INTERNATIONAL JOURNAL
OF
COMMUNICATION DEVELOPMENT

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About The Journal

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

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

PATRON

FROM THE EDITOR'S DESK

For us researchers of mass media and mass communication definition media content is important to understand. Issues, messages, advocates, critics, media and journalists are all part of this content we identify and analyse.

It is important to deconstruct pieces of media and our traditional and inherited tendencies towards either quantitative or qualitative research methods. Media content analysis which started as a systematic method to study mass media by Harold Lasswell (1927), initially to understand propaganda in the modern world helps us to define, understand and evaluate the content in hand .

But the most intriguing fact is that this analysis relies heavily upon researcher interpretation. We presume that the audience is simply a passive consumer of the message given out by mass media, and that there is no attempt made to examine how they actually interpret the text .

There is another theory that comes from the Marxists which states that the media content analysis allows us to see how the media controls us , enslaves us to a limit that it keeps audience from questioning distracts us from the bigger issues of the day. In the world of twenty-first century mass media is a social necessity and its content the basis of the existence of the four pillars of the society. Its presence in the lives is so strong that its absence makes a man inadequate.

Hence in this situation as mass communication researchers we should focus on content analysis with a major interest in audience reactions. Just analysing the content for quantity and quality keeps our research incomplete. After all we write this content as creators for the audience only.

This journal will welcome research papers with an audience analysis in focus and wishes to get Indian mass communication research to an international platform. We are International Journal of Communication Development and want the research methodology to match global standards.

Dr. Durgesh Tripathi
Editor, IJCD

IMPACT OF TELEVISION ADVERTISEMENTS ON ADOLESCENTS
A Study of Silchar Town of Assam

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Abstract

Advertisements certainly inform the people and make them aware of different products and services and their usage in daily life. TV advertising plays a significant role in changing the consumer behavior. Advertisers target the vulnerable adolescents and make use of various appeals so as to persuade them to buy and acquire certain products. This exerts tremendous influence on the audience and this effect may vary from one person to another. Advertisements attract the young people and give a constant reminder about different products and thereby motivate them to buy those. Some of the advertised products are such that they are not actually needed but are only used for luxury. The ideas, as well as the visuals that advertisements spread, holds a great strength towards the social norms of a society. With the ever-increasing role of advertising in the society, it is essential to have an understanding of the positive as well as negative impact of advertisements among the adolescents. This research,therefore,tries to dig out the impact of Television advertisements on adolescents of Silchar town of Assam. A survey was conducted among 100 respondents to figure out how the advertisements influence the adolescents both positively and negatively. The research reveals that television advertisements persuade and motivate the adolescents to buy products that may not be of actual necessity. Alluring images, catchy taglines, and featured celebrities influence them to buy certain products in addition to provoking their purchase decisions. On a positive note, advertisements help them to adopt healthy habits and have brought changes in their thought process and life.

Keywords: Television, Advertisement, Adolescent.

Introduction

In today's mediated society, everyone is bombarded with media messages including advertisements directed to specific target audiences. Advertising has become an indispensable medium of communication with the users of varied products or services. The field of advertising is continuously evolving as brands rely on the mass media to achieve certain objectives like increasing sales, to build a connection with the audience, creating knowledge and awareness in the market and creating a competition with the rivals.

Millions of rupees are spent by the advertising industry to promote the products and brands through advertisements in different mass media. A creative and unique campaign is crucial to a company's success. Advertising boosts the marketing of the product and creates competition which directly aids in improving the quality of the product thereby leading to increasing markets and sales (Pandey& Joshi, 2015). Moreover, it provides new ways and patterns for buying and using different types of products and services. Advertising is argued

as a powerful educational tool which holds the capacity of reaching and motivating large audiences.

As per the statement of UNESCO, most of the children in different countries spend around 3 to 4 hours daily watching TV (Hassan & Daniyal, 2013). Television, according to Harold Laswell's magic bullet theory, penetrates its content in the society just like a bullet and is thus the most effective medium for advertisements.

Adolescence is said to be the most delicate stage of human life. During this stage, the youngsters try to follow and adopt new fashion, style, and culture as they visualize in different advertisements and programmes transmitted through mass media including television. They possess the urge and are inclined towards adopting something different from their surroundings (Hassan &Daniyal, 2013). TV is considered as such a medium which satisfies the psychological needs of the viewers. Be the children, adolescents or the adults, an advertisement video of only 30 seconds can heavily influence the audience. Advertisers try to produce commercials to which most people can relate to thereby making the difference between real and reel life blur. Thus the advertisements they view play a significant role in an adolescent's socio-economic development and well being.

According to the views of Kotler & Armstrong (1993), an ideal advertisement aims at providing positive information with the purpose of gaining commercial benefits through a stylish, attractive and refined way, persuading, motivating and compelling the users to buy the advertised product. This persuasive effect of advertisements is mainly impressionable on the young people.

How Television Advertisements Influence Adolescents

The advertising industry has a heavy influence on the adolescents. Adolescence is the period between childhood and adulthood which is often marked by tension and worries. They begin to experiment with adult roles and become increasingly oriented towards peer group relationships. These new roles are accompanied by uncertainty because media content is attractive and adolescents turn to the mass media for readily available information. The advertisers are very well aware how to appeal their senses (A.S., 2014). The adolescents may not always require a product in reality but the way in which it is presented in the audio-visual medium makes them feel that they have to buy and acquire that product. Advertisements create in them a necessity and they purchase that item to fulfill their desires to own the product (Misra & Pandey, 2017).

Adolescents, who are the young people between the age group of 10-19 years is mostly affected by TV commercials. The language, style, fashion and behavior as seen on television heavily influence adolescents (Hassan & Daniyal, 2013). The advertisements make them believe that they can realize their dreams once they start using the products. Adolescents lack the ability to attribute persuasive intent to TV advertising. Critics argue that the young souls are vulnerable to advertising since they lack both the knowledge and experience of critically

evaluating the persuasive advertising appeals and their purpose (Barve, Sood, &Nithya, 2015).

Television viewing influences the lifestyle of adolescents in diverse manners. Catchy slogans, pleasing music, jingles, the presence of attracting models using various appeals such as rational, humor, fear, and repeated messages grab the attention of the audience. Studies have revealed that the main reasons for liking an advertisement are that it provides information regarding discounts, offers, special gifts, brands and quality of different products. Other non-informative factors which contribute towards liking an advertisement include celebrities, catchy slogans, visual effects, good music and action among others (Kotwal, Gupta, & Devi, 2008). Being an audio-visual communicator, TV is the best and most popular tool for selling products and services. The proverb 'Seeing is believing' stands true **for children and adolescents as they believe whatever they see and take everything at face value. Therefore the advertisers target them not only in homes but also in schools and classrooms since the young ones can hugely influence purchase decisions in a family (Barcus, 1980).**

The advertisers target the popular television programmes and shows in order to reach the young minds. Advertisers employ various concepts, techniques and ideas to persuade and influence the young people who are the soft targets to sell products and services. They instill in the minds of the adolescents unnecessary and increasing demands for products. By creating a peer pressure, they confuse the audience with the difference between "need" and "want" (A.S., 2014). As a result, adolescents get carried away viewing the high lifestyle products.

Effects of Television Advertisements on Adolescents

Advertisements are a means of distributing consciousness to consumers about the available products and choices in the market. While advertisements inform the people and raise awareness, they can also influence people negatively.

Television advertisements are the most influential. Researchers Pandey& Joshi (2015) have found in their study that advertisements possess the potential to bring a change in the lifestyle, likings, expressions and behavioral patterns of the audience. Children and adolescents, being the most intended target audiences are exposed to such media messages every day which affect their purchases, food intake, thinking, values, attitude, and actions (Abideen &Salaria, 2010).

Television advertisements heavily influence children's eating habits. Exposed to various types of foods and beverages through television commercials, children tend to desire those products whose consumption may compromise their health (Abideen & Salaria, 2010). Researchers Borzekowski and Robinson (2001) found a positive relationship between advertisements of eatables memorized by children and different fancy food that the children eat. They also found that advertisements have such influential power that fast food is consumed more than home cooked food resulting in a change in the eating habits (Barve, Sood, & Nithya, 2015). TV advertisements promote taking in unhealthy and low nutritional food, resulting in obesity (Abideen & Salaria, 2010). Over the last two decades, there has

been a rise in the obesity rate among young people. The adolescents are exposed to non-stop commercials of fast food, heavy consumption of which may also lead to other health issues. Apart from obesity, lack of concentration and sluggishness are some of the other physiological effects of the media (Barve, Sood, &Nithya, 2015).

Studies reveal that advertisements negatively affect the behavior of adolescents and their psychological growth. Researcher Edwin, Tarnongo, &Alakali (2013) found that TV advertisements exert tremendous influence on children attitude and behavior. Adolescents view television through which the advertisements render a mental and physical impact on them. Researchers Barve, Sood, &Nithya (2015) found that advertisement creates gender stereotypes and incite aggression. Lack of patience, social apathy, depression, a low social image is some of the psychological effects faced by most of the youth (Barve, Sood, &Nithya, 2015). Adolescents are influenced by their peers to buy and acquire new gadgets and products. They try to compete with each other to get the latest gadgets and be updated with the latest fashion and trends which benefits the advertising company. This also has a negative result on the teenagers' behavior and psychological growth (Friedkin, 1998). Moreover, prolonged exposure to brutal advertisements and programmes enhance the chances of the disposition of aggressive behavior among children (Abideen&Salaria, 2010).

Adolescents are a viable market segment in the society for the advertisers. Therefore, they target the young minds, who are also the potential influencers in a family. They can easily influence their families to spend on household purchases that appeal to them (Mehairi, 2013). Several studies have revealed that television advertisements heavily influence consumers buying decisions. The commercials are designed in such a way so as to provide them an illusion and portray a certain image of the product or service (Mehairi, 2013). The innocent and trusting nature of the adolescents easily believes what is projected to be totally true.

Sometimes, marketers even resort to using unrealistic advertisements similar to claiming the sun and the moon. These types of advertisements include unhealthy junk food, aerated water, harsh cosmetics and many others. The young minds, fascinated by such unrealistic advertisements of such products purchase them under wrong influence. They end up buying things which they actually do not need. Impulsive shopping induced by attractive advertisements most of the times turns out to be a waste.

The use of celebrities in advertisements is an added effort to influence the young audience (2015). These advertisements improve the trustworthiness, believability, and likeability of the products. In relation to Associative Learning Theory, every time the mind recalls the memory of a celebrity it will link and bring up the memory of the particular brand or product with which the celebrity is associated (2015).

Advertising affects not only the purchasing pattern of adolescents but also their total lifestyle. Researcher (Shah, 2016) found that there is a relationship between TV advertisements and the lifestyle choice of the youngsters and also between TV advertisements and materialism. Most of the TV commercials have negative effects on youth and made them materialistic. By

creating a sense of dissatisfaction among the youth, they use different tactics and symbol to attract their attention (Shah, 2016).

Advertisers take advantage of adolescents' vulnerabilities and try to inject in them the desire to fit in, to be perceived as attractive and so on (What is the impact of advertising on teens?, 2018). Advertisements guide them towards what is cool and acceptable. The advertisers very well know that adolescents are really conscious regarding their body image and thus highly susceptible to advertising messages related to body image (2018). This develops insecurities among the adolescents who think themselves to be not in accordance with the visualized standards. The peer pressure may also develop a sense of inferiority when an adolescent sees that her/his fellow mates can afford the products while s/he cannot. This can give rise to a sense of low self-esteem among them.

However, advertising is essential for companies and business to build an identity for itself and it has many positive impacts too. Advertisements raise the standard of living of the people by drawing attention to new and innovative products and ideas.

The positive effects also include creating awareness about different gender roles and norms of the society (Barve, Sood, &Nithya, 2015). For instance, adolescents are now more aware of the need to vote, not drink and drive and wear seatbelts, negative effects of smoking and drinking, etc. These types of advertisements can build positive values and thoughts in the adolescents. Advertisements such as improve health and hygiene, reduce traffic jam, access to education, etc. serve the basic socio-economic needs and bring positive changes in the society. TV advertisements with the tagline like "Why should boys have all the fun?" create a sense of equality among the audience (Barve, Sood, &Nithya, 2015).

Advertisements which promote healthy food and healthy living are essential to educate and spread awareness. It helps the consumers to buy a good product with all the features that they look for. Advertisements have the capacity to shift the consumers' thinking. Some commercials even provide facts and statistics, which can convince the consumers to switch brands.

In a very short period of time, television advertisements can make a product popular and create an impact in the minds of the audience. Many times customers ask for those products which may not yet have reached the market. This shows how promptly the potential consumers catch the words of the people, especially celebrities who endorse the products.

The aim of advertisements is to promote various products and their features but if someone perceives differently, it may have larger sociological influences (Barron, Mok, Land, & Kang, 1989). The impact television advertisements render on adolescents depends on varied factors like how much they watch the medium, their age and personality, if they view the medium alone or with adults and if their parents discuss with them what they view on TV.

Objectives of the Study

The present paper takes into concern the following objectives:

- To ascertain the level of exposure to TV advertisements among the adolescents of Silchar.
- To assess the impact of TV advertisements on adolescents of Silchar.

Methodology

The nature of this study necessitated the use of both primary and secondary data. To collect the primary data, the survey method is utilized. It is followed by graphical representation and interpretation of data. The survey was based on purposive sampling method with age as a parameter since this study concentrates on adolescents. A sample of 100 adolescents was selected from Silchar town as the respondents for this study. The respondents are all students of various schools of this town aged between 13-16 years of age. Through the method of a questionnaire, an attempt was made to gather facts about their opinion regarding how far the TV advertisements influenced them. The researcher developed the questionnaire and it was directly distributed to the respondents. The secondary data were collected from various books, research papers, websites, etc. This paper explains the level of exposure to TV advertisements among the respondents and the impact of those advertisements on adolescents in Silchar town.

Data Analysis

Profile of the respondents: The total number of respondents was 100, of which 56are female and 44are male.

Age of the respondents:13 to 16 years old adolescents were surveyed for this study.
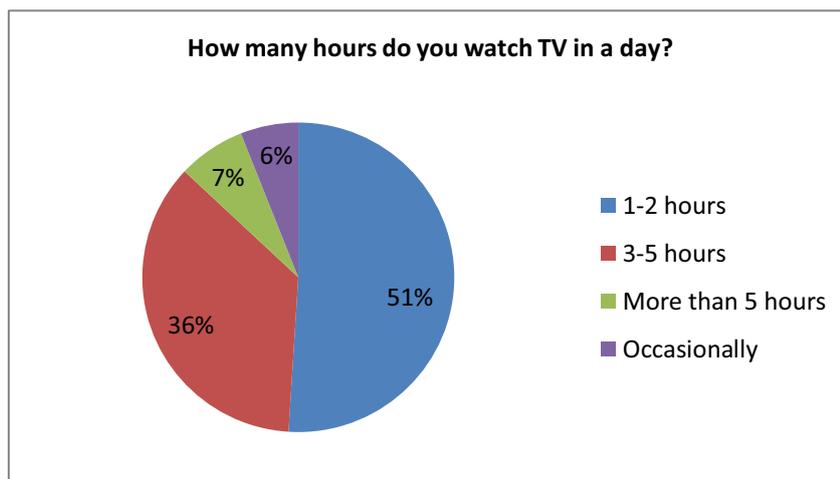
Fig. 1 Percentage of time respondents watch TV in a day

Do you like to watch TV advertisements?

33%

67%

- Yes
- No
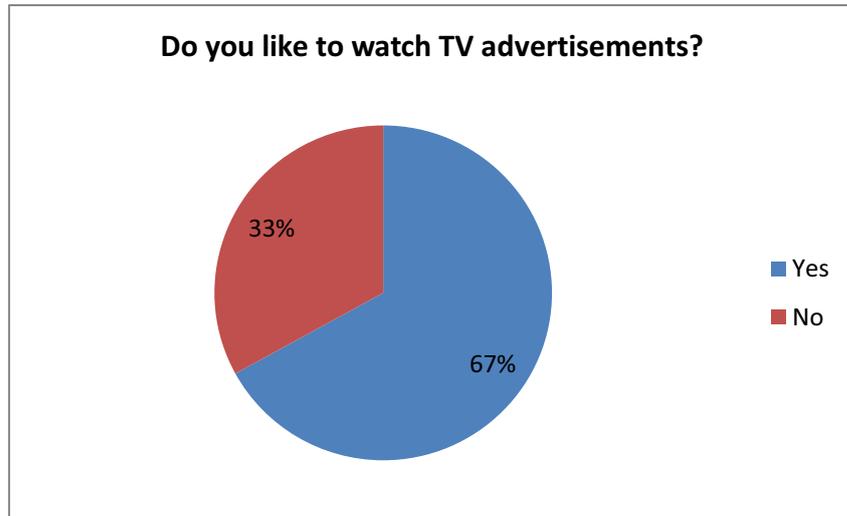
Fig. 2 Percentage of respondents who like to watch TV advertisements

Which advertisements do you like the most?

23%
71%
58%
64%
29%
39%
72%
68%

- Govt advertisements
- Adolescent health and hygiene advertisements
- Food and drinks
- Games and sports
- Music, film and drama
- Fashion, clothing and accessories
- Skincare and makeup
- Daily essentials
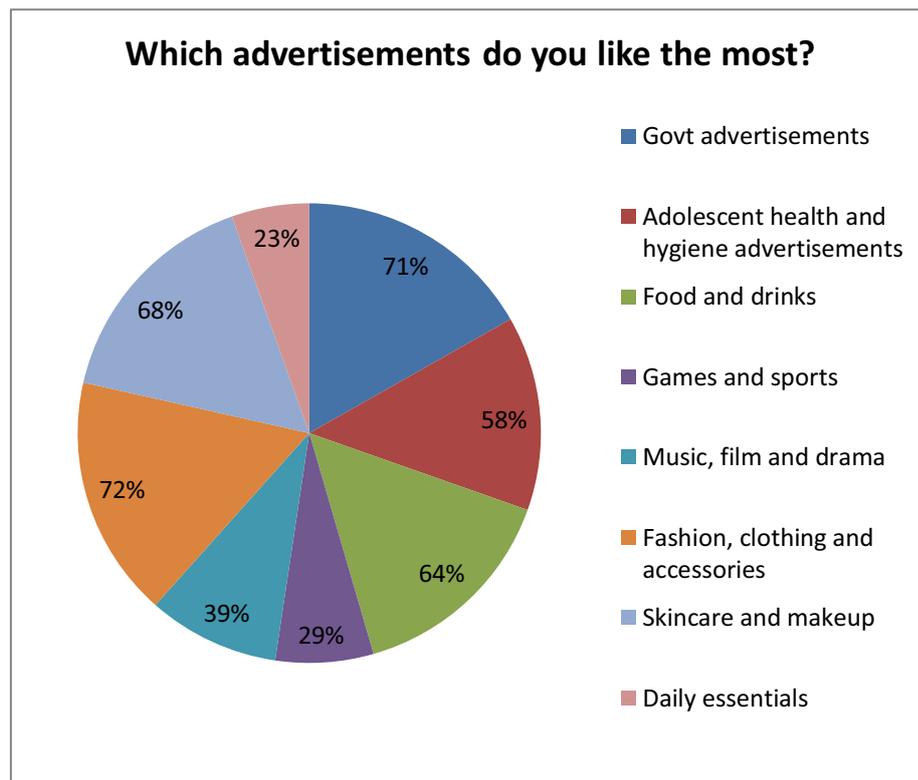
Fig. 3 Percentage showing the advertisements that respondents like most
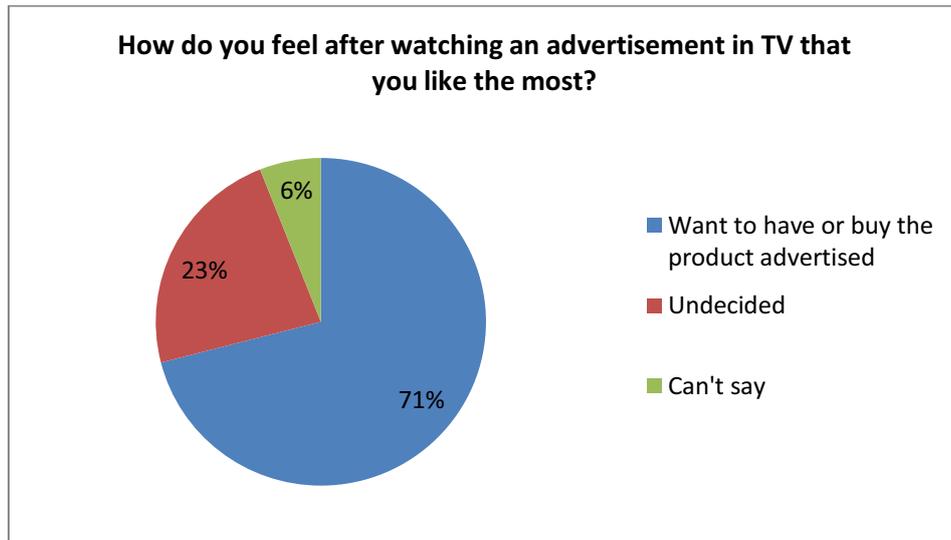
Fig. 4Percentage of respondents showing how they feel after watching an advertisement in TV that that like most
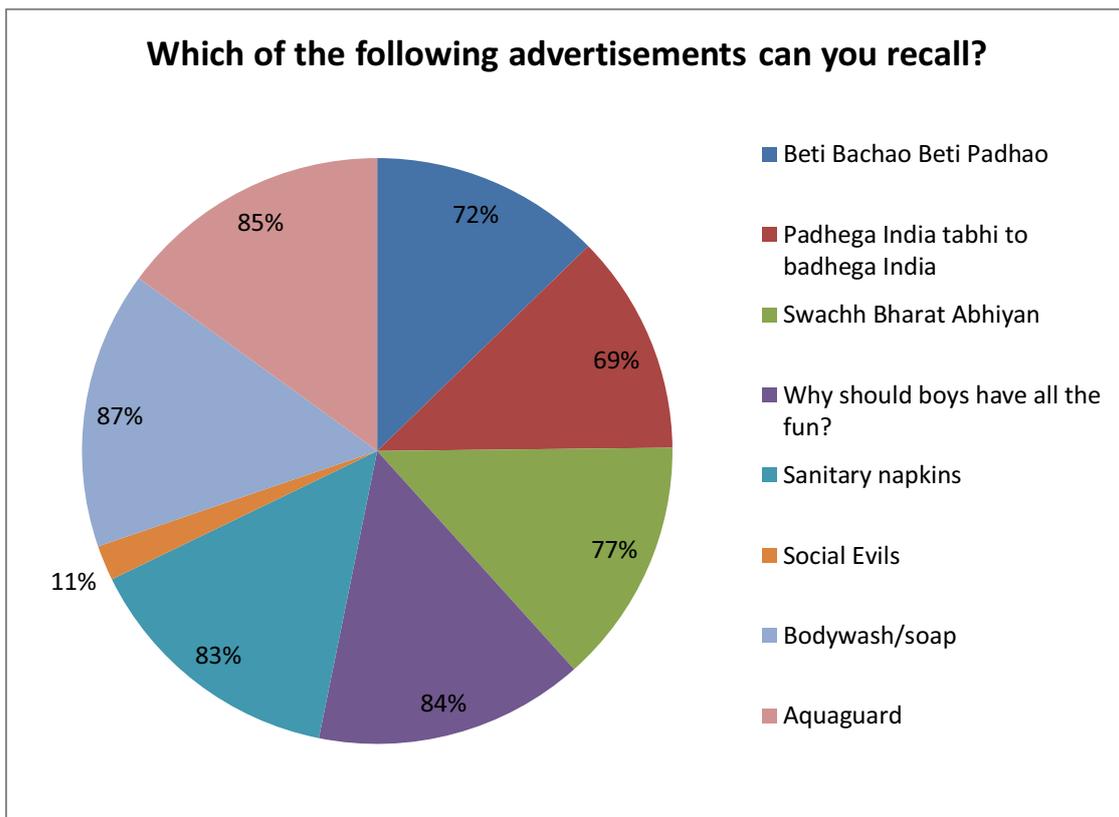
Fig. 5Percentage of respondents who can recall the named advertisements

Do the TV advertisements of various brands influence you?

Yes 51%
No 23%
Can't say 26%
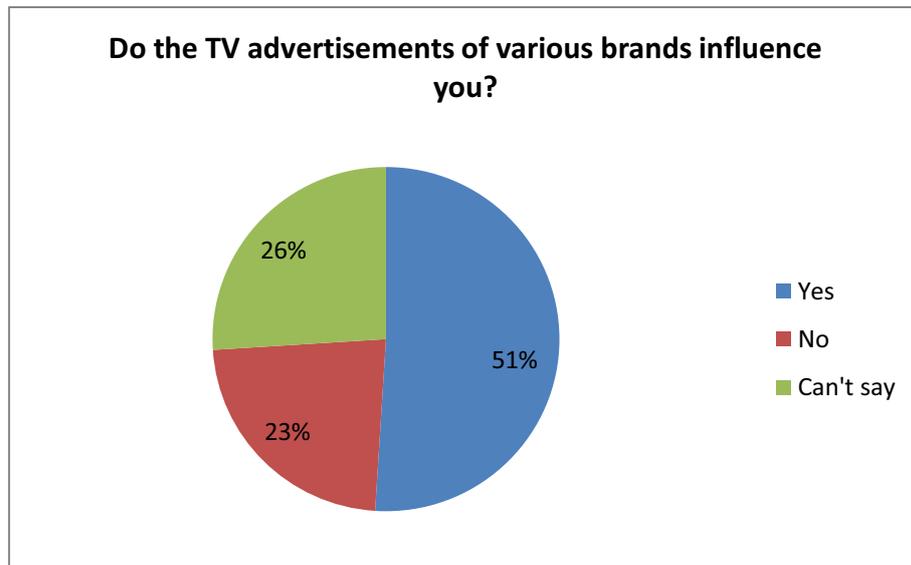
Fig. 6Percentage of respondents who say TV advertisements of various brands influence them

Do you follow the fashion and style shown in TV advertisements?

Yes 62%
No 35%
Can't say 3%
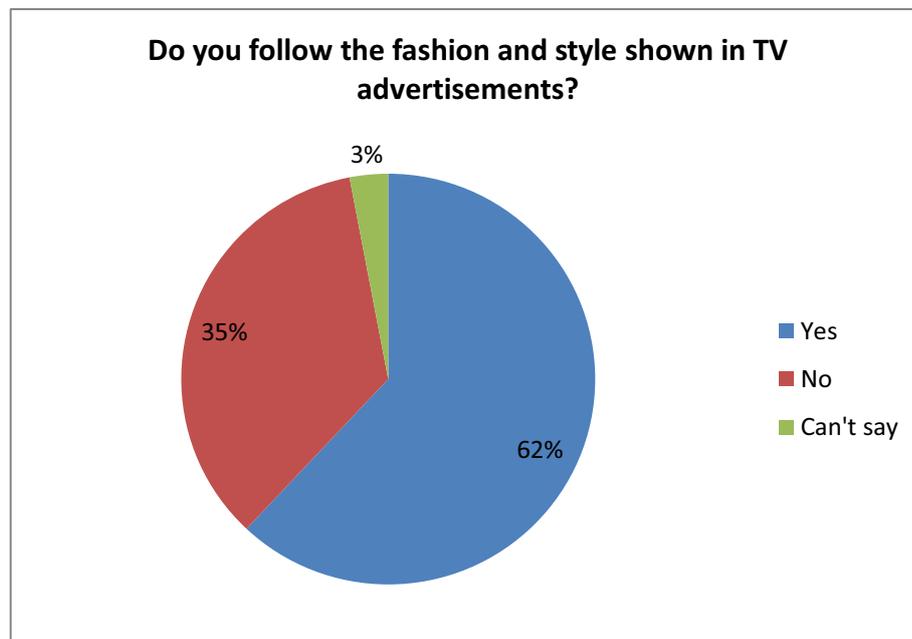
Fig. 7Percentage of respondents who follow the fashion and style shown in TV advertisements
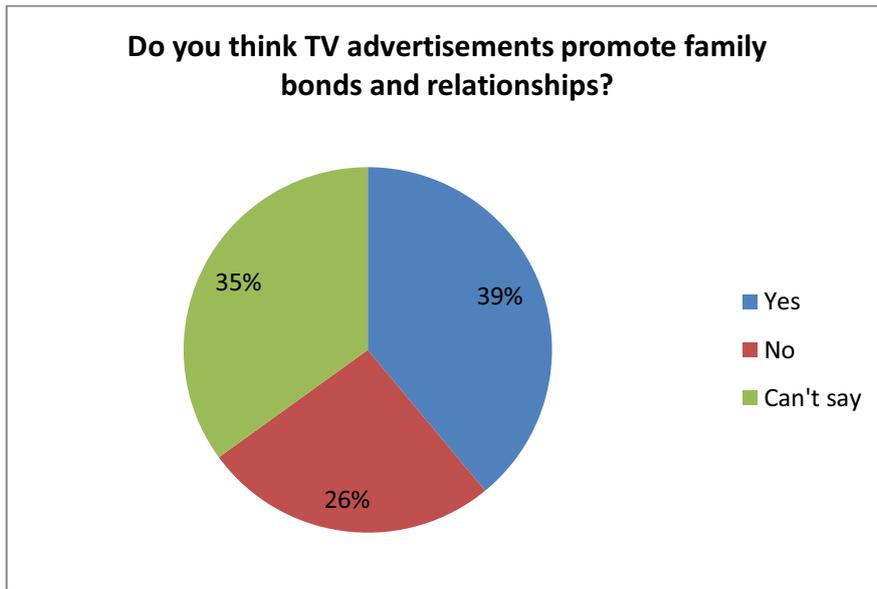
Fig. 8Percentage of respondents who think TV advertisements promote family bonds and relationships
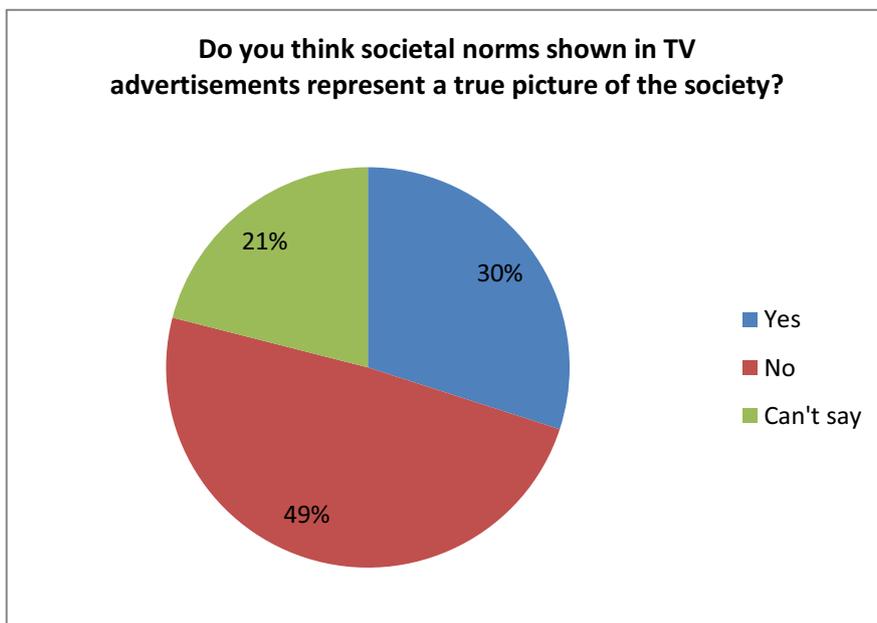
Fig. 9Percentage of respondents who think societal norms shown in TV advertisements represent a true picture of the society
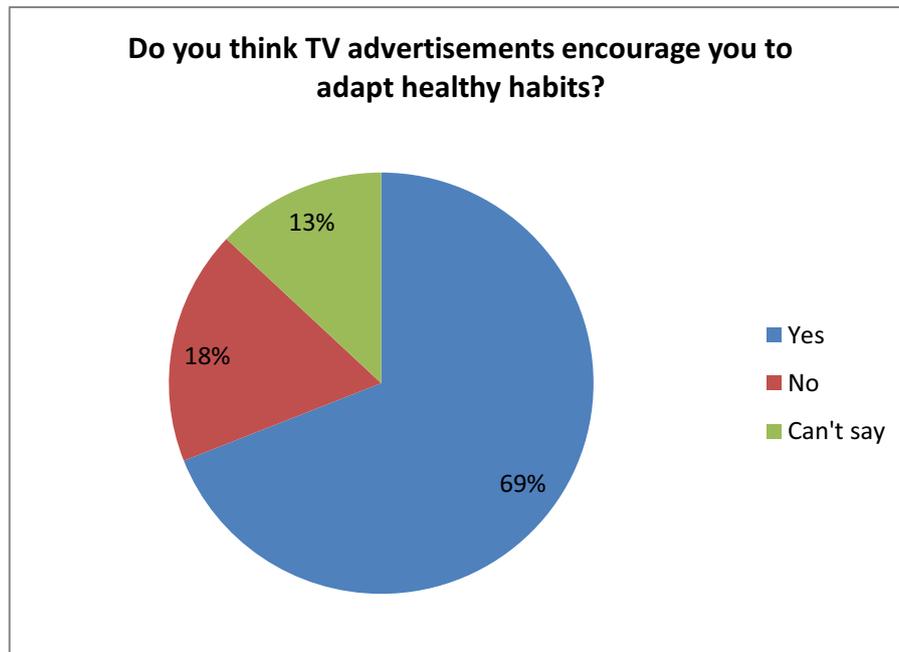
Fig. 10 Percentage of respondents who think TV advertisements encourage them to adapt healthy habits like washing hands, wearing seatbelts, keeping surroundings clean, etc.
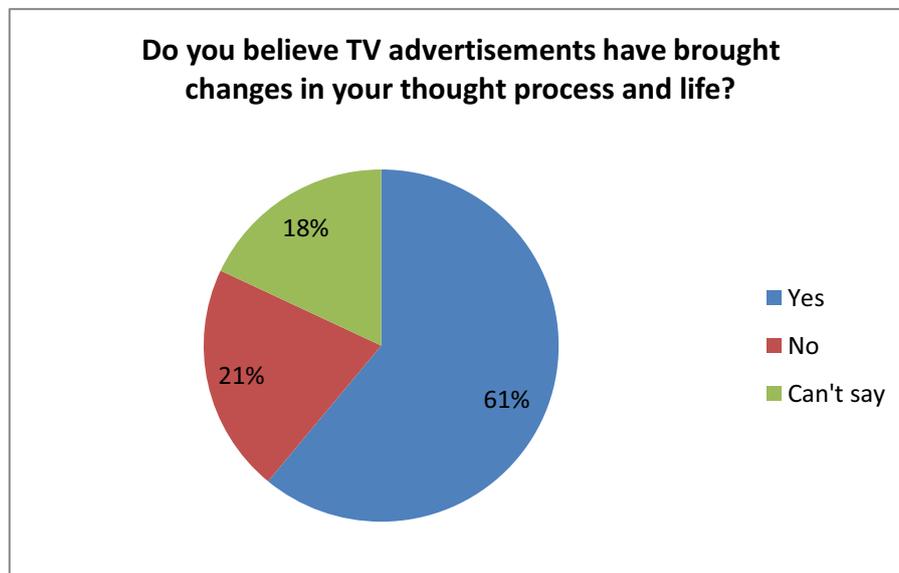
Fig. 11 Percentage of respondents who believe TV advertisements have brought changes in their thought process and life
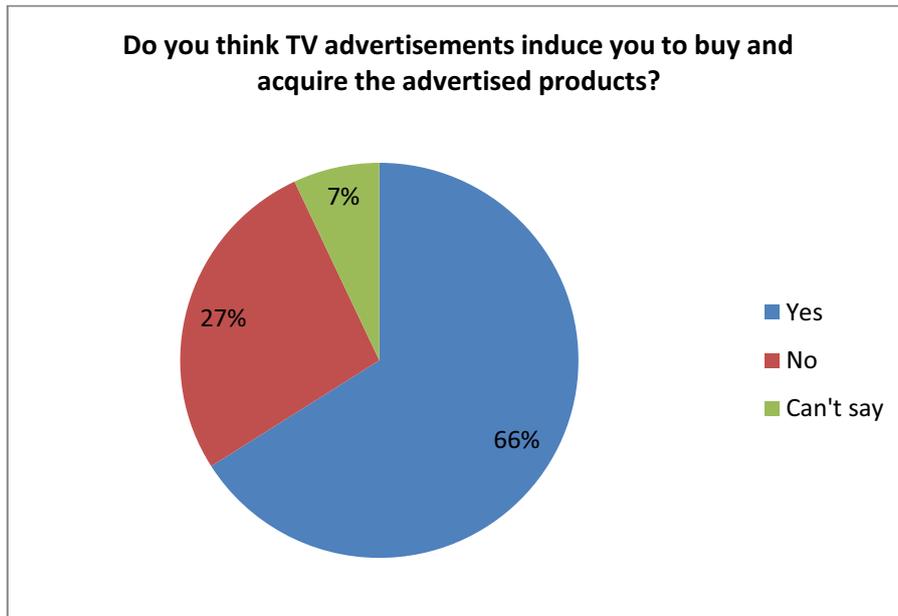
Do you think TV advertisements induce you to buy and acquire the advertised products?

- Yes
- No
- Can't say

Fig. 12 Percentage of respondents who think TV advertisements induce them to buy and acquire the advertised products

Do the TV advertisements of varied products provoke your purchase decisions?

- Yes
- No
- Can't say
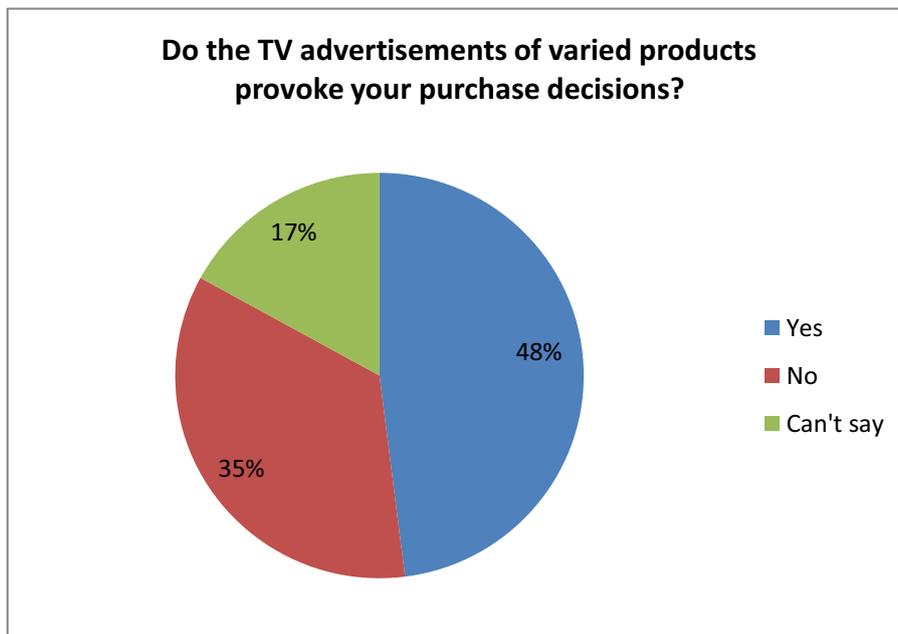
Fig. 13 Percentage of respondents who think TV advertisements of varied products provoke their purchase decisions

Whether alluring images, catchy taglines and featured celebrities motivate and influence you to buy a certain product?

28%

43%

29%

- Yes
- No
- Can't say
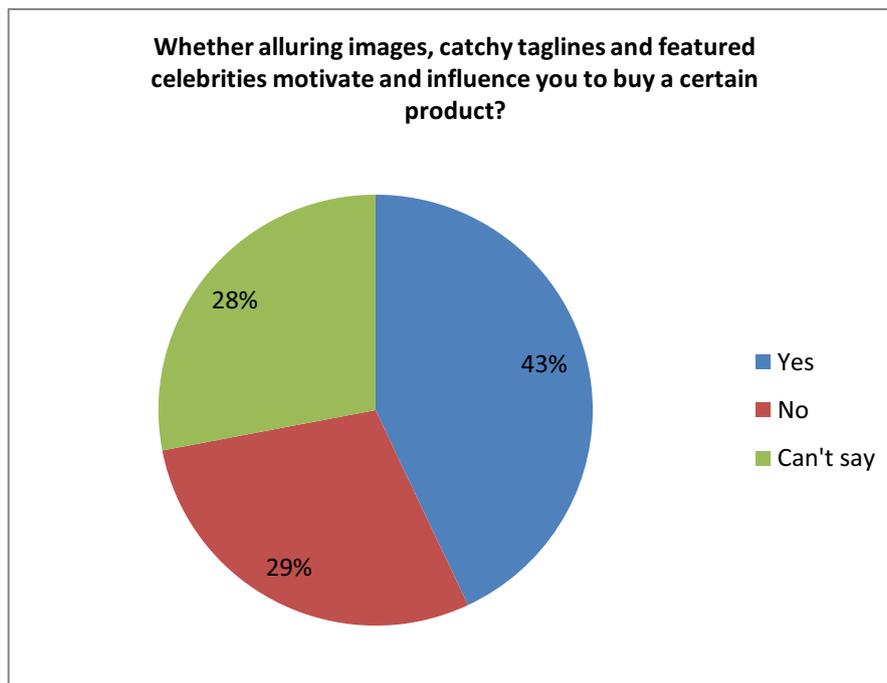
Fig. 14 Percentage of respondents who are motivated and influenced by alluring images, catchy taglines and featured celebrities to buy a certain product

Do you get maximum information about products from TV advertisements?

12%

39%

49%

- Yes
- No
- Can't say
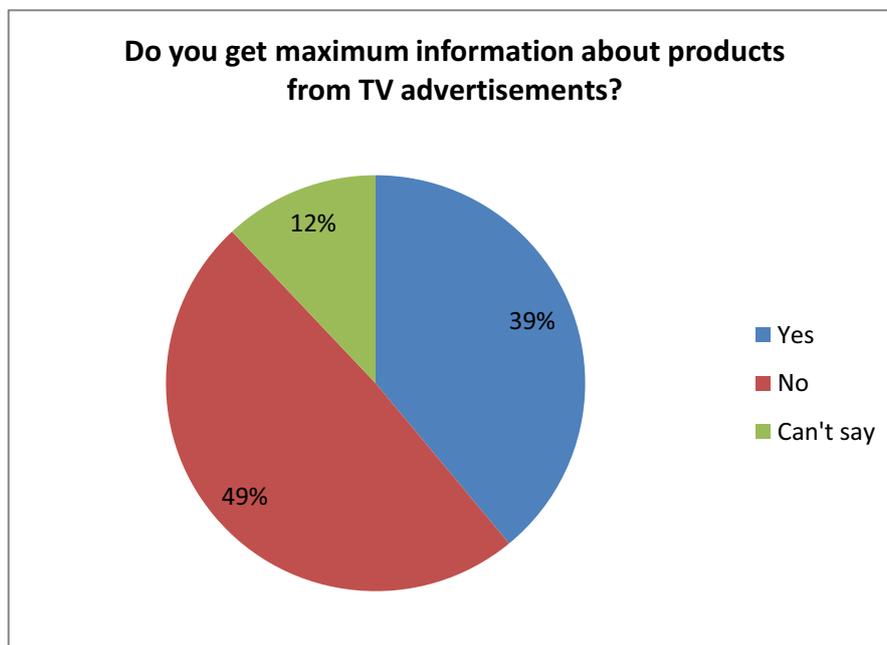
Fig. 15 Percentage of respondents who get maximum information about products from TV advertisements
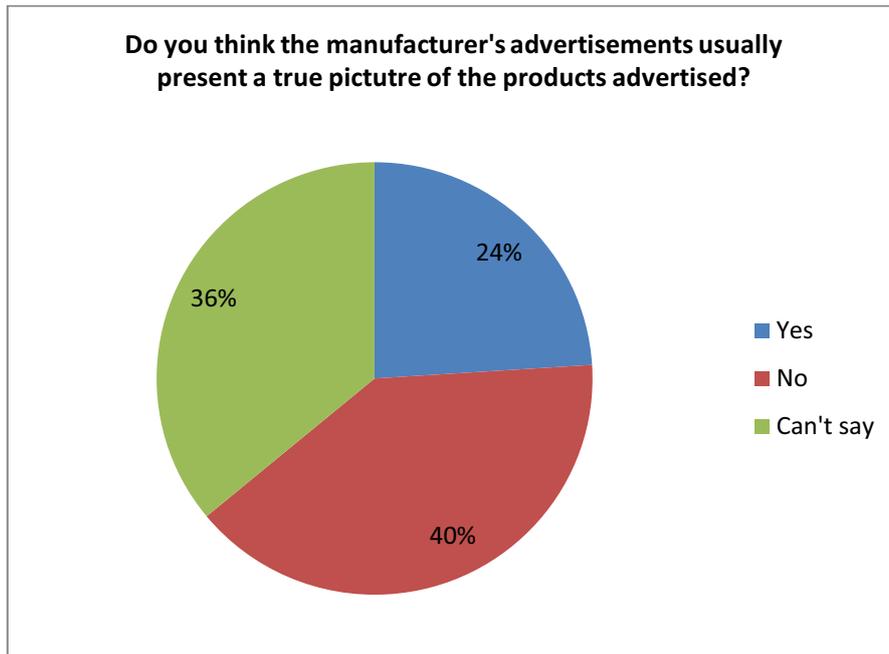
Fig. 16 Percentage of respondents who think the manufacturer's advertisements usually **present a true picture of the products advertised**
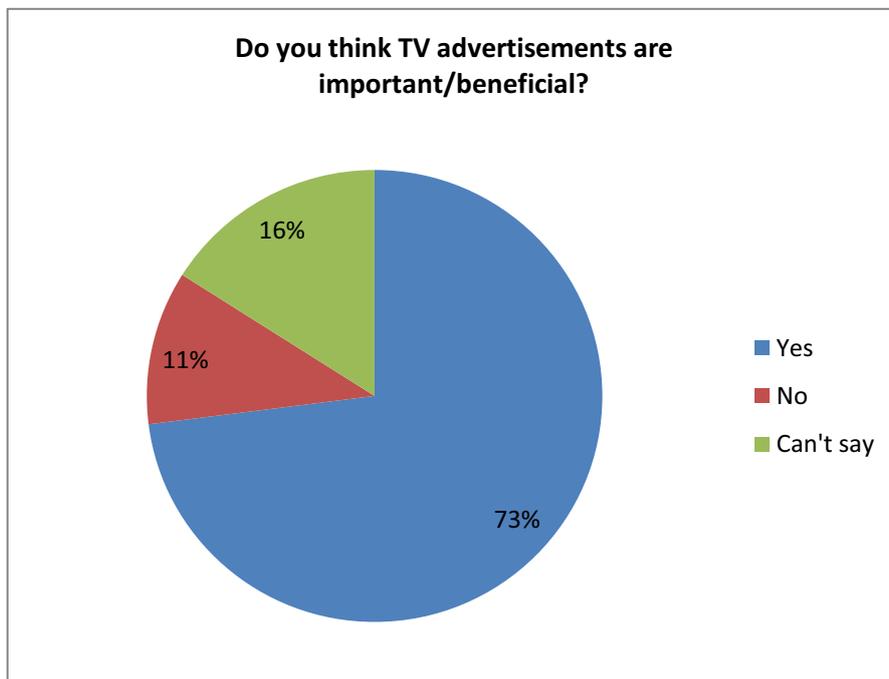
Fig. 17 Percentage showing if respondents think TV advertisements are important/beneficial
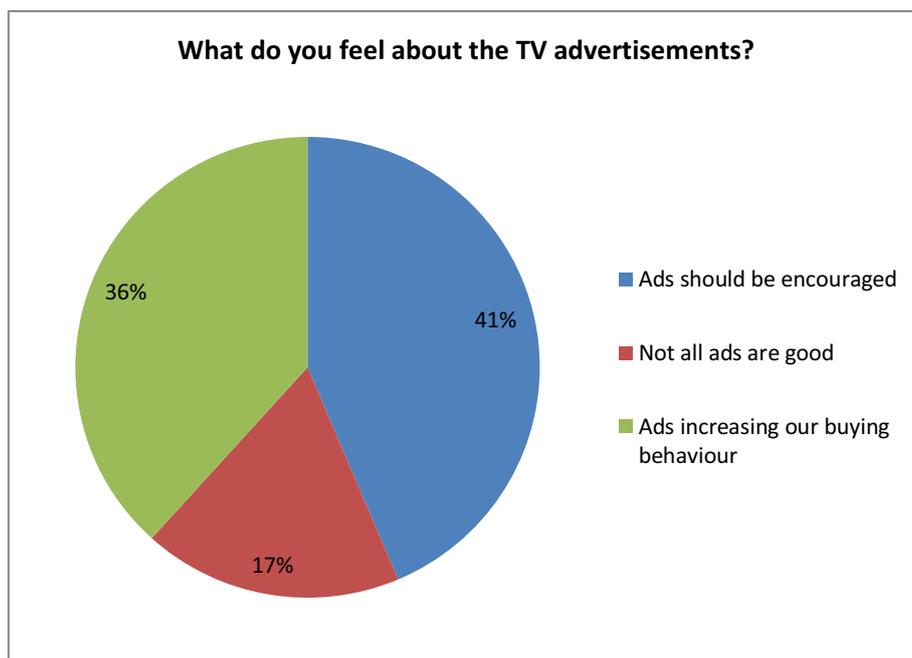
Fig. 18 Percentage showing what respondents feel about TV advertisements

Findings

The major findings of the representative survey include:

- 51% of respondents watch television for 1-2 hours a day.
- 67% of the respondents like to watch TV advertisements.
- When asked regarding the type of advertisements they like, 71% respondents said that they like government advertisements and 58% adolescents like advertisements related to health and hygiene. 64% of respondents liked advertisements for food and drink. A large number of respondents (72%) like advertisements of fashion, clothing and accessories and 68% like skincare and makeup commercials. Advertisements related to games and sports are also liked by 29% respondents; 39% respondents like music, film and drama and only 23% like advertisements of daily essentials.
- Maximum respondents (71%) said they want to buy the product after watching television advertisements that they like.
- When the respondents were asked regarding the advertisements which they can recall, 72% recalled 'Beti **Bachao Beti Pad**hao' and 69% respondents recalled 'Padhega India Tabhi to Badhega India'. Advertisements related to 'Swatchh Bharat Abhiyaan' **were recalled by 77%. 85% respondents recalled advertisement related to Aquaguard followed by 83% respondents who could recall advertisements related to sanitary napkins. Majority of the respondents (87%) recalled advertisements for body wash/soap. Only 11% of respondents recalled advertisements related to social** evils.Whereas 84% of the respondent could recall the tagline "Why shoul**d boys have** all the fun?"

- 51% respondents said that they are influenced by TV advertisements of different brands.
- More than half of the respondents (62%) said that they follow the fashion and style shown in TV commercials.
- 39% of respondents think that television advertisements promote family bonds and relationships.
- 49% of the respondents said that they do not think societal norms shown in television advertisements represent a true picture of the society. While 30% believe so.
- Most of the respondents (69%) think TV commercials encourage them to adopt healthy habits like washing hands, wearing seatbelts and keeping their surroundings clean.
- 61% of respondents believe television advertisements have brought changes in their thought process and life.
- Maximum respondents (66%) said that they think TV advertisements induce them to buy and acquire the advertised products. While 27% do not think so.
- 48% of respondents said that TV advertisements of varied products provoked their purchase decisions.
- When asked if alluring images, catchy taglines, and featured celebrities motivate and influence the respondents to buy a certain product, 43% agreed while 29% of respondents disagreed.
- 49% say that they do not get maximum information about products from the television advertisements. Only 39% say so.
- 40% of respondents think the manufacturer's advertisements usually present a true picture of the products advertised.
- A large number of the respondent (73%) think that TV advertisements are important/beneficial.
- When asked about how the respondents feel after viewing TV advertisements, 47% of respondents say that advertisements should be encouraged. While 36% say that these increase their buying behavior and 17% respondents say that not all advertisements are good.

Conclusion

The young people are a major target of the advertising industry. Every time they watch TV, they are being exposed to a stream of advertisements and the effects of these advertisements on adolescents are largely wide. The results reveal that advertisements of different brands play a major role in influencing the adolescents. Advertisements provoke their purchase decisions and persuade the adolescents into buying such products which may not have any actual use. While many adolescents say that advertisements increase their buying behavior, it is interesting to note that the majority of the adolescents also think that television advertisements should be encouraged. On the positive spectrum, the majority of the respondents said that they think TV commercials encourage them to adopt healthy habits like washing hands, wearing seatbelts and keeping their surroundings clean. Advertisements certainly hold the power to shift the attitudes, opinions, behaviors and thought process of the

adolescents. But these shifts are not always positive. The consumers have to be aware of the possible dangers of the negative impact of advertisements. They have to be conscious of the fact that through the advertisements, they are being covertly attacked every single day. The parents and guardian should provide necessary guidance and supervision so that the adolescents do not become impulsive buyers but wise consumers. It is equally essential to make them realize that success and self-worth are never valued by what they own.

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POLITICAL EMPOWERMENT OF WOMEN AND PRINT MEDIA
A Study of India Today

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Abstract

In India, mass media plays an important role in the political empowerment of women. It informs, educates, makes women aware about the different resources required for their **overall development. The research paper tries to examine the coverage given by the news magazine- India Today, related to the various issues related to the political empowerment of women in India. The research specifically analyses the various aspects related to political women empowerment stories in the news magazine. It examines the different political indicators of women empowerment, which political indicator is highlighted the most with how many number of stories, source of these stories, use of photographs etc.**

Keywords: Political Empowerment, Women Empowerment, Print Media, News Magazine

Introduction

Empowerment of women in different spheres of life- social, economic, political, health, etc.is mandatory for the sustainable development of a country. Equal participation of both women and men in all the aspects of life actually makes the democracy stronger. (UNFPA, 1995)

The main five elements of women empowerment are – self- worth, ability to determine their choices, proper access to various opportunities and resources, power to control their own lives and ability to influence social change to ensure social and economic order. (UNPOPIN)

Various development paradigms have strongly advocated empowering of women for human development in any society. Women empowerment forms a major part of the national development process.

Media is one considered to be the fourth estate of the democracy. It helps in the development of a country and its nation building. Mass media plays a significant role in the enlightening people about politics, shaping their political views and political lives. It has the power to reach far flung, diversified audience, removing all the geographical barriers.

Powerful and popular means of mass media such as newspapers, magazines, television, radio, cinema, telecommunications, digital media signifies the power of social control and economic resource. The modern world is considered as the information era, where media plays an important role. Mass media helps in mobilizing people and shaping their opinion.

Media and different aspects of political development has been studied extensively by different social scientists. Political communicators and social scientists like LLyodPye, Torsten Albig and Paul Lazarsfeld have studied the importance of communication in various fields of political development.

Political Empowerment is referred to the acquisition, bestowing or sharing the power with women. It requires participation of women in getting their rights and due share in power positions at different levels -local, regional, state, national. It is related to the capacity to mobilise, analyse, participate, organise in actions for change in the empowerment of women to claim their entitlements and rights. (Shailshree, 2013)

According to the Universal Declaration of Human Rights, everyone has equal right to participate in the Government of her/ his country.

India introduced Quota based political reservations in 1993 for rural women to promote gender equality. It made the governance at local level inclusive and responsive to the different needs of women. One-third reservation for women at state and national level is being debated strongly. The women's reservation bill which would reserve a one third seats in the national and state legislatures for women has been passed by the upper house of the Indian parliament. Women have got 1/3rd reservation at the local level as per the 73rd and 74th amendments to the constitution of India passed in 1993. Many states have increased their quota to 50% in Panchayati Raj institutions and a few have them have extended this to their urban local bodies as well.

However, issues related to Political empowerment of women is not limited to the one -third elected representation in the local governance like panchayats and municipal authorities. It includes women's financial freedom, literacy, awareness level, access to the political process, etc.Working for the women's rights and addressing different barriers to in their political participation are crucial for achieving women empowerment. (Chakraborty, 2017)

Political representation of women always been an issue of debate. Women representation in different legislatures have been a point of concern worldwide. The under representation of women effects their role in policy making and influences their capacity to negotiate and access resources. The representation of women in country's political set up is test of its claim for democracy (Lovenduski, 2005).
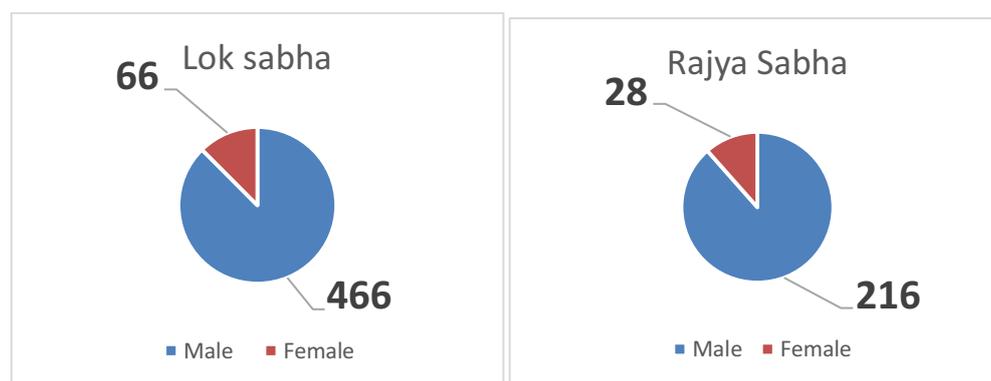
Fig. 1 - Representation of Women in Lok Sabha & Rajya Sabha

There are 66 female members in the 16thLok Sabha out of total 532 members and in Rajya Sabha 28 members are female out of total 244 members.

Media is a powerful means of information in the society. The news and information they disseminate can reinforce or change social behaviour, mobilise people to take appropriate actions. The role of mass media in the political empowerment of women is very important for India. It can assist women in the use of different available resources for their own development by adequate exposure, knowledge and information. Appropriate coverage of women related issues by mass media can boost their confidence, strength and self-worth.

Media should strive for unbiasedness and accuracy. However, there are imbalances in women related coverage. For example, women politicians may be under represented in news. There is a strong preoccupation with women as celebrities or victims only. (UN Women)

In this light mass media plays an important role in the overall empowerment of women and specifically politically also.

Review of Literature
Narayana, A.& Ahamad, T.(2016)considers media as an important tool for accelerating women related issues. He argues that positive news items related to women are generally ignored by the media as it is largely dominated by males which is reflected in its reporting. He further adds that stereotypical images of women in media needs to be changed with strong stories related to women. Such coverage would leave a great impact on people's attitude, public policy etc.

Okiring, Patience I. (2013) in his study states that there is a negative and under representation of women entrepreneurs by the print media. He stated that entrepreneurial women in the Kansas City Star are not portrayed properly in comparison to men.

Malhotra, A., et. al (2009) mentions in their research paper that the use of technology such as internet, mass media, cell phones etc. would generate positive and useful discourse of women empowerment as the reach of mass media is wide and they have a powerful role in shaping the views of the people across boundaries.

Objectives

1. To examine the coverage of issues related to Political Empowerment of Women in India Today, in terms of –
    a) Total number of issues focussing on political women empowerment.
    b) Number of photographs in women empowerment stories.
    c) Different sources of political women empowerment stories.
    d) To find out the most highlighted issue.
2. To analyse the coverage of issues related to Political Empowerment of Women.

Methodology

Content analysis was used to examine the above stated objectives in terms of the extent of coverage given to the Political Empowerment of Women the Print Media.

For the purpose of this research, I have analysed the coverage of political women empowerment issues in India Today (a fortnightly Indian English-language news magazine) forone month -August. In total 5 issues of India Today were analysed for the current study.

Universe- The study included all the feature stories/ articles/ opinions/ special sections, etc that appeared in August's 5 issues of India Today.

Sampling- Non- probability sampling was adopted to choose the sample. The method of purposive sampling was found suitable as the study was conducted for one month, analysing 5 different issues of India Today that appeared in the month of August, 2018.

Theme- The study focusses on various issues focussing on the Political Empowerment of Indian Women only. The present study has the following political indicators for the same are Women's Rights, Laws related to Women, Justice to Women, Policies related to Women, Political Representation of Women, Equality, Participation/ Role of Women in Governance, Women Reservation Bill.

Data Collection and Analysis
1) July 31-August 06, 2018

S.No.	Section	Source	Indicator	Photograph
1	Glasshouse	Not mentioned	Women Politician	Yes
2	The Big Story-Rafale	SandeepUnnithan	Women Politician	Yes

Table 1

In the July 31-August 06, 2018 issue of India Today, total 38 write ups(Feature stories, Opinion Pieces, Pull Quotes, Brief Stories etc.)were published. Out of those 38 articles, only 2 were related to the Political Empowerment of women. The first one was related to Mamata Banerjee's announcement of a rally in January 2019. As the story was part of the glasshouse section, it was a brief story which did acknowledge the source. A photograph of the Chief Minister of West Bengal was given with the story.

The second story was a 4 pagebig story related to the Rafale Deal, wherein the statements of the Defence Minister- Nirmala Sitharaman were included. The feature story was written by Sandeep Unnithan and a photograph of the Defence Minister was included.

Only 5.26 % coverage was done related to the theme in the current issue.

2) August 7-13, 2018

S.No.	Section	Source	Indicator	Photograph
1	Upfront	KaushikDeka and Rahul Noronha	Women Politician	Yes
2	Pull Quote	Not Mentioned	Women Politician	Yes
3	Glasshouse	Not Mentioned	Women Politician	Yes
4	Point of View	PrabhaKotiswaran	Law	Yes
5	States	RomitaDatta	Women Politician	Yes
6	The Big Story	SandeepUnnithan	Political	Yes

Table 2

In the August 7-13, 2018issue of India Today, total 39write ups were published. Out of those 39 articles, only 2 were related to the Political Empowerment of women. Just like the earlier issue, the current issue also addressed 15.38% of the coverage related to the theme.

The first story was related to the New Citizens' Charter, wherein the strong **opinions of** Mamata Banerjee on New Citizens' Charter were included. Photograph was Mamata **Banerjee was given along the Feature story. The Source were Kaushik Deka and Rahul Noronha.**

A Pull Quote of Vasundhra Raje- Chief Minister of Rajasthan was given on the increasing population leading to unemployment was given, which was further related to the lynching in Alwar. A photograph was included with the quote. As it was a Pull quote no source was mentioned.

Another brief story was given on Sonia Gandhi's neutral reaction on a critique made by Odisha's Pradesh Congress Party member on Rahul Gandhi's wink in the parliament. The **story was given with a photograph of Former Congress President. No Source was mentioned.**

An opinion piece by Prabha Kotiswaran on the right to rehabilitation enshrined in the Trafficking of Persons (Prevention, Protection and Rehabilitation) Bill, 2018, passed by the LokSabha was given. A thumbnail photo of the author was given with the article.

The next story written by Romita Datta was related to the sparing out of Chief Minister from the scrutiny of public watchdog enacted by the state legislature of West Bengal. A Photograph was included with the story.

In a4 page big story related to the geopolitical missile was given in this issue, wherein the statements of the Defence Minister- Nirmala Sitharaman were included on the deal with US over Countering America's Adversaries Through Sanctions Act (CAATSA) waiver. The feature story was written by SandeepUnnithanand a photograph of the Defence Minister was included.

3) August 14-20, 2018

S.No.	Section	Source	Indicator	Photograph
1	States	Romita Datta	Women Politician	Yes
2	Nation	Amitabh Srivastava	Women Politician	Yes
3	An Impact Feature	Not Mentioned	Policy	Yes

Table 3

3 write ups out of total 71 total write ups (4.12%) addressed the various political indicators of empowerment . A story written by Romita Datta addressed the views expressed by Mamata Banerjee(Chief Minister West Bengal) on the National Register of Citizens, Assam in a conference 'Love Your Neighbour'organised in Delhi. **The story was given with a photograph.**

Feature story was written by Amitabh Srivastava on the Bihar shelter home rape case. Involvement of Manju Verma-Social Welfare Minister of Bihar in the Balika Grih issue was discussed in the story. Aphotograph of the Social Welfare Minister, Bihar was given with the story.

An Impact feature on Pradhan Mantri Ujjwala Yojana was given in this issue. The scheme is specially launched by the Prime Minister of India for the underprivileged women. It will provide these women with clean cooking fuel thereby reducing their health problems. A photograph was given along this special feature.

4) August 21-27,2018

S.No.	Section	Source	Indicator	Photograph
1	Upfront – Glasshouse	Not Mentioned	Women Politician	Yes
2	Upfront – Glasshouse	Not Mentioned	Women Politician	Yes
3	Not Mentioned	Ajit Kumar Jha	Women Politician	Yes

Table 4

Out of total 44 write ups ,2 brief stories (4.54%) were given related to Maneka Gandhi and Smriti Irani respectively. The first one mentioned about the visit of Child and Women Development Minister to a spiritual teacher in Maharashtra. The second brief story was related to the book launch of Former R & AW Chief Vikram Sood by the Union Textiles Minister. Both the stories were given with photographs.

Ajit Kumar Jha's special story on the Best Performing Chief Ministers of India acknowledged Mamata Banerjee as the best performing CM of India(based on Popularity).

5) August 28- September 3, 2018

S.No.	Section	Source	Indicator	Photograph
NIL				

Table 5

Out of 32 write ups, no story related to the Political Empowerment of Women was addressed in this issue of India Today out of 34 write ups.

Analysis
The 2 big stories which featured statements of famous women politicians like Mamata Banerjee and Nirmala Sitharaman were focussed on National Resident Charter and Rafale Deal & CAATSA waiver respectively. There was a mention of ManjuVerma in a story related to the Bihar's Shelter Home case. Another story which featured Mamata Banerjee was on her exemption from the scrutiny of public watchdog. Mamata Banerjee, Sonia Gandhi, Smriti Irani, Maneka Gandhi, Vasundhra Raje (all women politicians) managed to get little space in the news magazine.

One positive story acknowledges West Bengal's CM as the best performing CM of India according to survey. Another such feature was on Pradhan Mantri Ujjwala Yojana. A critical analysis was done on the rehabilitation services provided under the recent Trafficking of Persons (Prevention, Protection and Rehabilitation) Bill, 2018

Surprisingly, no story related to the theme was published in the final issue of the India Today.

Out of the total stories on the theme only 3 were reported by females, rest were reported by males or the source not was not mentioned. Also, all the stories had photos.

Conclusion

From the above stated results, it can be concluded that the coverage of political indicators of women empowerment in the different issues of India Today was not adequate. The number or stories related to political empowerment of women in comparison to the total number of stories are very less. Different aspects of political women empowerment like women enjoying the same access as men in the governance of the country, women's active participation in the nation's politics, policies related to women, laws related to Women, justice to women, political representation of Women, etc. are either sidelined or under - represented in the news magazine. There is a need to change the way how different indicators of political women empowerment is addressed in the print media. More and appropriate coverage should be done by the print media. Dissemination of strong and positive stories by the media can definitely help in accelerating the process of political empowerment of women in India.

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RESURRECTING REALISM
A Study of Internet Film Genre in Indian Context

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Abstract
Realism is an art movement, endeavouring to create an illusion of reality in any medium. The movement heralded in cinema in Post Second World War Italy, was the flag bearer of similar movements across the world, like the parallel cinema movement in India. With passage of time, the cinema that was on fringes of mainstream with the likes of Satyajit Ray and Ritwik Ghatak and Mrinal Sen, came to the foray with the likes of Madhur Bhandarkar, Anurag Kashyap and Vishal Bhardwaj. Today, as cinema in India is moving away from the big screen to the smaller screen in the living room and micro screens on smart phones, Internet has emerged not only a platform, but it is also replacing the need of a film theatre or measuring box office collections and has even become the media for publicity and marketing of films.

Current study tries to gauge if the shifting of the screening medium has invoked a shift in content and treatment of the films. It tries to verify if the platform today is giving space to stories breaking the narrative hegemony of Bollywood and in the process altering the public discourse. It also checks if the movement of Realism is seeing an unofficial revival through the cinema of the Internet.

To ascertain that, a thorough content analysis was done of the most popular films of 2017, produced for, screened, marketed and followed on the Internet. The tool was devised on the basis of the parameters of Realistic Cinema (Bondanella, 1987). Sample was selected with the help of keyword filtering, YouTube search engine and video suggestions algorithm. The findings hint at a parallel uprising, albeit with few positive changes like star power backing these films and thus largely the film movement as well.

Keywords: Realism, Internet, Cinema, Narrative Hegemony, YouTube

Introduction
History of film spans the entire past century and a bit more. It is a history that not only charts the course of film as a medium, which is dependent on technology for exposing, development and post production to tell a story; it also talks about the narratives and stories which found a platform through it (Slide, 2018). The books trace the beginning from the Lumierre brother's shooting a train entering a station, sending a theatre full of viewers into a rushed frenzy, racing to leave. They believed that a 'real' train was rushing towards them. This effort to recreate an illusion of reality on screen gave birth to the term 'Realism' in films (Stam, 2017).

Realism has been a long-standing movement in art, which broadly means - aiming to depict a subject as realistically as possible. It chases verisimilitude in a piece of work, i.e. using the designing elements of an art form to capture or recreate an illusion of reality, or things, 'as they are'. Italian Neo Realism (1944-52) was a movement in Italian Cinema when the filmmakers abandoned the traditional and popular film making techniques and focused on depicting life as it was in post war Italy. While the resources were scanty, the filmmakers made the best out of what was available and told stories that were relevant to that era.

Situated in a war-torn country, dealing with poverty, unemployment, lack of health, sanitation, education and other problems of a recuperating nation, the narratives of the films took a U-turn from the established popular narratives of the old Italian film industry. The earlier school of cinema was called White Telephone Films, because they inexorably featured a white telephone, which back than was a symbol of prosperity in the Italian society. The films were an escape far from reality. In such scenario, the neo-realistic movement, which talked about issues relevant to the masses rather than showing them a glamourized life, was considered to be iconoclastic of the earlier cinematic establishments (Ruberto & Wilson, 2017).

The sets now moved outdoors as the studios were shattered. The actors were real people and not the popular stars; the equipment was light to enable movement and the style was experimental, to make up for the lack of resources (Ruberto& Wilson, 2017). Films like *'Rome, Open City'* (Roberto Rossellini, 1945), '*Shoeshine'* (Vittorio De Sica, 1946), '**Bicycle Thieves'** (Vittorio De Sica, 1948), La Terra Trema (Luchino Visconti, 1948) were made during this movement. The movement has had great impact on various film movements around the world, including Cinema Novo in Brazil, and parallel cinema movement in India (Norte & Favela, 2015).

In India, Satyajit Ray is lauded to start the art-house, or the parallel cinema movement, which was inspired by Ray's connection with Renoir (Ray, 1994). Joining the leagues were film makers like Adoor Gopala krishnan, Shyam Benegal, MrinalSen, Sai Parnajpe to the more recent Meera Nair and Deepa Mehta. As per its name, 'Parallel cinema', it existed along with the mainstream commercial cinema and carved a niche for itself. With popularity of TV, Telefilms adapted realism for TV – '*Star Bestsellers'*, *'Zee Rishtey'* etc. are few of the earliest examples (Busselle, 2003). With Internet ruling the media platforms today with the help of digital technology, audio visual story telling has found a new stage.

Internet has revolutionized film making and watching. Digital technology has made shooting easier and lighter with video cameras, now present in every one's hands in shape of smart phones. It has also eliminated the need for a postproduction laboratory dealing with chemicals and replaced it with a sleek computer managing post-production single handedly. The need of a theatre has also been made obsolete with Internet, which has made channels like YouTube and Netflix possible, which have given space to several stories and narratives (Hanson, 2004).

This reach has also impacted the content. Stories are now not mainstream formulaic spins, but represent many walks of life. Diminishing budgets and scales have brought out narratives, which earlier were handicapped and thus hidden (Hargittai & Walejko, 2008). Being a popular medium today, Internet also has a space and scope as an alternate medium, while providing platforms to every niche and class. The 'films' are not aiming to please the masses but telling a story for the story's sake. The stardom and the studios have taken the backseat, while the content emerges as the winner once again.

While few film makers like Quentin Tarantino, James Cameroon and Christopher Nolan swear by the film stock in the digital date as it is more tactile and 'real', the mascots of the digital movement claim that digital is bringing the reality even closer to the screen. Even those who are shifting to shooting on video mode are choosing to filmizing the final print and then releasing the films online (Alan, 2002).

Keeping this discussion as the premise, this study is being suggested to analyze the content of cinema of the Internet today. It aims to question how close the story telling is to the 'reality' in digital era? Is the digital technology pushing away the reality, bringing it closer or entirely altering it? The study also attempted to probe whether the film realism movement is seeing a revival through the film of the internet.

Review of literature

The study aims to ascertain whether the Realism as a film movement is seen emerging in the Internet film genre in India. In order to understand the foundation of the study and understand the challenges of the reviewers, theoretical frameworks and other industries seeing similar patterns, few studies were reviewed in depth.

Ken Dancyger is his book The Technique of Film and Video Editing: History, Theory, and Practice, makes a strong point in case of film. Citing the 'finer grain' of film, he credits the film with greater 'realism' projected, while video 'has a flatness and tendency to desaturate color' (Dancyger, 2014).

James Monaco gives three endings to the chapter on digital media, in his book How to read a film. He asks the reader to choose any one, depending on their outlook. First says that films are here to stay, everything else (video) will fade away, trying to match up. Second says that film will see decline, like other mediums before this. Third says that what is the question? Art is to recreate life, if any of them does so; the purpose is solved (Monaco, 2000).

Kunze talks about films like Hugo, The Artist, Midnight in Paris etc being shot in Digital and yet romanticizing film in his book, 'Flickers of film: Nostalgia in times of Digital Cinema'. So while the digital takes over, the hangover of the film continues (Kunze, 2017). Maule on the other hand, suggests that Digital Technologies have made it easier for women to become filmmakers, thus promoting a feminist perspective in popular story telling (Maule, 2017).

While all these studies deal with other markets and not India, a necessity of a similar study in Indian context arises. With keeping all these studies as the principle supposition, and the findings as the brimstone, the current study is being proposed.

Theoretical framework

This study aims for checking for a point of reference between Internet as a platform and films as the medium hosted. Films in this context are small videos, telling stories. Applying the Habermas' theory of the public **sphere internet is emerging as a public platform, which encourages equal participation, with no hierarchy. It postulates that Internet is a participatory medium. The study aims to check where this is extended to film making as well (Habermas, 1974).**

Another theory that fits the study is Techno-romanticism (Barron, 1996). The theory states that art depends and is linked to technology and its development. Hypotheses postulate that Internet, a technological medium, is impacting storytelling, an ancient art form. It is a theory adapting from traditional romanticism and marrying it with technological advancements of the time. The study in context would be testing the postulates of these theories as well, proving or disapproving them by the end.

Aims and objectives

This research aims to ascertain whether the cinema movement of realism is seeing a revival through the rise of the Internet Films in India.

The research objectives are:
1) To ascertain if the popular films on internet are following the parameters of realism
2) To recognize the similarities and differences between the Internet Films and the realism movement.

The research questions are as follows:
1) Do the films of Internet follow the parameters of the films of the Realism film movement?
2) What are the similarities and differences between the Internet Films and the neo-realism movement?
3) What could be the reasons behind the relationship between the Internet Films and the neo-realism movement?

Methodology

Approach: The study uses the qualitative approach as it examines the film content and treatment.

Method: Qualitative content analysis has been utilized to scrutinize the content and delivery method of the films and classify them accordingly.

Tool: A Likert scale, designed on the basis of the characteristics of Realistic cinema according to Bondanella was used to study the content. According to Bondanella, the films belonging to the Neo Realism Era have the following characteristics:
➢ "A definite social context;
➢ A sense of historical actuality and immediacy;

➢ Political commitment to progressive social change;
➢ Authentic on-location shooting as opposed to the artificial studio;
➢ A rejection of classical Hollywood acting styles; extensive use of non-professional actors as much as possible;
➢ A documentary style of cinematography." (Bondanella, 1987)

Using these seven parameters, a three-point Likert scale was designed and findings were analyzed.

Sample: Sample was chosen after critical application of the following filters:
1) Films produced and screened on Internet
2) Shared on YouTube
3) By Indian film makers
4) In past 1 year – 2017
5) Crossed 2 Million view

The aggregator used was the video suggestion algorithm of YouTube.

Data collection and analysis
Over 1,30,00,000 videos were accessed through the video aggregator algorithm of YouTube. After applying the set of prescribed filters, 11 videos were shortlisted. Viewed in a random order, the films were crosschecked for the seven parameters (Bondanella, 1987) fitting the films of the era of Neo realism.

'Juice' was the first film, dealing with a dinner party where men are sitting and having drinks while women are bonding over their kitchen duties. 'Khujli', the next one dealt with a couple **past their prim**e, bonding over their sexual fantasies. 'Kheer' had the protagonists having another trust with romance, in their old age while 'Dekhne Mein Kya Harz Hai' had new age parents setting up an arranged match for their new age daughter. 'Khaney Mein KyaHai' is a **story about a mother and daughter duo, talking about sex, without mentioning the word** because of social taboos associated. 'Chhuri' is a wive's tale, who has come up with a solution to deal with her husband's adultery. 'Naked' deals with our society's obs**ession with** women's bodies, gossip and a need to sensationalize everything. 'White Shirt' talks about **relationships and our need to reminicize and romanticize.**

'Gutargu' is about flights of romance, across terraces and religions. 'Meera' is a fairytale **abo**ut unrequited love, in today's time of instant gratification. And lastly, 'Unarranged' is **about a bride and groom in an arranged match, deciding to handle the affair themselves, just before the marriage. All the stories were from different film makers, different tones and treatments and lastly, different point of views and narratives from the society. Following is the table with the Likert scale responses against each film and parameter.**

S. No	Name of the film	Views	Social Context	Historical Actuality	Progressive Social Change	On Location Shoot	Non Classical Acting Style	Non Professional actors	Documentary Style
1.	Juice	3,000,037	Yes	Yes	Yes	Yes	Yes	No	Yes
2.	Khujli	2,668,864	Yes	No	Neutral	Yes	Yes	No	Yes
3.	Kheer	3,248,113	Yes	No	Neutral	Yes	Yes	No	Yes
4.	Dekhne Mein Kya Harz Hai	2,578,681	Yes	No	Neutral	Yes	Yes	No	Neutral
5.	Khaney Mein KyaHai	6,328,757	Yes	No	Yes	Yes	Neutral	No	No
6.	Chhuri	3,168,342	Yes	No	Neutral	Yes	Yes	No	Yes
7.	Naked	6,986,834	Yes	Yes	Yes	Yes	Yes	No	Yes
8.	White Shirt	8,800,947	Yes	No	Neutral	Yes	Yes	No	No
9.	Gutargu	4,544,859	Yes	Yes	Yes	Yes	Yes	Yes	Neutral
10.	Meera	14,148,628	Yes	No	No	Yes	Neutral	Yes	No
11.	Unarranged	3,609,370	Yes	No	Yes	Yes	Yes	Yes	Neutral

Table 1. List of films and Likert Scale Responses

Findings

With the help of a Likert scale and a tabular qualitative analysis, few interesting observations cropped up. Firstly, all of the films involved some social context. The content was seen rooted in various social issues prevalent in the society in current time, space and context. Be it elderly living alone after the kids had moved out or the moral barriers in discussing issues important to sexual health of women, the film characters dealt with various methods to address these issues.

Secondary, most of the films talked about a progressive social change. With the exceptions of 'Meera' and 'Gutargu', films usually ended with a positive outlook, providing a fresh

perspective or at least opening a two-way dialogue. In case if these two films, a pessimistic **attitu**de was seen in display, which at the end is the story teller's prerogative.

Historical actuality was the third parameter. Most of the films were found to be either inspired by or based on some real life incident. While the sequence of events seemed relatable, and grounded in reality, the context seemed based in the current scenario of the society.

Fourthly, non-confirmation of the classical Hollywood style of acting, or in this case, Bollywood style. There was an observed lack of melodrama, song and dance routines, action sequences and other major ingredients of a Bollywood potboiler. The films utilized an absence of dialogue and breaking of the fourth wall frequently to take the narrative forward.

Lastly, documentary style of filmmaking. While the camera was observed to be shaky, and not mounted on a studio pedestal, there was an observed rejection of the conventional camera angles as well. Most of the films utilized natural and available light sources, as visible and deduced from the shots. Some films suffered from grainy footage as well because of this. Sound effects used were diegetic and not overtly accentuating as usually in case with Bollywood films.

The visual grammar was experimental and rugged, as compared to a neatly shot, packaged and glossed over with special effects TV series and films of the day. Low depth of field, due to low light conditions lent a commendable shallow depth of field to the shots and frames. Floor level shots were also seen in a couple of places. Editing style did not stick to traditional continuity scheme of editing, i.e. establishing long shot etc. Few films used extreme close ups to establish locations, characters and situation.

Lastly, one parameter was not strictly adhered to. Use of non-professional actors was not observed on a popular scale. The actors were mostly ranged from recognizable to very famous. Few famous stalwarts of theatre were also seen starring in these films, while others who could not make it big in Bollywood, found a different platform.

Thus, to summarize, with the help of qualitative comparative data analysis and utilizing Likert scale coding for the same, few parallels were found drawn between films of the Internet and the Italian neo realism cinema movement.

Conclusion
While it is debated across platforms, within scholars in academic fraternity as well as film makers and media practitioners that video, digital technology, mobile films etc. are sucking the life out of the traditional film and is making the story telling colder and distant. The art is dying while the process has become easier and more accessible to masses. While filmmakers like Scorsese and Nolan still swear by film as a medium to shoot their magnum opus's on, video is still struggling for acceptance in the big league.

The 'New Age' theoreticians talk about how good video is, and it is evolving to be as good as 'film', the medium in demand, in nostalgia and in big league remains the celluloid film. But with the current research, there emerges evidence that points to the video being closer to reality than film, in the context of Internet. While infamous for the ease of shooting, the video and the digital technology is making the video storytelling more accessible to the masses.

Taking the camera off that tripod pedestal, out of the studio and from in front of those blazing lights, the new age film maker is now out in the street, capturing life as it is, without the glamour and sheen of the halogen lights. While the movement of Neo realism was brought about with lack of resources, today an abundance of resources is also prodding towards a similar content, and thus another movement uprising in cinema.

On the other hand, as an audience, while earlier one had to pay the price of a film ticket, now you need to have an Internet connection and a smart phone or a laptop. Interacting with the filmmaker has also become much more easier through comments and likes, thus taking the engagement with the content even a step further. This also breaks down the hegemony not only in storytelling, but accessing those stories, interacting with them and letting your own opinion speak.

The stories are relatable; the camera becomes the fly on the wall as it captures the events happening around it. The filmmaker is not only a story teller, he is sharing a piece of his/her life with the audience. Thus the stories are based on a social context bringing out voices from all walks of society. Talking about a progressive social change, the films end on a positive note, hinting at a better society in near future.

An important factor makes these films stand out from the original Neo realistic film movement. While the former made use of non-actors to star in the films, shunning the established faces bringing star value to the table, the latter stars many actors of acclaim. Actors like AnupamKher, Jackie Shroff, Neena Gupta, Tisca Chopra and Shefali Shah star in these films and thus help in tapping into an existing fan base as well. Thus, it can be assumed that the established film actors and film makers are also supporting and patronizing this movement on the Internet, which is a fresh perspective.

Keeping all these factors and recurring parameters in mind, it can be safely assumed that the movement of realism in cinema, which rose with Neo Realistic Cinema Movement of Italy, and led to the parallel cinema movement in India, is finding fresh foothold through the medium of Internet. Thus proving the postulates of Techno-romanticism (Barron, 1996) and repositioning the Theory of Public Sphere (Habermas, 1974) as technology impacts the art and enables the public to participate in the act of story telling.

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MENSTRUAL RESTRICTIONS: BARRIER TO POSITIVE COMMUNICATION ON MENARCHE

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Abstract

The adolescent is a period of transition from childhood to adulthood which results in physical changes, biological changes, and changes in the hormonal phenomenon. These changes bring out psycho-social, behavioural and sexual maturation. Both pubertal development and sexual maturation take place during adolescent stage. In girls, the adolescent phase is marked by the first occurrence of menstruation which is known as menarche. For most of the adolescent girls, mothers are found to be the primary sources of information and knowledge about menstruation. However mothers pass on negative messages by imposing menstrual restrictions on their daughters which they followed during menstruation. Therefore it is important to ensure that effective and positive communication must happen between the mother and her daughter as it will affect future experiences and understanding of daughter regarding menstruation. Thus the present study focuses on menstrual restrictions which act as barrier to effective and positive communication on menstruation between mothers and their adolescent daughters.

Keywords; Adolescent, Menstruation, Positive Communication, Mother, Daughter

Introduction

In the Asian region, the subject of menstruation is always surrounded by secrecy as far as communication on menstruation is concerned. The process of menstruation has always been related to dirt, taboos and also result in the various activities of prohibitions in the lives of Indian women especially in rural areas. The subject of menstruation comes under the private matter and hence it lacks communication. As a result, the first experience of menarche among young girls is traumatic. The education on the physiology of menstruation is also absent and further, it is not linked with sexual development and fertility. The adolescent girls thus feel embarrassed and they hesitate to talk to talk about their experiences during their menstrual days. Further the negative attitudes towards menstruation which called the phenomenon as 'impure' results in restrictions on women such as not performing of domestic and religious activities. These restrictions are no interaction with men, no touching of religious books or food, no entering in the kitchen and visiting religious places. Adolescent girls are forced to disconnect themselves with the outside world and hence they remain isolated which brings inferiority and neglection towards their bodies during menstruation. The physical maturity during menstruation not only affect a young girl's sexuality and her reproductive status but also simultaneously their overall health status. They faced health threats which have serious health consequences, neglectlng of which can result in potential reproductive health problems. During the adolescent phase, the young girls require both mental and emotional

support to assure them that menstruation is not an embarrassing phase rather it is a natural and healthy phenomenon. Mothers who are the primary sources of information and knowledge regarding menstruation for most of the adolescent girls play a very important role in this regard. However they failed to address their daughters issues and needs due to various reasons such as their own lack of knowledge on menstruation, negative attitude resulted from bad experiences during their own menstrual days and societal norms and barriers. Thus the adolescent girls have lack of knowledge about the physical changes that are happening in their bodies during puberty and attainment of menarche. As a result, they do know understand or are confused on how to cope with these changes during, menstruation.

Adolescents come under vulnerable groups as both their social status and health status are critical during the adolescent phase. Menstruation is connected with many misconceptions and practices resulting severe health outcomes. It is surrounded by secrecy which our society carried as cultural norms. Certain restrictions that are imposed on adolescent girls during menstruation make them isolated from the rest of the world and most probably incorporating negative attitude and behaviour towards this phenomenon. Adolescents girls are heavily dependent on women informer particularly mothers for information and knowledge on menstruation. However, mothers themselves do not know about the biological facts and feel uncomfortable discussing menstruation. Their advice is often limited to practical knowledge and tends to reinforce negative beliefs on menstruation. In India and over the globe, menstruation is not seen as a health perspective rather it is encompassed by a long list of 'what to do' and 'what not to do'. There is an absence of proper guidance on menstrual preparedness and management for adolescent girls. And thus these taboos not only restrict the freedom of women and young girls but also restrict them to access health services for their betterment and development. These restrictions act as prominent barrier in positive communication about menstruation. Hence it has become necessary to motivate mothers to pass on positivity about menstruation to their adolescent daughters. It will not only improve their awareness level on the subject but also their quality of life.

Literature Review

Barathalakshmi and others (2012) studied the causes that create barriers for mother in communicating regarding menstruation with her daughter. They found that very few mothers indulge in discussion regarding menstruation with their daughters. The authors also stated that her negative attitude towards the phenomenon and low level of education create fear and anxiety among adolescent girls.

Gupta and Gupta (2001) found that mothers who have a negative attitude towards menstruation transfer the same to her daughters. The content of communication regarding menstruation was only limited to the technological aspects and restrictions. It was also found that the women informant hardly dealt with aetiology and significance of this biological process. The author suggested that the mothers should talk to her daughter about the process, causes of menstruation, and relations of menstruation process with fertility and reproduction with her daughters.

House and others (2012) in their article mentioned that mothers have limited knowledge regarding menstruation. They passed on cultural taboos through restrictions they put on their daughter during menstruation. Further, the authors stated that not only women but men should also be educated on menstrual hygiene so that they can support their daughters, wives, sisters, and mothers.

Lee (2000) focused on the supportive nature of the mother during menstruation. She mentions that the mothers are personally supportive and emotionally engaged with her daughters during their menstrual days. Emotional support by mother develops positive experiences of menarche whereas unsupportive mothers develop negative experiences of menarche in their daughters. Mothers' support is very important to help her daughters to overcome misconceptions and confusion regarding menstruation. The authors also mentioned in her study about increased openness on the issues of menstruation in the contemporary society in comparison to past studies which states menstruation is surrounded by confusion and restrictions.

Mahon and Fernades (2010) in their case study on Water Aid Programme in India found that menstrual taboos are highly prevalent in the society. Young women, men and elderly women found to be against towards discussion on menstruation. The study also revealed that rural communities are still deprived of basic information on menstruation. Gender inequalities, cultural perceptions, and beliefs are found to be major obstacles in the implementation of practical solutions.

Singh, Bandhani, and Malik (2010) concluded their study stating that there is poor communication between mother and daughter regarding menstruation because of traditional taboos around menstruation. Therefore the authors suggested that both parents and their daughters need to be encouraged to discuss the subjects openly.

Objectives

1. To find out the contents on menstrual restrictions communicated by mothers to their adolescent daughters.
2. To find out what kind of negative messages daughters receive from their mothers while performing menstrual restrictions.

Methodology

The study was conducted in Nuaguda village of Koraput district. Total 52 respondents that is 26 mothers and 26 adolescent daughters were selected for the study. The daughters who have attained menarche were selected for the study. The age of the adolescent daughters was between 9-18 years. Purposive (Non-probability) sampling technique was employed to enroll women and adolescents girls in the study. The study was conducted from October 2017 to December 2017.

A pre-designed, pretested and structured scheduled was designed by the investigator which included the demographic information like age, education, occupation, religion of the

respondents. Personal information like age at menarche, awareness before menarche and source of information about menstruation were also documented.

Results

The table given below shows the age of the respondents (adolescent daughters) in the village during the research study. Most of them (34.6%) are of 15 years, (26.9%) are of 17 years, and (23.1%) are of 16 years. Very few are 18 years of age (15.4%) as shown in Table 1. Table 2 shows the age of both mothers and adolescent daughters when they attained menarche. Menarche is the age when the girls get their first period. In the present study out of 26 respondents of the mothers, (50%) attained their menarche at the age of 12, (26.9%) of the mothers reached menarche at the age of 13 and (23.1%) attained menarche at the age of 14. In case of adolescent daughters, (53.8 %) of the respondents have got their menarche at the age of 12, (19.2%) at the age of 13, (15.4%) at the age of 11, (7.7%) at the age of 14 and (3.8%) at the age of 9. The topics on which mothers mostly talk to their daughters are menstrual restrictions followed by menstrual health and hygiene (95.6%) and menstruation process (88.5%) (Figure 1). Table 3 shows the menstrual restrictions that are communicated by mothers to their adolescent daughters. All mothers communicate menstrual restrictions, list of what to 'Do' and what 'Don't' to their daughters. The adolescent daughters are not allowed to enter kitchen. Touching religious things are also forbidden. The girls cannot touch any male during menstruation. They sleep separately when they attained menstruation.

Table 1. Age of the Adolescent Daughters

Age (Years)	No. of Respondents	Percentage (%)
15	9	34.6
16	6	23.1
17	7	26.9
18	4	15.4
Total	26	100

Table 2. Age of Mothers and Adolescent Daughters at Menarche

Age at Menarche (Years)	Mothers (No. %)	Adolescent Daughters (No. %)
9	0(0.0)	1 (3.8)
11	0(0.0)	4 (15.4)
12	13 (50)	14 (53.8)
13	7 (26.9)	5 (19.2)
14	6 (23.1)	2 (7.7)
Total	26	26

Figure 1. Topics discussed with Adolescent Daughters about Menstruation (%)
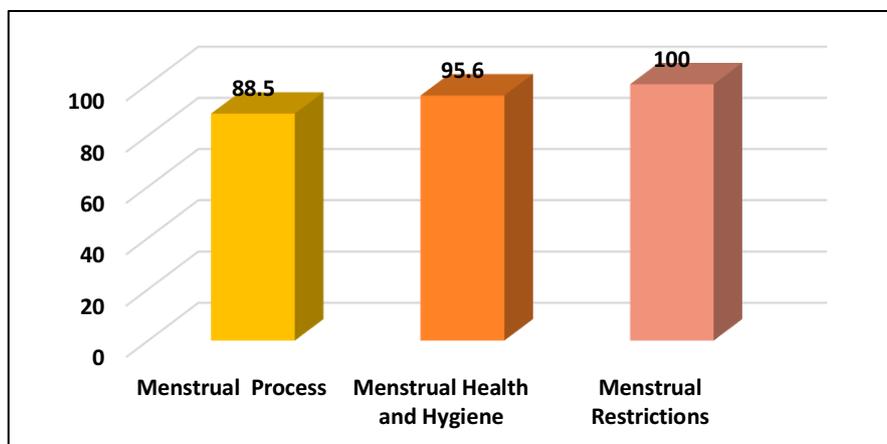
Table 3. Menstrual Restrictions communicated by Mothers

Menstrual Restrictions	Yes (No. %)	No (No. %)	Total
Not to do physical activity	1 (3.8)	25 (96.2)	26
No to enter kitchen/cooking	26 (100)	0 (0.0)	26
Not to touch religious things	26 (100)	0 (0.0)	26
Not to touch male person	26 (100)	0 (0.0)	26
Not to attend school	0 (0.0)	26 (100)	26
Not to play with boys	26 (100)	0 (0.0)	26
Not to eat certain kind of food	0 (0.0)	26 (100)	26
Not to touch pickles	0 (0.0)	26 (100)	26
To sleep separately	26 (100)	0 (0.0)	26

Discussion

In the study it was found that the adolescent girls are getting their menarche at a very early age that is 9 and 11. However, if we look at Table 2, the highest number of respondents of mothers and daughters, both of them got their menarche at the age of 12 which is also the average age of menarche. Mothers discussed with their daughters about menstruation so that their daughters can manage menstruation effectively. Mothers mostly guide their daughters for maintaining health and hygiene during menstruation. Communication about practising

restrictions during menstruation is also prominent. In this study, it was found mothers also told their daughters regarding social and cultural restrictions which should be followed during menstruation. However, discussion regarding menstruation process found to be less as compared to menstrual health and hygiene and menstrual restrictions. Menstruation being an important reproductive process is surrounded by social and cultural restrictions. The study showed that during menstruation the adolescent girls followed various menstrual restrictions. These restrictions are communicated to them none other than by their mothers who have been performing these restrictions since their adolescent phase. In the present study mothers are found to put restrictions on their daughters during menstruation. The most prominent are not to enter kitchen, not to touch religious things, not to touch male person, not to play with boys and sleep separately. Some mothers said that in their culture it is believed that if a menstruated girl touch a male person in her family it will bring bad luck to them, for example, they will feel pain in their ear. Few mothers also found not to allow their daughters to touch themselves during menstruation. However the adolescent daughters do all household works including cleaning of utensils during menstruation. As they are not allowed to enter into the kitchen, mothers took out utensils from the kitchen and keep outside for cleaning. Only few mothers do not allow their daughters to do any physical activity because of menstrual pain. It was also found in the study that there is no restrictions in attending the school, eating certain kind of food (sweet or sour), and touching the pickles.

Thus it can be analysed from the discussion that mothers not only communicate about menstruation but also myths and false beliefs in the form of menstrual restrictions. Mothers mostly asked their daughters not to enter kitchen, not to touch religious things, not to touch male person, not to play with boys and to sleep separately during menstruation. The negative messages which daughters received from their mothers are menstruated girl should not touch a male person in her family as it will bring bad luck to them, for example, they will feel pain in their ear. Adolescent girls said that they attend school during menstruation. And while in school they touch boys and play with them. They do not follow restriction in schools. However during their first period they do not go to school and remain outside the house for seven days in a small hut or verandah where they will eat and sleep. They eat only khichadi during their first period. After the seven days they will take bath at the river bank and after conducting few rituals they will enter the house. A special ceremony is then conducted called as 'BadaKaniyaBhoujii' where few people from the neighbourhood are invited for lunch. A girl is also not allowed to visit a marriage ceremony or any kind of celebration during their menstrual days because it is believed as inauspicious.

Conclusion

From the study, it can be concluded the adolescent daughters mostly learned from their mothers about the most significant event of life. It cannot be denied that mothers also pass negative messages about menstruation to their daughters through the communication of social and cultural restrictions to be followed during menstruation. Mothers, thus, need to be encouraged to communicate positivity about menstruation to their daughters. Overall mothers have an important role in supporting their daughters to manage the menstruation effectively.

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THE PRINT PERPLEXITY: Issues of Concentration in Newspaper Industry in India
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Abstract

Concentration in media is not a new emerging problem but an existing one which is deep-rooted. By concentration, it reflects upon the creation of conglomerates, merging of industries where the control is confined to few hands. In newspaper industry, concentration means few owners being able to grasp control over more than one newspaper firm which creates a shift in power to few hands rather than being dispersed in a democratic fashion. However, the central question that lies is as to why concentration is bad and why should it be a concern from development point of view? Newspaper industry, being a non democratic organized force having the ability to influence politics, public discourse and culture, can pose severe issues to democracy if it possesses immense market power. Concentration in newspaper can not only restrict the multiplicity of viewpoints in a democratic society but can also create issues of dominant language, plurality, in informing the citizenry and most importantly a source for generating profits through newspapers by covering those facts which have a higher sale value. The paper analyses the patterns of concentration from the Report of the Fact Finding Committee on Newspaper Economics (1975) and the kind of impact it posed on the Indian society.

Keywords: Print, Perplexity, Newspaper, Society, Democracy, Politics

Introduction

The notion of concentration in the media industry has attracted a lot of attention from the media scholars in terms of analyzing what concentration is and how it has impacted the media industry in India. Since different forms of media have a very crucial role to play in mediating between the citizens of a nation and the exiting government, it is important to understand how concentration existing in the media industry has affected the channels of information dissemination that exists between the government and the citizenry.

The primary focus of the paper is towards understanding the existing policy debates which emerged during the period of 1970s on concentration in the newspaper industry and how these policies identified and addressed the issue of concentration. About concentration, many scholars have pointed out that it is a process by which in a particular industry there is a decline in the number of independent existing firms and a pattern has been observed where these independent media industries merge into a single or bigger industry where the control or power of decision making gets confined to a few hands. In the case of any commodity (tangible in nature) production industry, concentration may not be seen negatively as the commodity has a utility value through consumption and concentration may help in increasing the efficiency. However, in the case of information production which is intangible and which can affect the decision making process of the individuals, concentration may not be taken positively as it may channel the flow of information towards a fixed direction, thereby limiting the creation of political capital.

In the case of India, we may find that during the struggle for independence, newspapers had a social responsibility of informing the Indians so as to prepare or make them aware of the active struggles that were taking place against the British rule. The idea of information as a commodity did not emerge initially. However, during the time of 1920s to 30s when the market for information grew with the rising demand for information, all the newspaper agencies that operated in that time faced a financial constraint as they without economic support, could not cater to the information demand that had emerged. As a result, they began to look for private entrepreneurs or sponsorship to acquire financial aid in the running of these agencies. During this process, the private players understood that since they were knitting the economic thread of these agencies, they could basically control the aorta of these agencies and decide the kind of information required to be printed, for whom to be printed and how to be printed. There was a limited to no role for editorial at this stage of information development. These were seen as the early signs of concentration in the case of India.

However, during the 1950s to 60s, the Government of India very much understood the existing and emerging problem of concentration in the newspaper industries and tried to take active steps in understanding the problem and offering solutions for it. The problem persisted, and to some extent even evolved. The First Press Commission Report (1954), for instance, primarily focused on concentration existing in the newspaper industries during 1950's and also on how much revenue these industries were generating.

The report highlighted the existence of concentration in dailies very clearly and cited the low number in the circulation of dailies. The report also highlighted the difference between the circulation of English and local dailies, where local dailies had more circulation (projecting concentration in local newspaper agencies). The report cited the reason of illiteracy as a constraint. However, in 1970s, as the level of literacy rose, the Fact Finding Committee Report (1975) cited the existence of concentration in English news dallies as it garnered more circulation after a point of time. Similarly, in the case of advertisements, the First press Commission Report showed advertisement concentration more in the local newspapers. In the Fact Finding Committee Report (1975), it was indicated that advertisement concentration was more in the English newspapers. Thus, what can be understood is how the changing conditions have also resulted in the changes in the concentration in the newspaper industries and why the policies addressing the problem after a point, lost their significance due to the changing social and economic scenarios.

It, therefore, became important to understand as to how the different policies introduced during the time, the notion of concentration in the newspaper industry was addressed and whether they were successful in tackling the problem as they proposed to. Most importantly it was necessary to identity how concentration existing in the different spheres of the newspaper industry like ownership, geographical location, market share, type, etc. changed with the change in policies.

Interpreting Newspaper Concentration and its Early Inception in India
Concentration can be seen as an inevitable process both in a developed economy as well as a developing one. By concentration, one comes to understand it as a process which leads to a decline in the ownership or control over a particular firm, enterprise or an activity from a diverse orientation to a limited one. The creation of conglomerates or mergers between firms where the control of those firms gets confined to few or a single individual can be very much understood as "concentration". Under concentration what can be observed is that the earlier existing industries during the pre-concentration phase were independent of any form of dominant control within the industry. However, under the post concentration phase one can easily observe that the control was uptil a limited number of players over the concentrated industries.

Concentration, however, as argued by the media scholars, has not always been criticized for its negativities. In the case of commodity production, concentration of industries was seen to improve the efficiency which the independent, individual industries lacked. But when it came to understanding concentration in the context of information production, it was not taken positively as it led to the emergence of severe complications and problems within India in terms of sound information channels.

Newspaper industry in India is a non-democratic organized force which has the ability to influence politics, public discourse and culture. Concentration in the newspaper industries resulted in restriction of the multiplicity of viewpoints needed in a democratic society. Concentration also posed a threat to language, plurality, in informing of the citizenry and most importantly creating avidity for generating profits by the newspaper industries through the coverage of those facts which had a greater economic value attached to it while ignoring the rest. It also posed a threat to the public by focusing on circulation to those areas where the demand for information was more. This process resulted in the formation of an information-gap within the society. It also posed a risk to the survival of small independent firms which fulfilled the purpose of informing the public by shutting down most of the economic channels for their sustenance as well a creating severe limitations and restrictions in the market for the entry of new newspaper firms or development of the existing newspaper firms for healthy competition and development of alternate voices.

Robert G. Picard has tried to measure concentration in the newspaper industry in USA. He has tried to analyse the degree of concentration that existed in the newspaper industry in 1988. The attributes that he used to measure concentration included the change in the ownership pattern, the geographical markets targeted, degree of circulation both within the national and regional markets and also the focus of advertisements in the newspaper industry. In terms of ownership, he found large firms gradually occupying small firms. In the case of geographical markets, the firms focused more towards those providing greater economic returns or where the chances for circulation could be high. Circulation rising in the national markets and falling in regional centres, projected a degree of concentration existing in the newspaper industry in India. As for the advertisements, the preference towards big newspapers over small newspapers, as well as, the availability of ads more inclined towards

the big and small newspapers, according to Picard, reflected high degree of concentration existing in the newspaper industry in India.

The problems of concentration were common among many different countries due to the conflict between generation of economic value and social responsibility of the media firms (specifically newspaper industry). The issues of concentrated views, political authority, information gap, etc., were some of the concerns which highlighted as being not suitable for the democratic society and also the existence of business transaction making the problem of concentration difficult to tackle due to the market conditions being created by them to avoid the policy impacts. Therefore, it was necessary to identify the problem of concentration in media industry, to have a fuller understanding for bringing needed policy reforms within the newspaper industry in India.

The early patterns of concentration in India were seen during the 1920s to 30s. In 1920s, India observed a dynamic growth phase of the daily press due to socio-economic upliftment and the rise of literacy. Newspapers came to wield a significant influence on the social and political realms and had begun their publication. There was a general political awakening as well as heightened political activism observed during that time period. There also was the emergence of an indigenous capitalist class who had accumulated considerable wealth through its collaboration with the foreign capital and the colonial government (Nair, 2003, p. 4182). The process of political mobilization created and enlarged a market for news and information. On the economic front, the scale of operation and complexity of organization increased making the indigenous press increasingly dependent on the occasional generosity of the emerging Indian businessmen as also the wealthy local rulers. Even though there was availability of brilliant editors, the outdated and worn out printing and composing machines made it difficult for most of the Indian newspaper firms to compete with the other existing, well established newspaper firms like The Statesman which received the largest subsidized government advertisements and could afford modern equipment and experienced staff. This developed the realization for the significance of financial patronage which led to many newspaper firms to try to woo the big businessmen to fulfill their financial objectives.

In the 1930s to 40s, the interest of the capitalist class in owning and controlling the press became clearly visible which catalyzed a process of transformation of this institution form of craft to a commercial venture. There was a change in the pattern of ownership and the organization of the Indian press. Business magnates like G.D. Birla, RamnathGoenka etc., started taking interest in running newspapers. Newspapers began to be used by them to further their business interests. It completely ignored the role of nurturing brilliant and independent journalism (Nair, 2003, p.4182). A good number of Indian newspapers like The Hindu, The Indian Express etc., became the representatives of this shift where the strength did not lay in the brilliant editorial qualities, but in a strong sense of guiding the editorial policies towards greater business success. Much of the Indian press enjoyed the patronage of the business by functioning as what is known as the 'jute press'. As a result, there was a **considerable decline in the creation of diverse political capital within the Indian society.**

The trends in concentration of ownership and organization of newspapers which were beginning to be apparent in the late colonial period, became fully visible by the beginning of 1950s. The First Press Commission Report of 1954 took note of these trends. The profit motive replacing the missionary spirit of the former days as well as the individually owned or family concerns getting converted into the joint stock companies and the number of papers under the control of each individual concern getting increased, led to the concentration of ownership. This inevitable trend was critically analyzed by the Press Commission Report, however, very limited policy action could take place due the volatility of the situation. What was also observed was the shift of the editorial control to the management and the public interest getting subordinated to the business and commercial interests of the owners. All these aspects were the concern of the First Press Commission.

Report of the Fact Finding Committee (1975)
The Fact Finding Committee reported an increase in the number of circulation of newspapers from 588 (1967) to 830 (1973) and the combined circulation rose from 70.3 lakhs in 1967 to 94.4 lakhs in 1973. However, there emerged a shortage of newsprint since the beginning of 1972 and gradually became acute during 1973. Despite the presence of such an issue, there was still an increase in the circulation of national dailies seen in the Indian society. However, there still existed concentration in terms of language. With the improvements in the levels of literacy there was also an increase in the preference for English and Hindi newspapers. Though newspapers of other Indian languages witnessed a growth like in the case of Malyalam, Marathi or Tamil, but in comparison with the English and Hindi dailies, they were still low in number. The importance for English language dailies rose from 17 %(1967) to 22 %(1973). The English dailies accounted for about 1/4th of the total dailies in India. In the case of Indian languages, Hindi, Bengal and Tamil showed a considerable improvement in the circulation from 1967 onward (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.20).

In the case of centres of publication, it was seen that about 42% of the all the dailies were published from cities (excluding metros). The Metropolitan centres still had the largest slice out of the total. In the case of towns, there was an improvement but it was not considerable. In 1973, 55% of the total circulation of the metropolitan dailies were within the metropolis and only 44% outside the metropolis. There was a sharp contrast to the position in 1967 when the respective percentages were 47% and 53% resp. the circulation of the dailies outside the cities declined which indicated that the hold of metropolitan dailies on mofussil readers declined due to the growth of the local dailies or newspaper readership in the metropolitan cities increased considerably. The non-metropolitan dailies correspondingly increased 53.5% to 60% in 1973 which indicated that the local dailies were holding their own and giving competition to the metropolitan dailies (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.43).

In terms of the ownership patterns, it was seen that still more than 3/5th of the total dailies were under the control of individual owners. Joint stock companies owned the next largest slice of dailies followed by partnerships. So therefore, there was no form of diffusion of

ownership which was recommended by most of the reports to control the risk of concentration. A large percentage of the dailies and still a larger share of the total circulation were accounted for the dailies owned by COUs described as chains, groups and multiple units. The total number of COUs at the end of 1973 were 94 which together owned 206 dailies. Their circulation also increased by 45% and 34% respectively during 1973 against 41% and 34% respectively in the case of all dailies (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.50). Thus, there existed a strong form of concentration in terms of ownership and circulation but still the change that was seen was improvement of the local dailies in comparison with the previous years.

In the case of price-page schedule that was given a lot of importance for the development of small newspapers, it was observed in 1973 that unlike in 1960s the price-page schedule was not required to enforced as the large increase in price and shortage of newsprint, there was no risk that a large newspaper would outsell the small newspaper by charging a lower price. Price competition between large and small papers became unimportant. The competition was possible in regard to the commission paid to the distributors. If the small papers suffered in competition with the large papers, it was due to improvement in the facilities of communication that made it possible for the metropolitan papers to reach the outlying stations quickly (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.47).

In the case of commissions which were given to the advertizing agents which reflected a concentration in the advertisements, in 1973 saw a considerable change. The general rate of commission was 15% given to the advertising agents. However, it was seen that most of the newspapers received advertisements directly from the customers and it involved no payment of commission. Even on classified advertisements, no commission was paid. The average incidence was of the order of 12%. The English newspapers particularly the bigger ones had an average incidence of 10-11%. However, the Indian language papers had to pay a higher rate of commission. In the case of commission to the distributors, the average commission paid by the dailies accounting for a circulation of little over 58 lakhs amounted to 29.5% of the retail price. The commission ranged from 22% to 39%. In the case of language papers it was 29% and for English dailies it was 28%. Thus it was clear that here the circulation mattered more than the large and smaller firms competing with each other in terms of attracting advertisements (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.119).

During 1974-75, the newsprint allocation policy imposed a 30% cut in the newsprint quota. The impact of this move in terms of big newspaper firms was that there was a marked decline in the average number of pages. The 30% cut was distributed between the number of pages and the number of copies printed. There was also a decline in the average consumption of newsprint from 683 (1973) to 542 (1974). The decline by only 20.6% reflected that the firms had existing stocks or they used white printing paper. Also, interestingly there were some newspapers like the Hindu that increased the number of copies printed by reducing the number of pages very sharply. The number of copies increased from 1, 99,850 to 2,00,000

and 23,170 in 1974. The similar trend was also seen in the case of Nav Bharat Times and TOI etc. There was a marginal increase in the circulation, but the number of copies printed dropped substantially in most of the cases. Except Hindu, TOI the rest of the papers witnesses an increase in the price and also an increase in the advertisement rates (Report of The Fact Finding Committee on Newspaper Economics, 1975, p. 117).

In the case of advertisements, there was not much of an increase in the space allotted to advertisements. But there was an increase in the advertisement rates. The increase in the ratio between the advertisements and the news space acted as an additional corrective for what most of the newspapers would have considered a very difficult situation. In the case of Hindu, the number of pages fell by 33% while the advertisement space ratio increased by 14%. The actual advertisement space fell by 24%. The effect of this was neutralized by a 31% increase in the advertisement rates. The increase in the advertisement space ratio was also observed in HT and Navbharat Times as well (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.119).

In the case of small newspapers, they were not affected by the newsprint quota. Though, some of them reduced the number of pages due to the shortage of newsprints and high cost. There was no increase in circulation. Some papers increased the selling price but most of them increased the advertisement rates to some extent. Thus, in general the changes that were made were reduction in the number of pages, increase in the selling price, increase in the advertisement space ratio and increase in the advertisement rates.

In the case of advertisements, it was seen that advertisements distribution was still concentrated. Large newspapers gave 25-40 and 40-50% of their total newspaper space. In comparison with 1967, there was an increase in space for advertisements by the big newspapers in 1971. The number of papers with more than 50% of space devoted to advertisements was 4 in 1967 which rose to 9 in 1971. The newspapers which provided space more than 60% for advertisements in 1967 was just 1 and in 1971 rose to 2. Also the dailies giving 50% or more of its space to advertisement were only English dailies. But in 1971 an Indian language newspaper Thanthi, was the one which gave more than 50% space to advertisements. Hence, there was an increasing trend in the terms of advertisements in big newspapers from 1967-71(Report of The Fact Finding Committee on Newspaper Economics, 1975, p.100).

In the case of small newspapers there was a rise in the number of papers which published advertisements but the advertising space range did not experience much of change as still most of the newspapers provided space between 25% and below. There were very few newspapers which provided advertisement space between 25-40% and surprisingly no newspaper existed in 1971 which gave more than 40% space for advertisements which in 1967 were 2. Thus there still existed concentration in the distribution of advertisements in India in 1971 and the change in concentration pattern was miniscule (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.120).

In the case of government advertisement policy, it was witnessed that still the government was more focused towards helping the small newspaper firms by ensuring that they were the recipients of government advertisements. However, the small newspapers complained about the manner in which DAVP allocated advertisements as well as their rates. Also, like before the use of government advertisements as instruments of aid to the small newspapers were not sufficient enough to bring about a drastic change (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.137).

It was also witnessed that many newspapers adopted unfair means of acquiring space for advertisements which were considered as unfair ways to boost circulation. Some of these moves were 1)creating special positions out of ordinary positions in the newspaper; 2)pressuring the advertisers to take space in other publications of a group having a little advertising value, to enable them to get space in their top line publications; 3) introducing an 'appointments page' and increasing the number of columns in these pages etc.

In the case of newsprints, it was evident that India relied on import of newsprint as the domestic manufacturers of newsprint did not provide the newsprint of good quality and on top of that charged a price greater than the price of imports. However, there emerged a shortage in the import of newsprint which led to a series of changes in the newspaper industry.

It was felt that the domestic output of newsprint would not reach the plan target of 350,00 by 1978-79, but any substantial increase in the present output would provide a large cost advantage and save foreign exchange and would make the newspapers function with an assured supply of a large part of their requirement.

The price of newsprint rose considerably. It was Rs. 1320-1365 per tonne which further increased in 1974-75 to Rs. 3642. The change that was seen was that now Nepa newsprints became cheaper than the imported newsprints. In 1974 the price was 2300 per tonne which in comparison was cheap. However, in the case of quality, Nepa did not improve much as its quality remained inferior to imported newsprint. There were also complaints on Nepa that the packaging of the newsprints was quite poor as a result most of the newsprints would get damaged and had to be discarded. This resulted to a lot of wastage of the newsprint (Report of The Fact Finding Committee on Newspaper Economics, 1975, p. 157).

For small and medium newspapers, Nepa provided them the newsprints. The requirement of newsprints by the small and medium newspapers was less. It would never be more than 50,000 tonnes/year. The reservation of Nepa output for the small and medium newspapers gave them a substantial cost advantage. It not only assured them a regular supply but also obviated their financial diffculties. Nepa also produced cut sheets from the manufacturing waste which the small newspapers received in the form of ready for use. This increased the costs of newsprint to the larger papers because they depended on imports expect to the extent that the Nepa output exceeded the allocations to the small and medium newspapers (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.167).

In the case of distribution of newsprint, the annual import policy in 1971-72 provided for some circulation increase on a graduated scale to the big, medium and small newspapers. The percentage increase in the quota allowed for circulation increase which was seen largest in small newspapers. The 10 page ceiling for allocation of newsprint in 1972-73 led to papers with a circulation above one lakh being reduced to 3% while allowed a 10% increase in circulation in the case of all other papers which had a lower circulation range. However the Newsprint Allocation Policy could not sustain itself as it was challenged in the court as it violated the fundamental right of freedom of speech and expression. The policy was revised and it abolished the practice of differential rates of increase in circulation allowed to big, medium and small papers. The revised allocation policy provided no increase in the quota at all to the newspapers which were to receive their quota on the basis of their performance. In 1974 the policy was revised again and the quota was fixed to 30% (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.170).

Also in terms of ownership patterns it was seen that there existed inter-links. There existed a number of interlinks between many different newspapers which made the ownership pattern appear more like a monopoly. The big industrial group would hold the controlling interest in a number of papers through the acquisition of shares in these papers not directly but indirectly through other companies owned by them. This sort of interlocking not only of a number of newspapers but also of newspaper business with non-newspaper business made it difficult to justify or reject any contention about the declining profitability of newspapers on account of rising costs. The extent of monopoly in the newspaper industry was not easily measurable but it was evident that those who were in the field of big papers could start new big papers and it was possible for the big papers to purchase smaller newspapers to eliminate them from competition. There were cases where a new edition of established paper offering 16-18 pages was at a price which the local papers could offer only 6-8 pages. There were certain papers which also compelled the advertisers to pay a joint rate for two different editions without giving them the option to get the advertisement published only in the main edition. Thus the control still reflected monopoly but it had shaped itself differently with the changes in other factors (Report of The Fact Finding Committee on Newspaper Economics, 1975, p.197).

Here it was seen that the idea of diffusion of control was still not fulfilled as the shareholding was only distributed among the primary members than the employees and still a majority of players who performed important roles were kept outside the wage board awards.

Conclusion
Thus what is evident from all the facts explained above is that the problem of concentration despite the various measures of newsprint allocation or import quota or price-page quota, did not help much in bringing about uniformity. The policy reforms that were tried to be implemented to address the concerns in turn resulted in the change in the concentration rather than its eradication. Also the changing patterns of concentration be it ownership or geographical concentration etc. led to a revision of policies as well to address both the existing as well as new emerging forms of concentration.

Ultimately, it can be understood that the recommendations and the approach to addressing concentration did not bring about much of change as it was expected to. Like in the case of advertisements, the small newspapers increased in numbers but the share of ads they were getting remained the same. As a result, it is important to highlight that concentration had very much become a part of newspaper industry and could not be removed that easily with the proposed strategies.

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