

# INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



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|----|--|
| 1  | Prof. G. P. Pandey & Dr. Surendra Kumar Upadhyay: Role of Radio in Rural Development   |
| 5  | Dr. Happy Jeji & Nitasha S Babbar: Gender specific portrayal on Indian Television and the Viewers                                      |
| 18 | Dr. Azim B. Pathan: Media Trial in Indian Legal System as a Fusion of Inquisitorial System of Administration of Justice: The Way Ahead |
| 32 | Dr. Sachin Bharti and Divyani Redhu: Most Potent Tool of New Media: The Smartphones (An Analysis)                                      |
| 43 | Dr. Shikha Gupta: Media and Environmental Discourse  |

# INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

(A Peer Reviewed Research Journal)

## About The Journal

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

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

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## FROM THE EDITOR'S DESK

When Ijad Madisch started Research Gate in 2008, he decided that the best way to reduce research redundancy would be to create an online professional network in which scientists could easily share data, information and results. Research would become more effective, and science would be better for it. Today the complete scientific community uploads its research papers on Research Gate, once they get published in a journal. It is a platform, which gets all scientists to showcase their research and give them a global reach.

Can we create a 'Research Gate' for mass media researchers? Even if not a global one, a national one? Research would become more effective, and mass communication and communication studies would be better for it. Just imagine, at the click of the mouse you could read all research papers written by mass communicators, communicators and journalists either in academics, in the media, in public relations, advertising agencies or anywhere. What a good library it would be and an extremely great help to scholars and researchers in identifying their topics of research!

Madisch's project attracted the interest of Valley investors several years ago and now has more than \$35 million in funding from investors like Bill Gates, Benchmark, Founders Fund and Accel and more than 3 million scientists use the site.

Can we get the media industry in India to fund such a project and before that find a Madisch amidst us? Friends this is the food for thought for all of us. Do some of us want to come forward and start a project like this in India? We can start by spreading the idea in the media academia fraternity. Like-minded researchers-lets get together and start this yeomen task to help research improve, flourish and be read in India.

Madisch has long advocated the advantages of "post-review" over "pre-peer review". Rather than the traditional system, where a paper is submitted to a journal like Nature and pored over for months by a couple of reviewers, he wants to see a system where all research is published openly and immediately – not only does this bring more eyes to the research, but it also means that unsuccessful results get as good an airing as the successful ones. That's something that should save other researchers an awful lot of time.

Would this model work for mass communication research? The journey might look difficult but nothing is impossible. I will be grateful if my readers and authors could give me a genuine feedback.

**Dr. Durgesh Tripathi**  
**Editor, IJCD**

(A Peer Reviewed Research Journal)

## **ROLE OF RADIO IN RURAL DEVELOPMENT WITH SPECIAL REFERENCE TO NORTH EAST**

**Prof. G P Pandey**, Dean & Professor, Assam Central University, Silchar

**Dr. Surendra Kumar Upadhyay**, Hindi Officer, Assam University, Silchar

### **Introduction**

Radio is an effective medium in building a democratic society wherein every individual finds a space for himself and his society. As an effective medium of communication radio in a country like India where half of the population is illiterate and living in villages and remote areas is indispensable even in the era of satellite communication and information technology in order to aware and educate the people about health and hygiene, education, socio-economic empowerment and agriculture as well as rural development due to its extensive reach, effectiveness, popularity and acceptability. The use of radio in India specially in the rural setting is well accepted and well needed right from the beginning for obvious reasons like costs considerations, non-availability of electricity, poor transportation, high rate of illiteracy and indigenous nature of the programme. Radio has many advantages which makes it a popular medium for the people. Being an audio medium, radio reaches among rural people through receiving sets while crossing the barrier of illiteracy which makes it a popular mass medium to meet their information, education and entertainment needs through radio. According to Ramula 'rural development' means not only a process of realizing certain goals or values such as improved health, housing, communication, transportation and better nutrition but also a qualitative change in the socio-economic and political spheres in the direction set by the authoritative decision makers. It is a process of change that in political and physical structures as well as the value system and way of life of the people. The focus of this study has been investigated to examine the role of radio in rural development with special reference to North East India in the present scenario of information era.

### **Role of Radio in Rural System of Education**

Pandey, Roy and Khan confined in his study that Radio can complement traditional forms of educational delivery. It enhances learning and provides information on various issues. With its wide reach, mobility and low cost, radio obviously has tremendous potential in India. While the AIR national channel broadcast programmes for learners spread throughout the country, the setting up of a large number of FM stations has opened up new avenues for greater use of radio in educational purposes. The applications of satellite based digital radio broadcasting systems in delivering distance education can be made cost effective in transmission and distribution of audio-visual courseware while using terrestrial FM radio transmitters in conjunction with satellite radio transponders will enable the global distribution of local content thereby helping the expansion of distance education. Thus, the concept of extension of education beyond institutional campuses emerged in the form of distance education or distance learning. Viewed as the means for improvement of social and economic conditions of the people particularly in developing countries with large populations in remote and rural areas, distance education is often used to enhance primary and secondary schooling in remote rural areas.

The Indian government's effort to provide community radio sets in the villages failed miserably since the benefit could not reach the rightful persons (Suriakanthi, 1995). People like to hear the reality of an event rather than a doctored account of an event. Since the real India exists in the villages, radio's goal for serving the masses has become more relevant in these days. Suriakanthi also predicted that a time will come in the near future when radio will be of the people, by the people and for the people. For this the broadcasting medium must be decentralized to make everybody a broadcaster as well as a listener and radio clubs will act as resource centers for field-based programmes aimed at achieving overall social development. Now Radio has playing in Northeast India as a teacher, educator and guider to the rural people of region by setting the Community Radio and broadcasting a valuable and interesting programmes.

### **Radio as a Policy Maker in Rural Development**

According to Sardana (1995), members of the Panchayati Raj institutions must not be seen as public watch dogs keeping a vigil on government functioning rather they must be involved in decision-making exercises in an atmosphere of understanding and support from the top administrators while enabling them to perform their duties. They are the mirrors with the responsibility of reflecting the true image of the organization to the public. LumkoMtimdeet *al.* (1998) discussed the role of community radio stations in building participatory democracy and development in Africa. Manuel Chapparro (1998) analyzed the local and community radio in Europe in respect of democratization of telecommunications and the decentralization of media to communities through municipal radio stations.

Singh (2003) conducted an empirical study in Silchar town of Assam with an attempt to analyse the relationship between mass media communication and level of modernity among the middle class youth. The findings indicated that the mass media exposure alone was not solely responsible for the modernity level of an individual but there was a positive relationship between the two. Though variables like caste, class, occupation and education were found to be influencing it, there seemed to be a negative relationship between the caste and the level of modernity. However, the relationship between the two is far from being clearly defined as most of the individuals in the higher caste had medium level of modernity while some of the individuals in lower caste had high level of modernity. Since no respondent had primary level of education and very low level of modernity it was surmised that there was a positive relationship between an education and modernity.

The importance of communication through Radio in mobilizing people and seeking their willing participation in the development of a country is well recognized. Social scientists observed that access of required information is directly proportionate with the rate of any integrated development like rural development. At the same time it should consider the dominant features of social, cultural and religious stratification in the rural society. The spread of technological development in communication has changed the face of media and society in the past two decades. But these developments became so fast that social scientists and researchers divided on the issue of its impact on different communities and social groups. The delusions of new technologies to improve things made their inroads in developing countries like India in such a way that their multiple application increases only complications.

Radio has definitely an important role to play. In an Open and Distance Learning system, Community Radio can be educative and informative at the same time. Community Radio can play in peace building in an ethnic strife hit region as Assam. Community Radio can allow for more involvement of key people such as policy makers and make the people aware of the developments.

### **Role of Radio in Agriculture Awareness**

Constituting 16 percent of the world's population, India is really in a critical condition. More than one-third of its citizens live below poverty line with more than 70 percent in rural areas. Agriculture remains a key sector of the Indian economy. Hence, providing timely information on agriculture and weather, social health care, employment etc. is utmost important to improve the conditions of rural people. Kanchan Kumar (2005) stated how the broadcasters conceptualize public access to airwaves and where the movement lies within the context of globalization and communication technologies. Peter Taylor *et al.* (2006) described social change as a process of dialogue, debate and action resulting in major shifts in social norms. Jorge Acevedo (2006) described community radio as a tool for democratic participation and human development. For this radio playing an important role now a days in remote area of North East India by providing appropriate information about pesticide and new techniques of agriculture system. Formers are using their bids, pesticides and agriculture tools on the basis of information broadcasted by radio.

### **Role of Radio in Positive Social Change**

Community radio has to potential to positive social change in rural parts of Northeast India. For example Cachar district of Assam situated in remote area of the country and only radio has giving platform for the villagers to communicate and air their grievances and requirements for better development of the area.

Even international studies reveals that a large number of developed and developing countries including China, Australia, Canada, Itali, Nigeria, Pakistan are also using radio successfully in reaching, "hard to reach", rural audiences quickly and quite inexpensively a proper mean of communication. BBS Roy (1992) also observed through his study on *Television for Rural Development* that exposure to radio was found to be significantly high as 80% respondents having access to the medium and getting benefit of exposure to the broadcasts. He also pointed out that rural cum agriculture programme were high on the priority of listeners. MeharaMashani (1976) has rightly observed that public participation is only possible with local radio in order to implementation and successful of programme for achieving the objective of medium as an agent of socio-economic rural transformation. In another study conducted in the three villages of Hisar district of the Haryana state conducted by two faculty members of the Haryana Agricultural University based on TV viewing patterns of rural audience to ascertain the usefulness of KrishiDarshanprogramme was found a large majority of the respondents listen to radio programmes related to farming. They felt that they were being apprised about recent practices, more through radio than TV. Radio was noted to be a more credible source of agricultural information even in those households which had a TV sets. In northeast radio also playing an important role for buildup the society by providing information and educate them how to make society better where so many myth and social evil was spreaded.

### Radio in Northeast

Assam has radio stations at Dhubri, Dibrugarh, Diphu, Guwahati, Haflong, Jorhat, Kokrajhar, Nagaon, Silchar and Tezpur. All India Radio Station Dibrugarh was opened on 2<sup>nd</sup>February, 1969. Mizoram has radio stations at Aizawl (31<sup>st</sup> July, 1966), Lungleh and Saiha. Nagaland has radio stations at Kohima, Makokchung, Tuensang and Mon. Tripura has radio stations at Agartala, Belonia and Kailasahar. Sikkim has radio stations at Gangtok (2<sup>nd</sup> October 1974). Arunachal Pradesh has radio stations at Itanagar, Pasighat, Tawang (23<sup>rd</sup> September, 1974), Tezu and Zero. Broadcasting of radio programmes in 24 tribal languages for listeners in NEFA started from Guwahati radio station on 4<sup>th</sup>May, 1957.

Meghalaya has radio stations at Jowai, Nongstoin, Shillong, Tura and William Nagar. Manipur has radio stations at Imphal (15<sup>th</sup> August 1963), Churachadpur and Ukhrul. The AIR Imphal station broadcasts at 882 kHz, 4775 kHz, 7335 kHz and FM in 103.5 MHz frequencies. The main regional language used in Manipur is Meiteilon (Manipuri), but Manipur radio stations also broadcast in Hindi, English and other languages.

The broadcasting service in the Barak Valley was started with the establishment of the All India Radio Silchar on 11<sup>th</sup>August, 1972. It was inaugurated by the then supply minister of Assam, MahitoshPurakayastha.

The primary language of programme is Bengali but it also includes other languages such as Manipuri and Dimasa. The regions covered by All India Radio Silchar are Cachar, Karimganj and Hailakandi districts. It also partly covers the hilly region of North Cachar and bordering areas of Manipur and Mizoram. Its primary coverage area is 5540 sq. km. (4.2 km. redial) and secondary coverage area is 6940 sq. km. (47 km. redial). Its transmitter is located in Borakhai (behind N.I.T.) which has a power of 2.0 KW and frequency of 828 KHz (362.32 M Band). The height of antenna is 108 metres. The commissioning of permanent transmitter building was in February, 1976 whereas the commissioning of permanent studio building was in December, 1976 and the commissioning of Regional News Unit was on 1<sup>st</sup> February, 1978. All India Radio, Silchar has three transmissions-First Transmission ((5.55 a.m. to 9.35 a.m.), Second Transmission (12 p.m. to 3 p.m.) and Third Transmission (5 p.m. to 10.30 p.m.). The timings of regional news are 7.35 a.m. to 7.40 a.m. and 7.55 p.m. to 8.5 p.m.

The first programme broadcast from All India Radio Silchar was recorded music programmes, followed by the recorded drama programmes made and broadcast from Kolkata. After sometime gradually recorded music programmes such as RabindraSangeet, Nazrulgeet, and Lokgeet prepared with the help of local artistes were broadcast.

There are various programmes broadcast from the Radio Stations of Northeast India. For example, Music Programme, Women's Programme, Children's Programme, Literary Programme, Agriculture Programme, Rural Development

Programme, Sports Programme, Family Welfare and Health Programmes, Commercial Sponsored Programmes, Other Programmes, Special Programme, Dialect Programmes

There are different wing setups for facilitated the programmes and broadcast information very easily. Engineering Wing, Administrative Wing, Security Wing, Audience Research Wing, Subsidiary Office of AIR, Silchar, News Services Division etc.

From the above discussion it is now clear that there are various paradigms and approaches about the effects of radio on society. Some researchers are of the view that there is direct effect of Radio on society and individuals while the others say that there is limited impact of radio on society and that is also under certain conditions. Some claims that there is no any direct effect of radio at all due to lack of appropriate and suitable mode of information. The differential opinions of the scholars on this issue make this a subject for fresh social investigation about the role of radio in the rural settings even in the era of satellite communication and information technology. In conclusion it is state that Radio gives a platform for many unheard voices and enables participatory development of Northeast. In rural area of Northeast India radio has been playing a vital role through programmes and creates awareness regarding many issues of society. Radio has enhances learning and provides information on various issues of the country. With its wide reach, mobility and low cost, radio obviously has tremendous potential in Northeast India.

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## GENDER SPECIFIC PORTRAYAL ON INDIAN TELEVISION AND THE VIEWERS

**Dr. Happy Jeji**, Assistant Professor, Department of Journalism & Mass Communication, Punjabi University Patiala

**Nitasha S Babbar**, Research Scholar, Department of Journalism & Mass Communication, Punjabi University Patiala

### Abstract

The present study entitled “Gender specific portrayal on Indian Television and the viewers” was undertaken to ascertain the responses of men and women regarding their television viewing patterns, liking towards particular characters and portrayal of men and women in television serials. A survey was conducted in the tri-city area i.e. Chandigarh, Mohali and Panchkula. Portrayal of relative positions of men and women on Indian television can easily be a pointer towards the fact that television reinforces the stereotyping of gender roles. Gender roles in every society are cultural specific. Culture defines how the men and women co- exist, support, depend, associate, relate, think, speak, interact, behave, wear, get educated, move in society or perform their duties and so on. This actual reality and the television realism about gender identities and gender expression may easily reflect each other in this age of dominance of television. The result shows that majority of the population watch television regularly. Although the preferred time, channels and programs being watched by men and women are different but both of them believe that television screen majorly projects stereotyped images of characters. There is a difference between the television realism and real world.

**Keywords:** Gender, Portrayal, Television, Stereotyping, Culture, Television Characters, Viewers, Gender Identities, Gender expression.

### Introduction

Gender refers to the attitudes, feelings, and behaviours that is associated with person’s biological sex in a given culture. Behaviour that is compatible with cultural expectations is referred to as gender-normative whereas behaviours that are viewed as incompatible with these expectations constitute gender non-conformity. Gender identity refers to “one’s sense of oneself as male, female or transgender” (American Psychological Association, 2006). When one’s gender identity and biological sex are not congruent, the individual may identify as transsexual or as another transgender category. Gender expression refers to the “...way in which a person acts to communicate gender within a given culture; for example, in terms of clothing, communication patterns and interests. A person’s gender expression may or may not be consistent with socially prescribed gender roles. These are the some of the common understandings and definitions of gender which underline the life on this earth or say the myth of Adam and Eve, the first man and woman on this planet called earth. The creation myths of the Abrahamic religions narrates the story of Adam and Eve as, the belief that God created human beings to live in a Paradise on earth, although they fell away from that state and formed the present world full of suffering and injustice.

Gender is often related with power which one group currently men have over women. Gender and power collide and exist together because power produces gender differences.

This symmetry needs to be break down as men also feel equally constrained by such a system of stereotypic conceptions that don't allow them to live a life of their own choice. The feeling of powerlessness is one reason why so many men believe that they are the victims of reverse discrimination.

Margaret Mead, an anthropologists explored these differences and was clear that sex differences were "not something deeply biological", but rather was learned and once learned, became part of the ideology that continued to perpetuate them.

Every society reveals some differentiation between women and men and therefore the society intends and exhibits the patterns of gendered inequality and male domination in specific ways. The famous phrase by Simon de Beauvoir, One is not born woman but becomes one, a basic statement which shows distinction between sex and gender. Society takes up the task of converting a biological male into a man and a biological female into a woman by prescribing masculine and feminine qualities to them. According to Ann Oakley's (1985), "gender is a matter of culture".

Culture is a learned way of behaviour that is transmitted from generation to generation. It historically accumulates over a period of time and is continually shared. There are certain norms, values and beliefs in any society that are culturally determined and socially transmitted. Shankarwa (1993) defines culture as the process of "complex processes of interaction through which the individual learns the habits, beliefs, skills and standards of judgment that are necessary for effective, participation in social groups and communities".

Bem (1993) argues that there are three lenses of gender or hidden assumptions about sex and gender which are embedded in cultural discourse, social institutions, and individual psyches. These "lenses of gender" are defined as biological essentialism, androcentrism, and gender polarization. They systematically reproduce male power generation after generation.

Biological essentialism is the widely-held belief that men and women are different as a result of biological differences. Biological essentialism argues that men and women are inevitably different in their biological and emotional makeup, and this influences how men and women feel and act. For example, biological essentialism argues that women's hormones and her physiology result in being naturally more nurturing and gentle because they are built to breed and care for children. Conversely, men are naturally more competitive, aggressive, smart and powerful because of male hormone testosterone. Thus, from this perspective, gendered behaviors are the result of biology "natural" and "normal".

Essentialism normalizes the dominant ideologies regarding gender and reduces everything to binary oppositions with minimal room for change or improvement. As a result, men and women are placed in two distinct categories creating negative social implications for individuals who deviate from those defined categories. Biological theories regarding gender are so deeply rooted in our culture that many of us still beliefs today. Fortunately, many considered this approach as unscientific which lead Bem to define second lens of gender i.e. Androcentrism.

Androcentrism is the second lens that assumes the belief that males are at the center of our culture. Bem (1993) describes it as "males looking out at reality from behind their own eyes and describing what they see from an egocentric point of view" (p. 36).

The androcentric lens accomplishes two things—first; it defines everything as dissimilar or similar from males. Second, it defines all things in terms of meaning or significance to males. Androcentrism is

omnipresent in our culture everyday life and often goes unchallenged and unnoticed. For example, restroom symbols make a clear distinction between male and female. However, “neutral” signs such as pedestrian, elevator, and exit signs are represented by the male symbol. In addition to that nonverbal communication, verbal communication is inundated with androcentric speech. The words like policeman, chairman, fireman all favor the male perspective yet refer to positions held by both men and women. This clearly shows that female experiences are often unaccounted.

The third and final lens is gender polarization, which is the ubiquitous organization of social life around the distinction between male and female. Gender polarization, however, is an effect of patriarchy. Patriarchy is an ideology, too, that is manifested and communicated through gender. Gender is displayed in reaction to the structural demands of patriarchy, which relies on a marking system that distinguishes males from females (Rodino, 1997). Gender performances are part of this marking system. Bem (1993) attributes this lens as the sole reason that people see only two sexes, and work to exclude any varying definitions of gender such as transgendered or non-gendered individuals. The gender polarization lens has resulted in two negative impacts on culture. The first impact is that this lens defines mutually exclusive scripts for being male and female. The second negative impact is that gender polarization causes a culture to be quick to judge any gender deviant behavior as “problematic.”

The growing significance of biological essentialism, androcentrism, and gender polarization was found in the definition of “family”. Because there it was implemented, accepted and institutionalized over time (Renzetti and Curran, 1999). It is embedded so much in our culture that it shapes our idea of gendered family.

Women are one of the most oppressed segments of humanity in the developing as well as developed world. Discussions on the rights of women are considered as threat to man’s position in society. Women are oppressed not only at economic, social and political grounds but this oppression exists at moral level as well. Women are often portrayed as morally corrupt, rarely pious and mostly involved in tempting others. The denial of social justice, respect, dignity and honour to women is a global phenomenon.

The remedies suggested by the secular societies such as equality of sexes, equal opportunities in employment and right to divorce have not led to substantial gains for women (Ahmed, 1991). A global poll conducted by Thomson Reuters in 2012 rated India as the “fourth most dangerous country” globally for women, and the worst country for women among the G20 countries. Still, lot of women are leaving their comfortable home spaces and doing jobs which were earlier held only by men. As per the census 2011, women constitute about 25% of the formal employment in India. Women activists on one hand are fighting from time to time to make society better place for women to live in. On the other hand other group of women activists are protesting against the projection of women especially in electronic media.

Gerbner, Gross, Morgan, & Signorielli argued that while religion or education had previously been greater influences on social trends, now “television is the source of the most broadly shared images and messages in history... Television cultivates from infancy the very predispositions and preferences that used to be acquired from other primary sources ... The repetitive pattern of television's mass-produced messages and images forms the mainstream of a common symbolic environment. People who used to be outside the cultural mainstream can now participate in the common television culture. Today, it is possible for everyone to share in a culture that only rich people used to have. For the first time in history, the rich and the poor, the cosmopolitan and the isolated, the very young and the very old share a great deal of cultural imagery

incommon, although none of it is their own making. For many people, the culturalhorizon of television is very attractive, especially, when they compare it to other things.

Television continues to portray women in decorative roles in family drama. They are still seen in domestic set up playing happily the role of home makers. They are always seen loaded with heavy clothes, jewellery and make up. Very few women are seen talking about their rights and career. Their ultimate achievement is to get married and have children. This unidimensional projection of women as home maker reinforces the stereotyped image of women.

Maximum of the serials are wrapped in male chauvinism where women is discouraged to aim for more than having a loving husband and happy children. Women's sacrificing role is always highlighted and those who put her choice in front are projected as vamps or antagonist. Although some progressive storylines can be seen, but they only make small sub- plots in the serial. These sub-plots run parallel along with the main story line. This is done in order to have enough content for a soap to run for more years. Usually soap opera is telecasted for half an hour in say five days a week format. Recently soaps are telecasted on six days a week format. Soaps may have intersecting storylines making one plot more popular than other or making certain characters more popular among the audience. Audience opinion is taken and studied from time to time. As it becomes an important factor while scripting further episodes. In soaps there is always the flexibility of tracks and characters. It is very rare that a soap opera having a defined conclusion.

Soap Operas usually have a defined milieu, situation like family, office to which all characters belong. Writer has the freedom to play around with the possibilities of plot twists and surprise the audience. The key idea is to engage the viewer and whet their appetite at the end of the episode with what happens next. Since it is market driven phenomenon so an eye is kept on TRPs. Writers usually add alternative or strong diversion to the plot whenever TRPs are falling. In Daily Soap the narrative is closely followed on a day to day basis, but in a weekly soap, there is relatively more scope to try out other alternatives. Many genres of soap operas can be seen in contemporary television. The main ones can be listed as family dramas, romance, detective stories, thrillers, horror, children's programmes, action-adventure, comedies, mythological, historical etc.

### **Review of Literature**

Many studies (Erkal, 1993; Sivacioglu, 1991; Williams, 1990) over the time have found that women do not have important roles in the divisions of responsibility within the family. In the traditional set up, a women's role is limited to fulfilling her responsibilities as a wife and mother, and ultimately the caretaker.

Aulette (1994) supports this claim and argues that in the nuclear family, the wife/mother typically assumes the expressive family role which means she does the housework, cares for the children, and ensures that the relational and emotional needs of those within the family are met. She is fragile and dependent on her husband and expects and allows him to make the majority of the household decisions. The father's role includes having a professional career and ensuring that the financial and safety needs of the family are met. He is emotionally controlled and puts his needs and career above his family. The traditional roles of the mother and father are gendered constructs, resulting from dominant ideologies and belief systems of a culture.

Bhasin (1994) believed that as feminists, women's condition and position has to be changed along with their portrayal in media. Globalization meant increase in violence and also meant patriarchy becoming stronger. Mainstream media alone cannot bring change in political or economic system. As it is controlled and

oriented by men. There is a necessity to build up media which understands masses need and is controlled by them only. The need of the hour is to develop feminist media. She focused on strengthening media based on oral traditions, like songs, as they are low in cost and leads to creativity.

Research shows that division of labor based on gender roles results negatively in financial dependence on the full-time male caregiver (Sullivan, 1996). In the instances of divorce, the “displaced housewife” in the traditional roles is at a disadvantage because she acquired few occupational skills to place her competitively in the labor market. As a result, these women find themselves struggling to support their family financially (Weitzman, 1985).

However, today when more of women are employed in the workforce still necessarily change has not taken place in the gender roles regarding family and home life especially in traditional nuclear family. The common believe held that that “housework is still women’s work no matter what other demands wives have on their time” (Shelton, 1992, p. 77). Hochschild (1997) reports that as greater numbers of women moved into the economy, families experience short-handedness in work and family life. This short-handedness refers to the decrease in time that women spend at home and the increase in housework and child caring that still needs to be done.

To make sense of how men and women come to play out gender roles, Hochschild (1997) introduces gender strategy and suggested three possible gender ideologies pertaining to marriage i.e. traditional, transitional, and egalitarian.

The woman who partakes in the traditional gender ideology works, but chooses to identify most with work at home, such as mother or wife. A woman who considers herself part of the transitional gender ideology wants her focus to be on both home life and professional life, yet still holds some traditional values about her husband’s role in the family (Hochschild, 1997). Lastly, the egalitarian gender ideology is one where both wife and husband work outside the home and earn money to support their family as well as share home life duties. Within the egalitarian gender ideology, the wife and husband take equal part, or at least strive to, in the cleaning, cooking, and raising children.

Renzetti and Curran (1999) women who consider cutting some work for taking care of the children often feel defeated. They think that they lack sense of professional identity which is regarded highly by most of modern women today. Other options to cope with unsatisfactory marital roles included women cutting back on housework, self, and children. This meant that if their finances could not afford hiring a maid or caretaker, than the cleaning and to some extent, the childcare, went undone for long periods of time.

Rajagopal (2002) observed that serials images have a stronger impact on shaping gender images in people, female oriented serials influence women to become self-conscious about their appearance as a measure of their worth.

## Objectives

1. To study the television viewing patterns of the respondents to find out the centrality of television in our lives.
2. To understand the liking of respondents towards male and female television serial characters in lead and supporting roles.
3. To study the opinions of respondents regarding portrayal of male and female lead and supporting characters.

**Research Methodology**

To investigate the gender representations on television, a survey was conducted recently using questionnaire as a tool. The universe selected for the study was Tri-city area, i.e. Chandigarh, Panchkula and Mohali. The data has been collected through specially designed questionnaire consisted of both open and close ended questions. The researcher has tried its best to distribute questionnaire equally in the three regions selected for the study.

**Sample Selection**

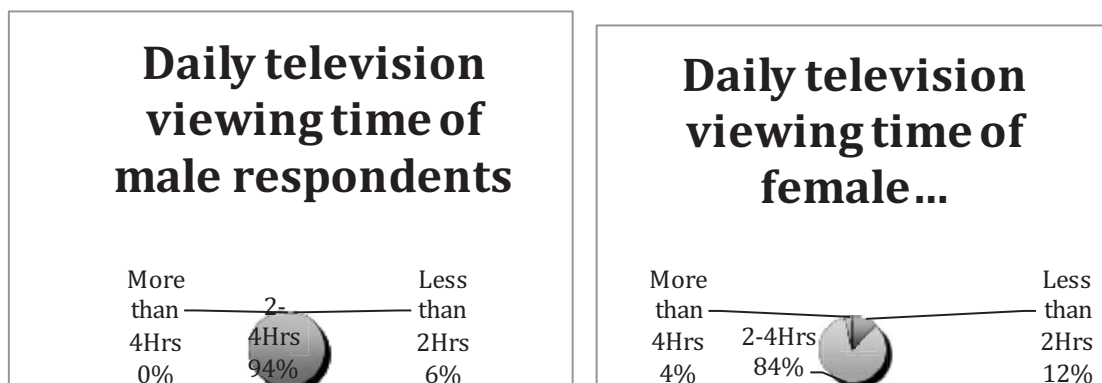
The sample constitutes 100 respondents belonging to age group 18-65 years. Sample selected was via random sampling technique. Variables taken into consideration were; Age, Sex, Education, Qualification, Profession, Marital status and Annual family income. Variable of Sex was taken specifically in account as study was gender based so equal proportion of opinion was important. Other variables were also considered so that data collected can represent all types of individual opinions.

**Results and Discussions**

**I. Television viewing patterns of the respondents to find out the centrality of television in our lives.**

Going by the standardisation criteria of viewers as light viewers, moderate viewers and heavy viewers depending on the basis of their on screen time given by George Gerbner and Larry Gross for the research project entitled “Cultural Indicators” in 1960s, this study finds out that respondents here mark themselves in “moderate viewers category” i.e. normally watching television for 2-4 hours daily. If they watch television for 2-4 hours this never means that they devote this much time in one single sitting. In other words this the total time an individual spends before television screen in the whole day.

Today no one can claim that they never watch television as it has become integral part of our lives. In other words it has become a way of life. However it’s important to know the time viewer spent on watching television.



**Fig: I.0**

Fig I.0 shows time spent by the male and female respondents in front of television screen. 94% of males and 84% of females spent 2-4 hours daily in watching television. The percentage of respondents watching television for less than 2 hours is 12% for females and 6% for males. The life these days is so fast and hectic that nobody can spend time more than this. Only 4% of the female respondents admitted they watch television for more than 4 hours a day. While analysing the data it was found that these 4% respondents were mostly in the age of 60-65 years. May be this is due to the fact that by this time of age women don't

have that much of burden at their home and office front. The reasons behind this cannot be generalized so easily as it further needs a deeper probe.

Time spend before television screens shows the centrality of television in our lives and homes. The primary proposition of cultivation theory states that the more time people spend 'living' in the television world, the more likely they are to believe social reality portrayed on television. George Gerbner who gave this theory observed that television reaches people, on average, more than seven hours a day. While watching, television offers “a centralized system of story-telling”. Gerbner asserts that television's major cultural function is to stabilize social patterns and to cultivate resistance to change. We live in terms of the stories we tell and television tells these stories through news, drama, and advertising to almost everybody most of the time. If 94% males and 84% females here (Fig: I.0) say that they watch television for 2-4 hours a day, it surely means television is an integral part of their lives. And if something is integral part of your life, it may easily have reflections in your social and cultural milieu.

The most important time segment for television is prime time segment. Prime time or primetime is the block of broadcast programming taking place during the middle of the evening for television programming. Traditional primetime is eight to 11 o'clock at night, Monday through Friday, but Nielsen finds that more Americans tune in from 9:15pm to 9:30pm than any other period during primetime. The tail end of primetime—10:45 to 11:00pm—is when the fewest viewers use their televisions. In India, prime time occurs between 20:00 and 23:00. The main news programs are broadcast at 20:30, and the highest-rated television program follows at 21:00. The Nielsen ratings system is explicitly designed for the optimum measurement of audience viewership by day parts with prime time being of most interest. Most people tend to watch television at prime time, as most often, based on standard working time, the end of the work day coincides with prime time viewing hours. Most of the viewers sit down to watch television after dinner. This is usually the main reason for the high ratings for television programming at this time, as well as the attraction of the timeslot for advertisers.

Fig: I.1 explores the time preferences of male and female respondents. The data shows that 62% of female respondents and 38% of males prefer watching television during prime-time. This shows that there is a clear cut difference between males and females time preferences. 40% of male respondents and only 8% of female respondents watch late night television. Afternoon slot is watched more by females (6%) in comparison to males (2%). The data further shows that 20% of female and 16% of male respondents watch television during evening hours. Equal percentage of male (4%) and female (4%) respondents watch television during morning hours.

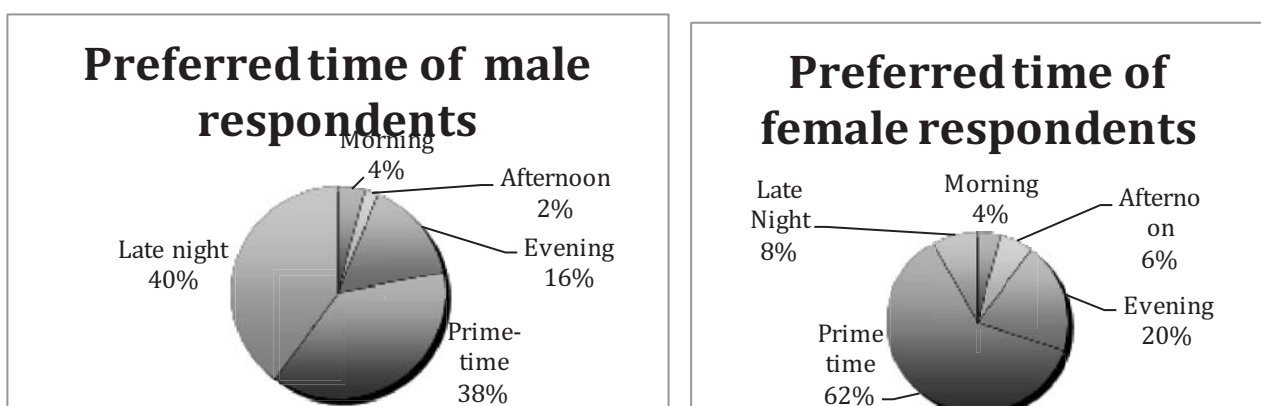
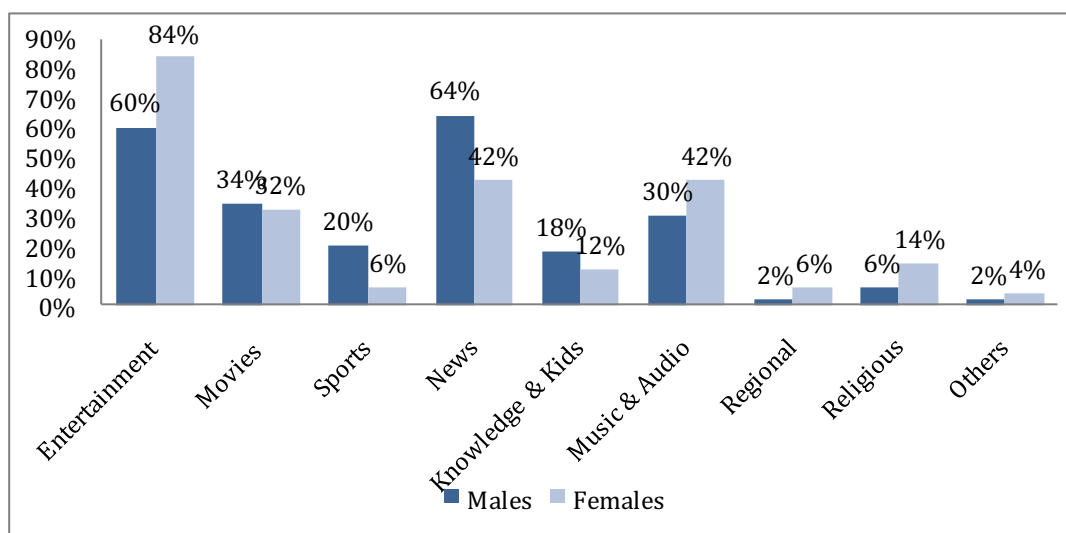


Fig: I.1

Before knowing that what is shown during prime time on television and what is watched during prime time, it is equally important to know what kind of channels are available on television screen. Broadly speaking, the two kinds of channels that is news and entertainment channels are the prime most. Then there are others like movie channels, sports channels, knowledge & kid’s channels, religious channels, music and audio channels etc. This study reveals females prefer to watch entertainment channels and males prefer to watch news channels.

Fig I.2 shows the multiple choices of the viewers regarding television channels. The data shows that 84% of female respondents watch entertainment channels in comparison to 60% of male respondents. Movie channels are watched by 34% of male and 32% of female respondents. 20% of male respondents watch sports channel in comparison to 6% of females. News channel are watched by 64% of males and 42% of females. 18% of male respondents and 12% of female respondents watch channels falling in knowledge & kids category. The percentage of respondents both males and females watching music & audio channels is 30% and 42% respectively. The data shows that each kind of television channels may have good number of viewers but each channel cannot fall in popular category. It is only the news and entertainment channels that fall in the popular category.

Another important fact that comes to fore is the preference for regional channels. These are those channels which are based on the various languages. For instance, in the ‘Tricity’ i.e. Chandigarh, Mohali and Panchkula i.e. UT, Punjab and Haryana, the widely accepted regional language remains Punjabi. These are the cities where the migrants from other states reside in large numbers. But, only 6% of female respondents and 2% male respondents agreed that they watch regional channels. It means that people normally prefer national channels. Religious channels are also an important aspect of Indian television. However, only 6% of males and 14% of female respondents watch religious channels.



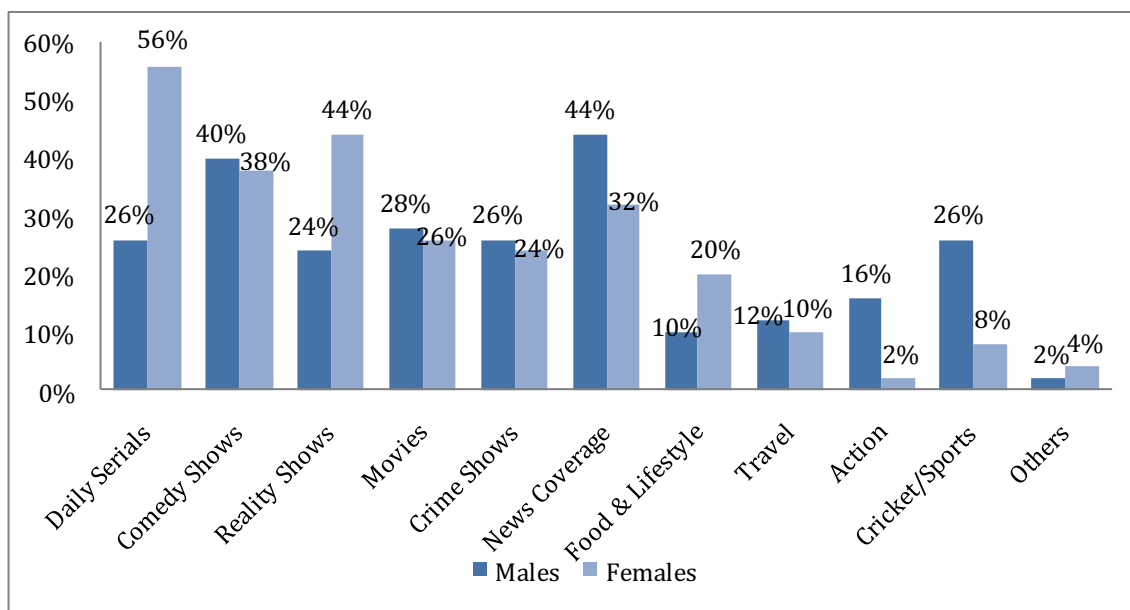
\*Multiple Choices

**Fig: I.2 Preferences for various Television channels**

As seen in earlier fig (I.1) 62% females and 38% males watch prime time television. Fig I.3 strengthens this data further that soap operas are the most preferred television programs among the women as 56% females answered that they watch television serials as compared to males who accounts here for 26% only. In total 41% of the respondents (both males and females) watch daily serials. There is a remarkable difference in



male and female preference in reality shows category. Females (44%) watch reality shows more than males (24%). Then again men (44%) are more interested in news than women (32%). Another favourable genre of television programming is that of Comedy. 39% of the total respondents enjoy comedy shows. The most popular program of Indian television 'Comedy Nights with Kapil' which has become a phenomenon itself has helped making this genre more popular. This program seems to be adding new dimensions to entertainment industry and opening new vistas for Indian television and Bollywood as well. Most of the people who were interviewed for this survey named this program as their favourite one. Moving ahead, figI.3 further show that sports and action channels are more popular with males and food and lifestyle channels are popular among females.



\*Multiple Choices

**Fig: I.3 Preferred programs watched by the respondents**

## II.Liking towards male and female television serial characters in lead and supporting roles.

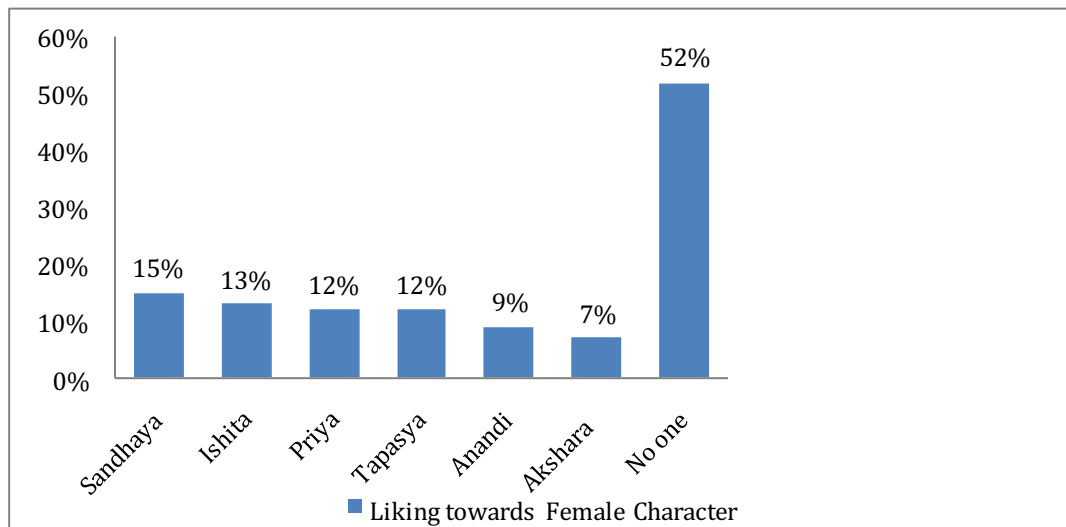
The second part of the study is focussed on how do the viewers both males and females like television characters. For studying the characters the television serials become a natural and suitable choice. Moreover the television serials fall in the most popular genre category of television programming. This is the genre which has an emotional bonding with the viewers as it is an manifestation of human emotions, drama, actions, fears, sorrows, laughter, happiness, anger, frustrations, aspirations etc. To sum up, the serials include all the 'masala' which is needed for spicing up life.

An Indian soap opera is an ongoing, episodic work of fiction usually broadcast on television (written, filmed, enacted and produced mostly by Indians for an Indian audience), with episodes broadcast on a daily or semi-weekly basis on Indian television channels/channel chains (like Star Network, Sony Entertainment). It is telecasted on television on 4-5 days.

An individual develops liking towards other person normally whom he identifies easily. This can easily be understood in terms of empathy. Empathy is most often defined by the metaphors of 'standing in someone else's shoes' or 'seeing through someone else's eyes'. Empathetic is a recent term which it comes

from empathy. The term was coined by the German philosopher Rudolf Lotze in 1858. Lotze believed that when you look at a work of art, you project your own sensibilities onto it. So if you feel sad when you see a painting of a woman weeping over a dying lover, that's because you can imagine what it's like to lose someone you love. To make the word, Lotze turned to the ancient Greek *empathia*, which means "passion."

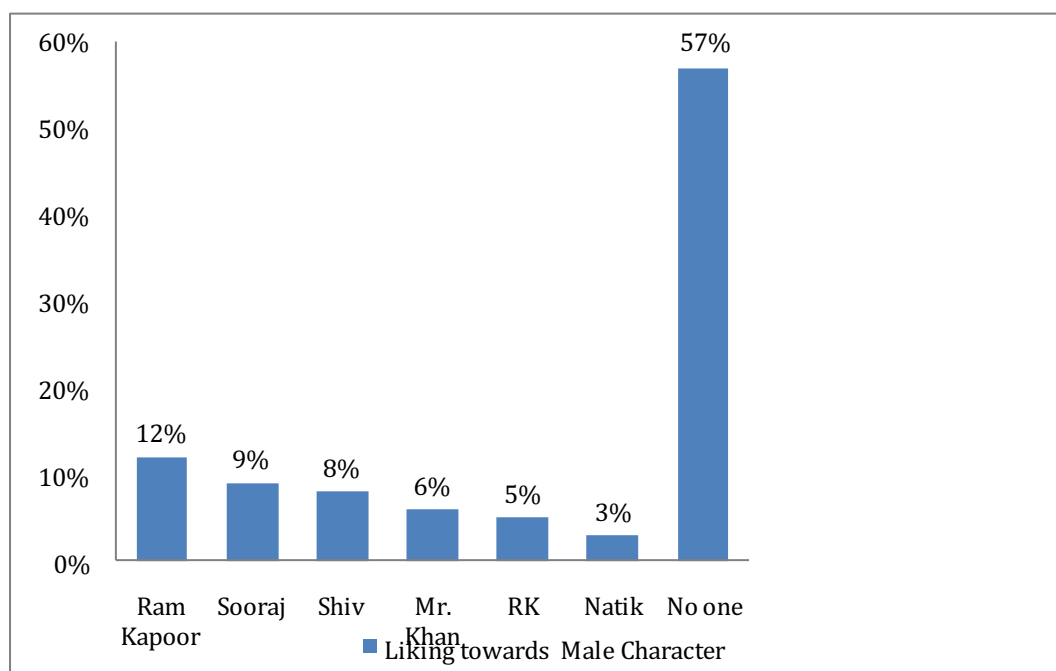
## II.0 Respondents liking towards female characters



To study this the respondents were asked open ended questions regarding their liking towards male and female characters of television in lead and supporting roles. In this probe, Fig: II.0 shows the characters like Sandhaya, Ishita, Priya, Anandi, Tapsya and Akshara turned out to be the favourite ones among both the respondents. Most of these characters have been the popular bahu of Indian television. A bahu in Indian society is the wife of a son who leaves her maternal house and settles in husband family. In an ideal Indian situation it is always said that bahu will leave her husband's house only when she is on 'arthi'(coffin) i.e. when she is dead. Further, a bahu i.e. daughter-in-law in an Indian society is always thought to be an embodiment of devotedness, sacrifices, caring, loving, responsibilities and so on. They all fall in the category of family drama. They are the heroines in the prime time serials who bear tyranny of vamps. Moreover these are the characters who gain sympathy of the audience. 'Sandhya', female lead of top rated serial "Diya Aur Baati Hum" and second liked character 'Ishita', main lead of "Yeh Hai Mohabbatein" are both part of Star Parivaar and produced by Shashi Sumeet Productions. Both the characters are shown with true ambitions and dynamic attitudes. Sandhaya has a distinct career aspiration for which she is seen fighting and Ishita being barren ready to get married with a man who only wants to marry for getting his child custody. 'Priya' female lead of "Bade Achhelagte Hain" and 'Tapsya' of "Uttran" are other favourite characters of viewers. The study also finds that Anandi and Akshara are also liked by some respondents.

Indian society is primarily male dominated and has a patriarchal setup. He is believed to be having all the strengths that make him strong, powerful, dominant, masculine, decision maker, a fighter and so on. Sons and daughters are largely brought up in different manners. Gender roles are clearly defined in a family right from the birth. Men and women are no doubt two different biological entities and ought to be different. Equality never means that they behave in a similar fashion. Both masculinity and femininity have their own strengths. This is how they can maintain the balance. However it is lopsided upbringing of children in a family, oppression, denial of rights, power, education and opportunities that widens the inequalities. Media largely portrays them in stereotype roles only.

## II.1 Respondents liking towards male characters



With the passage of time there has been a wind of change. Indian men are being shown on the television screen being supportive and understanding. A glimpse of positive change in male-female coexistence is readily seen these days. The male characters enlisted as their favourites by the respondents here have been found to be those who are caring, loving, charming, supporting, understanding, and ready to fight for the rights of women. They are even portrayed helping the women folk of family by going against many odds.

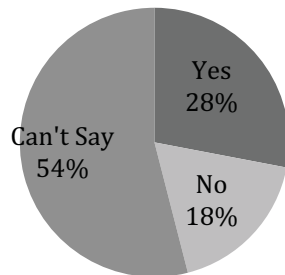
'Ram Kapoor' of "Bade Acche Lagte Hain" is the most liked male character followed by 'Sooraj Rathi' from "Diya aur Baati Hum" and 'Shiv' male lead in "Ballika Vadhu". Other characters liked are Mr. Khan, RK and Natik. All the characters are male lead and protagonist of the serials telecasted during prime time. They are the heroes of Indian television screen. They no more hold traditional ideas of masculinity. They regard fatherhood and believe that taking care of child is equal responsibility of both men and women.

The important aspect to be noted here is that 52% of the respondents doesn't have liking towards any of the female characters and 57% of the respondents doesn't have liking towards any of the male characters.

## III. Opinions of respondents regarding portrayal of male and female lead and supporting characters.

Fig. III.0 shows the opinion of respondents regarding the projection of both male and female characters in television serials. Since percentage of male respondents watching serials is less so 42% of the total respondents opted for 'can't say'. 42% of the female and 28% of male respondents believes that still television characters are portrayed stereotypically. Only 18% of male and 28% of female respondents feel change in the portrayal of characters. The definition of a stereotype has been given as any commonly known public believe about a certain social group or a type of individual. Stereotypes are often confused with prejudice because like prejudice, a stereotype is based on a prior assumption. Television has become an all pervasive medium. Gender stereotyping on television can reinforce gender roles in society. No, doubt the media picks the threads from the society only but it always has the freedom to weave it accordingly.

### Male respondents opinion of portrayl of characters



### Female respondents opinion of portrayl of characters

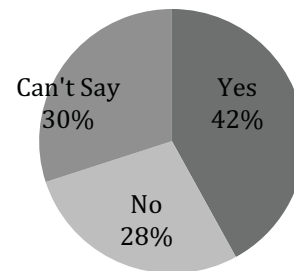


Fig: III.0

### Conclusion

Time spend before television screens shows the centrality of television in our lives and homes as on an average more than 90% respondents fall in the category of moderate viewers i.e. they watch television for 2-4 hours. If we calculate it otherwise, a person normally spend eight hours on sleep may be eight hours on duty or any job, 3-4 hours on other things , it makes it 20 hours. If rest 2-4 hours one spend before the television , this means that you are open to a huge window of another world which is full of music, stories, drama, entertainment, information , education and so on . Therefore, most of the learning and de-learning also come through television. What so ever is shown on television is likely to have impact on our lives. This is the television realism and a make believe world. Going by the dictionary meaning, the realism can better be understood as recognition and acceptance of a situation so as to acknowledge its existence or its truth. This recognition and acceptance comes through the cognition i.e. knowing, learning and understanding the things. Since the television serials are the most sought after programs during the prime time, the television has the power to change the society in a way they want. This is the age of corporatization of media. The television is therefore more interested in TRPs. The growth of entertainment industry depends on how the television is able to bind the viewers emotionally. This is why that these serials hardly have any logical end to their storylines. The storylines are subjected to unexpected changes, drastic jumps, unending problems, unrealistic goals, unimaginative turns and twists in the lives of television characters. Focus is on selective cultures, focus on urban India and then focus on rich and affluent classes in a diverse country like India can be profitable for media but not for the masses across the country. This is high time that media especially television maintains the equilibrium.

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## **MEDIA TRIAL IN INDIAN LEGAL SYSTEM AS A FUSION OF INQUISITORIAL SYSTEM OF ADMINISTRATION OF JUSTICE: THE WAY AHEAD**

**Dr. Azim B. Pathan**, Faculty, Hidayatullah National Law University, New Raipur

### **Abstract**

In this research paper the author displays how media trial resembles an inquisitorial system, wherein, conduct of the trial is largely in the hands of the media. By delving into the debate of free speech vs. free trial, the research paper unearths the other side of the story about how trial by media impedes the judicial process? It cites examples from modern day criminal proceedings and confirms that an unrestricted media plagues the judiciary and engages in contempt of courts every day. At the same time, author also tries to establish about, how ‘media trial made psychology’ affects the judgments and judicial process in the country? And how it affects the administration of justice? This paper also deals with the legal scenario of other legal systems like USA, UK and France and comparative study of media regulations. It also suggest about the way ahead, for regulating the affairs of media, at national and international level.

**Keywords:** Media, Trial by Media, Inquisitorial System, Adversarial System, Judicial Process

### **Introduction:**

“When your case is weak, take it to the media, instead of the court.”<sup>1</sup>

Many times we all are witnesses to what is shown on the television screen every day when persons under arrest or taken into custody are brought to the court or are taken back to prison or jail. A mass of media persons gather and do not allow the accused and the police to even move. The suspects under arrest are described as if they are already declared guilty. Press freedom in India is a cherishable fundamental right but it is not absolute. It is subject to restriction and limitations mentioned under Article 19 of the Indian Constitution.

Media is often regarded as the fourth pillar of democracy. Freedom of media is the freedom of people to be informed about matters. Therefore, a free and healthy press is indispensable for functioning of a democracy. Since democracy means making of the government by the people and to have active participation in the community decision, it becomes the duty of the press and media to make the people aware of important issues. It is why freedom of speech and expression, as contained in Article 19 (1) of the Indian Constitution, has been held to implicitly include freedom of press and media.<sup>2</sup> In **Romesh Thappar vs. State of Madras**<sup>3</sup> it was held by Apex Court of India that freedom of speech and expression includes freedom of propagation of ideas, and that freedom is ensured by the freedom of circulation towards media including print and electronic. However, the liberty guaranteed by Article 19 (1) is not absolute, owing to the fact that reasonable restrictions are permitted by sub-clause (2) of the same Article. In constitutional democracies, courts and the press are usually seen as working together to ensure integrity and accountability in public life. However, many times there is friction between the two institutions in India. The question is that does ‘trial

<sup>1</sup> Quote by Thomas Sowell, available at <http://www.pakistanoday.com.pk/2012/05/28/comment/columns/media-trial-or-fair-trial/>, Last visited on 25.06.2014.

<sup>2</sup> Indian Express Newspapers vs. Union of India, 1985 SCR (2) 287, AIR 1986 SC 515, MANU/SC/0406/ 1984.

<sup>3</sup> AIR 1950 SC 124.

by media' truly exist as a phenomenon?, and if so, do the courts have the power under the Constitution to rein in the media and vice versa, are the questions being debated.<sup>4</sup>

At the outset it would be important to take into consideration the role which media is playing in current days in India. In **Sidhartha Vashisht vs. State (NCT of Delhi)**<sup>5</sup> which is the famous Jessica Law murder case where Manu Sharma was tried and convicted for murder. In this case on the role of media, court held that there is danger of serious risk of prejudice if the media exercises an unrestricted and unregulated freedom such as it publishes photographs of the suspects or the accused before the identification parades are constituted or if the media publishes statements which out rightly hold the suspect or the accused guilty even before such an order has been passed by the Court. At other instance, the case of those accused of attacking the Indian Parliament, especially that of **S.A.R. Geelani**<sup>6</sup> is clear example of how severely the rights of an accused are compromised on account of questionable action of the law enforcement agencies and the media.

Despite the significance of the print and electronic media in the present day, it is not only desirable but least that is expected of the persons at the helm of affairs in the field, to ensure that trial by media does not hamper fair investigation by the investigating agency and more importantly does not prejudice the right of defense of the accused in any manner whatsoever.<sup>7</sup> It will amount to travesty of justice if either of this causes impediments in the accepted judicious and fair investigation and trial.<sup>8</sup> It is also significant to note that trial by media influences the judicial process. Most of the time judges are influenced by the media trial and have some prejudices about the cases which come before the bench. In such situation in judicial process we can see some elements of inquisitorial system<sup>9</sup> of administration of justice.

There is yet another important question to be answered and that is how much does judicial process influence the freedom of press? The Hon'ble Supreme of India in the case, **Sahara India Real Estate Corporation Ltd. and Ors. vs. Securities and Exchange Board of India and Another**<sup>10</sup> constituted the five judge Constitution Bench when during the pendency of appeal despite the interim order of the Court some of the news papers published the proceedings of the judgment, the Hon'ble Court laid down appropriate guidelines with regard to reporting in electronic and print media of matters which is sub judice in Court including public disclosure of documents forming part of Court proceedings and also the manner and extent of publicity to be given by print/electronic media of pleadings/documents filed in proceeding in Court which are pending and not yet adjudicated upon and the court suggested following measures:

<sup>4</sup>Nikhil Kanekal (Mint), *Why Kapadia's SC is putting the Media on Trial* (10 April 2012), <http://www.legallyindia.com/201204102720/Law-firms/explained-why-kapadias-sc-is-putting-the-media-on-trial>, Last visited on 02.07.2014.

<sup>5</sup> AIR 2010 SC 2352.

<sup>6</sup> State (NCT of Delhi) vs. Navjot Sandhu @ Afsal Guru & Others, (2005) 11 SCC 600. Geelani was arrested and before being produced before a court, he was forced to speak at a "press conference" called by the Delhi Police, where, the latter alleged, he had read out a 'confession' he had voluntarily made to them immediately after his arrest.

<sup>7</sup> It is significant to note that in many cases where trial is ongoing in courts, media shows news on TV channels or in newspapers about the outcome of trial. Even, media initiates on its own, cases where persons are arrested, examined and verdicts are pronounced.

<sup>8</sup> Ram Jethmalani and D.S. Chopra, *Cases and Material on Media Trail*, Thompson Reuters, New Delhi (First Edn. 2012), at p. 982.

<sup>9</sup> In the inquisitorial system, the judge, in essence, conducts public inquisition/investigation of crime. The judge can question witnesses, interrogates suspects, orders searches for other or further investigations, and finally declare the verdict and decide on the penalty. Their role is not to prosecute the accused, but to gather facts to reach the correct verdict, and as such their duty is to look for any and all evidence, incriminating or exculpatory. Moreover, in inquisitorial system, there is no such thing as plea. Even if the accused declare himself to be guilty of crime, the judge may declare the accused not guilty if the judge believes there is evidence to indicate that the accused is innocent.

<sup>10</sup> (2012) 10 SCC 603.

## 1. Prior Restraint

“Open Justice” is the cornerstone of our judicial system. It instills faith in the judicial and legal system. However, the right to open justice is not absolute. It can be restricted by the court in its inherent jurisdiction as done in *Mirajkar’s case*<sup>11</sup> if the necessities of administration of justice so demand. That, such orders prohibiting publication for a temporary period during the course of trial are permissible under the inherent powers of the court whenever the court is satisfied that interest of justice so requires. Such a temporary prohibition of publication of court proceedings in the media under the inherent powers of the court cannot be said to offend Article 19(1) (a).<sup>12</sup>

## 2. Contempt of Court Act, 1971

The media has a right to know what is happening in courts and to disseminate the information to the public which enhances the public confidence in the transparency of court proceedings. As stated above, sometimes, fair and accurate reporting of the trial (say a murder trial) would nonetheless give rise to substantial risk of prejudice not in the pending trial but in the later or connected trial. In such cases, there is no other practical means short of postponement orders that is capable of avoiding such risk of prejudice to the later or connected trial. The inaccuracy of reporting of court proceedings will be contempt only if it can be said on the facts of a particular case, to amount to substantial interference with the administration of justice. The reason behind Section 4 of Contempt of Court Act, 1971 is to grant a privilege in favor of the person who makes the publication provided it is fair and accurate. This is based on the presumption of “open justice” in courts.<sup>13</sup>

## 3. Order of Postponement of publication

Right to freedom of expression under the First Amendment in US is absolute which is not so under Indian Constitution in view of such right getting restricted by the test of reasonableness and in view of the Heads of Restrictions under Article 19(2). Thus, the clash model is more suitable to American Constitution rather than Indian or Canadian jurisprudence, since First Amendment has no equivalent of Article 19(2) or Section 1 of the Canadian Charter. This has led the American Courts, in certain cases, to evolve techniques or methods to be applied in cases where on account of excessive prejudicial publicity, there is usurpation of court’s functions. These are techniques such as retrials being ordered, change of venue, ordering acquittals even at the Appellate stage, etc. In our view, orders of postponement of publications/ publicity in appropriate cases, as indicated above, keeping in mind the timing (the stage at which it should be ordered), its duration and the right of appeal to challenge such orders is just a neutralizing device, when no other alternative such as change of venue or postponement of trial is available, evolved by courts as a preventive measure to protect the press from getting prosecuted for contempt and also to prevent administration of justice from getting perverted or prejudiced.<sup>14</sup>

## 4. Right to approach the High Court or Supreme Court

In the light of the law enunciated hereinabove, anyone, be an accused or an aggrieved person, who genuinely apprehends on the basis of the content of the publication and its effect, an infringement of his/ her rights under Article 21 to a fair trial and all that it comprehends, would be entitled to approach an appropriate Writ Court and seek an order of postponement of the offending publication/broadcast or postponement of

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<sup>11</sup>*Naresh Shridhar Mirajkar vs. State of Maharashtra AIR 1967 SC 1.*

<sup>12</sup>(2012) 10 SCC 603.

<sup>13</sup>*Ibid.*

<sup>14</sup>(2012) 10 SCC 603.



reporting of certain phases of the trial (including identity of the victim or the witness or the complainant), and that the Court may grant such preventive relief, on a balancing of the right to a fair trial and Article 19(1)(a) rights, bearing in mind the abovementioned principles of necessity and proportionality and keeping in mind that such orders of postponement should be for short duration and should be applied only in cases of real and substantial risk of prejudice to the proper administration of justice or to the fairness of trial.<sup>15</sup>

Moreover, we can say that the Justice system may have stagnated for many years but rapidly changing socio-economic conditions of civilized nations have subjected another vital democratic institution, the media, to vast structural changes. According to criminal jurisprudence, a suspect/accused is entitled to a fair trial<sup>16</sup> and is presumed to be innocent till proven guilty by a Court of law. No one can be allowed to prejudge or prejudice his case till the completion of trial. However, media on account of excessive coverage goes beyond its domain and publishes and covers interviews of witness or relative of a victim and prejudices the issue of conviction of the accused while the matter is sub judice or pending adjudication in a Court of law. This has a tendency to prejudice the mind of Court, prosecutor and general public at large.

In this research article the author demonstrates how media trail resembles an inquisitorial system, wherein, conduct of the trial is largely in the hands of the media<sup>17</sup>, often the news anchor when it is being broadcast live. By delving into the debate of free speech vs. free trial the research paper unearths the other side of the story, how trail by media impedes the judicial process? It cites examples from modern day criminal proceedings and confirms that an unrestricted media plagues the judiciary and engages in contempt of courts every day.

### **The Universal Declaration of Human Rights and Media:**

The UN Human Rights Commission, formed in 1946 in the aftermath of World War II and it had the express purpose of preparing an international bill of rights that would describe the human rights component of the UN Charter. In 1948, the General Assembly adopted the Commission's declaration, the Universal Declaration of Human Rights (UDHR). The Universal Declaration sets out individuals' basic civil and political rights, including the rights to life, security of one's person, fair trial, freedom of movement, and freedom of religion and expression. With respect to free speech, the Universal Declaration provides, "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."<sup>18</sup> However, this right is not absolute. According to the Universal Declaration, countries may place restrictions "solely for the purpose of securing respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society."<sup>19</sup> It is apparent from the provision of UDHR that it has recognized the freedom of individual related to speech and expression along with the freedom of expression through any media. Nevertheless UDHR is silent about the rights of electronic and print media and its aggressive publication, news and TV shows.

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<sup>15</sup>*Ibid.*

<sup>16</sup> Fair trial obviously mean a trial before an impartial Judge, a fair prosecutor and atmosphere of judicial calm. Fair trial means a trial in which bias or prejudice for or against the accused, the witnesses, or the cause which is being tried is eliminated. *See Zahira Habibullah Sheikh & Another vs. State of Gujarat (2004) 4 SCC 158.*

<sup>17</sup>*See Adversarial and Inquisitorial Systems: A Brief Overview of Key Features, Law Commission of New Zealand, at p. 2.*

<sup>18</sup> Article 19, Universal Declaration of Human Rights, 1948 adopted by United Nations.

<sup>19</sup> Article 29 (2), Universal Declaration of Human Rights, 1948 adopted by United Nations.

### **Media and Inquisitorial Model:**

Following the liberalization of economies around the world, many independent news channels have been born.<sup>20</sup> One consequence of this institutional imbalance has been the pre-emptive news coverage of pending trials. The media has exposed attempts, by the rich and powerful to subvert justice. In this part the author demonstrates how the trial by media resembles the inquisitorial model of judicial procedure.

### **A Primer on Inquisitorial System:**

Inquisitorial procedure, in law, is one of the two methods of exposing evidence in court (the other being the adversary procedure).<sup>21</sup> The inquisitorial system is typical of countries that base their legal systems on civil or Roman law.<sup>22</sup>

Under the inquisitorial procedure, the pretrial hearing for bringing a possible indictment is usually under the control of a judge whose responsibilities include the investigation of all aspects of the case, whether favorable or unfavorable to either the prosecution or defense.<sup>23</sup> The inquisitorial system is generally described as a system that aims to get to the truth of the matter through extensive investigation and examination of all evidence.<sup>24</sup> The judge conducting the trial in this system determines what questions to ask and defines the scope of the case under a highly structured and rigid code of rules<sup>25</sup> in contrast to the adversarial system that seeks the truth by pitting the parties against each other in the hope that competition will reveal it.<sup>26</sup>

### **Trail by Media: An Inquisitorial System in Costume:**

In the inquisitorial system, the presiding judge is not a passive recipient of information. Rather, the presiding judge is primarily responsible for supervising the gathering of the evidence necessary to resolve the case.<sup>27</sup> He or she actively steers the search for evidence and questions the witnesses, including the respondent or defendant. Attorneys play a more passive role, suggesting routes of inquiry for the presiding judge and following the judge's questioning with questioning of their own. Attorney questioning is often brief because the judge tries to solicit all relevant questions.

This system of conducting trial can often be seen on televised news. It is pertinent to note that by parading the men before the media, news anchors have taken the role of prosecutor and judge. The latter finds them guilty even before the former are charged with any criminal offence. This is a serious violation of their fundamental rights including a right to a fair trial. In the inquisitorial system, the rules of admissibility of evidence allow the judge to act more like an inquisitor than an arbiter of justice. Similarly the news anchors

<sup>20</sup> BBC, ITV, Channel 4, Channel 5, SKY and UKTV are some leading channels in UK. Al Jazeera America in USA; Aaj Tak, India News, ABP News, NDTV India etc. are some leading news channels in India.

<sup>21</sup> In the Adversary System, two or more opposing parties gather evidence and present the evidence, and their arguments, to a judge or jury. The judge or jury knows nothing of litigation until the parties present their cases to the decision maker.

<sup>22</sup> Most European and Latin American countries use the inquisitorial legal system. For example Italy, uses a blend of adversarial and inquisitorial legal system.

<sup>23</sup> *Inquisitorial Procedure*, Encyclopedia Britannica, <http://www.britannica.com/EBchecked/topic/288956/inquisitorial-procedure>, Last visited on 02.07.2014.

<sup>24</sup> *Appendix B: A Comparison of the Inquisitorial and Adversarial System*, Ministry of Justice, Government of New Zealand, <http://www.justice.govt.nz/publications/global-publications/a/alternative-pre-trial-and-trial-processes-for-child-witnesses-in-new-zealands-criminal-justice-system/appendix-b-a-comparison-of-the-inquisitorial-and-adversarial-systems>, Last visited on 28.06.2014.

<sup>25</sup> *Inquisitorial System*, The Business Dictionary, <http://www.businessdictionary.com/definition/Inquisitorial-system.html>, Last visited on 28.06.2014.

<sup>26</sup> *Inquisitorial System*, The Free Dictionary, <http://www.thefreedictionary.com/Inquisitorial+system>, Last visited on 28.06.2014.

<sup>27</sup> *Ibid.*

produce evidence themselves and in full view of the nation declare that they have found the accused guilty without even permitting him to speak.

### **Trial of Cases in the Media**

As remarked by the first Prime Minister of independent India, Pandit Jawaharlal Nehru, "I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than a suppressed or regulated press".<sup>28</sup> To realize the vision of Mr. Nehru, the media has been provided with many freedoms and immunities so that this fourth pillar of democracy stands tall and strong. But what Lord Atkin relates with power is also well placed with the notion of liberty. Liberty does corrupt into license and is prone to be abused. Every institution is liable to be abused, and every liberty, if left unbridled, has the tendency to become a license which would lead to disorder and anarchy.<sup>29</sup>

### **Origin of Media Trials**

Trial by media is a phrase popular in the late 20th century and early 21st century to describe the impact of television and newspaper coverage on a person's reputation by creating a widespread perception of guilt or innocence before, or after, a verdict in a court of law.<sup>30</sup> In contrast, the flourishing on new television channels has been a comparatively recent phenomenon in India. Today, as a consequence of economic liberalization, there are over 200 private news channels in India. This has led to a 'welter of exposes' being broadcast on television.<sup>31</sup> It has become more difficult for the rich and powerful to indulge in criminal acts without being subject to public scrutiny. A good example of this changed scenario is the disparate coverage of inter-religious violence during the 1980s and the present decade.

### **Sensationalizing of High Profile Cases through Media**

It is significant to note here that in current scenario media has made a business out of covering high profile trials.<sup>32</sup> The print and electronic media have gone into fierce and ruthless competition, as we call them 'aggressive journalism' that a multitude of cameras are flashed at the suspects or the accused. The most objectionable part, and unfortunate too, of the recently incarnated role of media is that the coverage of a sensational crime and its adducing of 'evidence' begins very early, mostly even before the person who will eventually preside over the trial even takes cognizance of the offence, and secondly that the media is not bound by the traditional rules of evidence which regulate what material can, and cannot be used to convict an accused.<sup>33</sup> In fact, the Right to Justice of victim can often be compromised in other way as well, especially in Rape and Sexual Assault cases, in which often, the past sexual history of a prosecutrix may find its way into newspapers. Secondly, the media treats seasoned criminal and ordinary one, sometimes even the innocents, alike without any reasonable discrimination.<sup>34</sup> They are treated as a 'television item'

<sup>28</sup> University Institute of Animation and Multimedia, *Mr. Nehru's declaration in the course of a speech delivered on June 1916 in the protest against the Press Act, 1910*, <http://www.chandigarhuni.ac.in/academics/usb/>, (ppt), Last visited on 28.06.2014.

<sup>29</sup> *Express Newspapers vs. Union of India*, (1997) 1 SCC 133, See also, *In Re: Harijai Singh and Anr. vs. In Re: Vijaykumar*, AIR 1997 SC 73 wherein the Supreme Court of India observed that the freedom of press is regarded as "the mother of all other liberties" in a democratic society.

<sup>30</sup> Wikipedia, [http://en.wikipedia.org/wiki/Trial\\_by\\_media](http://en.wikipedia.org/wiki/Trial_by_media), Last visited on 28.06.2014.

<sup>31</sup> Praveen Swami, "Breaking News: The Media Revolution", in Sumit Ganguly, Larry J. Diamond and Marc F. Plattner, eds., (2007), at p. 176. Available at, <http://books.google.co.in/books>, Last visited on 29.06.2014.

<sup>32</sup> History records extensive media coverage of trials including the trials involving John Peter Zenger in 1735, Aaron Burr in 1807, Lizzy Borden in 1892, John Scopes in 1925, O.J. Simpson in 1995 and Scooter Libby in 2007.

<sup>33</sup> Santrupt Satapathy, *Trial by Media*, Law Wire, 30.06.2013, available at, <http://www.lawinfowire.com/articleinfo/trial-by-media>, Last visited on 01.07.2014.

<sup>34</sup> *Ibid.*

keeping at stake the reputation and image. Even if they are acquitted by the court on the grounds of proof beyond reasonable doubt, they cannot resurrect their previous image. Such kind of exposure provided to them is likely to jeopardize all these cherished rights accompanying liberty.

### **Intervening in Judicial Process**

Though media coverage can sometimes assist law enforcement officers in solving crimes<sup>35</sup>, many times, the media conducts parallel investigations and points its finger at persons who may indeed be innocent. It tries to find fault with the investigation process even before it is completed and this raises suspicions in the minds of the public about the efficiency of the official investigation machinery.<sup>36</sup> Evidently, media coverage may endanger the fair administration of justice, another cornerstone of democracy.<sup>37</sup>

For example, Maria Susairaj was tried and sentenced to three years' imprisonment for concealing evidence in the murder of Neeraj Grover but media frenziedly demanded stronger punishment. Clearly, this is an interference with an ongoing judicial process.<sup>38</sup> Private news channels have been accusers, investigators, participants in fomenting public agitations, and almost judicial forums in the bizarre discussions they hold, with opinionated anchors pushing the discussions to preconceived conclusions. They have grossly overstepped their role as purveyors of news and opinion. There is role for the TV on issues of public policy, of which corruption and other such issues are a part, especially when the government is as it is now, a colluder with the violators of the law. But with criminal cases in court, and when the court has passed judgment, the media should have no role till the process is complete.<sup>39</sup>

### **Trial by Media vs. Freedom of the Press**

It is significant to note here that one of the mistakes a lot of people make believing that uncensored speech is the most free, when in reality, managed civil conversation is actually the freer speech. Free speech is enhanced by civility. In words of Blackstone 'the liberty of press indeed essential to the nature of a free State. Every free man has an undoubted right to say what sentiment he pleased before the public, to forbid this is to destroy the freedom of the press. But if he published what is improper, mischievous or illegal he must take the consequence of his own temerity.'<sup>40</sup>

### **Free Speech against Fair Trial**

Parties have a constitutional right to have a fair trial in the court of law, by an impartial tribunal, uninfluenced by newspaper dictation or popular clamor. Under Article 19 (1) (a) of the Constitution, the rights of the freedom of Press have been recognized as Fundamental Rights and under Article 21 of the Constitution the accused/suspect and under trial and the Civil litigant have Fundamental Right to have a free and fair trial.<sup>41</sup> One's life with dignity is always given a priority in comparison to one's right to freedom of speech and expression. Media should also take this observation into consideration. Fair trial is not purely

<sup>35</sup> Gerhard O.W. Mueller, *Problems Posed by Publicity to Crime and Criminal Proceedings*, 110 U. PA. L. Rev.1 (1961).

<sup>36</sup> Law Commission of India, *Trial by Media: Report on Free Speech and Fair Trial under Criminal Procedure Code (1973)*, Report No. 200, (August, 2006). Also available at, <http://lawcommissionofindia.nic.in/reports/rep200.pdf>, Last visited on 06.07.2014.

<sup>37</sup> Susan Hanley Duncan, *Pretrial Publicity in High Profile Trials: An Integrated Approach to Protecting the Right to a Fair Trial and the Right to Privacy*, 34 Ohio U.N.L. Rev. 755, 757.

<sup>38</sup> S.L. Rao, *Trial by Media-Television should have no Role when Criminal Cases are in Court*, The Telegraph, July 25, 2011, available at, [http://www.telegraphindia.com/1110725/jsp/opinion/story\\_14234123.jsp](http://www.telegraphindia.com/1110725/jsp/opinion/story_14234123.jsp), Last visited on 07.07.2014.

<sup>39</sup> *Ibid.*

<sup>40</sup> Raj Parashar, *Trail by Media- A Legal Dilemma*, available at <http://www.lawyersclubindia.com/articles/Trial-by-media-a-legal-dilemma-4944.asp#.U7vEj6O15kg>, Last visited on 07.07.2014.

<sup>41</sup> Maneka Gandhi vs. Union of India AIR 1978 SC 597.

private benefit for an accused but it is a tool to achieve public confidence in the integrity of administration of justice.

**Pillai vs. Kerala**<sup>42</sup> was a seminal Indian case where a defendant argued that biased media coverage could prejudice a trial. A person is presumed to be innocent unless he is held guilty by the competent court, but here the trend is to declare a person guilty right at the time of arrest. The media is there to report facts or news and raise public issues; it is not there to pass judgments. Therefore right to free trial essentially trumps right to free speech and expression. Hence we can say that to facilitate free trial is more important and the free speech can be regulated for the same.

### **The Law of Contempt of Court**

When we see the overview of English Legal System we can find out at its foundation that English law requires open and public court proceedings. Sometimes however, the open court rule and freedom of speech principles collide with fairness in individual proceedings. The law of contempt seeks to balance the right to a fair trial against freedom of speech and open justice principles. In British India, the contempt jurisdiction of courts was based not on any statute or enactment, but on the assumption that it was an inherent power of a court of record.<sup>43</sup> The Constitution reaffirmed this. The Constitution designates the Supreme Court and the High Courts as courts of record and gives them the power to punish for contempt of court.<sup>44</sup>

The law relating to contempt of Court is well settled. Any act done or writing published which is calculated to bring a Court or a Judge into contempt, or to lower this authority, or to interfere with the due course of justice or the lawful process of the Court, is a contempt of Court. The enactment of the Contempt of Courts Act 1971 saw the detailed codification of the law of contempt in India. The Act splits the offense of contempt of court into civil and criminal offenses. While civil contempt pertains to the non-compliance of court orders, criminal contempt is defined to include the publication of matter which prejudices or interferes with the due course of any pending judicial proceeding, or interferes with or obstructs the administration of justice.<sup>45</sup>

In **Bijoyananda vs. Balakrishna**<sup>46</sup> the publication of an editorial deploring a defendant as a 'bribe giver' was held to be in contempt of court. The Court stated that it would not allow cases 'to be tried by newspapers.' In **Leo Roy Frey vs. Prasad**,<sup>47</sup> a newspaper referred to two defendants as 'smugglers' without inserting the adjective 'alleged.' The Court held that this technically amounted to contempt, although the contemnors were pardoned after an apology.

### **Efficacy of Media Trials**

What we observe about media trial, where the media itself does a separate investigation, builds a public opinion against the accused even before the court takes cognizance of the case. In this way, it prejudices the public and sometimes even judges and as a result the accused, who should be assumed innocent, is presumed as a criminal leaving all his rights and liberty unredressed. If there is excessive publicity in the media about a suspect or an accused before trial, it prejudices a fair trial or results in characterizing him as a person who had indeed not committed the crime; it amounts to undue interference with the 'administration of justice', It

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<sup>42</sup> (2000) 7 SCC 129.

<sup>43</sup> K. Balasankaran Nair, *Law of Contempt of Court in India*, 27-9 (2004), in 2 JMLE 42 (2010).

<sup>44</sup> The Constitution of India, Art. 129, 215.

<sup>45</sup> Contempt of Courts Act, 1971 S. 2 (c).

<sup>46</sup> AIR 1953 (Ori.) 249.

<sup>47</sup> AIR 1958 P H 377.

ensue proceedings for contempt of court against the media. Unfortunately, rules designed to regulate journalistic conduct are inadequate to prevent the encroachment of civil rights.

### **Subconscious Effect on Judges through Media: A Jurisprudential Overview**

Benjamin N. Cordozo in his book entitled ‘The Nature of the Judicial Process’ says:

“I have spoken of the forces of which judges avowedly avail to shape the form and content of their judgments. Even these forces are seldom fully in consciousness. They lie so near the surface, however, that their existence and influence are not likely to be disclaimed. But the subject is not exhausted with the recognition of their power. Deep below consciousness are other forces, the likes and the dislikes, the predilections and the prejudices, the complex of instincts and emotions and habits and convictions, which make the man, whether he be litigant or judge.....”<sup>48</sup>

It is apparent from the philosophy of Cordozo that there are some effects of the emotions, likes and dislikes and other things on the mind of judges. If media is establishing some facts through different channels or newspapers, it leaves some subconscious, though not conscious, effect on the judges and many times it becomes threat for the justice delivery system.

The American view appears to be that Jurors and Judges are not liable to be influenced by media publication, while the Anglo-Saxon view is that Judges, at any rate may still be subconsciously though not consciously influenced and members of the public may think that Judges are influenced by such publications and such a situation, it has been held, attracts the principle that ‘justice must not only be done but must be seen to be done.’<sup>49</sup> The Anglo-Saxon view appears to have been accepted by the Indian Supreme Court as in **Re: P.C. Sen**<sup>50</sup> the Supreme Court observed ‘No distinction is, in our judgment, warranted that comment on a pending case or abuse of a party may amount to contempt when the case is triable with the aid of a Jury and not when it is triable by a Judge or Judges.’<sup>51</sup> It appears that it was accepted by the Supreme Court that Judges are likely to be ‘subconsciously’ influenced.

No judge fit to be one is likely to be influenced consciously, except by what he sees or hears in Court and by what is judicially appropriate for his deliberations.<sup>52</sup> The Judiciary, according to Justice Frankfurter could not function properly if what the press does is reasonably calculated to disturb the judicial judgment in its duty and capacity to act solely on the basis of what is before the Court.<sup>53</sup>

### **Effect on Public through Media**

While the trial judge is directly and personally responsible for maintaining the dignity and decorum of the courtroom proceedings, the media’s interests do not involve issues of fair trial and due process. Rather, the media’s interests involve issues of public information, ratings, and financial benefits from conducting their own trial on television.<sup>54</sup> Media plays a vital role in molding the opinion of the society and it is capable of

<sup>48</sup> Benjamin N. Cordozo, *The Nature of the Judicial Process*, Universal Law Publishing Co. Pvt. Ltd., Delhi, (Fifth Indian Reprint, 2004), at p. 167.

<sup>49</sup> Law Commission of India, *Trial by Media: Report on Free Speech and Fair Trial under Criminal Procedure Code (1973)*, Report No. 200, (August, 2006). Also available at, <http://lawcommissionofindia.nic.in/reports/rep200.pdf>, Last visited on 06.07.2014.

<sup>50</sup> AIR 1970 SC 1821.

<sup>51</sup> *Id.* at p. 1829.

<sup>52</sup> *John D. Pennekamp vs. State of Florida* (1946) 328 US 331.

<sup>53</sup> *Ibid.*

<sup>54</sup> Hon. Cynthia Stevens Kent & Hon. Sharen Wilson, *Media and the Courts in Presiding Over a Capital Case: A Benchbook for Judges* (2010), at p. 69, available at <http://www.judges.org/capitalcasesresources/bookpdf/Chapter%204%20Media%20and%20the%20Courts.pdf>, Last visited on 08.07.2014.

changing the whole viewpoint through which people perceive various events. They blatantly violate the code of free trial and sell their story to boost their TRP, leaving far reaching injury to the reputation of the accused.

In the temptation to sell stories, what is presented is what 'public is interested in' rather than 'what is in public interest'.<sup>55</sup> Police is presented in poor light by the media and their morale too suffers. The media trial has now moved on to media verdict and media punishment which is no doubt an illegitimate use of freedom and transgressing the prudent demarcation of legal boundaries. It is necessary to check prejudicial publicity of the subject matter pending before a court. It should be legally permissible to pass restraint order on the media.

### **Brief Overview of Media Regulation in Different Countries**

#### **UK**

In UK, media and this branch of law has created a 'problem' because it involves a tug of war between two conflicting principles of free press and free trial, in both of which the interest of public at large is involved. The importance of freedom of press was beautifully discussed by English Court in the case of **A.G. vs. Times Newspaper**<sup>56</sup> in the following words:

"People cannot adequately influence the decisions which affect their lives unless they can be adequately informed on the facts and arguments relevant to the decisions. Much of such fact-finding and argumentation necessarily has to be conducted vicariously, the public press being a principal instrument. This is the justification for investigative and campaign journalism."<sup>57</sup>

This freedom of the Press emerges from the right of the public to be informed on the issues of the day, which affect them and it is important in democratic set up of government.

Investigatory function of the Press has been found to be useful not only against governmental maladministration but also against crimes and other unlawful acts committed by individuals. It has been pointed out that but for such investigation by the Press, many of the offences against society would not have come to light at all.<sup>58</sup> It has been observed rightly by the English Court:

"It is sometimes largely because of facts discovered and brought to light by the press that criminals are brought to justice. The private individual is adequately protected by the law of libel should defamatory statements published about him be untrue, or if any defamatory comment made about him is unfair."<sup>59</sup>

#### **France**

Most of the media law and policy in France is developed by the national government assuming a central role in the marketplace of media activity.<sup>60</sup> At the heart of central government is the concept of a state. In France the national government is not just an adjudicator of media policy, but is also a competitor in the marketplace of media consumption. The government does this by directly funding and supervising public

<sup>55</sup> Mother Dairy Foods & Processing Ltd. vs. Zee Telefilms, AIR 2005 Delhi 195.

<sup>56</sup> (1973) 3 All ER 54 (77) HL.

<sup>57</sup> *Ibid.*

<sup>58</sup> R. vs. Savundranayagan, (1968) 3 All ER 439 (441) CA.

<sup>59</sup> *Ibid.*

<sup>60</sup> Robert Mckenzie, *Comparing Media Regulation Between France, the USA, Mexico and Ghana*, available at <http://www.juridicas.unam.mx/publica/rev/comlawj/cont/6/arc/arc5.htm>, Last visited on 08.07.2014.

broadcasters to provide content that meets cultural objectives. This situation in which the government regulates culture on both public and private television and for radio broadcasters is a defining feature of the media system in France.<sup>61</sup> In France, the governmental role in media is of prime importance.

In France, a press statute enacted in 1881 granted the print media freedom from government regulation by guaranteeing freedom of opinion and the right to publish.<sup>62</sup> Similarly, the Internet is not regulated by a central government-related agency in France. However, broadcast media are actively regulated in France by the national government, though the nature of this regulatory area has changed. For decades, all broadcast media were exclusively owned, operated and regulated by the national government. But after 1982, the National Assembly enacted a law based on the principle that “freedom of communication is free”.<sup>63</sup> That law opened up the possibility for broadcast media to be owned and operated by private companies, and it established that broadcast companies need not to pay a license fee for the right to use radio and television frequencies.<sup>64</sup>

## USA

In the contemporary media age, under the pressure of the 24/7 news environment, a fiercely competitive mass-media market, and the extraordinary cult of celebrity, we should be ready to ask afresh, does unrestrained media freedom now always serve the goals of free speech? The answer given here is an emphatic no: the uses the media makes of its freedom can often directly undermine the values underlying the right to free speech. The state’s duty is to secure equal respect for the basic rights of all, and the foundations of a democratic society, among which must be the rule of law, a vital aspect of which is the right to a fair trial.<sup>65</sup>

Thus, although media freedom should be strongly upheld when the media is carrying out its proper function in a democracy, when it is not doing so, and particularly when it is attacking the basic freedoms of others, courts should not hesitate to rein it in. As Lichtenberg put it in an article:

Unlike freedom of speech, to certain aspects of which our commitment must be virtually unconditional, freedom of the press should be contingent on the degree to which it promotes certain values at the core of our interest in freedom of expression generally. Freedom of the press, in other words, is an instrumental good: it is good if it does certain things and not especially good (not good enough to justify special protections, anyway) otherwise.<sup>66</sup>

The relevance of this insight for the fair trial and free speech debate is evident in the following brief survey.

In the United States, media regulation is developed mainly by the Federal Communications Commission, but also by the legislative branch (the Senate and the House of Representatives) and, to some extent, the Supreme Court. Behind the design of this fragmented approach to media regulation is the notion that there

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<sup>61</sup> Robert McKenzie, *Comparing Media Regulation Between France, the USA, Mexico and Ghana*, available at, <http://www.juridicas.unam.mx/publica/rev/comlawj/cont/6/arc/arc5.htm>, Last visited on 08.07.2014.

<sup>62</sup> *Ibid.*

<sup>63</sup> *Ibid.*

<sup>64</sup> *Ibid.*

<sup>65</sup> See Helen Fenwick & Gavin Phillipson, *Media Freedom under the Human Rights Act*, (2006), at p. 20-32. See for details <http://scholarship.law.duke.edu/cgi/viewcontent.cgi?article=1492&context=lcp>, Last visited on 08.07.2014.

<sup>66</sup> Judith Lichtenberg, *Foundations and Limits of Freedom of the Press*, 16 Phil. & Pub. Affs., (1987), at p. 333.



should be a check and balance system between the branches of government. Media regulation in the United States follows a libertarian outlook that there should be minimal central government involved in the day-to-day operations of media organizations.<sup>67</sup> This situation of a primarily commercial marketplace of broadcasters in which there is minimal government interference is a distinctive feature of the media system in the United States.<sup>68</sup>

In the United States, newspapers and the Internet are not licensed or regulated by a central government-related agency. Both newspaper and Internet content have been protected from regulation by the First Amendment, a 1788 Congressional Act creating several amendments to the Constitution. The First Amendment also serves as a guiding principle for the legal outlook toward the broadcast media, but it has not been afforded the same level of freedom as the print media. The rationale for this distinction has been that the broadcast media should be more accountable to public interests than the print media because the former is subject to less competition than the print media. This conclusion is derived from the argument that the broadcast frequency spectrum can only accommodate a finite number of radio and television channels, whereas there is virtually unlimited space to distribute print media. However, the proliferation of cable and satellite radio and television channels has diminished the “scarcity of space” argument to the extent that some regulations covering media ownership were relaxed by the Telecommunications Act of 1996.<sup>69</sup>

There is continuing concern in the United States about the kind of media storms that swirl around high-profile criminal proceedings such as the Sam Sheppard case.<sup>70</sup> It is significant to note that the grotesque media “carnival” influence tremendously sober and impartial investigation process and it happen nowhere in Western world other than the United States.<sup>71</sup>

**Table: Comparing the Regulation of Media in Different Countries**

Area	Government Bodies	Media Regulated	Priority Content	Enforcement Options
India	ICT, TRAI, CBFC, ASCI, PCI <sup>72</sup>	Information and Communication Technology, Telecommunication, Film, Advertisements, Newspapers	Public Information, Minor, Social and Political Opinion	Fines

<sup>67</sup> Robert Mckenzie, *Comparing Media Regulation Between France, the USA, Mexico and Ghana*, available at <http://www.juridicas.unam.mx/publica/rev/comlawj/cont/6/arc/arc5.htm>, Last visited on 08.07.2014.

<sup>68</sup> *Ibid.*

<sup>69</sup> Gavin Phillipson, *Trial by Media: The Betrayal of the First Amendment's Purpose*, at p. 15, available at <http://scholarship.law.duke.edu/cgi/viewcontent.cgi?article=1492&context=lcp>, Last visited on 08.07.2014.

<sup>70</sup> Sheppard vs. Maxwell, (1966) U.S. 333 (U.S.A.).

<sup>71</sup> Gavin Phillipson, *Trial by Media: The Betrayal of the First Amendment's Purpose*, at p. 15, available at <http://scholarship.law.duke.edu/cgi/viewcontent.cgi?article=1492&context=lcp>, Last visited on 08.07.2014.

<sup>72</sup> ICT- Information and Communication Technology, TRAI- Telecom Regulatory Authority of India, CBFC- Central Board for Film Certification, ASCI- Advertising Standards Council of India, PCI- Press Council of India.

UK	ITC, RA <sup>73</sup>	Television, Radio	Public Policy, Minor	Suspension or Revocation of Licenses
France	CSA <sup>74</sup>	Radio, Television	Political Pluralism, Minors, Television Advertising, French Language	Fines, Acknowledgement of Non-compliance
USA	FCC <sup>75</sup>	Radio, Television	Indecency, Advertising by a non-commercial broadcasters, Children	Fines, License Revocation

It is significant to note that each of the four countries has government regulation of the media located in very different agencies, with different concentrations of power, and with different connections to governmental authority. Each of the four countries has government regulation that responds to a different set of conditions in each nation. It could be surmised that the main conditions impinging media regulation include: commerce in the United States, culture in France, social development in India and public policy in UK.

## Conclusion and Suggestions

### Need to Reform Criminal Justice System

Balancing between the rights of people to know and presumption of the accused to be innocent till he is found guilty by a competent court, has become inevitable but neck to neck competition regarding publication and coverage among various media houses having a tendency to interfere with administration of justice has become matter of concern for legislature as well as judiciary. In India, the growing phenomenon of activist media coverage of criminal trials has seen some positive outcomes. It is even arguable that until India's rotten criminal justice system is reformed, the judiciary must tolerate journalistic vigilantism. Nonetheless, I have advocated a slight tilting of the balance away from the right to free speech and towards the right of an accused to a fair trial. A journalist must not be given an absolute free reign to declare an accused person as innocent or guilty. Thus, the Indian judiciary must be a little more assertive and do more than merely make disapproving statements directed at the media.

<sup>73</sup>ITC- Independent Television Commission, RA-Radio Authority.

<sup>74</sup>CSA or Conseil Supérieur de L'Audiovisuel (roughly translated as Supreme Audiovisual Council).

<sup>75</sup>FCC- Federal Communications Commission.

Indian courts have held that biased media coverage does not merit a retrial, a position that I have supported. But this also means that courts must not abandon the use of suo motu contempt powers as an alternative, post-dissemination safeguard against media trials. If a journalist goes overboard while commenting on a pending trial, courts can consider imposing 'soft' sanctions. In more serious cases involving false publications 'hard' sanctions can be imposed.

### **Need of systematic and scientifically developed Law at National Level**

Moreover, aggressive media trial is influencing the judicial process consequently establishing prejudice in the minds of judges about the fact of the cases and it is nothing but the trying cases like inquisitorial system of administration of justice. It is important to note here that there must be some demarcation of the power of media. Our Apex court tried to provide the guidelines in the case of **Sahara India Real Estate Corporation Ltd. and Ors. vs. Securities and Exchange Board of India and Another**, but there must be systematic and scientifically developed law on the subjects otherwise interference of media in judicial process will be in continuation.

Moreover, freedom of the media and independence of the judiciary are two of the most important indices of democracy in a country. It is essential to preserve both. Flexible press and submissive judiciary are the first step in the process of extinguishment of democratic lights. It is essential that points of conflict between the two should as far as possible, be avoided.

### **Need to Eliminate Adverse Effect**

The judiciary's role in our society is to prevent injustice. The system carries out this role by guaranteeing to a defendant a fair trial. As the courtroom door is opened to the endless reaches of the media, the dignity of the proceedings simultaneously begins to falter. Cameras trivialize the proceedings by placing the crucial issues of a criminal trial into a tabloid-like atmosphere with the result of sensationalizing certain aspects of the trial instead of focusing on the administration of justice. Cameras thwart the dignity of the proceedings by causing witnesses to focus more on their actions than the issues at hand. Cameras produce biases within the television audience that have profound effects upon the defendant. Until the media can eliminate these adverse effects, television should remain outside of the courtroom.

### **Need of International Model Law on Media**

It is important to take into consideration, that different countries are having different legal norms to regulate the media. Countries like, USA has given free hand to media intercourse in their territory. Other countries like UK, France and India have vigorous laws to regulate the media activities along with the vigilant judicial organs. However, in countries like India and USA there is aggressive journalism and many cases which are sub judice before the courts, are tried by the print and electronic media. In such background, we can say that it has tremendous impact on even judicial organs of the governments. In such backdrop, there is need of one International Model Law on Media like UNCITRAL<sup>76</sup> Model Law, especially for regulation of media and their rights and obligations.

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<sup>76</sup>United Nations Commission on International Trade Law.

## **MOST POTENT TOOL OF NEW MEDIA: THE SMARTPHONES (AN ANALYSIS)**

**Dr. Sachin Bharti**, Assistant Professor, Dept. of Mass Communication, GGS IP University, Delhi  
**Divyani Redhu**, Dept. of Mass Communication, GGS IP University, Delhi

### **Introduction**

Man has always been known to be a social animal. To communicate with other beings, to share the views, etc. is equally important for humans as it is to eat or breathe. The difference that has changed the way of living with the advent of time includes all – our biological growth, psychological growth, economical as well as the technological growth. And, talking particularly about the technological growth, it would not be wrong to say that with time, we have witnessed numerous technological inventions, which have made our lives extremely simple and convenient.

When it comes to the technological inventions, it becomes essential to talk about telecommunication, which has made us feel closer, regardless of our physical distances. The understanding of the same would be incomplete without taking into account not so old, but, tremendously popular technologies in the field of communication, i.e. mobile technology.

We ourselves and our previous generation have been the witness to the time when telephone was not a necessity. Rather, it was a luxury. But times have changed now. Today, mobile phones are present everywhere. The greatest advantage of the cellular phone is that it can be used anywhere, anytime. Individuals can now be addressed directly. They are permanently within the access by means of the mobile phones.

But, just when we would have thought of the mobiles phones as the pinnacle in the field of telecommunication, the communication revolution added another laurel in its path. The palm sized mobile phone device paved way for yet another benchmark in the form of ‘smartphones’.

According to Oxford Dictionaries, a smartphone is a “A mobile phone that is able to perform many of the functions of a computer, typically having a relatively large screen and an operating system capable of running general-purpose applications.” As per the Wikipedia,

“A smartphone is a mobile phone with more advanced computing and networking capabilities than a feature phone.”

In my view, smartphone is a clever gadget that can make calls, capture photos and videos, surf internet, has the option of playing games, to mention just a few of many of its advantages.

Let us just count the devices and some other things that we use in our day-to-day lives. This includes – calculator, radio, T.V., laptop/computer, video player, mp3 player, camera etc. Apart from the mentioned devices, things like newspaper, magazines, diaries, books, calendar, watch are some of the essentials that we need every day. But, today, all what is mentioned earlier is present in our hands. How? It is because we have the intelligent smartphones in our hands today and that too in a very affordable price. Smartphones have emerged as the best example of convergence in our lives. With the extent of its reach, it has become a part of our lives and also the most potent tool of new media.

## Discussing the Problem

When on one hand, smartphones have immensely strengthened us technologically; on the other hand, several negative aspects have also come to the notice.

Following are some of the problems associated with the smartphone usage, at different levels:

1. **Obstructs face** – to face communication: It is so because if two or more people are chatting face – to – face and a phone rings, it is not necessary that one feels comfortable to talk in front of the other. In such a case, the ongoing communication is hindered due to the phones.
2. **Smartphones leads to distraction:** We unconsciously prioritize the gadget over all other activities. From a housewife who cooks while talking to her sister on phone to a teenager boy who is busy texting his friend while driving the car, smartphones have managed to take our undue attention.
3. **Hinders the social bonds:** The addiction of smartphones and its numerous applications detaches the users from the society and the people around. Talking particularly about the kids, smartphone games and applications have almost made outdoor games redundant. Kho – kho, Kabaddi, Hide and seek etc. all seem to be the tales of history.
4. **Creativity is hampered:** If each free second is spent in one or the other app of the smartphone, there will be no scope left to nurture one's creative thoughts. With the availability of multi – speciality smartphones, which have the functions of several devices like camera, voice recorder, mp3 player, etc. the devices specially meant to do the tasks are being overpowered. For example: if today, the camera of a smartphone can take photos with the resolution of 41mega pixels, why would someone carry the luggage of kilos of a DSLR camera? Thus, with such hi – tech gadgets, a digital junk is being created
5. **Health Hazards:** The multi functionality of the smartphones brings with them several health hazards like exposure to germs, anxiety, stress, sleep disorders, risk of heart attacks and impotency etc.

**Discussing The Objectives and Modus Operandi:** By using direct observation and review of literature, various sources have been studied to understand the smartphones and related aspects of the same. The research article on the topic – “Most Potent Tool of New Media: The Smartphones” has been written with the following objectives in mind:

To elucidate the distinctive features of a smartphone

To study the increasing reach of smartphones and understanding reason for the same

To study the smartphone as replacement to many gadgets like laptops/computers, calculator, radio, T.V., newspapers, still camera, video camera, mp3 player, Photoshop, video editor, DVD player, video games, comics and the latest heart rate meter in Samsung Galaxy S5

To discuss the checklist to choose the best smartphone from the available options

To understand the manner in which camera of a smartphone could be used to obtain results of professional quality like DSLR

The evolution of smartphones over the years, in relation with different mobile platforms and their technological backgrounds

To know the revolutionary advancements in the technology of smartphones

## Review of Literature, Observations and Interpretations

### A. Distinctive Features of a Smartphone

Today, we have the power to control everything with the help of a single device that fits in our hands. And the device is better known to us as the ‘smartphone’. From sending and receiving text messages and emails, to finding a location via GPS navigation and from e – book reading to online money transfer and bill submission, there is almost nothing that our smartphones cannot do. The distinct features of smartphones have undoubtedly made the smartphone a ‘smart’ gadget. Let us have a look at some of them:

1. **Web Access:** With the availability of a built-in browser, there is all time internet accessibility offered by the smartphones. Due to all time web access, surfing internet, accessing social networking sites, looking for the routes via GPS navigation, booking tickets for the upcoming show of any movie at the nearest theatre, paying bills online, reading e- books, downloading latest songs and much more has become just a click’s task.
2. **Apps or Applications:** A mobile app, short for mobile application is application software designed to run on smartphones. These apps make the smartphones more interactive. According to Global WebIndex data on global smartphone users in 2013, Google Maps is the most frequently used mobile app in the world, with a usage of 54%. The same is followed by Facebook (44% of smartphone users), YouTube (35% of users) and Google+ (30% of users). The other popular apps include we chat (27%), twitter (22%), skype (22%), whatsapp (17%), instagram (11%) etc., to name just a few. With U app for safety, an initiative by channel V is an example of the app for security. According to a report published in the Times of India (March 25, 2014), the Archaeological Survey of India (ASI) has launched the country’s first mobile app to get details of all the 174 monuments in Delhi.
3. **Camera and video recording:** With the availability of high resolution cameras in our smartphones, no one bothers to take out the DSLRs and then take a picture. For example: Nokia Lumia 1020 has a camera of 41megapixels and a bigger sensor, resulting in excellent image quality. Apart from it, facilities like Optical Image Stabilization (OIS), aperture settings, Back Side Illumination (BSI) sensor for low light photography etc. are being offered by several smartphones. For video, several phones of various companies record HD 720p resolution, full HD display and recording (1920p\*1080p), 2K (2560\*1440) and the latest flagship smartphone from Samsung Galaxy S5 is capable of recording 4K (3840\*2160) resolution quality video.
4. **Gaming hub:** Today, a whole industry has grown up around mobile gaming. Smartphones have evolved themselves as gaming hubs. The popularity has grown so much that games like Fruit ninja, subway surfers, candy crush, temple run, temple run 2, temple run Oz, angry birds, etc. have almost become international standards in the arena of mobile gaming.
5. **Entertainment hub:** Smartphones as the means of entertainment have certainly evolved as the provider of wholesome entertainment for its users. The users can listen to music, watch videos, and pictures on their smartphones and can take the pleasure of the same anytime. It has now become possible to use the smartphones as a mini – T.V. Be it the radio, music gallery, mp3 player and recorder, video player, etc. everything is available in our hands, in the form of smartphones. Fox, Z. (2013, August). *The 10 Most Frequently Used Smartphone Apps*. Retrieved from: <http://mashable.com/2013/08/05/most-used-smartphone-apps/>

## B. Increasing Reach of Smartphones

It certainly would have been a dream for humans some decades ago to be able to communicate while moving around. But, today, the dream has turned into a reality and the aspiration to stay connected has come alive in the form of a hand – held device. The small sized window to the world is better known to us as the smartphones.

According to a research conducted in 2013 by the Business Insider, the prediction was made that by the end of 2013, global smartphone penetration would reach to 22%, from the earlier 5% in 2009. Another research conducted by the Ericsson says that between 2013 and 2019, worldwide smartphone subscriptions will reach 560 crores, and smartphone traffic will increase by ten times in the next five years.

India has become one of the most potent markets for the smartphones. The data by the Research Strategy Analytics claim that India is the 3largest smartphone markets after China and US. From the business sector to education and from health to social life, smartphones have made a place for themselves in every field. The reasons for the same include:

**1. Reduction in Smartphone prices:** As a result of the falling prices of the smartphones, majorly due to the competition, the technology has become quite affordable. Today, a good smartphone is available in the market in less than Rs 6,000.

**2. Increasing data usage:** According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the country stood at 19 crore at the end of June, 2013. The internet user base in the country is projected to touch 24.3 crore by June 2014, a year-on-year growth of 28%. Smartphones offer all time and easy access to the internet. Thus, if internet users would increase in the future, the number of smartphone users will also increase.

**3. Replacement driven market:** Variety has become the mantra for marketing today and having a new smartphone after every 10 – 12 months is getting common now – a – days. The trend of replacement has greatly contributed to the smartphone growth as consumers replacing their handsets are more likely to upgrade to the smartphones, if earlier they had feature phone.

**C. Best Tool of Convergent Media:** The definition of 'smartphone' as per Nokia is: 'A smartphone is a 'converged mobile device'

Over time, the smartphone has wrapped one or two other devices into its 'convergence'. Devices like camera, camcorder, alarm clock, watch, calculator, radio, music player, radio, GPS, games console, DVD player, laptop, calendar, e - book reader, voice recorder, e – dictionary, image editing apps etc. are just a few of the lot. It does not mean that smartphones have completely made the mentioned devices and services obsolete. But, what I intend to say is that highly convergent mobile phones have replicated the functions of the same to a considerably good extent.

We would certainly fall in love with our light weight, sophisticated looking and highly 'smart', smartphones if we would just make a list of all the functions that we use daily on our smartphones and list down the cost of the devices specially designed to do so. For example: the cost of a good digital camera, an mp3 player, a scientific calculator etc. The cost of all such gadgets would make us believe how affordable the technology has been made by our smartphones.

## D. Different Operating Systems (OS)s

Some of the major mobile platforms include – Google’s Android, Apple’s iOS, Microsoft’s Windows, Blackberry, Samsung’s Bada and Symbian. The main purpose of an operating system is to allot resources like memory to programs and control the allocation of the same. Almost all these Operating Systems (OSs) were designed primarily for touchscreen mobile devices such as smartphones and tablet computers.

**E. How to Choose the Best Smartphone?** One should keep the following things in mind while purchasing a smartphone:

1. **Operating Systems:** No mistake should be made while choosing the OS. Because of the fact that it is the operating system that adds the ‘smartness’ to the smartphone. Whichever OS is chosen, it must be of the latest version as only that would provide the latest facilities.
2. **Processors:** Processor is like the ‘brain of a smartphone’ which determines the performance of the smartphone. The size and strength of a processor is measured in gigahertz, or GHz. Apart from the GHz, processors are also available in single or multi-core forms. To make it easy to understand, a multi-core processor has more than one compartment to the unit, which helps in multi- tasking and speedy performance. Further, multi-core processors come in dual-core (two cores), quad- core (four cores) and octa core (eight cores) variants. But, the fundamental is the same. The more cores present, better multitasking could be done. To get an idea of the available options of the processors, following are just some of the many: Single core – 1GHz----Dual core (in GHz) – 1, 1.2, 1.3, 1.4, 1.6, 1.7 etc---  
-Quad core (in GHz) - 1.2, 1.4, 1.6, 1.9, 2.0, 2.2 (Sony Xperia Z Ultra), 2.3 (LG G2), 2.5 (Galaxy S5 with octa core) Apart from mentioned, Note 3 boasts of having 1.9+1.3 octa core processor. Qualcomm, Nvidia, Tegra, Exynos, ARM, Media Tek etc. are the major players in the processor making business.
3. **Display:** It determines the quality of visual experience of a smartphone. Some of the available in the market are Apple (Retina Display), Sony (BRAVIA), Samsung (Super AMOLED Plus), Nokia (Clear Black) and Microsoft (Clear Type). But, even that is not enough because Samsung, with the release of Galaxy Round has come up with the world’s first smartphone with a curved display.
4. **Storage:** The storage memory of the smartphones is the inbuilt internal memory which stores the data. Then, there is RAM – Random Access Memory which helps in running various applications. It is measured in Mega Bytes and Giga Bytes (GB). From the most basic, 512 MB RAM, maximum specifications like 3GB are available in the high end smartphones like Samsung Galaxy Note 3.
5. **Screen Size:** The size of the smartphone screen plays a vital role while viewing photos, videos or even playing games. Earlier, 3.5 inch was the standard. But, now, screen sizes from 4 to 5 inches are becoming common. But, even 5inch has not been marked as the upper limit. For example: Sony Xperia Z Ultra flaunts a 6.4-inch display. It is always better to handle different models before selecting any is because a big smartphone might look good to flaunt, but, in the long run, if the size is too big, it might become difficult for the users to carry them in the hands.
6. **Usage:** A wise buyer is the one who is clear about one’s usage while buying any product. Same goes with the smartphones. You must be very clear as to how you will use your smartphone. It is so because there is no need to spend extra money for the features which will be rarely used. For



example: If your primary concern is to get a good camera in your smartphone, there is no need to buy a phone that has the gyroscope (feature for gaming) in them.

7. **Replacement and Service:** Faults in an electronic gadget like a smartphone can occur at any time. But, to manage without them for even a day is quite difficult for most of us. Thus, while buying any smartphone, the replacement terms of the company must be understood well. Also, the service time, number of service centres available nearby must be kept in mind before buying any smartphone.
8. **Battery:** In case of a smartphone, you may have the best OS, display, apps and processor, but, what is the use of carrying a smartphone whose battery is always about to die? Thus, to keep the smartphones running, it is better to choose the battery with higher mAh (milli ampere – hour). In simple words, the higher the mAh, the longer the battery would run.
9. **Weight:** We carry our smartphones with us, almost everywhere. Thus, if the device is heavy, then it becomes difficult to carry the same. A smartphone is for our convenience and not to add to our luggage burden. So, a light weight smartphone must be chosen.
10. **Camera:** Before buying any smartphone, it is essential to know the quality of the same. More megapixels do not guarantee a good photo quality. It is the combination of a good lens, adequate megapixels and sensor technology together is what gives a good photo quality. It is always better to opt for cameras with BSI (Backside Illumination) sensors for better low-light photography along with Xenon flash, if available. Smartphone like Nokia Lumia 1520, 1020 and 925, Apple iPhone 5C and 5S, Samsung Galaxy S3, S4 and S4 Zoom, Note 2 and the latest Note 3, LG G2, and HTC One are known for their good cameras. If you think that camera is just about the still images, then let me just mention that video recording by smartphones is equally good. Several phones of various companies record HD 720p resolution, full HD recording (1920p\*1080p) and the latest flagship smartphone from Samsung Galaxy S5 is capable of recording 4K (3840\*2160) video quality.

Believe on your eyes is the best tip to choose the better display. To compare the displays of two phones, view same photo simultaneously on both of them. Regardless of the number of pixels or ppi, the one that appears more bright and crisp to you, must be chosen. Although, theoretically, a full HD display will always be better than the HD display. But, practically, it is possible that the HD display of a phone might be better than that of the other smartphone's full HD display.

For example: If you compare the display of Apple and Micromax. There are chances that even the standard display of Apple might be better than the full HD of Micromax. At the same time, it must be kept in mind that it is not just the camera that ensures good photos, rather, the manner in which the camera of a smartphone is used greatly decide the output of the same. By using the camera optimally and correctly, professional quality results like DSLR can be achieved with the smartphone camera

### **How to obtain professional quality results like dslr with the smartphone camera?**

Following things should be kept in mind while using the smartphone camera:

Boost the ISO count of your smartphone if you are shooting in low – light conditions. It increases the sensitivity of the camera's sensor and make it more receptive even in low – light conditions

Use your phone's maximum pixel count while shooting to obtain best results

Avoid using a flash as it makes the photographs look flat

Keep your hand steady while shooting to avoid blur and shaky images

If possible, tell your subject to remain as steady as possible.

Avoid shooting in harsh sunlight as it causes harsh shadows, particularly on the face

The subject must be well dressed and also he/she must stand out from the background .

You should not use digital filters and effects while capturing the images. However, the same could be tried later. It is so because any effect could be added on a raw photo but, removing an effect used during capturing is difficult and time consuming

Framing should be composed as beautifully as possible. Bright colours, attractive elements must be used to create the backdrop so that the output appears visually appealing

Always shoot on Auto or Normal mode

Avoid wearing pure white outfits while using the camera because white colour reflects the most.

It would become difficult to cut the reflection of white

Do not capture the photo/video till the subject is not still and steady

Try to shoot in well – lit conditions as far as possible

Always view the images on a laptop/desktop screen because smartphone displays have a high ppi (pixels per inch) count and the brightness levels. This may result in enhanced view results or false results when viewed on a smartphone screen

Avoid choosing the background which is cluttered as it will lead to draw the attention away from the subject

Try to use a smartphone that has a dedicated click button, as it will make the photo – capturing easy and chances of shake is less

Avoid using digital zoom as far as possible. Rather, you must physically move towards the subject in case of need. It is so because a digital zoom only crops the picture area, which could even be done later.

Clean the camera lens before taking any shot to avoid any dust particles or finger prints

If your smartphone has optical zoom, then use it according to your needs

Use the Optical Image Stabilization, if available in your smartphone as it reduces the shake

11. **Cost:** Cost acts as the decisive factor while selecting any smartphone. When best of the smartphones like Apple's iPhone 5S (Rs 53,500 – 71,500), Samsung's Galaxy Note 3 (Rs 47,900), HTC One (Rs 47,689), HTC One M8 (49,900) and others like LG G2, Apple's iPhone 4S etc. are available in the bracket of Rs 45, 000 to 70, 000 and even more, mid - range smartphone with a fairly good display, fast processor, long lasting battery life and high RAM are also available. Gionee Elife E6, Blackberry Z10, Samsung Galaxy S4 mini and Sony Xperia SP are some of the best mid – range smartphones within the bracket of Rs 18,000 – 25, 000. Apart from the above mentioned, smartphones like be a smart buyer and own a smartphone only when it suits your needs because a wrong choice can deteriorate your pleasure of using a smartphone.

## F. Smartphones and the Youth

The smartphone is now a standard part of the world. Talking specifically about the youth, for once, they can be made to skip a breath, but, to part from their prized possession – their smartphone, is simply out of question. From e – mail configuration to staying online on the social networking sites, and from online

shopping to constant messaging, youths are dependent today on their swanky smartphones to complete their day – to – day tasks.

Micromax Canvas Power A96 (Rs 9,900), Gionee M2 (Rs 10,999), Xolo A500 Club music (Rs 7,099), Micromax Canvas Elanza (Rs 9,400), Xolo A500S (Rs 6,139 – 7,299) etc. are just some of the cheapest smartphones that are available in the market.

According to the Smartphone Incidence Study 2013<sup>5</sup>, there are 5.1 crores smartphone users in urban India today, an 89% increase from 2012, when there were just 2.7 crore users. The study also reveals that the biggest jump is in the youngest age group between 16 to 18 years, where numbers have gone from 5% in 2012 to 22% this year, which marks a four-fold increase. India is currently the third fastest growing smartphone market in the world. The smartphone companies have agreed to the fact that their major focus is on the younger consumers, who are driving numbers up.

### G. Revolution in Technology

Technology, in form of smartphones have made such an impact in our lives that today, most of us do not leave the home without taking the cell phones, rather, the smartphones. While leaving our homes in the morning, it has become a habit to be asked by our mothers/wives/sisters that –

‘Have you taken your hanky, wallet and mobile?’ Isn’t it so? Just think how important the phones have become in our lives. Over the years, the technology of the smartphones have revolutionised immensely. To add to the same, the revolution has been all around and in every aspect. Following are just some of the revolutions that have added laurels in the journey of smartphones:

1. **Attachable Lens with Camera:** Who would have ever thought that it would be possible to attach a camera lens with the smartphone? But, now, doing the same is possible. Sony's latest QX Smart Lens series of smartphone accessories has made it possible to connect a lens capable of 3.6x optical zoom with the smartphone. Doing so, highly professional results could be obtained. To make it simple, lens-style cameras contain a zoom lens, image sensor, processing chips, battery, stereo microphones, and even their own memory card slots. But, the task of viewfinder is to be performed by the smartphone, which connects via Wi-Fi and is used to control the Smart Lens and share the resulting images instantly.
2. **Heart Rate Sensor:** Samsung’s Galaxy S5 has taken a step forward to take care of the health needs of its users as it has a heart rate sensor installed in it. The sensor can give the results of the heart rate during a workout and can also suggest the ways to improve on the same.
3. **Wireless Charging:** Battery has been a major issue that troubles the smartphone users because it limits the usage by limiting the running time of any smartphone, particularly while travelling. Nokia first developed the wireless charging facility in its Lumia series, followed by Samsung (in some of its high end smartphones like Galaxy S5). Charging in case of wireless is done by providing a wireless charging pad with the phone which enables charging anywhere and at any time.
4. **Dust and Water Proof Body:** Brands like Sony followed by Samsung (Galaxy S5) have come up with dust and water proof bodies for their smartphones.

5. **Voice Commands:** With the help of voice commands, it is possible to dictate emails, text messages, make calls, open apps, play music, and search for information only by speaking to the phone and not even touching the same. Siri for iPhone and Android Voice Commands for Android phones etc. are some of the voice command facilitators in various smartphones.
6. **Biometric Fingerprint Scanner:** The smartphone users are always concerned for the security of their smartphones. For the highest security, Apple has developed the first biometric fingerprint scanner for its range of iPhone 5S. By doing so, the fingerprint of the user becomes the security key to the phone. The same facility is made available in the Samsung's Galaxy S5.
7. **Burst Shooting Mode:** Burst mode is a special camera feature using which a series of images in succession can be captured by a single click. Smartphones like Samsung Galaxy S III (20 photos), HTC One X+ (20 photos), HTC One X (99 photos) and others like Apple iPhone 5S, LG Optimus G etc. are some of the smartphones that have the burst shooting mode in them.
8. **Sound and Shot Feature:** This feature is presently available only in Samsung Galaxy S4, Note 3 and its latest S5. With the help of this feature, every still image that is captured on the Samsung device can also record its background sound. It is possible to listen what was said, played, and heard at the moment of capturing the photo along with the visual of the same.
9. **Photo Editing Apps:** With the help of these apps, several effects could be added on simple photos. Some of the popular photo - editing apps in no particular order are:

**Camera+:** The app is available on the iPhones. It includes tools to improve exposure, focus, and lighting and even has a stabiliser to avoid blurry shots.

**Instagram:** The app is available on the iPhones and Androids. It is a photo-taking and editing app with which, a range of filters can be added to the image. Also, it acts as a social network for sharing.

**Adobe Photoshop Express:** The app is available on iPhones and the Android phones. Functions like adjusting exposure, saturation and contrast of the image, cropping, straightening, rotating and clipping of the images can be easily done. Photoshop Express can even sharpen, soften or turn the picture into a sketch.

**Thumba Photo Editor:** Available on the Windows Phone, the app has a number of filter options and enables easy cropping and brightness/contrast adjustment.

**Photo Editor Ultimate:** The app is available for the BlackBerry smartphones. This app offers a range of filters, effects and tools to crop, rotate and resize the images.

**Paper Camera:** Paper Camera is an app for iPhone/Android that involves applying visual filters to the photographs. But, here, the emphasis is on cartoon and comic-book-style effects.

10. **AIR DROP:** The airdrop technology allows the user to drop and transfer files between different devices on the same network. For example: Apple's iPhone and iPad. However, a Wi-Fi connection is needed to share files. It was first developed by Apple and the technology is now available in some high end smartphones like Samsung Galaxy S5.

## Conclusion

Our insatiable thrust is what has made us grow, rather, evolve over years, decades, centuries and eras. With every transition, man, who is known to be a social being, has only polished his skills of communication. And, what has made our transition worth applauding is the revolution in the field of telecommunication – in form of mobile phones.

With the advent of time, mobile technology not only became affordable and accessible for all of us. But, at the same time, it paved way for yet another benchmark in the field of communication in the form of smartphones. Today, we have the power to control everything with the help of a single device that fits in our hands. And the device is better known to us as the ‘smartphones’. From web accessing to enjoying applications and from helping us in clicking pictures to being our gaming hub, smartphones have done it all for their users. Smartphones have evolved themselves as the most potent means of convergence.

Our lives have been reshaped by the smartphones. From being the substitutes to devices like camera, calculators, radios, watches, etc., to being complementary to our diverse needs like safety, security, health, banking and expenditures, smartphones have proved their mettle time and again in all spheres.

On comparing what our smartphones have given us, it would not be wrong to say that they have silently revolutionised our lives. Think of any day – to - day task and our smartphones are there with us to help in one or the other way. Also, with the extent of its wide reach, as already mentioned in the article, it has become a part of our lives and also the most potent tool of new media and they have made us more empowered in terms of the technology.

Today, with the means of internet connection in our smartphones, one can order the grocery, pay the electricity bills, check e - mails, read e - books, play games, navigate location routes and much more. We think it and our smartphone would do it, in almost all cases. Undoubtedly, smartphones have certainly given unmatched speed to the communication revolution. But, despite the same, they have not left any strata of the society and the globe on the whole, untouched from its magic.

Particularly, taking into account the young generation, they are the ones who are most affected by the smartphone existence. It is probably because of the fact that they have grown up with the advancement in the mobile technology. Also, they are the ones who are most willing to explore the world beyond all boundaries. Thus, smartphones seem to be them as the ‘window to the world’.

The advancements that we have already witnessed in the smartphones do not indicate the end of its era and magic. Rather, they are just the beginning of yet another phase of development and it would be a treat for all of us to sit and see the world around us changing, owing to the smartphone revolution.

## Limitations of the Research Article

The features and facilities that a smartphone can provide are numerous. But, due to the constraint of space and time, not every aspect could be covered in the article. However, if any researcher takes up a related project in future, there is a huge scope to further discuss the potential of the smartphones and the rapidly changing technology of the same.

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## MEDIA AND ENVIRONMENTAL DISCOURSE

**Shikha Gupta**, Assistant Professor, Cluster Innovation Centre, University of Delhi, Delhi

### **Nepal Divested**

The series of earthquakes of around 7.8 magnitudes rumbled the entire city to wreckage with a distinct sense of *déjà vu*. An irreparable damage has been done. Countless death and injuries, millions of people rendered homeless. The beautiful valleys in the country obliterated. In the matter of the seconds, the “Land of Temples” lies quite in rubbles. The entire World is yet to come out of this stagger. With the speculations of more such strikes, a worldwide alert is declared. Not long back Japan faced almost the same story with the earthquake of magnitude 9.0 triggering tsunami, killing some 27, 500 people followed by a Nuclear-catastrophe in the northeast Japan. The most devastating happening of the times after the Second World War pushed Japan back to the times of their past wreckage. Japan took hundreds of years to come out of that rubble and found itself in the same soup. With radiations levels soaring in the seawater near Fukushima environmentalists felt the ripples of it across globe. Global Warming has become the most talked about issue. On the 45<sup>th</sup> Anniversary of Earth Day, its imperative to open a serious discourse about the coverage of environment issues by the media.

In all that happens around us, media plays a pivotal role for any issue to enter into an arena of public discourse. The media furnishes our consciousness with the people, places and events that we call reality.<sup>1</sup>We, consciously or unconsciously, rely on media to comprehend issues. We depend on media sources to help us make sense of the cascade of information and news around us. As remarked by Hannigan this is more so in the case of information about environmental risks, technologies, and initiatives.<sup>2</sup> So, the news media plays an immensely critical role in society. It acts as a mobiliser of the information. The question here to ponder over is, does media takes interest in mulling over such issues pertaining to environment or consumer for that matter? How objective media is, in providing such issues of great concerns? What language is it using in, from news stories to advertisements to obituaries to wedding announcements, to mobilize people or providing them with objectivity in an issue?

The present paper discusses how media has been handling the fragile issue of common concern, which affects their lives to core in some or the other way. To this end, the paper is divided into three sections. The first section gives a backdrop of the lure of media in covering issues related to environment. The second section takes it ahead that what is actually the role that the media is playing in negative or positive senses. The last and the final note encapsulate the entire discussion.

### **A Conceptual Background**

A widespread recognition of the environment as an issue was first noticed by the Western media in 1970s, with the celebration of Earth Day. The interpretation of the Earth Day as ‘Day one’ of the new environmentalism was widely embraced by media. The environment moved from the being the fringe issue to an issue of paramount concern to the public. By the time of the UN Conference on Human Environment was held in 1972 at Stockholm, although there was a considerable coverage by the Western media, leading to public awareness; the Indian media coverage totally ignored environmental concerns are related it to Western fad irrelevant to Third World countries.<sup>3</sup> The developing countries, including India, seemed to be skeptical to the issues of environment. In the conference, to an utter surprise, in a stirring speech the then

Indian Prime Minister Smt. Indira Gandhi quipped that ‘if pollution was the price for progress, we want more of it’<sup>4</sup>. There seemed to be a widespread assumption amongst the developing nations that prosperity is more important than any green movement.

Although it is not the case as of now but the fact remains that environment has never been a political agenda in elections are otherwise till date. Rather it has always been viewed in the framework of environment Vs development, and development has always been at the priority list of not just the politicians but also the voters. Mass media also in the process has been least interested in covering environmental issues because it was fetching no business to them. So the due attention to environmental issues was absolutely ignored by media.

The Bhopal Disaster in December 1984 was a watershed as far as the Indian environmental reporting was concerned.<sup>5</sup>For the first time media began paying attention to the seriousness of the environmental pollution and other problems. The magnitude of the disaster shook many newspapers out of their indifference to environmental problems.<sup>6</sup>It can be thus rightly said Indian media took note of issues such as environmental and ecological degradation in different parts of India, and the human sufferings that followed in its wake since 1980s.

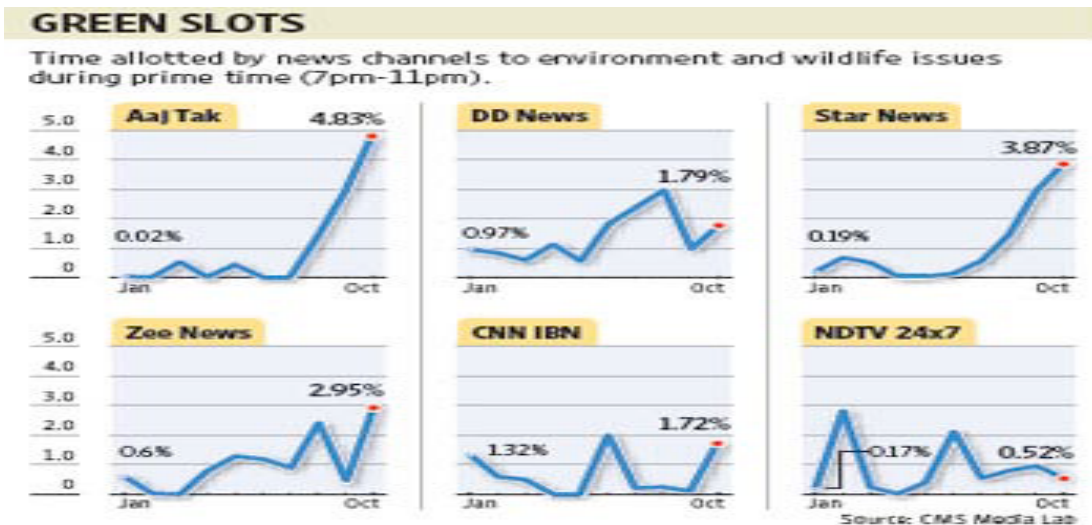
Anyhow, it was better late than never. 1990s brought Indian media the sense of importance of such issues, and this led to the massive coverage of Earth Summit held at Rio de Janeiro in 1992. The trend was on an upward direction in 2000s as well. One thing is important to note at this point of time is that although there has been a remarkable shift of media attitude towards ecological discourse, yet the media had failed massively in taking up cudgels in such issues of grave concern. Also, it has been observed by environmentalists and others that views and demands of environmental organizations have not been adequately and aptly presented in the media.

Trends over the last few years show that the environment has been reported consistently for less than 2% of the prime time in television news. And it is definitely not a front-page priority for our newspapers. Recently, however, there has been a visible increase in the number and scope of environment stories across media. An analysis of CMS Media Lab of prime time news of six national and popular news channels supports this conclusion, as we see sudden spikes in environment and climate change coverage.

The CMS reports that there are special initiatives and campaigns by news channels highlighting climate change, such as the NDTV green campaign. Also, special programmes and discussions on environmental issues are more visible in non-prime time TV slots throughout the day. Newspapers have had occasional environment stories on the front pages, but significant space and columns for these issues are now noticeable on the inside pages of most newspapers.



Source-CMS Media Lab, November 2009



### Media –An Informer, a Mobiliser or a Framer

As already stated that media coverage is most important for any issue to enter into public discourse or become a part of socio-political issue. It is also true that it purely depends on media to help make sense of the cascade to its target audience. The power of media lies not only (and not even primarily) in its power to declare things to be true, but in the power to provide the form in which the declaration appears. Kuhn rightly opines that changing the dominant paradigm changes the picture sketched by the empirical evidence, the transfer of information from media to individuals also changes the picture of reality.<sup>8</sup>

How justified Media has been to the public in providing a paradigm of understanding has been discussed in this paper. To ponder over this I have chosen three cases, to see how objective has media been? Has it been just an informer, or a mobiliser or a framer of the viewpoint for that matter?

#### I - Narmada Bachao Andolan

The Narmada Bachao Andolan, was incepted by an NGO fighting for the rights of the people displaced by the Narmada Valley Projects. The said project's reservoir was said to be submerging 40,000 hectare of agricultural land and some sites in around 326 villages. The NGO stood against the project and organized a rally in the valley from July 29 to August 4, 1999. More than four hundred odd people from all walks of life, and from nook and corners of the world came to participate in the rally. One of the most elite newspapers of the country The New Indian Express said, "For the first time some of us heard about the NBA, we thought of Michael Jordan. But the Narmada Bachao Andolan has nothing to do with claiming hoops. All they want is the justice for the dispossessed in the 'big dam' projects but what works against them is their militancy".<sup>9</sup>

As a matter of facts NBA was adopted the Gandhian philosophy and methods of protest. Although the movement itself has always been non-violent, its leaders have been jailed; but there was no trace in actions of NBA to be considered as militant. In another instance NBA activist said, "We will immerse ourselves in the water, we will use non-violent methods to achieve our objective". Surprisingly the correspondent's interpretation said, "Suicide by drowning seems pretty violent in any case".

Times of India, one of the most widely read national dailies argued that the big dams were the only means of irrigation, energy and drinking water needs and would largely outweigh the adverse effects. It hailed NBA as, 'militant', 'obstinate', and 'unreasonable'. The participants in the rally were described as 'merry makers, 'city dwellers' and 'romantic environmentalists'. The bias towards the environmental organizations as sources is evident in how their statements are framed. Officials and experts "say", "explain", "assert", "clarify", "reveal", and "reiterate" while environmentalist groups "claim", "argue", "allege", "charge", and "contend". These terms raises doubts in the minds of the readers.<sup>10</sup>

The point to be taken into cognizance here is that actually news is a version of reality shaped in significant part by the media or journalistic, to be more precise, norms and conventions. This is what creates an area of confusion. Now these norms include variety of topics from coverage, to importance, to placement of a news, to jargons used and to many more such considerations. And environment, unfortunately, falls prey of such, so called, "norms" and "conventions".

## II - Toxic Pesticide In Coke And Pepsi

The Centre for Science and Environment (CSE), a renowned research based NGO, based on the findings of an investigation conducted in its laboratory, released a report in August 2003 that revealed that major soft drinks marketed in India contained extremely toxic pesticide residues. This was for sure a matter of grave concern for common consumers, but to an utter surprise many newspaper reports did not see the laboratory results as facts and continued to describe the revelation as "allegations" and "charges". Deccan Herald, repoted, "The arch rivals Coka and Pepsi together unanimously denied the CSE "allegations" and urged an independent scientific probe."<sup>11</sup> The Hindu's report said, "parliament was today quick to banish from its premises the soft drinks manufactured by Pepsi and Coca-Cola following allegations by a non-governmental organization on tuesday that they contained toxic pesticides."<sup>12</sup> Same such statements were found in The Tribune, The Times of India, and the New Indian Express. Of the 58 reports published between August 6, August 12, 2003, in eight newspapers as many as 37 of them described the CSE's findings as allegations. The official and industrial sources dominated the coverage. Some newspapers dumped reports of CSE's announcement to the inside pages and put the reports of the rejects of findings of the sift drink companies on the front pages. In the downpour of Public Relation tactics found in the news and advertisements in "public reactions" about the CSE findings selectively quoted consumers were frequently seen on media saying that they would continue to drink the soft drinks in question as they felt the controversy as a sheer politics.<sup>13</sup>

## III - Infestation Case Of Cadbury

On October 2003, just a month before Diwali, the Food and Drug Administration Commissioner received complaints about infestation in two bars of Cadbury Dairy Milk, Cadbury India's flagship brand with over 70% market share. He ordered an enquiry and reported this to media immediately. Over the following 3-week period, resultant adverse media coverage touched close to 1000 clips in print and 120 on TV news channels. To an utter surprise an observation reveals that the media had been constantly supporting Cadbury by emphasizing that it is directly related to the storage linked problem and has nothing to do what so ever with the production. In next six months, an Editorial Outreach program with 31 media editors across 5 most affected cities was orchestrated by the Cadbury PR agency to get senior Cadbury spokespeople to share their version of events in one-on-one meetings. The traders, and consumers, were reached nationally through a press ad 'Facts about Cadbury', released in 55 publications in 11 languages. There was a flurry of advertisements on TV showing Brand Ambassador, none other than Amitabh Bachan, visiting Cadbury factory and assuring people that it is safe.

## Conclusion

The preceding cases prove that environmental issues receive less credence in coverage by the media, whether it is print or electronic. At times it is able to fetch media attention and space due to the force of ways and means used by them, like demonstrations, strikes, celebrity endorsement for the issues; and all these provide a good spice to the news story. But the issues remain out of focus of coverage and hence fail to mobilise the masses.

Off late media is reflecting a lot of concern over environmental issues but the manipulation of the language makes a mark on its readers, which can not be simply ignored. It surely has the power to mobilise people not just in participating in the controversy but also in mobilising people to contact the authorities concerned on action taken, as done by new media in Anna Hazzare's case. But how much power does it usurp in mobilizing people is an issue of grave concern. And in a case of lack of mobilising information it leaves the audience to their non-concerning and least interested attitude towards the issue; and the whole effort of those fighting hard to wreck up the issue goes in vain. Rather it creates a dichotomy in the minds of the consumers of the news, in whatever form. This gives media, an informer a shift from being a mobiliser on the social and environmental issues of the society to a framer of the issue according to its whims and fancies. One can't deny the fact that any news does not have a homogenous effect on the reader.<sup>14</sup> It affects primarily on people with relevant issue attitudes, lower participation skills, and or lower efficacy; yet these people are the major constituents of the society, and are the consumers; rather if I rephrase it the people who are affected by it in actual senses.

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