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International Journal of Communication Development

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About The Journal

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

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

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FROM THE EDITOR'S DESK

As we enter the year 2022 Covid-19 is behind , journalism is back to it's role of informing the public and holding the powers accountable , communication studies is undergoing rapid transformation driven by technological advancements and changing media landscape and media research is exploring new frontiers.

In the current edition of IJCD we have tried to bring together cutting-edge research which sheds light on latest trends, fostering discussions on issues facing the communication world and throwing light on gaps in research which need to be filled by the researchers.

From the language of social media discourse, to communication to combat health crisis, to strategic communication by Indian Armed Forces, to teaching performing arts online to contemporary emerging trends in vocational courses, this edition has it all.

We are committed to ensuring that the research published in this journal is of the highest quality and rigor. We encourage research in real world issues which are interdisciplinary in nature and have the capability to have a positive impact on society.

As editors we invite researchers, academicians, practitioners and policy makers from both within India and globally to contribute to the journal by writing research papers in varied areas of communication , on issues which need to be discussed and evolving trends in journalism and communication research, thereby contributing to make it a more vibrant and dynamic field.

We also recommend that researchers contributing here should indulge in original writing and keep the plagiarism limits in mind, so as to not let any check on the paper resulting into rejection or re-writing.

In the conclusion we hope that the researchers use rigorous methodologies and data analysis techniques to generate insights that can reflect models, theories, practices and policies in communication and media research.

Dr. Durgesh Tripathi
Editor, IJCD

OUTRAGE AS LANGUAGE OF SOCIAL MEDIA DISCOURSE: ANALYSING PREVALENCE AND EFFECTS

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Abstract
Through analysis of studies in the fields of communication, psychology, linguistics, and computer science, this study examines the role of outrage in the discourse on social media platforms, and its subsequent effect on the offline movements. A systematic literature review was conducted of thirteen research papers after a thorough filtering process to identity the most relevant papers for this study. Results show that there is an increased use of moral emotional language in civic discourse online. Additionally, a relation has also been established between the moral emotional language and support for violence offline. The findings tell us how outrage is becoming a default language on social media and how it is impacting our social and political culture.

Keywords: Moral Outrage, Social Media, Discourse, Moral Emotional Language, Social Identity

Introduction

Social Media has become a crucial platform of public discourse around the world in the last one decade. With the spread of affordable internet facilities and smartphone devices, a growing number of people are today using social media platforms like Twitter, Facebook, Instagram, etc. As per Statista.com, the number of social network users has grown to 4.27 billion in the year 2021. Compared to 2017, the number of social network users stood at 2.86 billion. Thus, it can be observed that there has been a 1.5 X increase in the users of social network within a span of four years. The same data suggests that by the year 2025, this number is expected to reach 4.41 billion (Department, 2021).

Total internet users in the world are increasing at an annual rate of 4.8 percent (Datareportal, n.d.). By the end of October 2021, a total of 4.88 billion people were using the internet, which is more than 60 per cent of world population. Quoting Livingstone, Gwen Bouvier writes in his paper that "for many, creating and networking online is becoming an integral means of managing one's identity, lifestyle, and social relations"(Bouvier, 2016). Talking about the participatory culture and new media, Professor Henry Jenkins elucidates "media systems consist of communication technologies and the social, cultural, legal, political, and economic institutions, practices, and protocols that shape and surround them." He adds that what matters more is how culture chooses to make use of tools available to them in the form of new media (Jenkins, 2006).

There has been a debate on the role of social media in public discourse ever since its conception and popularity in the 21st century. Questions have been raised about the contribution of internet towards informing the people and increasing their participation in public life. Parallelly, it has also been argued that social media has political and civic disengagement(Bouvier, 2016). Which of these is true is yet to be ascertained as we enter a new era of internet and social media networking with millions becoming a part of the discourse with every passing year? What remains to be seen is how this discourse affects the public participation and social relations.

Emotions and Outrage in Discourse

French philosopher and historian Michel Foucault has defined discourse as a social system which helps in producing meaning and knowledge. According to him, discourses in the society enable creation of "objects of which they speak"(Foucault, 1969). He suggests that it is this discourse is the way through which structure of social relations is organised and accepted as a social fact. In his book, The Structural Transformation of Public Sphere, German philosopher, and sociologist Jurgen Habermas talks about discourse as a crucial element of the public sphere. He defines public sphere as a "realm of our social life in which something approaching public opinion can be formed"(Habermas, 1962).

Outrage has always been an important element in the public discourse. The outrage heuristic is used by people to decide the quantum of punishment for anyone. It is through observing the consequent outrage following an event that an individual passes a judgement on the necessary punishment (Sunstein, 2018). Therefore, it is the level of outrage which influences the scale of punishment which people seek in response to any offensive act. The role of emotion has been considered as antithetical to reason in public discourse. However, experts have also argued in support of emotional expression stating that they have a potent function to play in public discussions (Sakariassen, 2021).

The centrality of emotions can also be highlighted from the finding that news stories which provoke certain negative or positive emotions among the readers of listeners are more likely to be shared on social networks as compared to news stories which have a neutral character (ibid.). Social Media platforms like Facebook are designed specifically in a way which makes the sharing and expressing of emotions a central theme of the whole experience. For example, the options to react to any post using emoticons specifically designed to express the emotions of love, anger, care, surprise, etc.

The popular belief around outrage looks at it as a negative emotion which is used to manipulate the people and can create rigid polarization in the society. However, another view defends anger as an important emotion in the democratic discourse. It proposes that anger, if used appropriately, can draw the attention of media users towards morally relevant side of an

issue which is otherwise elusive. At the same time, it can also throw light on the injustices within the society which may be condoned in a neutral discourse (Lepoutre, 2018).

With the advent of social media, discourse has become more complex. The role of emotion in social media discourse has been discussed above briefly. Outrage as an emotion is central to the social media discourse. Research on virality on social media has discovered that audiences are more likely to share content which appeals to their moral emotions like outrage. This preference of people for the moral-emotional content makes it more profitable which further influences the way everyone encounters this type of content on the internet(Crockett, 2017). The increased exposure to moral-emotional content may lead to people outraging more in response to immoral acts witnessed online as compared to the real life.

The research on outrage in social media discourse is still in a nascent stage. However, with the rapid expansion of the medium and its growing influence on politics and society, there is a need to understand in-depth the role of outrage as an emotion in the discourse which happens on these platforms. Additionally, the need is to analyse the ways in which outrage spreads and is sustained on social media. This systematic literature review is aimed at analysing the research which have been conducted around this topic and look at them from a bird's eye perspective to amalgamate the various aspects of outrage in the social media discourse.

Objectives

- To understand the prevalence of outrage in social and political discourse
- To analyse the change in moral outrage in post-internet era
- To find out the relation between online outrage and offline violence

Research Questions

1) What role does anger or outrage play in the social and political discourse?
2) Was the language of outrage used in the pre-internet era?
3) How emotions are created, sustained, and spread through social media platforms?
4) Is there an increase in the use of outrage discourse on the internet?
5) What are the underlying reasons for the increase?
6) What are the real-world consequences of online outrage?

Methodology

The systematic review aimed to understand the prevalence of outrage in the social media discourse, its underlying reasons, and the effects on the individuals and society. It is an attempt to look at the research which has been conducted in this area till now to understand

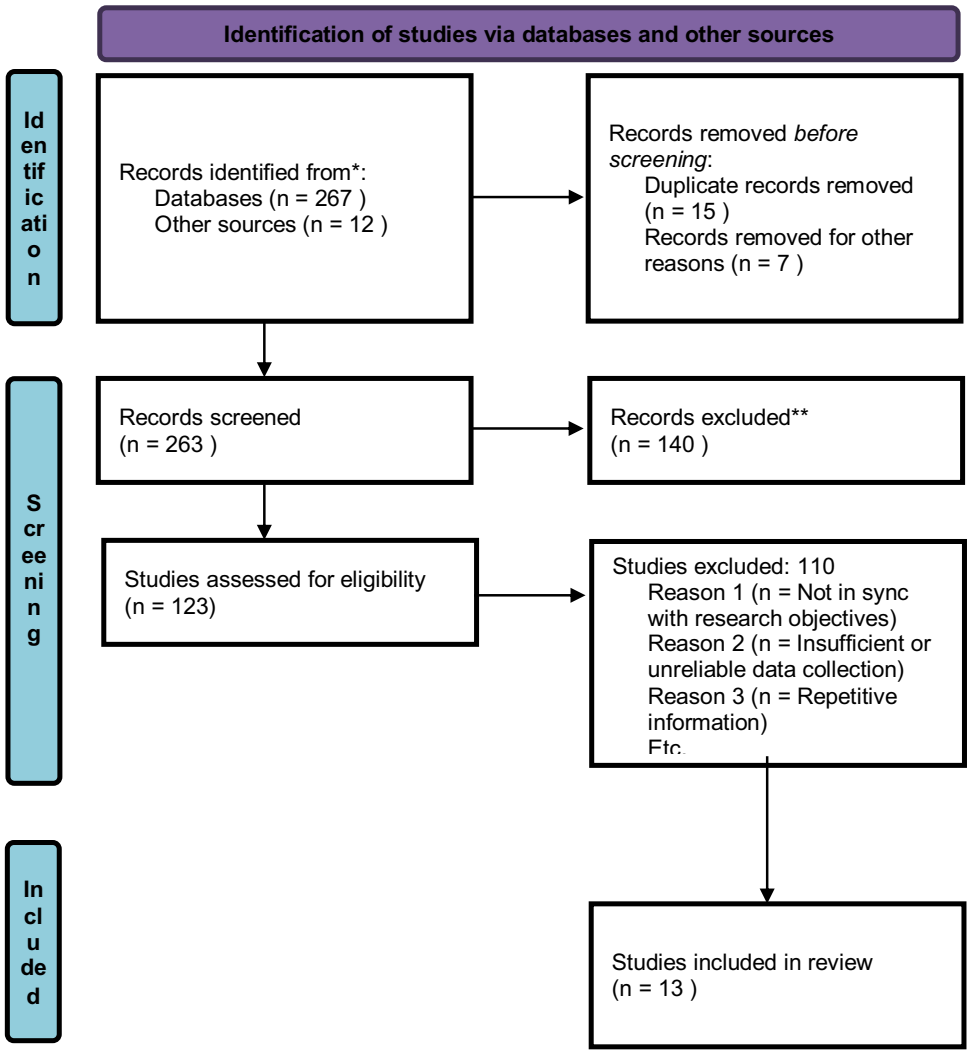
how outrage as an emotion plays a crucial role in our discourse and what are its implications on other aspects of our social and political life. Specifically, it is aimed at:

1. Understanding the research that's happened globally to ascertain the role of outrage in discourse on the internet.
2. Analysing the design elements of social media facilitating the spread of outrage.
3. Observing the factors that influence the virality of moral emotional content on social media.
4. Identifying any socio-psychological influences on the individual users and social groups.

To identify the important research which has been conducted in this area and the related fields, a thorough systematic review of literature was conducted with the help of databases like Scopus, Web of Science, and Jstor. Research published in reputed journals by publishers like Taylor and Francis, Routledge, Nature, Sage, etc. To find the relevant studies, a targeted keyword search was done through online libraries with search terms like: "outrage", "social media", "discourse", "facebook", "whatsapp", "public sphere", "polarization", etc. The research papers were primarily written in English language or translated to English language. No exclusions were applied based on region or language during the search.

A total of 117 research articles and two books were accessed based on the keyword search and the quality journals. Their relevance was ascertained after reading carefully reading the abstract of each journal and understand the area of research and the conclusion drawn through it. Out of these, the research articles were filtered based on different criteria like the compatibility of research with the underlying objectives of the systematic review.

Out of the total articles, 13 were selected for the systematic review and they focused on a range of research including outrage in political discourse, information diffusion and emotions, anger in political culture, engagement between opposing groups online, prevalence and spread of moral outrage, role of metaphors, etc. These articles gave a wider view on how outrage and anger have played a role in the political and social discourse over the years, how people perceive and process moralized content, and the way social media is transforming the way people engage with moral emotional content.



The reasons for filtering out other research papers were their non-compatibility with the research objectives, insufficient dataset, and the questions on reliability of the research. A lot of research has been conducted on the role of emotions and outage on specific events around the world; however, these research papers did not help in understanding the larger role played by outrage as an emotion in the social media discourse. The research papers were primarily based on content analysis or discourse analysis and their methodology was thoroughly examined before selecting them for the final review.

The 13 selected papers and articles include empirical studies, content analysis, audience analysis, literature reviews, and case studies. To ensure the quality of systematic literature review, we identified articles which specifically focused on role of outrage in public discourse or social media discourse.

Sl No	**Paper Title**	**Year**	**Reason for Inclusion**
1	Moral outrage in the digital age	2017	Paper takes a comprehensive view of outrage in social media and compares it with real-world
2	Emotion shapes the diffusion of moralized content in social networks	2017	Paper uses a large database of social media communications to examine the spread of moralized content
3	Angry citizens: civic anger and the politics of curative democracy in India	2015	Paper takes a broad view of anger and outrage in the curative democracy and provides important context
4	Emotions and Information Diffusion in Social Media—Sentiment of Microblogs and Sharing Behavior	2014	Paper analyses over 165000 tweets to understand how emotions effect how retweets are done
5	WhatsApp in India? A case study of social media related lynchings	2020	Paper showcases the relation between social media discourse and offline violence
6	Moralization in social networks and the emergence of violence during protests	2018	Paper has been written after a series of controlled experiments with participants
7	Attentional Capture Helps Explain Why Moral and Emotional Content Go Viral	2019	Paper uses methodology of controlled lab experiments and analysis of more than 50,000 tweets
8	The MAD Model of Moral Contagion: The Role of Motivation, Attention, and Design in the Spread of Moralized Content Online	2020	Paper proposes an important psychological model to understand the moral contagion
9	The Paradox of Viral Outrage	2018	Paper uses sophisticated tools and controlled experiments to analyse different aspects of how outrage functions
10	Anger and Political Culture: a time for outrage!	2012	Paper helps in understanding the role of anger in the political discourse in pre-internet era
11	From Incivility to Outrage: Political Discourse in Blogs, Talk Radio, and Cable News	2011	Paper analyses 10 weeks of data from TV, radio, and blogs to look at prevalence of outrage in traditional media
12	Growing Outrage	2018	Paper throws light on the concept of outrage heuristic and thid party punishment
13	Online Engagement Between Opposing Political Protest Groups via social media is Linked to Physical Violence of Offline Encounters	2021	Paper uses language processing and text analysis of online conversations between opposing groups and occurrence of violence offline

Analysis

While analysing the research papers and articles in-depth, some broad themes emerged which dealt with the issue of outage in discourse and moral-emotional content on social media. These were:

1) Role of anger in political and civic discourse – We looked at research papers dealing with this to understand how outrage as an emotion has played an important role in our political and civic life even before the emergence of social media. This was critical because it gave us a perspective on the prevalence of outrage as an emotion in the discourse even before social media or internet became a dominant platform of communication.
2) Moral outrage, virality, and attention capture on social media –Many papers and case studies dealt with how moral-emotional content spread on social media explaining its underlying reasons. They also focused on the virality of outrage due to reasons that will be discussed further in this review. Additionally, we found papers which explained the role of attention economy or the attention capturing features of social media which increase the spread of moral-emotional content and outrage on the internet.
3) Correlation between growing outrage online and incidences of violence offline – An important aspect of the increase in spread of outrage on social media was also its effects on people's engagement with opposing groups on the ground. To understand the relation between growing outrage on social networks online and the increase in violent encounters in the offline world, we analysed the research studies which focused on such specific cases.

Talking about the relevance of anger in political discourse through the history, Michael A Peters writes that thinkers like Leon Trotsky, Frantz Fanon, Malcolm X, and George Orwell have argued against the idea of non-violence expounded by Mahatma Gandhi or Martin Luther King. He states that these thinkers argued for the necessity of anger and outrage to bring a revolutionary change and found violence to be acceptable in accordance with the right for self-defence (Peters, 2012).

Looking at anger's role in political and social discourse from the Indian context, there is an agreement by scholars and thinkers that anger and outrage played a central role in driving the protest movements like India against Corruption and Nirbhaya rape Case. It is the 'civic anger' which reflected the collective mood of 'ordinary citizen' or public during these protests (Roy, 2016).

However, the phenomenon of outrage is not new and did not emerge with the emergence of modern democracies. Quoting a 2005 study by Susanna Braund and Glenn W. Most, Peters states that "anger is an ancient emotion, andit is found everywhere in the ancient world, from

the very first word of the Iliad through all literary genres and every aspect of public and private life"(Peters, 2012).

He further argues that ager has occupied a key role in the British life from the late 1950s and early 1960s. Similarly, culture of political anger has also been central to American life, especially post the Vietnam war and the subsequent anti-war debate (ibid.). This culture of anger in public discourse is also reflected in the India through its cinema and the arrival of 'angry young man' image of the protagonist in the 1970s and 80s.

Roy, in her paper, argues that this rise in the 'citizen anger' in the 1970s shaped a distinct politics which continues to influence the national discourse even after decades. The eruption of several mass movements in the 70s decade in India through student agitations and industrial strikes manifested the public anger towards the political class of the time (Roy, 2016).

"These radical expressions of anger were given a new gloss in the post-Emergency period and incorporated within a different and reformist political landscape largely centred around judicial activism and rule-of-law solutions for 'curing democracy," Roy writes (ibid.). This prevalence of moral outrage in the political and civic discourse further reflected in the media content, especially with the emergence of private broadcasting in the late 1990s. Roy highlights that it was the exposure of wrongdoings of the political class and the state which dominates the contemporary Indian media discourse.

Additionally, the tone adopted by news channels is often "high on moral outrage and indignation" opposite to what we consider as the important values of journalism like objectivity and neutrality (Roy, 2016). An example of the media outrage and its influence on public opinion is that of Jessica Lal murder case of 2006 and the following media activism to demand justice for the victim. A similar reaction was seen in the media during the Nirbhaya case which took place around 1.5 decades after the Jessica Lal case. Even before the advent of television media, outrage did play a role in media discourse and activism as can be observed in the 1978 murder case of two teenage siblings in Delhi by criminals Jasbir Singh and Kuljeet Singh, infamously known as Ranga and Billa(Desk, 2019).

Past research has tried to establish that incivility in political discourse can lead to an erosion of public trust in the political leaders and institutions, further leading to an increase in emotional response in the discussions(Kenney, 2008). However, this assumption has been contested by other researchers who found that negative political campaigning and emotional messaging prompted the people to seek more information or participate in the political process(Brader, 2005). Research, however, has also discovered that incivility in political messaging can play a complex role as it can increase the chances of people voting but after

reaching a certain level of 'mudslinging', it can also negative impact the voter turnout and participation(K Kahn, 1999).

In their 2011 paper, Sarah Sobeiraj and Jeffrey M Berry of Tufts University, explore the prevalence of incivility in the discourse in various spaces of political discussion. The researchers state that it is important to raise questions about negativity in "the spaces where incivility is transformed into something grander – outrage"(Berry, 2011). In an attempt to define outrage, they explain that it is "a form of political discourse involving efforts to provoke visceral responses from the audiences through the use of overgeneralizations, sensationalism, misleading or patently inaccurate information, ad hominem attacks, and partial truths about opponents." In a nutshell, outrage can be defined as an exaggerated from of incivility(ibid.).

The prevalence of outrage in the political discourse has been found in different mediums like television, radio, and blogs. Overall, content analysed over a period of 10-weeks focusing on modes of outrage like insulting language, belittling, obscene language, verbal fighting, etc. in the American TV shows, Radio talks and blogs, it was found that at least one incident of outrage was recorded in 89.6 per cent of the cases(Berry, 2011). This is a proof of the fact that outrage in discourse has been a part of media even before the advent of the internet. However, it beckons the question whether social media provided a ground for the outrage to increase and spread at a faster pace.

Discussion and Findings

Moral Outrage, as discussed above, is an emotion which has existed for generations. However, with the coming of new technologies, how we feel outrage, what makes us feel outraged, and its outcomes are changing. One of the biggest shifts that have occurred in the internet age is the exposure of individuals to immoral acts. As per the study in the United States and Canada, only 5% of the total daily experiences by people involved the exposure to morally inappropriate act(W Hofmann, 2014). In contrast to that, people are exposed to immoral acts on social media in a higher quantity as compared to the traditional media or real life (ibid.).

A number of studies in the recent past have found that communication or messaging on social media which is dominated by emotional and moral language experiences higher virality as compared to neutral or objective communication(Linden, 2017). This increase in virality of moral-emotional content is attributed to the potential of such content to capture the attention of audience on social media. The 'attentional capture' feature of moral emotional content is enhanced because of the underlying psychological reasons like the people's need to belong to a group and to believe in a world which is just(William J. Brady, 2019).

It has also been found that emotional words are identified more easily as compared to neutral words. This is further enhanced when there are limited attentional resources (ibid.). Additionally, the emotional language or stimuli is more relevant for people because it serves various social and survival goals(RM Todd, 2012). On the other hand, it has also been found that in a case where more anger is expressed openly, it further leads to an increase in reaction containing anger(Crockett, 2017). Thus, it can be said that when outrage or anger spreads on social media, it creates a ground for more anger to flourish.

This contagiousness of moral emotional content on social media can also be terms as 'moral contagion'. The moral contagion is so strong that social media messages containing moral-emotional words experience an increase in diffusion by the factor of 20% for every such word added to them(William J Brady, 2017). Thus, it is useful for the political leaders, social commentors, or organizers of movements to use moral emotional language in their social media messages because it increases their chances of reaching a larger audience (ibid.).

Another reason for the ease with which outrage spreads on social media is because it significantly brings down the costs or risks of engaging in such an exchange. For example, if an individual were to punish someone else in real work, they will have to confront them which might involve risk of physical altercation. However, on social media, it is easy for anyone to express outrage against someone else without having to encounter them physically(Crockett, 2017).

As discussed previously, when people are deciding the severity of punishment for someone who has committed an immoral act, they use the outrage heuristic. In the offline world, as per a controlled experiment, it has been found that when people make individual judgements about anyone and pass a punishment verdict which is less severe, they tend to further incline towards leniency when asked to deliberate in a group and pass a unanimous judgement(Sunstein, 2018). However, on the other hand, if the individual punishment was severe, there was an increase in the punishment post group deliberation(ibid.). Thus, there are higher chances of people passing stricter judgements and experiencing an increase in outrage when they are thinking in groups.

On social media, broadcasting one's views and expressing outrage against another group or individual becomes even easier because people tend to organise themselves in echo-chambers(Crockett, 2017). Further, it also eliminates the emphatic distress one experiences while punishing someone in the real world (ibid.). On the other hand, there are also factors which act as motivators for outraging on social media. Research has found that there is a higher chance of people choosing to virtue signal when they are being watched by others(Jillian J Jordan, 2016). Since social media increases our exposure to others exponentially, therefore, people are likely to express higher outrage for signalling morality.

Therefore, there is a direct relation between outrage and virality on social media; one fuels the others and vice versa.

In a paper co-authored by William J Brady, MJ Crockett, and Jay J Van Bavel, they propose the MAD model of 'moral contagion' where they focus on the three factors, namely – Motivation, Attention, and Design. As discussed above, people have various motivations to post content on social media which is about moral or virtue signalling. Additionally, such content also has a higher chance of capturing everyone's attention and thus spreading further. Lastly, they conclude that it is also the design of social media platform which amplifies our natural tendencies and therefore fuelling the moral contagion.

Among the various motivations, people are influenced by group-identity, intergroup-identity, as well as intragroup-identity.

As per the social-identity theory, individual identities are likely to be absorbed by the group when the group memberships are highly salient(Reicher, 1982). Therefore, this group identity becomes more evident in social media because the memberships are manifest strongly on the internet. In response to this, individuals move from self to group identity because they want to signal a sense of belongingness to the in-group while staying away from the out-groups(William J Brady M. C., 2020). Further, this motivates the members to condemn or speak against the out-group to make their in-group appear better. "By expressing attitudes with moral emotions, one is signalling clearly that they endorse, if not share, the relevant attitudes with their social group" (ibid.).

In addition, there are other motivations like feedback mechanism of social media where positive reinforcement from the in-group pushes the individuals to post and share more morally expressive content. Now, the design of social media platforms is such that it creates static emotions unlike real life. An emotion expressed once on social media is likely to remain the same over a long time, and it some cases revived again after particularly long durations(William J Brady M. C., 2020). The authors suggest that small changes to design like 'emphatic prompt' telling the readers when they are posting something hurtful to others may reduce their likelihood of sharing outrageous content. This impact of design change has been noted in a 2019 study of Twitter after it increased its word limit from 140 to 280 characters. This small change also motivated people to post more analytical content(K Jaidka, 2019).

Moving to the final part of the systematic research, an important aspect of analysing outrage on the internet is to see its impact in the real world. According to a report by the Spending and Policy Research Foundation, by the year 2019, a total of 47 people were killed in mob violence related to cow vigilantism. Additionally, 300 persons were victimized in the similar incidents while 157 others were victimized in child-lifting rumours(Barkdull, 2020). The

rumours related to killing of cows, beef consumption, of child kidnapping primarily spread through WhatsApp in the form of fake news (ibid.). Thus it can be observed that while there might not be a direct correlation between rise of social media rumours and violent incidents, there are certain dots which can be connected.

Research has also found that when a social or political issue is perceived to be highly moral, people are more willing to use violence as a means of achieving the end goal. Thus, spread of moral sentiments on social media can serve as a breeding ground for violence in real life(Marlon Mooijman, 2018). While the moral rhetoric on social networks relevant to protest is linked with an increased acceptance of violence (Linda J Skitka, 2014), the link has also been found in the violence and people's belief that their moral attitudes are shared by others too. As discussed above, social media allows the users to reach thousands, and sometimes millions, creating group identities and providing the necessary social validation to one's moral beliefs.

Another research of the online conversations between members belonging to opposite groups found that when people engage with those who are part of an out-group or an opposing group, there is a high level of toxicity in the conversations(John D Gallacher, 2021). Additionally, a direct correlation has been found between people's engagement with out-groups and violence in real-life (ibid.). This means that when people engage with groups on the opposite political or ideological spectrum on social media, they are more likely to accept violence as a means of resistance in real life. As per data, it has been found that "each 1.0% increase in the proportion of outgroup engagement on an event page increased the odds of the event becoming violent by a factor of 1.46"(John D Gallacher, 2021).

Conclusion

In the end, after analysing the literature related to outrage in discourse, social media moral contagion, and offline effects, we conclude:

Outrage as a central emotion in social and political discourse since ancient time and throughout the rise of modern democracy

↓

Increase in moral signalling and outrage on social media owing to motivation, attention, and design

↓

Direct correlation between rise in moral signalling and group identity, and violence in real world

However, it should also be noted that research on outrage in social media discourse and its effects is still in a nascent stage and there is a lot to be explored. Further research is needed to explain how social media platforms lead to intensification of certain emotions and moral-emotional behaviour among individuals. At the same time, it needs to be ascertained how such discourse forms certain habits among individuals(Crockett, 2017). The research related to moral outrage has also tried to explore various other facets like how outrage functions in group and on an individual level. It has been discovered that "exact same individual expression of outrage may appear laudable in isolation but morally suspect when accompanied by a chorus of echoing outrage" (Takuya Sawaoka, 2018). Apart from this, it has also been found that an offender who faces viral outrage on social media receives more sympathy from others (ibid.). Additionally, people also formed negative emotions against that individual who was the target commentor in the viral outrage scenario.

There has also been study which has found deindividualization and internalization playing a role in spread of outrage on social media(William J Brady M. C., 2020). Deindividualization is when someone experiences reduced self-evaluation when they are operating within a group which allows them to act without much restraint (ibid.). So, there is a scope to cover a wide range of reasons and effects of social media outrage within the online space and in the real world. One of aspect of moral outrage on social media can also be judged through the context of metaphors in language. Some metaphors make use of an emotional tone to elicit a stronger response from the audience(Stepher J Flusberg, 2018). It has also been found that people believe in climate change as a more urgent issue when war metaphors are used to define it (ibid.). Therefore, it can be said that metaphors also play a role in eliciting an emotional response which further creates a foundation for language of outrage in discourse.

We argue that the scope of research around outrage in social media discourse should be expanded further with more empirical studies from around the world through controlled experiments and content analysis. This will also help us in understanding the applicability of these results in different regional, social, and political contexts. We should also try to explore the effects of moral outrage on the offline polarization among groups and the electoral scenario. Language is a powerful tool, and it can have a deep impact on different aspects of individual and social life. Therefore, it is an imperative to further expand the research in this area and touch upon all the mentioned topics.

Disclosure Statement

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COMMUNICATION TO COMBAT HEALTH CRISES IN A CHANGING CLIMATE

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Introduction

Handling health crises today is a primary objective of all nations, especially after the pandemic that shook the world and highlighted the gaps that exists despite the presence of health infrastructure and a specially designed health communication structure. Redefining health communication and reworking on its elements has emerged as a significant tool for achieving public health objectives that includes both promotion and application of health policies. The individual and organizational change can go a long way in eliminating health disparities (Hinyard & Kreuter, 2006).

In this regard Health communication can be considered as the opportune applicability and the use of communication strategies to notify and influence choices people build around their health has become crucial. One of the major areas that are likely to be threatened by climate change is health and despite all pacts and concerns, ironically it is the third world countries which are going to be majorly impacted. Firstly as evidenced by the Nobel Prize awarded former US Vice President, Al Gore, and a team of UN experts under the chairmanship of Dr. Rajendra K. Pachauri (Director General, The Energy and Resources Institute, New Delhi) climate change is a significant and emerging threat to public health which has found a central position on the international agenda most recently (Majra & Gur,2009)

Many areas, particularly mid- to high-latitude countries, have experienced increases in precipitation and there has been a general increase in the frequency of extreme rainfall. In some regions, such as parts of Asia and Africa, the frequency and intensity of droughts have increased in recent decades(Majra & Gur,2009, pp 11)

Although low- and middle-income countries are responsible for only a small percentage of global greenhouse gas emissions, the adverse health effects associated with climate change will likely fall disproportionately on their populations. In all possibilities, global health disparities are likely to be exacerbated createing a lasting impact as a whole.

The relationship between climate and health is evidenced by the sudden rise in the number of patients enrolling foe medical assistance after severe heat, rain and cold. Variation in climate temperature over a period of 100 years in India has been reported as 0.50C. The IPCC has projected rise of about 40C in temperature, increase or decrease in rainfall patterns and a rise in sea level up to 0.59metres by the year 2100.

Quite noteworthy that there are already evidence of stress and air pollution going a level up. For instance the summer of 2010 was the hottest summer on record in India, with temperatures approaching 50°C (122°F); the effects were far-reaching, including hospitalization because of heatstroke, suffering of livestock, and severe drought in some regions that affected health as well as agriculture (Burke 2010)

To minimise the impact of such climate extremes, it requires developing a baseline understanding of the region specific demographic, social, and ecological determinants of health will be necessary. There have been ongoing adaptations for creating more effective public health responses to climate change impacts—especially for poor rural communities whose access to health care is extremely limited even in the current policy environment—. In designing public health responses, a number of factors must be considered include the population's age structure, socioeconomic profile, baseline prevalence of climate-sensitive diseases, public awareness of risk, the built environment (Bush, et all, 2010).

Health communication: Health communication is the study and use of communication strategies to notify and influence choices people build around their health. Health information technology includes digital tools and services used to enhance patients' self-care, assist in patient-provider communication, inform health behaviours and decisions, prevent health complications, and promote health equity (Community guide, 2018)

Health communication becomes more pertinent for study where data indicates that a hazard is not serious, yet the public is near panic, it can be used to calm people down; for this kind of situation, its goal is to provide reassurance. Health communication is also a part of risk communication is the act of conveying or transmitting information between parties about (a) levels of health or environmental risks; (b) the significance or meaning of health or environmental risks; or (c) decisions, actions, or policies aimed at managing or controlling health or environmental risks .

Digitalisation of health communication: Considering the length and breadth of the country a single communication tool with a common strategy for communication would be an impractical solution, so rather considering the demography, the cultural connotations, all has to be taken into account for strategising a common communication tool. Not just this, breaking down of the communication fitting into different cultural norms requires a steady understanding of the situation.

Although culture is widely accepted as a factor associated with health and behavior, it's role in public health practice and research to date has been more rhetorical than applied. For example, while terms like cultural sensitivity and cultural appropriateness are now standard in the phraseology of public health professionals, applicable definitions, measures, and explanatory models of culture and health which are amiss.

In a digital world, AI or artificial intelligence can play a critical role in spreading the message across. Artificial Intelligence involves in developing a computer- controlled robot, or a software that is designed to think intelligently, similar to that of human. AI is accomplished by studying how human brain thinks, their manner of thinking, decision making and problem solving. AI and health communication put together, makes way for mHealth apps. mHealth apps are crucial in the disease containment and management during pandemics and can support health systems in disease surveillance. There are several straightforward verbal strategies that can be used for promoting immediacy in Mhealth promotion programs like prevalance, risk assessment, case identification, contact tracing, and situation monitoring through digital health apps (Kreps & Neuhauser,2013).

Situational theory and the digital connect: The situational theory of publics that categorises public in the context of which they are aware of a problem and the extent to which they can do something about the problem (Moss, Mac Manus & Vercic,1997). The situational theory of publics informs public relations professionals how to divide publics into smaller groups based on three variables. These groups all have a different way they gather and process information about a topic. By dividing people into groups based on problem recognition, constraint recognition and level of involvement, public relations professionals will be more successful in developing tactics and delivering messages that will accomplish their objectives.

In this theory there are two dependent variables namely active and passive communication behaviour, also more commonly called information seeking and information processing (Grunig, 1989).

Monitoring Climate change and health impact is an important task which requires public health strategies and improved surveillance. In tropical countries like India, limited information is available both prospective and retrospective data at a local or national level to assess climate variability and disease outcome. WHO recent report has estimated that the global disease burden due to climate change caused spatial and temporal distribution to vector-borne diseases, heat related mortality, air pollution and water borne diseases. The process of climate change is gradual and detectable. There are many government and non-government organization monitor the health effects in recent years. The impact of climate change over health and the risk factors are difficult to detect early health effect on climate change. Research methods are required to established temperature-disease relationship between population in different geographical areas. Remote sensing and environmental monitoring is particularly useful to catalogue variables such as air pollution and heat exposure. But to establish a particular trend long term monitoring and analysis are required to conclude for the causal relationship between climate and health (Dutta, 2011).

During the past 40-odd years, James E. Grunig's situational theory of communication behavior has been developed, changed, empirically tested, and adjusted through new research, it seeks to explain why people communicate and when it is most likely that they communicate. The theory also uses communicational behavior segmentise the general public into smaller groups which are most likely to communicate about certain issues. Situational theory also predicts behavioral effects of communication, as well as attitudes describing the process in which a certain, previously unconnected, group of people develops into an activist group that, with its public opinion, influences the decisions of a certain organization (Grunig 1997).

Adding to situational theory another thing that needs to be kept in mind is that heath communication that can be seen as risk communication in particular suffers from certain problems. According to Covelloe & Sandman (2001) there are few obstacles that challenge the risk communication in general.

The primary obstacle is that derives largely from the uncertainty, complexity, and incompleteness of environmental data.

The second is obstacle is distrust or lack of coordination among risk management organizations;

The third obstacle is selective reporting by the news media.

Lastly, the fourth major obstacle to effective risk communication derives from the psychological and social factors that influence how people process information about risk.

Where do we add the situational theory here?
The situational theory of publics informs public relations professionals how to divide publics into smaller groups based on three variables. these groups all have a different way they gather and process information about a topic. by dividing people into groups based on problem recognition, constraint recognition and level of involvement, public relations professionals will be more successful in developing tactics and delivering messages that will accomplish their objectives.

In this theory there are two dependent variables. these variables are active and passive communication behavior. the two are also more commonly called information seeking and information processing (Grunig, 1989).

Information seeking public who venture out in search of information about any topic are classified as 'aware' or 'active' public.

Information processing describes people's way of dealing with information put out before them, who are aware or active public trying to understand information to the best of their ability.

Again Grunig (1989) divides the public's into four types.

- Non-publics are the most passive of the groups. This group is made up of people who are unaware or do not acknowledge certain situations.
- Latent publics are aware of a topic or issue but do not recognize it as a problem.
- Aware publics see a situation but do not participate in finding a solution.
- Active publics are the least passive. These people see a situation as a problem and are involved in finding the solution to it.

Solutions:
In case of health communication, there are few things that have to be kept in mind which are while delivering a news related to health communication, one has to understand the severity of the health risk. Firstly we have to identify and establish the time or the causality of relation that a health crises has with that of climate.

The purpose of health crises is to create an environment whereby serious, yet the public is near panic, it can be used to calm people down; for this kind of situation, its goal is to provide reassurance. Health communication is also a part of risk communication is the act of conveying or transmitting information between parties about

a) levels of health or environmental risks;
b) the significance or meaning of health or environmental risks; or
c) decisions, actions, or policies aimed at managing or controlling health or environmental risks

In order to understand the communication deficiencies of the audience, dividing people into groups based on certain parameters is a necessary measure and before the calculated approach, according to Rawlins (2006) certain factors need to be taken into account like:

Problem Recognition: First of all, it is essential for the people to identify that a problem exists. In this case the impact of climate on deepening health crises.

Constraint Recognition: The hurdle to communication of the problem is that the communication methods do not comply with the different attitudinal aspect of the audience at large.

Level of Involvement: Identify how involved the people are considering the types of publics.

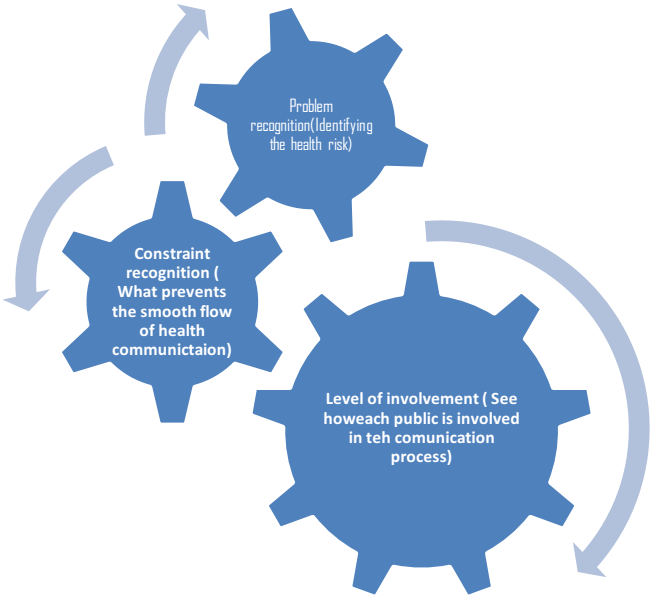

Fig: 1

Again considering the types if audience certain strategies can be developed

Non-publics are the most passive of the groups. This group is made up of people who are unaware or do not acknowledge certain situations.

Communication strategy adopted: For the Non-Publics a certain strategy of Social and behaviourial change communication can be adopted. Here due to their difference a constant messaging and awareness technique can be adopted. This can include involvement of folk as well as new media. Digital media can be more effective that would enable interactive communication.

Latent publics are aware of a topic or issue but do not recognize it as a problem.

Communication strategy adopted: Like mentioned earlier in health communication, the problem needs to be identified and the intensity has to be realised when the health crises is not seriously taken. For this community communication or digital communication with factual data's need to be shared as the element of urgency needs to be created.

Aware publics see a situation but do not participate in finding a solution.

Communication strategy adopted: For this kind of public a second method of participatory method can be adopted whereby the publics would understand the existence and intensity of the health issue. This would involve both orientation and a process of digital application of the programmes.

Active publics are the least passive who see a situation as a problem and are involved in finding the solution to it.

Communication strategy adopted: Here the communication method to be adopted can be the trickle down method whereby the people can be involved in the message designing part also be involved in getting the engagement of the relevant

Adding digital innovation in health communication:

If we briefly sum up the overall situational theory as well as the model of communication, the primary thing that can be evaluated is that more customisation of communication strategies especially through digital communication can be considered and application of innovation in the digital apps especially taking into consideration the cultural background and non generalisation of the audience can lead to health and effective communication in the long run.

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STRATEGIC COMMUNICATION BY INDIAN ARMED FORCES ON COVID-19 : A STUDY OF PRESS RELEASES DISBURSED BY DEFENCE PUBLIC RELATIONS, INDIA

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Abstract

The COVID-19 pandemic has presented unprecedented challenges for governments and organizations around the world, including the Indian Armed Forces. Effective communication has been recognized as a critical component of the response to the pandemic, with the potential to shape public perceptions of the government's actions and responses. In this study, we analyze the strategic communication employed by the Indian Armed Forces during the COVID-19 pandemic, using press releases from the Defence Public Relations in India. Specifically, we seek to identify the key communication strategies and tactics used by the Defence Public Relations in communicating the role played by the Indian Armed Forces and Ministry of Defence in supporting the Government of India's crisis management during covid times. The methodology involves a content analysis of press releases disbursed by DPR during the pandemic, using both qualitative and quantitative techniques. Findings of study will shed light on the important role of strategic communication in projecting government's response to the pandemic, and provide insights into effective communication strategies of Indian Defence ministry and armed forces in case of non-war global military contingency.

Key Terms: Covid-19 Pandemic, Strategic communication, Defence Public Relations, Indian Ministry of Defence.

Background of the study

The COVID-19 pandemic has had far-reaching impacts on the global community, posing unprecedented challenges for governments, healthcare systems, and economies. In India, the pandemic has led to a range of responses from the government, including measures such as nationwide lockdowns, increased healthcare spending, and vaccination drives. The Indian Armed Forces, as an integral part of the government's response to the pandemic, have played a key role in managing the crisis.

Effective communication has been recognized as a critical component of the response to the pandemic, with the potential to shape public perceptions of the government's actions and responses. In this context, the Indian Armed Forces have relied heavily on their public relations strategies to communicate their role both domestically and internationally in the nation's response to the pandemic. The Defence Public Relations in India has been the primary channel for disseminating information about the Ministry of Defence and Indian Armed Forces' response to the pandemic to the public.

This study seeks to analyse the strategic communication employed by the Indian Armed Forces during the COVID-19 pandemic, using press releases from the Defence Public Relations in India.

Objectives of the study

1. To examine the press releases of Defence Public Relations in India and their role in strategic communication during the pandemic.
2. To identify themes and patterns emerging out of the DPR releases disbursed during the Covid-19 pandemic.

Research questions

RQ1. What role did the Defence Public Relations in India play in facilitating the communication efforts during the pandemic?

RQ2. Were there any notable differences in communication strategies used by different branches of the Armed Forces and Departments under Indian Ministry of Defence during the pandemic?

Review of Literature

(Aslam et. al., 2020) discuss the framing of CPEC in press of India and China. (Yin et. al., 2020) aim to help in designing effective communication strategies to ensure information is delivered to the maximal number of users.

Kata Kunci :Kampanye Public Relations; Covid-19; Pemerintah Kota Bekasi ABSTRACT (Putri et. al., 2020) aim to find out the process of covid-19 prevention campaign conducted by bekasi city government based on the concept of LeondOstergaard campaign. Based on the review and analysis, the authors consider that (Radhakrishnan et. al., 2020) provide convincing evidence for efficacy of Favipiravir. Based on the review and analysis, the authors consider that (Radhakrishnan et. al., 2020) provide convincing evidence for the efficacy of favipiravir. The economic cost of it was estimated at USD 98 billion, while the social costs are still unknown.

(Debnath et. al., 2020) investigate how government formed reactive policies to fight coronavirus across its policy sectors. (Desai et. al., 2020) present a brief analysis of two preliminary case studies of specific social special-purpose funds in India.

(Choudhary, 2021) discuss the main challenges faced by J & K Police officials (In incharge Police posts, Station House Officers and newly recruited Sub-Inspectors) posted in the Jammu region, during COVID-19. (Kearns, 2021) consider links between language and everyday life, focussing on tropes that both invoke and engage with geographical dimensions. The subject of (Liew et. al., 2021) was to use social media data to capture close-to-real-time public perspectives and sentiments regarding COVID-19 vaccines, with the intention to

understand the key issues that have captured public attention, as well as the barriers and facilitators to successful COVID-19 vaccination. A randomized controlled trial showed that a serious game, "Escape COVID-19", was significantly more effective at improving the intention of adopting adequate infection prevention behavior than regular guidelines among long-term care facility employees (Suppan et. al., 2022). To determine time evolution characteristics of organizational collaboration in emergency information release (Liu et. al., 2022) take the response to COVID-19 from the central government of China as an example and conducted research based on social network analysis.

(Kalyanaraman et. al., 2020) describe the contact-tracing effort's place within the broader county health agency Incident Command System, as well as the capabilities needed, team composition, special considerations, and major lessons learned by county health officials. The primary objective of (Alhajji et. al., 2020) is to assess Saudis' attitudes towards COVID-19 preventive measures to guide future health communication content. The mathematical MoDel can help when these intervention measures are the best strategies for disease control as well as how they might affect the disease dynamics.

For ten European countries, the study shows a maximal correlation between driving mobility and disease dynamics with a time lag of days (Linka et. al., 2021). (Kohút et. al., 2021) examine those relatively stable predictors of well-being along with COVID-19 specific factors, such as the perception of health and economic threat, unrealistic optimism, lack of control, trust in government regulations, and the endorsement of conspiracy beliefs. Other influential work includes (Knight et. al., 2020), (Wallace et. al., 2020).

(Narayana et. al., 2020) study knowledge, perception, and practices towards Covid-19 pandemic among general public of India: a cross-sectional online survey. A cross-sectional, online survey was performed among Indian residents who were aged above 15 years. (Samui et. al., 2020) propose a compartmental mathematical model to predict and control the transmission dynamics of COVID-19 pandemic in India with epidemic data up to April 30, 2020. The insights presented can help the authorities mitigate the COVID-19 pandemic effectively and help different agencies in the face of similar pandemics in the future (Jena et. al., 2021). (Wang et. al., 2021) compare the government policies and non-pharmaceutical interventions adopted by South Korea, Japan, India, and China in response to COVID-19 during 2020-2021.

(Bikkina et. al., 2021) enhance understanding of the working of governmental administrative systems amidst the emergency. This requires the central and state governments to collectively forge strategies to enable their reverse migration and smooth reintegration in the post-COVID economy. (Khan et. al., 2021) focus on the inter-state migrants in India and returnee migrants only from Gulf countries as they account for two-thirds of Indian migrants living abroad. (Harjule et. al., 2022) propose a novel modified epidemiological model that predicts the

epidemic's evolution over time in India. (Liu et. al., 2022) study what, where, when and how of Covid-19 patents landscape: a bibliometrics review. A comprehensive study of 3741 COVID-19-related patents (3,543 patent families) worldwide was conducted using the Derwent Innovation database.

(Segars et. al., 2001) provide a useful framework for assessing strategic communication through the CEO's letter and for operationalizing a key dependent variable in future studies related to strategic corporate communications through digital media. In a bid to combine the two major perspectives (strategic communications and strategic brand management) of Integrated Marketing Communications (IMC) (Tsai, 2005) propose a Holistic Consumer Experience Management framework. (Hallahan et. al., 2007) examine the nature of strategic communication, which is defined as the purposeful use of communication by an organization to fulfill its mission. The theoretical jihadist terrorist communication plan described shows that the jihadist terrorist knows how to apply strategic communication management techniques (Bockstette, 2008). (Hagenbach et. al., 2009) consider situations in which individuals want to choose an action close to others' actions as well as close to a payoff relevant state of nature with the ideal proximity to the common state varying across the agents. (Sandhu, 2009) study strategic communication: an institutional perspective. Institutional theory is no monolithic concept but covers different schools and camps.

(Meng et. al., 2013) investigate the role of leadership in facilitating strategic communication management and effective public relations practice by proposing a set of dimensions measuring corporate communication executives' perceptions on leadership. The field of strategic communication encompasses a burgeoning crisis communication literature that seeks to identify effective and ineffective crisis communication efforts. Strategic communication has identified an array of crisis response strategies and the factors that determine when these response options are effective or ineffective (Coombs, 2015). (Zerfass et. al., 2018) draw on a decade of research in strategic communication and especially on the contributions in this special issue to propose a new and more comprehensive definition of strategic communication. Other influential work includes (Holtzhausen et. al., 2014).

Gap in Research

The literature review of foreign and international publications revealed absolute absence of research work on armed forces' role in portraying the efforts of the Government of India, Ministry of Defence during Covid-19pandemic in crisis management through strategic communication.

Significance of the Study

The COVID-19 pandemic has highlighted the critical role of effective communication by the Indian Armed Forces, as an integral part of the government's response to the pandemicand

Defence Public Relations in India has been the primary channel for disseminating information about the Indian Armed Forces' response to the pandemic.

This study seeks to analyze the strategic communication employed by the Indian Armed Forces during the COVID-19 pandemic, using press releases from the Defence Public Relations in India. By examining the communication strategies employed by the Indian Armed Forces and assessing their effectiveness, the study hopes to shed light on the role of strategic communication in government's response to the pandemic.

The findings of this study will be of significant importance to various stakeholders, including policymakers, communication professionals, and the general public. Policymakers can use the insights from this study to improve their communication strategies during public health crises or emergencies. Communication professionals can learn from the Indian Armed Forces' communication strategies and apply them in their own communication efforts. Finally, the general public can gain a better understanding of the Indian Armed Forces' response to the pandemic and their communication efforts during this challenging time.

Methodology

The research methodology decided for this study was qualitative with thematic and Pattern Analysis.

Research Design

The research design for this study is descriptive.

Time Period of Study

February 2020 to February 2022

Data Collection

Data has been collected from the Government of India's Press Information Bureau (PIB) website from the Ministry of Defence section.

Sample Selection

A purposive sampling technique was used to select representative sample of press releases from the Defence Public Relations in India related to the Indian Armed Forces' communication efforts during the COVID-19 pandemic. The sample could be selected based on factors such as the date of release, the branch of the Indian Armed Forces, Departments under Ministry of Defence and the type of work done by the organisations individually or collective during the Covid-19 pandemic.

Data Compilation

Data was sifted to finally just keep the releases disbursed on COVID-19 communication by the Ministry of Defence, Government of India. Then they were listed under the Categories

Ministry of Defence, Indian Army, Indian Navy, Indian Airforce, Defence Research & Development Organisation, Ordnance Factories Board, Border Roads Organisation and Indian Coast Guard.

Stories were then coded for aim of the press release as per the contentdisbursed, under various categories. These areHumanitarian Assistance, Relief Supplies , Medical Support . International Cooperation, Aid to Civil Authorities, Evacuation and Covid R&D .

Data Analysis

The analysis will be identifying the key themes and patterns in the press releases related to the Indian Armed Forces' communication efforts during the pandemic. The analysis will be both qualitative and quantitative in nature, using techniques such as coding and frequency analysis.

Categories & their codes

Categories were divided into two parameters. One armed forces & other defence services and second content of releases disbursed.

Service wise coding

- Indian Navy ------IN
- Indian Air Force -----IAF
- Indian Army ------ IA
- Ministry of Defence -------MoD
- Indian Coast Guard ---- ICG
- Defence Research & Development Organisation ------ DRDO
- Border Roads Organisation ----- BRO
- Ordnance Factories Board ------ OFB

Content wise coding

- Humanitarian Assistance ----- Humas
- Relief Supplies ----- RelSup
- Medical Support ----- MedSup
- Evacuation ---- Evac
- Aid to Civil Authority ----- ATCA
- Covid Research & Development ---- Covid R&D
- International Cooperation ---- IntCoop

Results

Total releases disbursed: from 01 January 2020 to December 2021 were 186

Table 1: Servicewise distribution of press releases disbursed by DPR

Service/Department of Indian MoD	No. of Releases
MoD	55
IAF	19
IN	74
IA	9
DRDO	20
OFB	4
BRO	3
ICG	2
Total	186

Total numbers of press releases disbursed by DPR, MoD. Government of India in the period of study on the PIB website were 186.

Table 2: Month wise distribution of press releases disbursed by DPR

2020	MoD	IAF	IN	IA	DRDO	OFB	BRO	ICG	Total
January	0	0	0	0	0	0	0	0	0
February	0	1	0	0	0	0	0	0	1
March	6	3	4	3	1	1	1	0	19
April	12	7	10	2	8	2	2	0	43
May	9	0	17	0	2	0	0	1	29
June	1	1	13	0	0	0	0	0	15
July	2	0	0	0	1	0	0	0	3
August	1	0	0	0	1	0	0	0	2
September	1	0	0	0	0	0	0	0	1
October	0	0	0	0	0	0	0	0	0
November	1	0	0	0	0	0	0	0	1
December	0	1	1	0	0	0	0	0	2
2021									
January	1	0	0	0	0	0	0	0	1
February	1	0	0	0	0	0	0	0	1
March	1	0	0	0	0	0	0	0	1

April	9	2	3	2	2	0	0	0	18
May	9	4	18	2	2	0	0	0	35
June	1	0	3	0	2	0	0	1	7
July	3	0	1	0	0	0	0	0	3
August	0	0	2	0	1	0	0	0	3
September	0	0	1	0	0	0	0	0	1
October	0	0	0	0	0	0	0	0	0
November	0	0	0	0	0	0	0	0	0
December	0	0	0	0	0	0	0	0	0

Table 3 : Topic wise distribution of Releases Disbursed by DPR in COVID-19 times

Topic	No. of Releases
Humanitarian Assistance	44
Relief Supplies	21
Medical Support	36
International Cooperation	15
Aid to Civil Authority	16
Evacuation	31
Covid R&D	23
Total	186

Observations

- Ministry of Defence (MoD) started disbursing information through the DPR on the PIB website about its various roles in helping the government in its task of combating the Covid-19 pandemic.
- It disbursed information on the tasks undertaken by the various departments under MoD like DRDO, BRO, OFB and the Indian armed forces in helping civilian authorities while combating the onslaught of Covid-19 on India.
- Press releases disbursed during the period were on the tasks undertaken by Indian Air Force, Indian Army, Indian Navy, Indian Coast Guardin aiding medical support, evacuation of stranded Indians and foreign nationals, providing humanitarian assistance, getting relief supplies to India from friendly nations and transporting relief supplies to countries in the region., followed by the releases on statements made by the Ministers, bureaucrats and service officers on the involvement levels of MoD in fighting Covid-19.
- The information released was on the research, development and manufacturing medical necessities required to prevent spread of the disease, provide medical support, improving treatment facilities, creating quarantine facilities and expanding testing facilities.

- Statements by both Minister of Defence and Minister of State (Defence), service chiefs, organisation heads and PROs were released to the public on international cooperation to combat covid 19 in the form of talks, phone calls, meetings etc.
- Maximum news emanated from the Indian Navy, followed by MoD, then DRDO, in turn by IAF, then Indian Army, followed by OFB, BRO and lastly ICG.

Findings

1. There were patterns in which the news by MoD on Covid-19 was disbursed. These were frequency of news releases, topics covered, emphasis on safety measures, use of multimedia and collaboration with other agencies.
2. There were themes which emerged from the news disbursed by MoD on Covid-19. These were military involvement in pandemic response, relief and assistance, safety measures, international collaboration, innovation and technology, community engagement, medical aid to civilians and others.
3. Each force and organisation has its individual frequency, style and language ofcontent disbursement.

Discussion

Patterns visible

1A. First pattern was frequency of news which indicated that the MoD had increased the number of releases disbursed on Covid-19 to reflect on the response of MoD to the crisis.

1B. MoD releases also saw a pattern of focus on topics such as getting and giving medical aid, providing humanitarian assistance and support government's pandemic response effort.

1C. Another pattern which was visible was highlighting the safety measures like social distancing drive, use of sanitizers and masks , creating quarantine facilities and testing centres both for their own personnel and the public from the virus infection.

1D. Fourth pattern was the use of multimedia like pictures, videos, films and graphics to project the role of armed forces in pandemic response to the masses.

1E. Fifth pattern was Releases grew in numbers as the pandemic grew, lessened in numbers as the pandemic lessened .

1F. Focus on collaborations done to combat the pandemic both domestically and internationally was highlighted regularly.

Themes emerging

2A. First theme emerging from studying the data collected is Image building of India by DPR.It portrays Indian military's involvement in improving geo-political ties by providing

evacuation drives, relief supplies and medical support to neighbouring, smaller countries and also it's reputation within India.

2B. Second theme is Portrayal ofIndian Armed Forces as Goodwill Ambassadors accepted by vulnerable communities and countries when it comes to crisis management both within the country and abroad.

2C. Third theme is India as an Innovation & Technology Giant by projecting it's research and development, inventions and discoveries in Covid-19 fight along with getting patents and clearances.

2D. Fourth Theme is Aid to Civil Authority in projecting national preparedness and response.The military provided assistance to civilian authorities, including setting up field hospitals, training of medical staffs in both military and civil hospitals to combat the corona virus spread, recruiting manpower to fulfil the deficit, setting up quarantine facilities, creating Covid-19 testing centres and providing logistical support for medical supplies.

2E. Fifth theme is Crisis communication where the DPR has focussed on providing clear and concise information to the public during the pandemic, including updates on the situation and guidelines for preventing the spread of the virus. Community engagement is also a theme which comes up simultaneously with this and so does national preparedness.

Differences in communication strategies

3A. Indian Navy's and MoDsstrategic communication during the COVID-19 pandemic provides valuable lessons for other organizations that are seeking to communicate effectively in a crisiseven when the information is constantly changing and the public is anxious and fearful. It is important to be clear, consistent, and targeted in your communication efforts, focus on messages that are credible, trustworthy, written for both internal and international audience.

3B. DRDO and OFB along with the forces had well portrayed roles in communicating their research, innovation, development and manufacturing covid combat necessities which they did by communicating each development through DPR releases.

3C. Indian Army and Indian Air Force could have portrayed their roles in the pandemic better and more frequently, keeping in mind the evacuation and relief flights IAF undertook and aid to civil defence duties of Army throughout the geographical realms of the country. Also they should have used strong and clear communication about tasks successfully performed by different formations both operative and administrative, in combating the crisis created during the pandemic.

3D. ICG had role in Covid relief, maritime security and aid to civil authority but it did have a communication strategy of portraying itself as an asset to MoD. BRO too did not formulate a communication strategy to project its role both in infrastructure development and aid to civil authority.

Conclusion

The findings and discussions of the research study answered both the research questions, which have been explained above. The answer to RQ1 is that Defence Public Relations in India played many roles in facilitating the communication efforts during the pandemic.It is an Image Builder, Disseminator of accurate information, Crisis communicator, Perception manager, Coordinator of public health messaging, Internal communicator and manager of various stake holders.

The answer to RQ2 is that there were notable differences in communication strategies used by different branches of the armed forces and departments of the Indian ministry of defence during the pandemic. Indian Navy and MoD had pro-active communication strategy along with positive reinforcement. BRO, Indian Airforce and Indian Army had delayed and non-transparent communication strategy. DRDO and OFB had information dissemination with public appeal and transparency as their communication strategy.

Limitations

The limitations posed by this research study were that the Indian DPR also disbursed visuals in the form of pictures and videos but as the numbers were large , they couldn't be studied here as the numbers were many and could be another individual research project taken up another time.

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TEACHING PERFORMING ARTS ONLINE: A STUDY OF CERTIFICATE COURSE IN HINDUSTANI CLASSICAL MUSIC OF IGNOU

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Abstract

At present e-Learning, is considered as the most effective mode of learning in higher education. With its easy reach among the learners, this expanding alternative mode calls for ensuring and imparting a sound and qualitative education. It has surpassed the limitation of earlier distance learning modes and has successfully taken along the subjects with practical components too. IGNOU has become the first University in India to venture into teaching music through online mode. The present study is an attempt to look at the issues related to the quality dimensions of e-learning in the subject of Indian Music.

Keywords: e-Learning, Qualitative education, Covid 19, Music

Introduction

The advent of communication through Web based technology has transformed every field, including the area of higher education sector, which has undergone a sea change in the recent past while braving the COVID 19. Internationally, a majority of the institutions offering higher education are making strenuous efforts to revise their academic orientations and the course delivery strategies to suit the present need of the student community. It was also observed by several researchers that integration of the Information technology tools into higher education stream has made the process of teaching and learning more interesting and engaging. In this context, online learning mode has emerged as a major higher education option before the global student community in general and students of Indian Classical Music in particular. Music institutions, though operating privately in countries like America, UK, Australia, New Zealand, Germany and various other developed countries have made efforts to re-adjust their strategies of imparting education in the light of the contemporary challenges. While advanced countries responded to these pressures of globalization rather more successfully with their vast resources, country like India is still in the process of designing strategies to re-adjust to the dynamic phase of global reforms in the formal education in the subject like music. In this context, it has been found that the student options are no longer constrained by boundaries, rather many keen western learners are finding an easier and affordable means of learning Indian Classical Music and, therefore, it is paving the way for the emergence of new internet-based borderless virtual education.

The Concept of e-Learning in the Context of Indian Classical Music

Music education involves active practical training apart from the study of theory which makes the learner understand how these two aspects interact to enhance the practice of music

as a discipline. Although the theoretical aspect comprises a lesser proportion of the discipline, the successful interaction between theory and practice is vital to the understanding of music, and, arguably, results in better performance of the art of music. Both theoretical and practical components are therefore important and complementary to music education. It is pertinent to mention here that Music departments at all levels of education worldwide are considerably small in general, for a number of reasons which are enlisted in the following-

1. Much of vocal and instrumental training is skill-based, geared towards developing proficiency in performance. Since pace for acquiring skills to sing or play instruments vary student to student, there is always a need for personal attention in teaching resulting in discouragement in admission of large number of student in one class. On the contrary, less quantity of students means less financial contribution from the students and more financial burden on the institution. So which is why even the colleges and institutions funded by the government have very small music departments in their institutions.
2. On one hand equipping the music rooms in an institute is quite expensive, while on the other hand the requirement of having personal instruments for the students, compel the students to purchase their own instruments which also further reduces the number of potential students.
3. Thirdly and most importantly, there are very few structured avenues of employment opening for the music students. Except for the teaching jobs in schools and colleges there are not many jobs for the average students of music. Talented extra ordinaries however become individual performers or join in media and film music industry.

So, in India, as in many other countries, access to music education is limited, with a considerable number of students interested in furthering their education for a lucrative salaried employment. However, effect of music in one's life cannot be ignored. One of the great things about music in general, is that music opens up a whole new world of experience that further enhances the mental and physical coordination. Music can provide an escape from everyday life or even it can serve as an alternative means of expressing one's own capabilities. Though most of academicians are of the opinion that all fine arts including music should be extracurricular activities, it is increasingly evident that there is a need for extension of music training to the many interested people who do not have opportunities to study the discipline at university level. So, for many, online learning comes as easy solution to this challenge. The above situation compels service providers to explore possibilities of conducting music instruction through the internet as a way of reaching more people.

The potential of e-Learning in music education

The key components of the e-Learning industry are content, technologies and services.

E-lessons are generally designed to guide students through information or help them perform specific tasks. Two distinct types of e-content have been identified, namely information-based and performance-based content. The former communicates information to the student, while the latter involves the building of a procedural skill in which the student is expected to increase proficiency. Both types of content are applicable to music education.

The theory of music is information-based, and includes such aspects as history of music, theory of music, technicalities of ragas and forms, ethnomusicology, the psychology and sociology of music, among many others. The application of e-Learning to information-based content greatly enhance the process of teaching and learning in this area, and provide a forum for students to interact widely with their peers and teachers through web based various discussion forums now available even on mobile phones.

The practical aspect of music forms the core aspect of the discipline, since music is essentially a performing art. The application of e-Learning to this aspect of music is hence very important, yet is also the more challenging of the two types of content. It is for this reason that, Universities do not wish to provide music education through e-learning. However, this constraint has been successfully overcome by traditional and famed Music practitioners. All the named and famed Indian music personalities today impart practical music training through internet-based environments. There are many private organizations too who are using LMS, you-tube, video – conferencing and virtual platforms to teach Indian Classical Music to the learners on one-to-one basis.

Developments in internet and multimedia technologies are the two key enablers of e-Learning. According to Rosenberg (2000), successful e-Learning depends on building a strategy that optimises the technology within an organisational culture that is ready and willing to use it. Various technologies, which are constantly improving, have been developed to facilitate e-Learning. The increasingly popular trend in e-Learning, particularly in higher education, is the creation of Virtual Learning Environments (VLEs), sometimes in combination with a Management Information System (MIS) to create a Managed Learning Environment in which all aspects of a course are handled through a consistent user interface standard throughout the institution. Virtual education refers to instruction in a learning environment where teacher and student are separated by time or space, or both, and the teacher provides course content through course management applications, the internet, multimedia resources and videoconferencing among other technologies. A virtual classroom is therefore a learning environment created in the virtual space. It improves access to advanced educational experiences by allowing learners and lecturers to participate in remote learning communities using personal computers. The quality and effectiveness of education is the process improved through the support of a collaborative learning process. The teachers

demonstrate the possibilities of expanding access to music education by the use of pre-recorded lessons in practical, which can be imported to remote areas for use by learners.

Being said so, the above technology will not be able to totally replace the great teachers or Gurus in the first generation of e-learners of Music. However, e-Learning in music is an important development in education today. A combination of traditional, face-to face instruction with e-learning has resulted in a concept known as blended learning, which is widely being used in learning music on line.

Challenges of Teaching-Learning Music through E-Learning

While many opportunities for expansion exist, the adaptation and implementation of e-learning courses creates certain challenges that may have remarkable impact on its processes. With regard to implementation of e-learning courses in music education, the following are some of the challenges that have been noted:

1. Reluctance to move away from fixed traditional approaches used over the years. Resistance to change causes people to shy away from e-Learning since it differs fundamentally from such approaches;
2. Experience in the use of computers, computer ownership and efficient time management also determine the rate of adaptation and implementation of e-Learning approaches;
3. Technological shyness is another problem to be addressed. The need for requisite technical skills among instructors or lecturers is necessary for the realization of effective results following the dissemination of e-content. Staff working with students online must be able to understand the content as well as be at least reasonably or highly trained in the use of computer and the internet.
4. Proper implementation of e-Learning presupposes availability of individual computers and the necessary software for the students. This is because e-Learning frequently requires hands-on activities, whether one is participating in asynchronous or synchronous activities. Insurance of music as a practical subject requires some special software for use in notation and transcription. There is therefore a need for a wide spectrum of relevant computer or internet-based resources;
5. Time is also an essential factor in developing e-content. In contrast to traditional lesson preparation, the amount of time required to develop and implement e-content may at times be prohibitive to its utilisation. Since e-content is expected to be handled within the same time frame as conventional face to face instruction, there is need for careful time management if one is to cover the required level of course content;
6. The lack of proper or constant internet connectivity and the speed of the internet, brought about by inadequate facilities and slow dial-up speed respectively, also

poses a challenge to proper implementation in India, more so in some rural areas. This may hamper the relay of distance learning courses;

7. Despite all the merits of e-Learning, there is a danger that students may rarely attend face-to-face, on-campus classes, resorting to purely online study satisfied with their online classes as they are with traditional ones.
8. Despite all, evaluating each student individually on on-line mode is a problem. The institute has to collaborate with the programme study centres regarding the on-line practical examination of each individual student. Till the number of students does not cross 30, evaluation can be done in the form of Webinar inviting external examiners to evaluate performance papers live on line. Viva can also be conducted live on-line by allocating distinct time to individuals.

Objectives of the Study:

The study was aimed at evaluating the quality of teaching-learning transactions of Indian Classical Music in the online mode. Since this is a performing art, and the learners, though commendable performers with keen interest in the field of music are mostly of a traditional bent of mind. Are the learners of today equally well-versed with the technological aspects so as to be able to learn the course components online? This was the specific objective of the study.

Methodology:

In India, Indira Gandhi National Open University (IGNOU), which is primarily an open and distance university started a programme on Indian Classical Music (ICM). Other Open universities have also started programmes in ICM, however, to cover the practical component they hold regular classes of music as in conventional systems.

As discussed in the above section (challenges of teaching-learning music through E-learning), the number of students enrolling in the subject of music is very low and scattered all over the country. So, to provide practical guidance in cost-effective way, IGNOU started providing 'Web Enabled Academic Support' to the learners and turned the programme online.

In view of the above, a study was conducted with a focus on evaluating the quality of learning music through online mode. Methodology of the study was based on the observation of the performance of the students in their practical examination and interviewing the passed-out students of the programme. The study was conducted on the students of last three semesters (Jan 2021, July-2021 and Jan 2022).

The programme particulars are -

- The programme is a 6 months course consisting of and three practical courses.

- Objective of the practical courses are to teach basics of Indian Classical Music to the non-initiated but willing learners.
- Practical components are provided through the recorded lessons.
- Weekly mentoring is provided through Google Meet platform.

The study is conducted with the help of a simple questionnaire to the students of last three semesters (Jan 2021, July-2021 and Jan 2022). There were a total of 63 respondents and in-depth interview was taken from 11 of them. Data was also collected from the results of Term End Practical Examination conducted by External Examiner.

Results

After the interviews, the data collected was collated and analysed. Post analysis, the results that ememrged are presented in the following postulates:

- Practical Curriculum – It was found that Practical curriculum was designed aptly with keeping in mind the do-ability within the time frame of a semester.
- The performance of the students proved instructional system was successful as the students with no prior training could recognize their personal suitable pitches for singing, could practice according the video instructions and execute proper voice production for singing Indian Music.
- Students could render the songs with moderate tunefulness and confidence.
- At the end of the programme the students had the feeling of stifaction.
- The students themselves acknowledged the enhanced confidence level while performing Indian Music.
- The students were more open to pursue long duration programme in Indian Music through ODL mode.
- However, some students demanded more frequent mentoring classes than once in a week and some others felt at least one week of workshop will bring more better results.
- From the point of view of the external examiners, the programme was quite successful in terms of quality music education to the un-initiated learners.
- From the teacher's point of view it was felt that training in ICT is needed for the teachers and the students as well for better results.

Conclusion

Those conventional musicians who opposed distance learning in Music are privately imparting training to the distant learners in exchange of big fees. But private tuitions or institutes are never student centric. They are more interested in business. Most private tutors and institutes provide only practical training; component of theory is almost neglected in these institutes. Also, there are only one or two institutes who follow proper syllabus.

Evaluation methodology is questionable too in these institutes. At the end of the courses the diplomas they receive do not hold much recognition. However, distance universities can provide quality education in music if they wish. Universities such as IGNOU that have pedagogic guides, all technological facilities and EMPC to produce quality modules has become pioneer in this field. Future belongs to technology and especially in education, its use has proved to be fruitful. Indian classical music is no exception.

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CONTEMPORARY EMERGING TRENDS IN VOCATIONAL COURSES: STUDYING NEP 2020

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Abstract
With the roll-out of the National Education Policy (NEP) 2020, vocational tutoring has reaped the essential spotlight. The NEP 2020 is an inclusive policy document that widely discusses revamping vocational education. The policy emphasises on bringing vocational education into mainstream education, as endorsed by following commissions on education over the years. Yet, over the years, the vocational education space has witnessed painfully slow and stagnant growth. This Paper looks at emerging trends in vocational courses in India in the light of NEP 2020 using descriptive analysis and tries to locate a trajectory of successful implementation of the same.

Key Words: Vocational Courses, NEP 2020, Education, Skill development

Vocational choices in NEP: An Overview

Multidisciplinary and holistic learning is an ancient method used in the Indian education system as well as the other parts of the world. This is the reason that such a type of education system was advocated by scholars like Kautilya, Banabhatta, Plato, and Aristotle among many others. Shukla, B., Joshi, et.al. (2022). Vocational education has garnered the required spotlight after the NEP 2020 roll-out. The NEP 2020 is intended to reconstruct school prospectuses and teaching approaches in another 5 + 3 + 3 + 4 plan so that educational institutions can be made valid to the needs and interests of students at various formative stages, i.e. a “Foundational Stage” (5 years), a “Preparatory Stage” (3 years), a “Middle Stage” (3 years) and the “High Stage” (4 years, covering grades IX, X, XI, and XII). Kaurav, R. P. S., et al.(2020).Vocational education is a diverse learning choice from the path of college or university. It proposes a path that conveys the skills and familiarity desirable to work in a given profession. It is synchronized with the necessities of the industry and is an essential part of any education system. But in the Indian context, it has lagged behind in more than one way. It is with the announcement of NEP 2020 that newer Vocational choices have been floated for the learners. This paper uses a descriptive approach to look at the nuances of contemporary vocational choices with respect to the Indian educational scene by looking at the NEP 2020.

The education system of the nation should make future-ready and expert students so that in the forthcoming times they could achieve accomplishment at a personal level and public level to make a efficacious and developed nation in all aspects. Kalyani, P. (2020). The NEP 2020 is an inclusive policy document that broadly discusses revamping vocational education. The focus of the policy is on bringing vocational education into conventional education, which has been recommended time and again by successive commissions on education The Kothari Commission report of 1966 being amongst the earliest to stress diversifying the syllabi at higher secondary levels through the introduction of vocational courses.

Further, the NEP 1986 targeted refining the structural and organizational structure of vocational education. It recommended vocationalisation, both at secondary and higher education levels, by introducing Socially Useful Productive Work (SUPW) as a separate subject in secondary classes and vocational degree courses at the higher education level .At university/HEI level, no single stream/discipline university shall remain in being but converted into multidisciplinary, all-inclusive delivery organisations. Panditrao, M. M., & Panditrao, M. M. (2020).

However, the vocational choice space has seen excruciatingly slow and quiet growth. Research shows that only 2% of the total population in between 15-29 years of age have received proper vocational training, whereas only 8% have got non-formal vocational training. Also, the 12th Five-Year Plan (2012–2017) estimations show that less than 5% of the Indian workforce between the age of 19-24 received proper vocational training. NEP, 2020 proposed the integration of Vocational education in mainstream education in all educational institutions from the school level to the higher education level in order to attain the pushy target of 50 percent by 2025 (NEP). Ganie, G. R. (2022). This commentary discusses some systemic issues that have led to the stagnation of vocational education in India. It further looks at whether the NEP addresses the existing challenges and sets tangible future goals for vocational education. The larger idea is to provide an introduction to numerous vocational choices at grade class VI to VIII, inclusive and fully fledged VET courses in line up with the National Skill Qualification Framework (NSQF) level 1–4 at grade IX to XII, and finally definite ways for the successful evolution of Vocational choices students to higher education.(ibid).

The Concerns of Vocational Choices

Speaking broadly, the reasons for the failure of vocational education in India can be summed up to be twofold viz Organisation and implementation. The NEP 2020 highpoints the problem that teachers, especially at higher secondary levels, are not skilled to educate vocational students. The vocational education model in India works at two levels: theoretical and practical. Along with conventional secondary education, students are skilled to understand the theoretical part of vocational training through subjects like Socially Useful

Productive Work (SUPW), which has been demonstrated to be unproductive and an additional burden The reason is that the course at school levels are split and disorganized. These courses are neither definite nor properly segregated; instead, their education is imparted like any other subject. There is a lack of a properly detailed curriculum, and a very basic introduction is provided. The current system, consequently, fails to fascinate students from taking up vocational courses in the future. Even if students choose to pursue vocational courses at a higher education level, there are no proper admission criteria that restraint vertical mobility in this contemporary education system.

Social Stigma

Almost after 90 years, we are again talking about the Gandhian vision of self-reliant school education with skill integration. Exposure to various Skills /vocation training will help the child to see where his/her interest lies. Gupta, P. (2022). Apart from the botched structure, vocational education creates a sense of 'second class' residency in society. One who pursues a vocational course is considered mediocre. Even though there is an increase in Vocational training institutes, data indicate that vocational education is still not a predominantly preferred choice among pupils and parents. The reasons being that the conventional and vocational education arrangements function as detached verticals with restricted mobility between the two. This leads to a reluctance amongst the youth in choosing vocational education irrespective of their socio-economic backgrounds. It has become an accepted fact that employment through conventional education has more self-worth compared to the vocational system .

.**Provisions for Vocational Education in NEP 2020**

The NEP 2020 addresses the challenges involved with popularizing vocational education and makes an effort to allay them. It throws out the hypothetical part of vocational training and stresses teaching aspects that are more practical in nature. This policy outline new public schools students will be taught in regional languages up to five standards of not 8th grade independent schools however will never go back when introducing private school. Wankhade, N. R. (2020). In an attempt to make vocational education more organized, the policy endorses conducting inappropriate skills gap analysis and plotting local prospects to allocate vocational courses pertinent to a particular area. Alongside this, the NEP also stresses the credit-based National Skills Qualification Framework (NSQF), which was announced in 2013. The framework will help in the valuation of prior knowledge of the registered This will in turn in turn, help in re-integrating the dropouts from conventional education by aligning their practical skills and the fitting level of the framework

The NEP also pursues to bring into line vocational professions with international standards as agreed upon by the International Labour Organisation. It also endorses the attachment of industry, NGOs, and civil society organisations in executing the NSQF.

The NEP recommends that vocational choices need to be integrated along with mainstream education to fight the social stigma associated with it. The same needs to be done in a phased manner. This would lead to inculcating the dignity of labour equally among both mainstream as well as vocational education in vocations involving Indian arts and artisanship. The NEP also puts forth that vocational courses be introduced from the 6th class onwards ensuring internships and practical activities where every student studies at least one vocational course.

The NEP 2020 mentions that the prospectus must include basic arts, crafts, humanities, games, sports and fitness, languages, literature, culture, and values, in addition to science and mathematics, to grow all facets and competencies of learners; and make education more well-versed, beneficial, and satisfying to the learner.

Implementation challenges

The development of a skilled workforce has always been a point of discussion in the Indian educational system, The NEP reappraises it by discussing two significant challenges associated with it and strategies to mitigate them.

But, the thinkable challenges in executing these references lie largely in the budgetary distribution and volume of vocational organisations and managers. Around 3000 crores have been fixed for skill development in the Union Budget of 2020-21, which is a noteworthy upsurge over the last five years from 1007 crore that was allotted in 2015-16 However, given India's demographic surplus, it can be contended that the allocation is still not enough.

The Ministry of Human Resource Development along with the Ministry of Labour, Ministry of Skill Development and Entrepreneurship, and the National Skill Development Council are the key agencies accountable for the execution of vocational teaching and training in the nation.

Thus, to carry out a systemic change as suggested by NEP 2020, it will need capacity building in these departments, which, further, will need more well-organized use of funds. The time is ripe for the government to start mapping out the connections between the industry demands and the stream of vocational courses so that skills can aligned as per the need of the jobs available in the industry. Together with these challenges, it is extremely vital to increase digital literacy. With the world shifting towards a digital order and NEP 2020 being aggressive for the same, technology-based skills, especially among the youth, have become more required than ever. In order to successfully implement the endorsements in the NEP 2020, the administration needs to learn from the current ineptitudes in its skilling initiatives.

The Solution: Conclusion

The effectiveness of the implementation largely depends on the understanding and perception of the various stakeholders. Teachers and academicians are torchbearers in the implementation of NEP. Seethalakshmi, S., & Shyamala, K. (2022). Vocational education concentrates on emerging technical skills for a precise job or trade. It offers practical know-how in place of just theoretical knowledge presented by the conventional formal system of education. Understanding diverse vocational choice options can help pick the right one for gaining growth in career and development.

The NEP 2020 can possibly lead to the explosive growth of vocational choices and education in the nation, since it needs all educational organisations to integrate vocational education into their list of offerings. This will bring huge number of schools, colleges and universities into the fold of potential Vocational Education and Training givers throughout the coming decade and make vocational education accessible to millions of pupils.

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