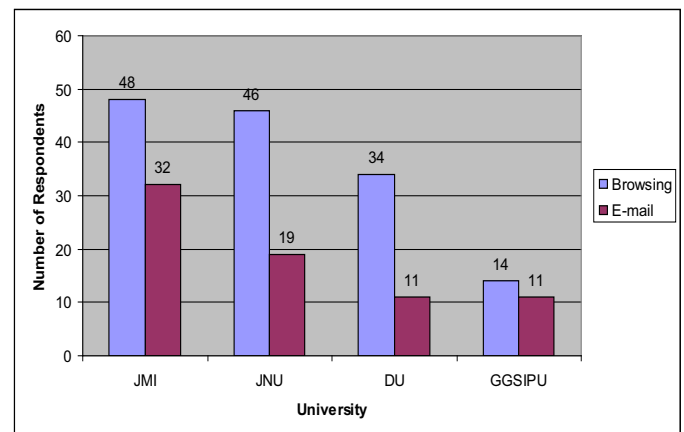


Figure 5  
Majority of the respondents in all the universities under study use Internet mainly for browsing i.e. 75.55%, 70.76%, 60% and 56% respondents in DU, JNU, JMI and GGSIPU respectively. 44% and 40% respondents in GGSIPU and JMI respectively use Internet for E-Mail. Nasir (2003) revealed that Internet was mainly used for e-mailing (88.07%). 95.59% respondents use Internet for E-mail service, while 55.68% for bibliographic database services (Saravathy and Giddaiah, 2010). It is observed that researchers use Internet mainly for the browsing of various online databases and resources. They also use it for scholarly communication as e-mail is the best mean of communication in present time.

FREQUENCY OF LOCATING DESIRED INFORMATION

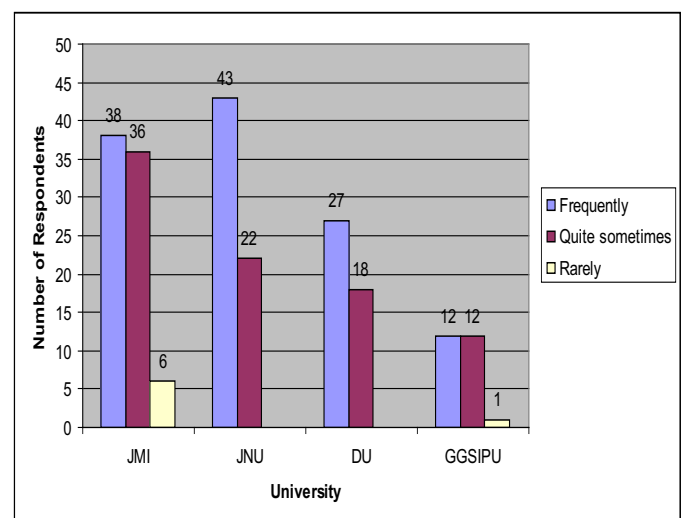


Figure 6

Figure 6 reveals that Majority of the respondents are able to locate the desired information frequently i.e. 66.15%, 60% and 47.5% respondents of JNU, DU and JMI respectively. 48% respondents of GGSIPU locate desired information frequently and the same number finds it quite sometime. Only 3.25% respondents as a whole locate desired information rarely. It means respondents are able to find the required information/material easily on Net. In the similar study on Internet use in Mysore university library, 16.36% respondents reported that irrelevant material or information is retrieved (Sarasvathy and Giddaiah, 2010).

#### PROBLEMS FACED BY THE USERS WHILE USING INTERNET

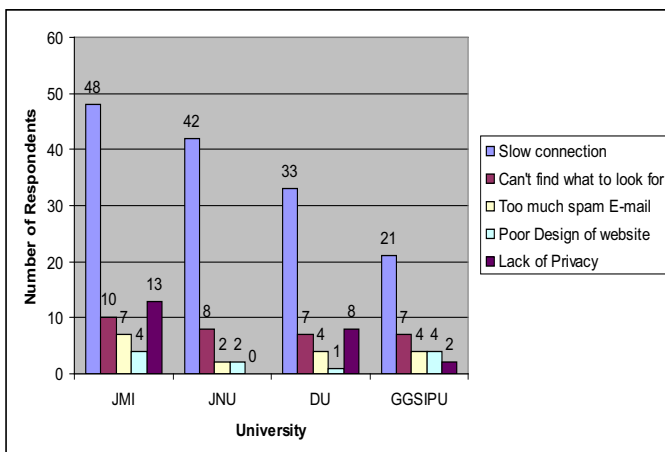


Figure 7

Figure 7 shows slow speed of Internet is a big problem for Internet users. 84%, 73.33%, 64.61% and 60% respondents of GGSIPU, DU, JNU and JMI respectively face the problem of slow speed of Internet, where as 28% respondents of GGSIPU and 15.55% respondents of DU are in the condition of non-availability of the required information/material. 7.90% of the total respondents are imbalanced due to the huge quantity of spam mails. 5.11% of the total respondents are facing the problem of poor designed websites. 17.77% and 16% respondents of DU and JMI are not satisfied with Internet due to lack of privacy. Slow speed, lack of time and lack of access from the home are the major problem (Ansari, 2006). Downloading is a problem for more than half the respondents, while irrelevant information is also a problem for about half, slow speed is a problem for nearly one third (Parameshwar and Patil, 2009)

#### CONCLUSION

The study reveals that 98.13% respondents of all the four universities find Internet as an important tool of research. For scholarly communication dependency on Internet of teachers and research scholars is very high. Respondents devote sufficient time on Internet and have enough experience of Internet use. 50.69% respondents are daily user of Internet, where as 32.55% respondents use it 2-3 times in a

week. No doubt Internet is a wonderful and competent tool to quench the thirst of every fervent if hindrances removed. Almost 67% respondents face the problem of slow speed of Internet. Another major problem faced by respondents is failure of Internet connectivity, which is faced by almost 36.27% respondents. It is the responsibility of the universities to provide the non stuck Internet services to their academicians, so that they may perform the remarkable teaching and research.

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## Sustainable Poverty Alleviation: The Third World Perspective.

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### Abstract:

In this research paper, an attempt has been made to identify and delineate the role of participatory communication in general and specific roles of various communication channels in meeting the goals of sustainable development in particular. In case of specificity, the manner in which science communication plays its role for sustainable development is discussed in detail. Sustainable development is an integrated and holistic approach that calls for the participation of individuals, groups, organizations (particularly the NGO's), public and governments at local, regional, national and global levels. The goal of sustainable development is not confined to one locality or region or nation but embraces the entire globe. It extends not for a few years, but for the distant future too. Thus spatially or temporally its scope is very wide. It requires people to think globally and act locally for the development and growth of rural sectors.

Informed and conscious citizens can utilize poverty alleviation programmes effectively and successfully. Informed and conscious citizens can also play a responsible role in promoting environmental protection in various walks of their lives. In fact to fulfill the goals of sustainable development there is an indispensable need to mould a lifestyle that is environment friendly and equitable all over the world. Communication in general and various communication channels in particular have a potential role to play in moulding such a lifestyle. Poverty eradication, protecting the environment, reducing the consumption of non-renewable resources and increasing the use of renewable resources, conservation of biological diversity, land degradation and deforestation, waste management, using appropriate technologies, land reforms, population control and stabilization, upholding basic human rights, social welfare and women's upliftment, promoting intra-generational and inter-generational equity, and participation of people from individual, local levels to global levels, being the various important objectives of sustainable development, different communication channels have a potential role to play in fulfilling these objectives. Though communication alone is not sufficient to meet these objectives, it is a crucial element in facilitating

the fulfillment of these objectives.

**Key words:** Biodiversity, Sustainable Development, Environment, Poverty alleviation.

### Introduction:

The concept of sustainable development has occupied a central place in every aspect of human life today. It is a multidimensional and multidisciplinary concept covering almost all spheres of human activity. Sustainable development has become the concern of economists, ecologists, administrators, lawyers, communication experts, environmentalists, human right activists, feminists, scientists and NGO's. In other words, it has become everybody's cup of tea. Since the present study aims at studying the role of communication in sustainable development without identifying the various implications of the concept, therefore, an attempt has been made in this research paper to discuss the various implications of sustainable development.

The world commission on environment and Development (WCED, 1987) defined sustainable development as the 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs.'

It is observed that sustainable development is a coin which consists of two obligations on its two sides. One side is the alleviation of poverty and the other, the protection of environment. Sustainable development is very much linked with the involvement and active participation of people. It is a holistic concept that can be on the global, national, local and individual scale. Communication is an intervening variable without which the materialization of different goals of sustainable development is not possible. Therefore, Communication has the key role in facilitating the participation of people relating to sustainable development.

### Conceptual Framework:

The present study has been taken up with the following theoretical framework. There are a myriad of theories and models of communication, but there are only a few theories and models which deal with the questions



of development. Therefore it is useful to discuss the relevant models and theories in the context of the present study as follows.

Development media theory deals with the task of media in developing countries. It emphasizes the positive uses of the media in national development and for the autonomy and society. To a certain extent elements of this theory favour democratic and grassroots involvement, thus promoting participative communication models.(Mcquail,1987). The one thing of the media is the acceptance of economic development itself and often the correlated nation building, as an overriding objective. To this end, certain freedom of the media and of journalists is subordinated to their responsibility of helping in this purpose. Collective ends rather than individual freedoms are emphasized. With the failure of the Dominant Paradigm of development , and its communication approach in bringing about the expected change, there took place a thinking about the alternative paradigm of development which led to the emergence of the concept of another development and subsequently a more specific one, sustainable development. With regard to communication also, a major shifts has taken place from top-down authoritative model of communication to a two way horizontal and participatory model of communication.

#### **Significance of this research Study:**

There have been many studies carried out on development and communication, media and development, environment and media, environment and communication and communication, rural development and communication media, traditional folk media and development and participatory development communication. But, though sustainable development is the latest and present trend of development, so far, proper attention has not been paid to this area from communication point of view. Therefore, it has been felt worthwhile to study the role of communication for sustainable rural development.

#### **Objectives of this study:**

- a. To identify the implications of sustainable development.
- b. To find out the policies and programs of Indian Government towards sustainable development.
- c. To study and analyze the role of communication science in sustainable development.

**Role of Communication for Sustainable Development:**  
Communication is a basic instinct of man. It is the fact of life of not only human beings, but also of animals, birds and other living beings. Communication maintains

And animates life. It is also the expression of social activity and civilization. It leads people from instincts to inspiration through various processes and systems of enquiry, command and control. Communication integrates knowledge, organizations and power and runs a thread linking the earliest memory of man to his noblest aspiration through constant thriving for a better life. As the world has advanced, the task of communication has become ever more complex and subtle to liberate mankind from want, oppression and fear and to write it in community and communion, solidarity and understanding. Mass communication comprise the institutions and technology by which specialized groups employ technological devices (press, radio, films etc.) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences. Poverty eradication, protecting the environment, reducing the consumption of non-renewable resources and increasing the use of renewable resources, conservation of biological diversity, controlling various types of pollution, land degradation and deforestation , waste management using appropriate technologies land reforms, population control and stabilization, upholding basic human rights, social welfare and woman's upliftment, promoting intra-generational and intergenerational equity and participation of people from individual, local levels to global level, being the various important objectives of sustainable development , different communication channels have a potential role to play in fulfilling these objectives. Though communication alone is not sufficient to meet these objectives. It is a crucial element in facilitating the fulfillment of these objectives.

#### **Communication policy and Strategy for sustainable Development:**

Strategies that include communication for sustainable rural development as a significant aspect of agricultural and rural development are sorely needed. Efforts in this direction are being made, but governments have yet to recognize fully the potential of this factor in promoting public awareness and information on agricultural innovations, as well as on the planning and development of small business, not to mention

employment opportunities and basic news about health, education and other factors of concern to rural populations, particularly those seeking to improve their livelihoods and thereby enhance the quality of their lives.

Rural development is often discussed together with agricultural development and agricultural extension. In fact "agricultural extension" is often termed "rural extension" in the literature. In contrast, rural development includes but nonetheless expands beyond the confines of agriculture, and furthermore requires and also involves developments other than agriculture. Accordingly, government should consider the establishment of a communication policy that while supporting agricultural extension for rural development also assumes the role of a "rural extension" service aimed as well at diffusing non-agricultural information and advice to people in rural areas.

A communication policy would aim to systematically promote rural communication activities, especially interactive radio but also other successful media such as tape recorder and video instructional programs. Computers and the Internet may not yet be accessible to rural communities but they serve the communication intermediaries and agricultural extension agents who provide information to rural populations. Other devices such as cell phones hold considerable promise for the transfer and exchange of practical information.

For reaching the final agricultural and basic needs information users in rural areas today, radio is the most powerful and cost-effective medium.

However, other traditional and modern communication methods are equally valuable, depending on the situation and availability, like face-to-face exchanges (via demonstration and village meetings); one-way print media (such as, newspapers, newsletters, magazines, journals, posters); one-way telecommunication media (including non-interactive radio, television, satellite, computer, cassette, video and loud-speakers mounted on cars); and two-way media: (telephone, including teleconferencing, and interactive (Internet) computer). Information and communication technologies (ICTs) have proved to be important for Internet users and for the intermediate users who work with the poor. Pilot experiences show that various media are valuable for assisting agricultural producers with information and

advice as to agricultural innovations, market prices, pest infestations and weather alerts.

ICTs also serve non-farming rural people with information and advice regarding business opportunities relating to food processing, wholesale outlets and other income-generating opportunities. In the case of non-agricultural rural development interests, a communication for rural development policy would aim to promote diffusion of information about non-agricultural micro-enterprise development, small business planning, nutrition, health and generally serve to provide useful, other than agriculture information.

By its very nature as mass media, communication for rural development can provide information useful to all segments of rural populations. However, it would serve as a first effort toward advancement of "rural extension" services and activities aimed at rural development concerns beyond those of agriculture. Thus, extension and communication activities would be expected to work in tandem, allied in the common cause of supporting income-generating activities, both agricultural and non-agricultural.

#### **Concluding Remarks:**

The discussion mentioned above shows that though there are many definitions and multiple dimensions to sustainable development, these definitions and dimensions are not contradictory to each other but they corroborate each other. Broadly, the sustainable development can be described as the poverty alleviation i.e. to enable the present generations to meet their needs and environmental protection to enable the future generations to meet their needs. In relation to communication, it implies that communication in general and various communication channels in particular have a vital role to play in creating awareness about the various poverty alleviation programs initiated by the government; in the problem articulated by poor, and thus, in bridging the gap between the planner and the beneficiary. Environmental protection and promotion and population control being the other broad dimensions of sustainable development, various communication channels have a responsible role to play in informing, educating and conscientizing the people about various environmental issues and promotional program and sustainable use of natural resources, using renewable sources of energy, conservation of biological diversity, waste management, prevention

and control of pollution, family planning, etc. Besides, communication is of vital importance in promoting human rights, gender equality, social welfare and peace. Since the sustainable development calls for the participation of people – individuals, national and international levels, various communication channels are of great importance in facilitating the participation of people from individual, local levels to global level. Besides, since sustainable development calls for a lifestyle that is equitable and environment-friendly in moulding such lifestyle throughout the globe, communication has a potential role to play.

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