

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

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5	Mr. T. ShyamSwaroop & Dr. M.Rabindranath: Role of New Media in Natural Disasters
15	Aida Gharaee & Prof. N. Usha Rani: Framing Of Iran News in Indian Newspapers
22	Dr. Shikha Rai & Prof. Pramod K. Jena: Marketing and Communication Strategies for Customer Retention by leading Hindi Newspapers
34	Ms. Indira Thounaojam & Prof. G.P. Panday: Mira Nair's Kama Sutra, A Tale of Love: A Critical Perspective
40	Mr. N. Rohinkanta Singh: Internet: The Wind of Change in Research Arena

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FROM THE EDITOR'S DESK

Over its two years long history, IJCD has covered a wide range of pressing media issues concerning education, health, intergroup relations, politics, society, religion, technology, and lot more. Articles included in each IJCD issue collectively address relevant theoretical, empirical, and analytical considerations. These issues showcased international and national research from scholars (including early career scholars) from a variety of relevant fields.

IJCD is a developing, peer-reviewed, international journal that publishes key research and is committed to high-quality research that explores the relationship between theory, policy and practice.

The central role of mass media in constructing and distributing culture has led analysts to conclude that its influence on the masses is great. Researchers who study the effects of mass media have used most of the techniques discussed in the book like content analysis, laboratory experiments, surveys, field experiments, observations, and panels. But it is also important to understand that this media needs to be researched from all angles so that it can improve.

The journal has a particular focus on and interest in contemporary issues and practices of media firms. Besides scholarly submissions, the editors are interested in articles written by media actors focusing on topics including their activities, problems, strategies, guidelines, management and editorial issues, organization, ethical codes, coverage, distribution, marketing, handling of user-generated material, etc.

The journal is giving due consideration in publishing to material by media. Practitioners, for the first time, will have their articles printed alongside academic papers within the pages of the same journal. So we want more and more media professionals to write their research papers for us.

The journal's main purpose is to test and apply media and communication theories to day-to-day affairs of media outlets to help executives, editors and journalists solve the issues they confront. It is interested in research and studies that help journalists, proprietors and publishers improve their output.

Lets hope we succeed in our attempt to give this platform to the media.

Dr. Durgesh Tripathi

Editor

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Role of New Media in Natural Disasters

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“The timely, accurate and sensitive communications in the face of natural hazards are demonstrated, cost-effective means of saving lives, reducing property damage, and increasing public understanding. Such communications can educate, warn, inform and empower people to take practical steps to protect themselves from natural hazards.” – **Observation of World Conference on Natural Disaster Reduction and the Roundtable on the Media, Scientific Information and Disasters**

Over the last few years, the world has witnessed some of the greatest natural disasters (this paper uses the term “disaster” interchangeably with “emergency”) of all times. Bushfires in Victoria (Australia) in 2009, floods in Pakistan in 2010, floods in Queensland (Australia) in 2011, earthquake in Japan in 2011 and Tornado in Tuscaloosa (USA) in 2011 are just few examples. Collectively, hundreds of human lives were lost and millions of infrastructure’s damage was resulted by such disasters. Consequently, these types of disastrous situations have set new challenges for disaster managers and disaster management agencies. India ranks second in the world for natural disasters after China, The two rapidly growing countries in the world, China and India, rank first and second in the number of reported natural disasters in the year 2010. While China witnessed 22 natural disasters, India came second with 16. About 373 natural disasters killed over 296,800 people in the world. The estimated costs of natural disasters in 2010, in which an earthquake in Haiti killed over 222,500 people and the Russian heat wave caused around 56,000 fatalities, is around \$ 110 billion. (Report of Margareta Wahlstrom, Special representative to the UN Secretary General for disaster reduction, 2010)

Disaster can be defined as a “source of danger, and its consequences can adversely affect humans in terms of life, property and environment when the level of danger, and the consequences, exceed the ability of the affected society to cope using its own resources (Alexander 1997). A disaster is a situation or event which overwhelms local capacity, necessitating a request to a national or international level of external assistance and an unforeseen and often sudden event that causes great damage, destruction and human suffering. Generally, disasters can be categorized into three main categories including (a) natural (such as earthquake, extreme heat or cold, fire, flood, hurricane, landslide, thunderstorm, tornado, Tsunami and volcanic eruption), (b) man-made (such as biological, chemical, nuclear and radiation threat) and (c) hybrid (for instance, extensive clearing of jungles cause soil erosion and subsequently heavy rain causes landslides; the location of residential areas, factories etc at the foot of an active volcano or in an avalanche area; and floodplain disasters).

Today disaster risk reduction is no longer optional and risk mitigation or risk management have become strategic and technical tools for helping national and local governments to fulfil their responsibilities to their citizens. Reducing the losses of life and property caused by natural hazards is a compelling objective now receiving worldwide attention. It is now being increasingly believed that the knowledge and technology base potentially applicable to the mitigation of natural hazards has grown so dramatically that it would be possible, through a concerted cooperative international effort, to save many lives and reduce human suffering, dislocation, and economic losses simply by better information, communication and awareness. Timely mass media communication about impending disasters can lead to appropriate individual and community action, which is the key to implementing effective prevention strategies including evacuation and survival of people. The role of media, both print and electronic, in informing the people and the authorities during emergencies thus, becomes critical, especially the ways in which media can play a vital role in public awareness and preparedness through educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting government officials, helping relief organizations and the public towards specific needs; and even in facilitating discussions about disaster preparedness and response. During any emergency, people seek up-to-date, reliable and detailed information.

Role of communications in Natural Disaster Management and its Impact

“There is no calamity that right words will not begin to redress.”

-- Ralph Waldo

Emerson

In November 1970, a tropical cyclone, combined with a high tide, struck south-eastern Bangladesh, leaving more than 300,000 people dead and 1.3 million homeless. In May 1985, a comparable cyclone and storm surge hit the same area. This time, there was better local dissemination of disaster warnings and the people were better prepared to respond to them. The loss of life, although still high, was 10,000 or about 3 percent of that in 1970.” When a devastating cyclone struck the same area of Bangladesh in May 1994, fewer than 1,000 people died. The dramatic was a new early-warning system that allows radio stations to alert people in low-lying areas. (IDNDR, Bangladesh Disaster Preparedness Centre). Hurricane Gilbert, which hit Jamaica in September 1988, was one of the worst storms in the island’s history. The storm had been tracked, by the Regional Hurricane Center in Miami and by national meteorological services in the area. They predicted Gilbert’s path and issued timely warnings to relief officials and the public. The result was a much lower death toll than when a similar hurricane struck in 1951, despite the fact that the population of Jamaica had doubled in the meantime. Fifteen years ago, there were advanced warnings for only 45 percent of tornados. Today, the figure is 89 percent and growing. In the United States, 1,400 people lost their lives from tornados between 1950 and 1959. Between 1983 and 1992, the death toll dropped to 521. The impact of a 1977 cyclone in Andhra Pradesh, India was devastating which killed 10,000 people, and a similar storm in the same area 13 years late killed 910 people. (World Meteorological Organization)

According to the World Meteorological Organization, this trend, which applies to hurricanes and cyclones as well, is the direct result of, among other achievements, “advancements in communications technologies.” The above examples prove the point beyond doubt that “emergency preparedness” and “early warning measures” save lives and money, and communication plays a vital role in disaster mitigation and preparedness. Disaster response and mitigation require effective and coordinated communication to avoid confusion and mayhem. Institutional cooperation framework is required for channelling information across reliable communication systems and cascades of interfaces for better response during disaster situations.

Developing standard emergency plans (Alexander 2005), effective decision making under time constraint (Mendonca and Fiedrich 2006) and enhancing the performance of disaster respondents by using advanced technologies (Bowman et al. 2007) are some of the key challenges currently faced by disaster management agencies. This has led to increased interest of researchers and practitioners to deal with such challenges by various means. Proposing new disaster management models, adopting new technologies and utilizing computerized systems are few ways to meet such challenges. Knowledge management and packaging of information is critical for creating desired impact on the individual and community behaviour on disaster information shared. An early warning could be useless if it were not able to get the community alert in the event of an upcoming disaster situation, further if it creates panic it would do more damage.

The significance and the unique role of the media in natural disaster situations are unarguable. The media constantly act as a transmitter of valuable information throughout the disaster management life cycle (Perez-Lugo 2004). It is further argued that this didactic function of the media varies only in content across various phases of disaster management. Seydlith et al. (1990) suggest that during mitigation phase, the communication media provide factual information about the approaching disaster and remedies to immediately prepare for its impact. After disaster, the media focus their attention on the supposedly most affected areas, providing estimates of the damages and losses and helping communities in their recovery efforts. During the long term mitigation phase, the media act as disaster information provider through coverage of nonlocal disasters via movies, documentaries, news and special programs which eventually helps the community to raise disaster awareness and prepare for future events (Rodriguez 1997). It is evident from the above discussion that even the contents of the transmission changes during various phases of disaster management, the media are still perceived to serve a didactic function because it is assumed that people keep watching, reading, and listening to obtain information on disaster mitigation, response and recovery (Quarantelli 1996).

While the disaster is on, the media can also play the role of relaying the measures that are being taken and monitoring them, cautioning the affected or to be affected people about the Dos and Don'ts, of scotching rumours and preventing panic and confusion, of establishing contacts, of identifying the needy spots and focusing attention on them, and generally by assisting the authorities, voluntary organizations and volunteers in reaching, informing and assuring the affected ones of the assistance and the measures taken, for their relief. During the onslaught of the disaster, what is of utmost importance is to keep the morale of the people high, to create self-confidence in them, to prevent panic and to maintain order by assuring and making available the necessary help readily and quickly. The media can help, in many ways in ensuring these conditions. The rescue, relief and rehabilitation measures need an integrated and co-coordinated approach and for that purpose all agencies, government and non-government, have to pool their resources together for efficient, expedient and effective work on all fronts. The collection of material resources and the enlisting of man-power are as much important as their efficient utilization. The depiction of devastation and of human misery through the media many times by itself acts as an appeal to the people to come forward to render help in various ways. In addition, the specific appeal made for relief through the columns and the time-slots of the media, brings in sizeable aid in the requisite form. At the same time, it becomes necessary to keep a watch and report on some anti-social elements who try to take advantage of such situations.

Technology grows and changes rapidly. Tools that did not exist even five years ago are now primary modes of communication for millions of individuals. Tools like YouTube, Face book, Twitter and others were not created for the purpose of preparing for, responding to, or recovering from emergencies and disasters. But these tools can be effectively used for enhancing the ability to communicate with the individuals, families and communities during the times of the disasters. Social media is extremely valuable communication tool to increase public safety during disaster conditions.

New Media implications in Natural Disaster Management

Social Media refers to the applications that are either completely based on user generated content or in which user generated content and the actions of users play a substantial role in increasing the value of the application or service (Kaplan and Haenlein 2010). The term "social media" refers to Internet-based applications that enable people to communicate and share resources and information. Some examples of social media include blogs, discussion forums, chat rooms, wikis, YouTube Channels, LinkedIn, Face book, and Twitter. Social media can be accessed by computer, smart and cellular phones, and mobile phone text messaging (SMS). In contrast to the Print and electronic media forms these communication formats have been recognized as "New Media". The use of these new media is an evolving phenomenon. The past decade has witnessed rapid changes in communication systems as a result of new technologies that have enabled people to interact and share information through media that were non-existent or widely unavailable before. The use of social media has given rise to the phenomenon of "participatory culture" where in people are forming virtual communities and generating, disseminating, sharing information without any hindrances and barriers. Various sorts of New Media applications ranging from instant messaging to social networking sites offer an instrument for the audience to interact connect and communicate with each other and their mutual friends (Pine 2007). These applications are intended to generate, initiate and circulate new and emerging sources of online information about audience's experiences of using products, brands, services and/or issues by allowing them to "post", "tag" "digg" or "blog", and so forth on the Internet (Senior and Copley 2008). Recent trends in the use of New Media underline the fact that there is not only an increasing number of people opting for the use of these applications, but there is also a significant increase in the number of these applications (Dennis and Valacich 1999).

Packaging of disaster information in various modes of communication such as personalized devices such as mobile, telephone, email etc. mass media newspaper, radio, television and community media loudspeaker, hooter, alarm etc. is necessary to ensure that desired objective is met. But the communication systems are as effective as the quality of content they carry with them and most importantly the characteristics of the medium play an important role in dissemination of information during specialised or unexpected situations like disasters. Within the last five years new media have played an increasing role in emergencies and disasters. The potential of New Media applications such as Face Book, Twitter, Flicker and YouTube in disaster manage-

ment process through their application by organizations in the countries like USA, UK and Israel is evident by various studies (Paton and Johnston 2001; Rodriguez 1997; Seydlith et al. 1990). Face book supports numerous emergency-related organizations, including Information Systems for Crisis Response and Management (ISCRAM), and The Humanitarian Free and Open Source Software (FOSS) Project. Moreover, numerous emergency and disaster-related organizations, including universities, the private and non profit sectors, and state and local governments use Face book to disseminate information, communicate with each other, and coordinate activities such as emergency planning and exercises (Connie White et al). The study commissioned by the American Red Cross in 2009 found that new media sites are the fourth most popular source to access emergency information. New media are also commonly used by individuals and communities to warn others of unsafe areas or situations, inform friends and family that someone is safe, and raise funds for disaster relief. A deliberate and intensive use of new media in situations such as the Haiti earth quake, Gulf of Mexico Oil Spill, Mumbai Terrorist attacks and Swine flu pandemic has set in a serious debate and necessity to use these new innovative media tools for disaster communication and for Disaster risk mitigation. Across the world authorities are realizing how valuable new media can be to help them quickly get information out to the public, to collect information on the extent of a disaster and help prioritize relief efforts.

The Importance of New media in Emergency

The use of new media for emergencies and disasters on an organizational level may be conceived of as two broad categories. First, new media can be used somewhat passively to disseminate information and receive user feedback via incoming messages, wall posts, and polls. A second approach involves the systematic use of new media as an emergency management tool like using the medium to conduct emergency communications and issue warnings, using new media to receive victim requests for assistance, monitoring user activities and postings to establish situational awareness and using uploaded images to create damage estimates, among others. Today, there is a growing awareness among Governments and various organizations for using new media tools in disaster management operations due to the following reasons.

- Public is an important participant in the emergency management community and that they must be engaged in the disaster management as part of the team. The notion of treating the public as a resource rather than a liability is at the heart of using new media in the emergency management framework.
- Communication in and around a disaster plays a critical and life-saving part. New media provides the tools needed to minimize the communication gap and participate effectively in an active, ongoing dialogue. New media helps to facilitate the vital two-way communication between emergency management agencies and the public, and it allows us to quickly and specifically share information with state and local governments as well as the public. Through the use of new media, we can disseminate important information to individuals and communities, while also receiving essential real-time updates from those with first-hand awareness.
- Most importantly, new media is imperative to emergency management because the public uses these communication tools regularly. Hence all disaster management organizations, committees and must adapt to the way the public communicates by leveraging the tools that people use on a daily basis.
- Two-way communication is necessary to send important disaster-related information to the people who need it, but also because it allows us to incorporate critical updates from the individuals who experience the on-the-ground reality of a disaster. The exigent nature of emergency management makes time a critical resource. The sooner we are able to comprehend the full scope of the disaster, the better able we are to support our citizens and first responders. Hence the non-sensitive disaster-related information like evacuation routes and shelter locations available and accessible to the public. Hence New media can play a very vital role in the two way communication process. New media increases the public's ability to communicate with the government. While current emergency communication systems have largely been centralized via one-way communication i.e. from the agency or organizations to individuals and communities, new media could potentially alter emergency communication because information can flow in multiple directions. One benefit of two-way communication is helping officials compile lists of the dead and injured, and contact information of victims' friends and family members

Case study of the Federal Emergency Management Agency (FEMA)

Federal Emergency Management Agency (FEMA) a disaster management and mitigation organization of United States of America uses the following new media tools in its operations.

- FEMA utilizes the resources of several non-governmental new media channels - such as YouTube, Face book and Twitter - as tools to communicate with the public. On FEMA's Face book page, more than 33,000 followers can receive updates on current situations and get preparedness tips through text, photos and videos.
- On FEMA's YouTube page, users can watch videos detailing FEMA's response and recovery efforts, along with clips on topics such as how to prepare a disaster kit, what to do and where to go in an emergency, and how to apply for disaster assistance. The same videos are available on www.fema.gov, the official website.
- FEMA's Twitter account offers brief updates to those looking for disaster preparedness or situational updates, including tweets in Spanish. FEMA also uses sixteen different Twitter accounts.
- Twitter users can also follow topics of conversation that are of interest to them by following a "hashtag," which is the name given to a common topic of conversation on Twitter. The New media in Emergency Management hashtag (#smem), allows all members of the emergency management community to connect and talk, including emergency managers at the federal, state and local levels, technology volunteers, private sector entities and interested individuals.
- In order to facilitate further discussion, FEMA created the #imprepared and #kidsfiresafetyhashtags, and in partnership with the American Red Cross, created the #howihelphashtag. The #impreparedhashtag is used to encourage individuals and families to get prepared; the #kidsfiresafetyhashtag is used to encourage parents to practice fire safety tips; and the #howihelphashtag is used to encourage people to talk about how they help their neighbours and communities.
- FEMA signed an agreement with Google Books to make FEMA publications available in a free, online format. Many FEMA publications are also be available through Google Books to e-readers, allowing the public to read FEMA publications in a portable format.
- In December 2010, FEMA also created a blog (blog.fema.gov), which provides information before, during and after a disaster strikes, and highlights the best practices, innovative ideas and insights that are being used across the emergency management community.
- In 2010, FEMA launched its first-ever mobile website, which allows the public to view easy to load web pages directly on their smart phones. The mobile site features information on what to do before, during and after a disaster, along with the ability to apply for federal disaster assistance directly from your phone. The mobile website initiative was taken up after the responses to the Georgia and Tennessee floods in 2009 and 2010 in which the disaster survivors often have little with them but their phones which were used to communicate. As a result, providing the ability to register for assistance from smart phones enabled the citizens to immediately mobilize the appropriate assistance and support services needed during disasters.
- In May 2011, the Federal Communications Commission (FCC) announced the implementation of a Personal Localized Alerting Network known as "PLAN," (technically the Commercial Mobile Alert System, or CMAS). The FCC is expanding the emergency alert system notifications currently sent over TV and radio to include mobile phones. The government will target the alerts in the form of text-like messages to the cell phones of people who need or have requested to be notified in the event of an emergency

Cell phones are data centres, capable of quickly accessing and storing a large amount of information. Cell phones are continually gaining new capabilities, providing internet access, the latest weather, and access to our favourite social networking sites. For these reasons, cell phones are a lifeline during and after an emergency. One of the major observations from the January 2010 earthquake in Haiti was that even if the physi-

cal infrastructure of an area is completely destroyed, the cellular infrastructure may be able to bounce back quickly, allowing emergency managers to relay important disaster-related information and enabling the public to request help from local first responders. The fact that individuals are likely to have their cell phones with them in a disaster environment makes it highly relevant communication tool for coping with disasters. Hence the Governments Disaster Management Groups should create mobile versions of their websites that are easy to navigate from smart phones, allowing the public to receive localized information during a disaster. In particular, the text messaging was a key communication method adopted by survivors for sending information about their locations, which will be very helpful for search and rescue operations. Government must engage with the public via social networking sites. For example, in the aftermath of the 2009 flooding in Tennessee, USA, the Tennessee Emergency Management Agency (TEMA) and FEMA set up a joint Face book page that we used as a resource to provide the public with the latest information about ongoing disaster response and recovery efforts in Tennessee.

However the really interesting developments in disaster management are happening outside of government. Software engineers and disaster management specialists have spent the last few years developing better tools for addressing crisis situations - often without any support from the authorities responsible for managing emergencies. Two of these platforms are Ushahidi and Sahana. Both of these platforms are open source, free-to-use web-based platforms designed to be highly resilient during disaster situations and flexible to the needs of both developing and developed nations. Ushahidi, developed to report on violence during the 2008 Kenya election, has been deployed more than 20 times around the world to address situations such as violence in Gaza, the impact of the Gulf of Mexico Oil spills, Chile and Haiti's emergency responses to their respective earthquake, track crime levels in Atlanta, medical supply levels in pharmacies across Kenya, Uganda, Malawi and Zambia and track the swine flu pandemic. The system allows reports by mobile phone SMS and MMS and via the internet to be aggregated into a real-time map, and then used to identify priority areas for relief efforts or activities. While the system can be deployed simply for reporting by authorities, it has proven to be strongest where citizens have been able to report incidents directly, allowing emergency authorities to respond with a more complete picture of events. Ushahidi is entirely free to reuse and can be deployed within a few hours. The group behind the service is currently working on a second service, Swift River, designed to help manage the flood of online information about a disaster in the first few hours and help both emergency services and the public distinguish between rumor and fact.

Sahana is another free open source system developed to assist in disaster management. It is a web based collaboration tool, it is designed to help manage common coordination problems, such as locating missing persons, managing volunteers and aid and coordinating efforts between a variety of aid groups, government and those impacted by the disaster. It was originally developed in 2004 by Sri Lankan developers to support the response to the December 2004 Indian Ocean Tsunami and was deployed by the Sri Lanka government to support disaster recovery efforts. A second phase, funded through Sweden, saw Sahana expanded into a more generic disaster management tool with global application. Sahana was designed to cope with many of the infrastructure issues that frequently occur during disasters, such as intermittent power, loss of network connectivity and the need to deploy the service on low-end hardware and systems. In fact Sahana can be transported on and operated from a USB stick and is extremely flexible and easy to customise, reflecting the need to adapt quickly to the individual nature of every disaster. Sahana is in use for the Pakistan floods at the moment and it was also used for the Haiti earthquake. It has also been used in the Phillipines, the US, Peru, China, Indonesia and Pakistan for a range of disaster management needs.

There are other open source tools available for disaster management purposes. It is also possible to rapidly build a custom system for a specific need using free and low cost tools such as Word press (for content management), Google Maps (for geospatial representations), YouTube (for video), Flickr (for images), Slide share and Scribd (for presentations and documents), Twitter (for real-time updates), Widget Box (for embeddable widgets), Facebook (for group coordination), Wufoo (for forms) and services such as Yahoo Pipes to integrate and process information and news feeds. In most cases the time required to put together these types of custom systems is significantly less than that required to have systems developed within high-end content management systems - as are normally deployed for normal business needs by government agencies. In most cases

these third party services are also cheaper, more scalable and have greater network resilience and peak usage capability - reflecting their need to cater for millions of simultaneous users, more than most government sites are engineered to handle.

Today's challenge for governments is to use new media and online tools to improve their own disaster management capability, organize the flood of information and provide better outcomes - deploying disaster management systems or throwing together custom solutions in a matter of hours rather than months. While there may be some potential advantages to using new media for emergencies and disasters, there may also be some potential policy issues and drawbacks associated with its use.

Instances of inaccurate and false information may be an inherent problem, given the nature of new media platforms and the number of people disseminating information. Studies have found that outdated, inaccurate, or false information has been disseminated via new media forums during disasters (Tim Tinker and Elaine Vaughan). In the case of the March 2011 Japanese earthquake and tsunami, tweets for assistance were "re-tweeted" after the victims had been rescued (Adam Acar and YuyaMurak). Information that is false, inaccurate, or outdated could complicate situational awareness of an incident and consequently hinder or slow response efforts. Inaccurate information could also jeopardize the safety of first responders and the community. If the federal government were to adopt new media as a tool for emergency and disaster response, it might also consider doing so within a comprehensive initiative that would include adopting methods and protocols that help officials interpret incoming information and help to eliminate or reduce misinformation. Another concern is that some individuals or organizations might intentionally provide inaccurate information to confuse, disrupt, or otherwise thwart response efforts. Malicious use of new media during an incident could range from mischievous pranks to acts of terrorism. New media could be used as a tool for such purposes by issuing calls for assistance to an area, or notifying officials of a false hazard or threat that requires a response.

Although new media may improve some aspects of emergency and disaster response, overreliance on the technology could be problematic under prolonged power outages. Thus emergency managers and officials might consider alternative or backup options during extended power outages, or other occurrences that could prevent the use of new media. Another major problem is the number of personnel required to monitor multiple new media sources, verify the accuracy of incoming information, and respond to and redirect incoming messages is also uncertain. In addition, the Government and organizations may experience a large volume of incoming messages from the public during a disaster. Responding to each message in a timely manner could be time consuming and might require an increase in the number of employees responding to incoming messages. Privacy concerns exist about the potential for the collection, retention, and data mining of personal information with respect to its use of new media for disaster recovery purposes. Specifically, the use of status alerts and the creation of personal pages to establish situational awareness may raise privacy concerns (Keim ME, Noji E).

Conclusion:

New media appear to be making inroads into emergency management for a variety of reasons. For one, accurate, reliable, and timely information is vital for public safety before, during, and after an incident. As people continue to embrace new technologies, use of new media will likely increase. Moreover, as its popularity grows, a significant number of people will likely choose new media as their main source of information. They may also increasingly expect that agencies will also use new media to meet their informational needs. Many emergency managers and agencies have already adopted the use of new media to meet this expectation. However, they also started using new media because they believe it provides another tool to disseminate important public safety information. In addition, beyond informational purposes, the use of new media not only allows people to interact and communicate in ways that are not possible through other media, but in some cases it has allowed response organizations and victims to interact and communicate with each other when traditional media were unavailable. Some would say that new media can be used to improve emergency management capabilities and that the promise of such positive results merit further use of new media for emergencies and disasters. It could be argued that the positive results of new media witnessed thus far have been largely anecdotal and that the use of new media is becoming imperative for the Government as well as disaster management authorities.

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FRAMING OF IRAN IN INDIAN NEWSPAPERS

A Case Study of 3 English Dailies

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ABSTRACT

Iran has drawn the global attention due to its controversial nuclear program. A onetime friend of United States of America, Iran has become its enemy. USA and Europe have declared sanctions against Iran. Iran's nuclear program has drawn the world's attention to this region. Iran is strategically important for India in the context of its relationships with China and Pakistan.

There is dearth of research studies pertaining to Iran and media. Few studies have examined Iran and US relationship and its framing and portrayal in American media. There are absolutely no studies about treatment of Iran in Indian media in general and newspapers in particular. Iran is very important country to India and the government of India has good diplomatic relationships with Iran because of heavy oil imports.

As far as academic research is concerned the coverage of Iran issue in Indian media has not been studied from Indian perspective. It is in this context that present study assumes significance. The study helps in creating research material and scholarship in the framing of Iran by Indian press.

Key words: Iran-News-Indian newspapers-Foreign relationships

1. Introduction

1.1.1 Objectives

1. To study the importance of Iran news in Indian newspapers.
2. To understand the editorial policy of newspapers towards Iran.
3. To examine the framing and slanting of Iran in Indian newspapers.
4. To analyze the media content in terms of News report, Photographs, Editorials, Articles and others with respect to Iran.

1.1.2 Method of the study

The aim of this study is to examine the attitude of mainstream Indian media towards Iran.

This study consists of both quantitative and qualitative analysis. Content analysis was found to be the most appropriate research method for the present study. The researcher has adopted framing analysis to measure the attitude of the newspaper towards Iran.

1.1.3 Framing analysis:

Frame analysis is a research method used to analyze how people understand situations and activities. In the field of communication, framing defines how news media coverage shapes mass opinion. To be specific, framing effects refer to behavioral or attitudinal outcomes that are due to how a given piece of information is being framed in public discourse. Today, every volume of the major communication journals contains at least one paper on media frames and framing effects. Framing analysis is used as this research project wishes to explore the languages that are used to frame Iran in the Indian media. As the media is one important way we access knowledge of the world, it is important to study the opinion that are created through the media.

1.1.4 Sampling:

The present research is a study of framing of Iran in Indian press. The researcher confined the study only to English newspapers as Indian English press is assumed to give significant importance to International news and influence policy matters. The researcher selected 3 important newspapers of India, such as The Hindu, Times of India and Indian Express. These newspapers were selected on the basis of circulation and credibility.

The researcher selected the newspaper issues published in the month of February, 2012. The month of February was chosen because of global attention given to Iran owing to its nuclear program. All the issues published in the month of February, 2012 were selected for the study. There were 29 issues published in the month of February. The researcher selected all the news stories, pertaining to Iran published in all the 3 newspapers in the month of February 2012.

Therefore, only those newspapers which published Iran stories were selected for the study. Accordingly, there were 111 news stories and photographs published in all the 3 newspapers in February, 2012. The researcher selected 24 stories in The Hindu, 24 in Times of India and 35 stories in Indian Express. The stories were classified into news report, articles, editorial and op-ed for the sake of analysis. Each news report was also further categorized on the basis of important issues, namely, Political, Business and Nuclear.

The content of Iran news was further analyzed under 7 categories, such as Iran & internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & china, Iran & Russia and Iran & others.

The total number of stories and typographical treatment and positioning of the stories were also studied. The stories were analyzed on the basis of their positioning in front pages, inside pages and editorial and op-ed pages. The sizes of the stories were also measured in terms of columns, such as single column, 2 columns, 3 columns and 4 and above columns stories. The researcher analyzed the photographs along with news content on the basis of news columns. The researcher has analyzed the study even on the basis of source of news and dateline.

The news sources were classified as following: News agency, Foreign/special correspondents, foreign newspaper, Byline, Combine news agencies and others for the sake of analysis.

The dateline was also classified into following categories: Brussels, Dubai, Moscow, Bangkok, Vienna, London, Beijing, Jerusalem, India, Islamabad, Unites states and Tehran to understand the origin of the stories pertaining to Iran.

This study has adopted framing analysis approach, which is much more comprehensive than conventional content analysis.

Framing analysis helps the researcher in understanding the point of view of the media on a particular issue. Framing is significant in interpreting the slant, frame, tone and attitude of the newspapers towards news. Framing analysis was done on the basis of 3 criteria, namely: favorable, unfavorable and neutral.

The stories were considered Favorable on the basis of following criteria;

1. Iran as a friend.
2. Iran as an economic power.
3. Iran as a peace maker.
4. Iran and woman's rights /education
5. Iran and art/cinema.

The stories were considered Unfavorable on the basis of following criteria;

1. Iran as an enemy.
2. Iran as a terrorist.
3. Iran as a nuclear state.
4. Iran as an enemy of US.
5. Iran as an enemy of Israel.
6. Iran as fundamentalist.
7. Iran suppressing women.
8. Security threat
9. Military preparedness

Neutral;

Stories which were neither favorable nor unfavorable to Iran were categorized as neutral. With this framing analysis, the researcher has been able to scientifically analyze the treatment given to Iran news in Indian English newspapers.

1.2.1 Analysis

This study is about framing of Iran in Indian English newspapers. It intends to analyse the framing of Iran in Indian newspapers. It focuses on the treatment of Iran in Indian prominent daily newspapers. The study examines the portrayal of Iran and issues related to the Iran and other countries in Indian media in general and newspapers in particular.

The researcher selected 3 prominent daily newspapers of India such as The Hindu, Times of India, and Indian Express. These 3 newspapers were selected on the basis of criteria, namely circulation of newspapers, importance given to foreign news coverage, credibility and reputation in Indian print media industry. Researcher selected all the issues during the month of February 2012 for the analysis. Iran issues assumed importance in international arena during the month of February, 2012. The US President Barack Obama threatened sanctions against Iran during February 2012 and therefore this month was selected for the study.

1.2.2 The categorization of news stories on Iran

The Iran news published in the 3 newspapers was analyzed under 5 categories viz: News report, Articles, Editorials, Photographs and Others. The study shows that the highest number of News stories were in the form of News report (55.85%). This was followed by photographs (28) 25.22% photographs. All these newspapers together published articles (14.41%) and editorials (2.7%). The analysis of news shows that the Indian Express carried the highest number of stories (39.63%) pertaining to Iran. This was followed by Times of India, which published (33.33%). Surprisingly The Hindu, which is internationally renowned for extensive foreign news coverage published comparatively less number of stories than the rest of the newspapers. The Hindu published 27% news stories, including photographs during the study period. Further, Indian Express has carried more News reports (65.9%) than The Hindu (60%) and Times of India (40.54%).

	The Hindu		Times of India		Indian express		Total	
News reports	18	60%	15	40.54%	29	65.90%	62	55.85%
Articles	6	20%	5	13.51%	5	11.36%	16	14.41%
Editorials	0	0	2	5.40%	1	2.27%	3	2.70%
Others	0	0	2	5.40%	0	0	2	1.80%
Photos	6	20%	13	35.13%	9	20.45%	28	25.22%
Total	30	27%	37	33.33%	44	39.63%	111	-----

Table-1 The categorization of news stories on Iran

In the category of photographs, Times of India tops the list with highest number of photos (35.13%), followed by Indian Express with 20.45% photographs and The Hindu, carried less number of photographs (20%). As far as articles are concerned, The Hindu true to its reputation has carried the highest number of stories (20%). Both Times of India (13.51%) and Indian Express (11.36%) have carried equal numbers of articles of 5 each. Times of India published editorials (5.4%) and Indian Express carried only one editorial (2.27%) for the whole month of February 2012.

The analysis shows that Indian Express published the highest numbers of news reports (22.8%) each related to Iran & India and Iran & Others followed by news reports on Iran & US-Europe and Iran & internal. Each of these categories has equal number (7) (20%) of news reports. There was no news related to Iran & china and Iran & Russia in Indian Express.

In the case of The Hindu, the highest number of news reports is about Iran & US-Europe. The least coverage was given to Iran & Israel (4.16%). Iran & China (8.33%) and Iran & Russia (8.33%). The analysis also reveals that most of the news reports in Times of India are related to the Iran & internal and Iran and India. Times of India has published equal number of news reports on Iran & India and Iran & internal (20.83%). The

least preference was given to Iran & others, (8.33%). There were no news reports of Iran & China and Iran & Russia in Times of India.

The issue related to Iran & US-Europe enjoyed the highest coverage in all the papers. There were 24% of reports of Iran & US-Europe in all the 3 newspapers. This was followed by Iran & India news (20.48%), Iran & internal and Iran & others with 18% each.

1.2.3 News positioning of Iran news

Analysis of the positioning and visibility of News reports illustrates that The Hindu carried the highest number (79.16%) of stories in the inside pages followed by Indian Express, which published (74.28%) of news reports in inside pages. Times of India carried the least number of stories (66.66%) in the inside pages.

As far as positioning the stories in front page is concerned, Times of India tops the list. It published 25% of stories in front page. The Hindu (12.5%) and Indian Express (8.57%) published an equal (3) number of stories in front page. Regarding articles and editorials Indian Express published highest 17.14% write ups in editorial and op-ed pages. This was followed by other two newspapers, The Hindu and Times of India, which both published equal 8.33% percentage of stories in editorial and op-ed pages.

1.2.4 Size of the news stories on Iran

The analysis of the size of the stories on Iran illustrates that The Hindu is on the top of the list for publishing big stories. It carried highest percentage (41.6%) of news stories of 4 columns and above on Iran followed by Indian Express, which published (22.85%) of stories of 4 column and above. The Times of India comparatively carried less number (29.1%) of stories of 4 columns and above.

As far as 3 column stories were concerned, Indian Express published 22.85% of 3 columns stories. It is interesting to know that The Hindu and Times of India both published equal number (20.8%) of news of 3 columns. The analysis of these 3 newspapers also shows that in case of 2 column stories, Times of India is on the top with the publication of 25% stories of 2 column stories. Then Indian Express stands next with (17.14%) stories of the 2 columns. The Hindu also carried less number of (16.6%) 2 column stories. Thus, the Indian Express published the big news reports occupying more column space than The Hindu and Times of India. It also carried more stories (37.14%) of 1 column followed by Times of India (25%) and The Hindu (20.8%). On the whole Indian newspapers have given preference to the 4 and above columns stories (30.12%). There were good number of (28.91%) single column stories and comparatively less number of 3 columns (21.68%) and 2 column (19.27%) stories.

1.2.5 News sources of Iran news in 3 newspapers

The researcher has analyzed the source of the news stories pertaining to Iran under 6 categories viz: News agency, Foreign/ Special Correspondents, Foreign Newspaper, Byline, Combine agencies and others.

News agency was divided into Foreign and Indian. Byline was also divided into Foreign Byline and Indian Byline stories. The analysis of the sources of the stories pertaining to Iran shows that the Indian newspapers are dependent on foreign news agencies (24.3%) than on Indian news agencies (14.4%). As far as foreign news agencies are concerned, The Hindu has carried highest number of the news stories from the foreign news agencies (33.3%) followed by Times of India (27%) and Indian Express (15.9%).

In the case of Indian news agencies, Times of India has taken the highest percentage of news from Indian news agencies (18.9%) followed by the Indian Express (15.9%). Surprisingly The Hindu has got the least number of the stories from Indian news agencies. The study also reveals that the next preference of the source for Indian newspapers is Byline stories. The combination of Foreign Byline and Indian Byline stories account for 15.3%. Regarding Foreign Byline, The Hindu is on the top with 10% followed by Indian Express (6.8%) and Times of India (2.7%). The Hindu has got highest number of Indian Byline stories (13.3%) followed by Times of India (8.1%) and Indian Express (6.8%).

The other important preference belongs to Combine news agencies, consisting of Foreign, Indian and In-house agencies. All the 3 newspapers have carried (11.7%) of the stories from combined news agencies. They have

carried the stories without specifying the name of the news agencies.

As far as combined news agency is concerned, Indian Express has published the remarkable number of news stories from this source (22.7%) with Times of India (8.1%) coming next. There is no news story from combined news agency in The Hindu newspaper. The Hindu has specified the news source for all its stories.

All the 3 newspapers have filed the news stories from Foreign/Special Correspondents (9.9%). In the category of news source, The Hindu is on the top (26.6%) trailed by Times of India (8.1%). There are no news stories from either Foreign or Special Correspondents in the Indian Express. That means to say that most of its stories on Iran were drawn from News agencies, Foreign Newspaper and Freelancer with Byline.

Foreign Newspapers (4.5%) turned out to be of least preference of the source in all 3 Indian newspapers. The Hindu has got the highest number (10%) followed by Indian Express (4.5%) in sourcing stories from foreign papers. Times of India has not taken stories from foreign newspapers in this period of time.

1.2.6 Dateline of the stories on Iran in 3 newspapers

The researcher has analyzed the origin or the dateline of the Iran news stories to know where the stories originated from. The study reveals that stories were filed from 12 different countries. The highest number of stories originated from India (25.86%). Second position goes to Tehran dateline with (24.13%) of stories originated from Iran's capital city. Third position to Bangkok with (12%) stories originated from Thailand's capital city. Fourth place goes to Unites States of America with (10.34%) stories on Iran have US dateline.

Regarding Indian dateline stories, Times of India has carried the highest number of the stories from India (50%), followed by The Hindu (22.22%) and Indian Express (17.85%). Regarding Tehran dateline, Indian Express has carried the highest number of stories from Tehran (35.71%), followed by Times of India (25%) and The Hindu (5.55%).

In the case of Bangkok, Times of India stands on the top (16.66%) trailed by Indian Express (10.71%) and The Hindu (11.11%). Regarding United States, Indian Express has carried the highest number of the stories originating from USA (17.85%), followed by The Hindu (5.55%). None of the stories on Iran published in Times of India have US dateline.

Iran news originated from other countries as well with following datelines; Dubai (8.62%), London (5.17%), Moscow and Vienna each with the equal percentage of news (3.44%) and Brussels, Beijing, Jerusalem, Islamabad each with the equal percentage of (1.72%).

1.2.7 News categories

Iran news has been analyzed under 7 specific categories viz: Iran & Internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & China, Iran & Russia, Iran & Others. Each one of these was further analyzed under three news categories viz: Political, Business and Nuclear. The coverage of news has been analyzed newspaper wise as following;

The Hindu:

The study shows The Hindu has carried highest number of stories (7) about Iran & US-Europe followed by Iran & Others (5) and Iran & India (4). The Hindu published (3) news stories about Iran & internal issues. The next preference was given to the Iran & China and Iran & Russia, which published equal number of stories of 2 each. The Hindu, is the only newspaper, which carried the stories on Iran & China and Iran & Russia. Least preference was given to the Iran & Israel (1) in all newspapers. In news related to US & Europe, there were 4 reports on nuclear issues and 3 on political news and none on business news.

As far as Iran & others are concerned, there were 4 reports on political issue and 1 on nuclear, but there was no business news. In news related to Iran & India, there were 2 reports each on political and business issues, but no nuclear news. In case of Iran & Internal, there were 2 reports on nuclear issue and 1 report on politics, but there was no business news. Regarding Iran & China issue, there was 1 report each on business and nuclear

issues, but none on political news. In news related to Iran & Russia, there was 1 report each on political and business issue and carried no nuclear news. Iran & Israel issue generated only 1 political news report whereas there were no reports on business and nuclear issues.

Times of India:

The analysis of the categories of news stories published in Times of India shows that most news stories are about Iran & US-Europe (6) and Iran & Israel (6) followed by Iran & Internal and Iran & India. Each one of these categories carried equal number stories (5) in Times of India. The least preference was given to Iran & Others (2). There was not even a single news story pertaining to Iran & China and Iran & Russia in Times of India.

In news related to Iran & Israel, there were 6 reports on political issue and no news on business and nuclear issues. As far as news related to Iran & US-Europe is concerned, there were 4 reports on business and 2 reports on nuclear issue, but none on politics. In the case of Iran & Internal, there were 4 reports on nuclear issue and 1 on political news, but there was no business news. In news related to Iran & India, there were 4 reports on politics and 1 on business. But, there was no nuclear news. As far as Iran & others are concerned, there were 2 reports on political and none on business and nuclear issues. There were no news related to Iran & China and Iran & Russia in Times of India.

Indian Express:

The analysis of news shows Indian Express carried the highest number of stories about Iran & India (8) followed by Iran & Internal and Iran & US-Europe of 7 each. Indian Express published 6 stories about Iran & Others trailed by Iran & Israel (5). There were no stories on Iran & China and Iran & Russia in Indian Express. In news related to Iran & India, there were 5 reports on nuclear issue and 2 on political and 1 on business news.

As far as Iran & Others issue is concerned, there were 4 reports on political issue and 2 reports each on business and nuclear news. In case of Iran & Internal, there were 4 reports on nuclear and 3 on political news, but none on business news. In news related to Iran & US-Europe, there were 3 reports each on business and nuclear issues. There was 1 report on political news in Indian Express. As far as Iran & Israel are concerned, there were 4 reports on nuclear issue and 1 on political issue, but no news on business. There was no news related to Iran & China and Iran & Russia in Indian Express.

1.2.8 Size of photos on Iran in 3 newspapers

There were a total of 28 photographs published in all the 3 newspapers about Iran. The size of these photos ranges from 1 column to 3 column. The highest percentage (53.5%) of photos were 2 column, followed by single column (32.14%) and 3 column (14.28%). The Hindu carried the highest percentage of 2 column photos (83.33%) followed by Times of India (53.84%). The least preference to 2 column photos belongs to Indian Express (33.33%). In the case of 1 column photos, Indian Express is on the top with (44.44%) followed by Times of India (38.46%).

It is interesting to know that The Hindu did not carry even one single column photos. The study reveals that Indian Express has carried the highest percentage of 3 column photos (22.22%) followed by The Hindu (16.66%). Times of India has carried the least percentage of 3 column photos (7.69%). The analysis of the size of the photos shows that Indian newspapers have given more importance to 2 column photos than single column or 3 column photos.

1.3.1 News framing of Iran news in 3 newspapers

This study aims to analyze the framing of Iran in Indian press. Iran as a nation has friendly ties with India owing to India's dependence on Iran for oil imports. Therefore Iran is important to India from political as well as economic perspectives. In order to analyse how Indian newspapers have treated Iran, the researcher used framing analysis. Framing helps in understanding the slant, tone and attitude of newspapers towards news stories. The framing analysis used the 3 broad criteria such as Favorable, Unfavorable and Neutral. Accordingly, sto-

ries were classified as favorable, unfavorable and neutral.

Favorable criteria consist of:

1. Iran as a friend.
2. Iran as an economic power.
3. Iran as a peace maker.
4. Encouraging woman's right & education
5. Iran & art/cinema.

Unfavorable criteria consist of:

1. Iran as an enemy.
2. Iran as a terrorist.
3. Iran as a nuclear state.
4. Iran as an enemy of US.
5. Iran as an enemy of Israel.
6. Iran as fundamentalist.
7. Iran suppressing women.
8. Security threat
9. Military preparedness

Those stories, which were neither favorable nor unfavorable, were categorized as neutral.

The analysis shows that highest percentage (69.87%) of stories was framed unfavorably. That means to say Iran was framed negatively and the highest number of stories were unfavorable to Iran and its interests. Iran was portrayed unfavorably in Indian newspapers.

The unfavorable framing was judged on the criteria, consisting of 9 significant issues. Of these 9 criteria Indian newspapers framed Iran unfavorably under the criteria 'Iran as nuclear state'. A total of 17 stories were published that were unfavorable to Iran on the nuclear issues. The Indian newspapers framed 'Iran as a terrorist state' and also framed as an 'enemy of Israel'. With second highest number of (12) stories, those were unfavorable to Iran. The most discussed and debated issue in the international media is the relationship between Iran and US.

Indian newspapers have framed Iran unfavorably under criteria 'Iran as an enemy of US' with the total of 9 stories. So, Indian press has portrayed Iran as an enemy of US in its news columns, says the study. Indian press has also framed Iran favorably, but the percentage of stories is less (28.91%). Under favorable criteria Indian newspapers have framed Iran favorably as an "Economic Power" with highest number of stories (13). Very few stories have portrayed "Iran as a friend" (5) and Iran as a "peace maker" (4). A negligible number of stories have portrayed Iran favorably with respect to "women's rights and education" (1) and "art and cinema" (1). The Hindu and Times of India have not carried any favorable stories pertaining to "women's rights" and "art and cinema".

Only 1.2% of stories were neutral. That means they were neither favorable nor unfavorable to Iran.

1.3.2. Findings

The Iranian news published in all the 3 newspapers was analyzed under 5 categories viz: News Report, Articles, Editorials, Photographs and Others.

The study shows the highest numbers of news stories were in the form of News Report. A total of 55.85% news reports were published in the press. This was followed by photographs. There were 25.22% of photographs. All these 3 newspapers together published articles (14.41%) and editorials (2.7%). Indian Express carried the highest number of stories (39.63%) pertaining to Iran followed by Times of India (33.33%). Surprisingly The Hindu, which is internationally renowned for extensive foreign news coverage published comparatively less number of stories than the rest of the newspapers. The Hindu published 27% news stories, including photographs during the study period.

The analysis of editorials of all these 3 newspapers during the crucial moments in international arena gives sparkling results. The Hindu which enjoys one of the top ranks for its opinion on international issues surpris-

ingly did not carry single editorial on Iran. This is despite the international furore raised against Iran nuclear program and sanctions against Iran. Therefore During February, 111 stories on Iran were published in a total of 87 newspaper issues. That means to say that there was one story published almost every day in the month. All the newspapers have carried one or two stories daily, denoting the significance of Iran to Indian newspapers. It shows Iran is one of the preferred and top priority international news.

As far as all the 3 newspapers are concerned, the issue related to Iran & US-Europe enjoyed the highest coverage. There were 24% reports of Iran & US-Europe in all the 3 newspapers followed by Iran & India news (20.4%). The least preference in all 3 newspapers was given to Iran & China and Iran & Russia news. Therefore it may be inferred that Indian newspapers have given more coverage to the issues of Iran & US-Europe and least coverage to the Iran & China and Iran & Russia.

The analysis shows that most newspapers prefer inside pages (73.49%) than front page for Iran news. The papers had 14.45% of news stories in front pages and 12% on editorial and op-ed pages. Positioning of the news stories is determined by the significance of the news and news value. Only lead stories make it to the front page. Comparatively there were few stories pertaining to Iran. However, there were more than 12% of stories published in the most preferred pages and position namely editorial and op-ed pages.

The study reveals the Indian Express published the bigger news reports occupying more column space than The Hindu and Times of India. It also carried more stories (37.14%) of single column trailed by Times of India (25%) and The Hindu (20.8%). As far as all the 3 newspapers are concerned, Indian newspapers have given the preference to the 4 & above column stories, (30.12%). There was good percentage (28.91%) of single column stories. However the percentage of 3 columns (21.68%) and 2 column (19.27%) was comparatively less.

The analysis of the sources of the stories pertaining to Iran shows that the Indian newspapers are dependent on foreign news agencies (24.3%) than on Indian news agencies (14.4%). As far as foreign byline is concerned, The Hindu is on the top with (10%). This is followed by Indian Express (6.8%) and Times of India (2.7%). The Hindu has got highest number of Indian byline stories (13.3%) trailed by Times of India (8.1%) and Indian Express (6.8%). The other important preference belongs to combined news agencies, consisting of foreign, Indian and in-house agencies. All the 3 newspapers have carried (11.7%) of the stories from combined news agencies. They have carried the stories without specifying the name of the news agencies.

The least preference of the source in all 3 Indian newspapers is foreign newspapers (4.5%). As far as foreign newspapers are concerned, The Hindu has got the highest number (10%) followed by Indian Express (4.5%). Times of India has not taken stories from foreign newspapers in this period of time.

All the 3 newspapers have given preference to India. India is the most important place of the origin of the stories. The attack on Israeli diplomat's wife in New Delhi in Feb 13, 2012 is one of the prominent issues published during this time. Israeli authorities blamed Iran for the attack. Tehran has also attracted remarkable percentage of the origin of the stories in Indian newspapers, because it is capital of Iran and from political perspective it occupies significant place in the world of news.

Bangkok is also important for news, because of the bomb blast in Bangkok on Feb 15, 2012. Thai investigators believed that they have found a link between the bomb blasts in Bangkok and New Delhi and they suspected the involvement of Iran for these attacks. So, Bangkok and India have become the important places for the dateline of the Indian news stories in the month of February 2012.

The researcher has analyzed the Iran news story under 7 categories viz: Iran & Internal, Iran & US-Europe, Iran & India, Iran & Israel, Iran & China, Iran & Russia, Iran & Others. Each one of these issues was further analyzed under three categories viz: Political, Business and Nuclear. The coverage of news has been analyzed newspaper wise.

The Hindu has carried the highest number of reports related to Iran & US-Europe and the lowest number of reports is about Iran & Israel. As far as Times of India is concerned, the highest number of published news is

related to Iran & Israel and Iran & US-Europe. The lowest coverage is about Iran & China and Iran & Russia. In the case of Indian Express, the highest number of reports is related to Iran & Others and Iran & India. The lowest preference is about Iran & China and Iran & Russia.

There were a total of 28 photographs published in all the 3 newspapers about Iran. The size of these photos ranged from 1-3 columns. The highest percentage of photos were of 2 column (53.5%), followed by single column (32.14%) and 3 column (14.28%). The analysis of size of the photos shows that Indian newspapers have given more importance to 2 column photos, rather than 1 column or 3 column photos.

The analysis shows that highest percentage (69.87%) of stories was framed unfavorably. That means to say Iran was framed negatively and the highest number of stories were unfavorable to Iran and its interests. That means to say that Iran was portrayed unfavorably in Indian newspapers. Of 9 criteria Indian newspapers framed Iran unfavorably under the criteria "Iran as nuclear state". A total of 17 stories were published that were unfavorable to Iran on the nuclear issue. The Indian newspapers framed Iran as a "terrorist state" and also framed as "an enemy of Israel" with second highest number of 12 stories. Those were unfavorable to Iran.

The most discussed and debated issues in the international media are the relationships between Iran and US. Indian newspapers have framed Iran unfavorably under criteria "Iran as an enemy of US" with the total of 9 stories. So, Indian press has portrayed Iran as "an enemy of US" in its news columns, says the study. Indian press has also framed Iran favorably, but the percentage of stories is less (28.91%). Under favorable criteria Indian newspapers have framed Iran favorably under the criteria "Iran as an economic power" with highest number of stories (13). Very few stories have portrayed "Iran as a friend" (5) and "Iran as a peace maker" (4). A negligible number of stories have portrayed Iran favorably as far as women's rights and education (1) and art and cinema (1). The Hindu and Times of India have not carried any neutral stories. Therefore, the study reveals that Indian press has portrayed Iran unfavorably. High percentage of stories carries unfavorable slant and tone in frame.

Diplomatically, though Iran is friend of India, the Indian media has framed most of the stories pertaining to issues such as nuclear program, terrorism and Iran-Israel issues unfavorably.

These stories portrayed Iran negatively but favorable to US- Europe and Israel. Surprisingly, Indian newspapers have not framed Iran as a friendly country. The Indian press has also not framed Iran as a peaceful country. Due to oil imports the large number of stories portrayed Iran as an economic power.

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Marketing and Communication Strategies for Customer Retention by leading Hindi Newspapers

“A study of DainikJagran and DainikBhaskar”

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India is a mixed market in terms of media consumers. Where on one hand, Indian consumer is adapting to the fast changes in technology like the audience of the West, the slow percolation of digital technologies owing to lack of infrastructure can be attributed as the prime reason why print is still going strong in India. There is a larger section of the audience still unreached by the digital media. According to the current Price Waterhouse Coopers Media & Entertainment Report, the print industry in India has a circulation of 90 million second only to China (130 million) and the newspaper industry is expected to have a compounded annual growth rate of 10.1% by 2015 while the projected growth of Indian print media is INR 282 billion in 2015.

The Media Research Users Council that releases the quarterly results of IRS has taken Average Issue Readership (AIR) to be a more authentic and relevant measure of actual readership for publications. The results of IRS 2012, second quarter confirm the presence of DainikJagran at the top position with an average issue readership of 1.64 crores followed by DainikBhaskar (AIR= 1.44cr). The third slot was bagged by the Hindustan (AIR= 1.22cr). The fourth and the fifth largest read dailies are MalayalaManorama and Amar Ujala with AIR= 97.10 and 86.08 lacs respectively. As compared to their Hindi counterparts, the largest English language Indian daily, the Times of India has registered a marginal growth and a sixth slot in the overall race with the current AIR of 76.43 lacs whereas no other English daily has made it to the top ten list of Indian dailies. When the greatest newspapers in the West were perishing, the Indian print media registered growth despite the global economic recession. The current IRS clearly demonstrates the growth of Hindi language dailies over the English language ones. A study was conducted in pursuance of Ph.D programme titled, ‘Management of Circulation for expanding media reach: A study of four leading newspapers of India’. This paper is part of the research thesis that deals with the marketing and communication strategies of two leading Hindi language Indian dailies The DainikJagran and The DainikBhaskar.

Objectives

The broad objective of this research was to study how communication is managed by the media to enhance its reach. Specific objectives of this paper are:

1. To study the communication strategies of the two largest Hindi language newspapers by analyzing their editorial strategies.
2. To study their marketing strategies and analyse the reasons for their growth.
3. To find out the perceptions of the audience about their respective newspapers.

Methodology

The research design comprised of three methods: Content analysis, Interview and Survey.

Content Analysis: Like a cafeteria gets profits on the basis of quality service and experience it provides, not publicity alone, in a newspaper too, the editorial package contributes in a big way to circulation. So continuous two weeks newspapers copies of DainikJagran and DainikBhaskar were studied and their editorial packages were observed minutely.

Interview: In the modern set up, the branding and marketing managers also have a say in the kind of content that the newspapers should carry and also what the paper should communicate in terms of its brand image through marketing efforts and campaigns. In order to get a clear view of the same, interviews with brand managers, business heads and editors were conducted. The interviews were a clear view of their perceptions, their marketing strategies and a measure of their estimated readers’ responses.

Survey: All the marketing efforts as well as the content are finally aimed at the reader. Moreover, ad revenue also turns out to be larger for a newspaper with a wider base of target audience. So it was important to figure out how the readers responded to changing content and marketing messages in a continually changing media environment supplemented with dynamic, accessible and easy to use modern technology. How well is the message taken at the receiver's end decides the effectiveness of the communication. Bearing this in mind, a survey was conducted to find out the readers' perception on different aspects of the newspaper and to cross check whether marketing of content was as successful as the brand managers claimed. The researcher conducted a survey on the readers of the DainikJagran and the DainikBhaskar. The place chosen for survey was the tradition bound city of Jalandhar, Punjab. Jalandhar was chosen on suggestions of media experts as at the time of choosing the place for the study, DainikBhaskar was newly launched (just two years back) in Jalandhar. So it was expected that media marketing activities would be more at that time which would facilitate a closer look in to the media management and marketing strategies of the newspapers. When a player like the DainikBhaskar appeared on the scene, the other players in the market also geared up to face the challenges of increased competition. The parameters considered for the survey had two parts: one comprised of readers' perception about the news and non news content of the newspapers, how best were the informational needs met and reasons for switching to their respective newspapers. The second part dealt with readers' awareness of their newspaper's campaigns, their likes/dislikes, perception change post campaigns and the possibilities of recommending such communication to other newspapers. Their perception about the reasons for such communication and its beneficiary was also checked.

An interview schedule was prepared for the survey and was pretested on 30 respondents of each newspaper; amendments were made based on its observations. The final interview schedule was administered on a selected sample of 400 respondents (a sample of 200 was drawn for each newspaper). The distribution zones of both newspapers were traced from hawkers out of which five zones were selected randomly using lottery method. In the five zones readers of both the newspapers studied were selected conveniently and data was collected.

Content analysis

The researcher made an in depth analysis of the content of DainikBhaskar and DainikJagran which reflected a localized approach of the newspapers catering more to readers' tastes than needs. The newspaper content was designed to please everyone. It was found that both the newspapers made an attempt to not leave out any segment/ age group of the society. They made themselves relevant to the housewives, children, youth, women, students, elderly, etc. At the same time it was also observed that both the newspapers studied did not compromise with the needs of the hardcore traditional news readers who seek hard news and opinion and for whom newspaper is still a 'newspaper' and not an 'information paper'. It serves well for leisure reading on a weekend for the entire family as well as is enough for those who don't have time to read the details, thus following a cafeteria approach.

I. Need Gratification

In an effort to be more indispensable for the people they reach, the newspapers try to fulfill as many information needs of the people as possible. Right from end of the season sale, hygiene and health, what dress to wear on which occasion, the kind of make up to be worn during the day and at night, social etiquettes and maintaining social relationships, Vaastu and FengShui and interior designing – everything under the sun that the reader may want to know.

There were also attempts by newspaper companies to come up with strong branding campaigns (sometimes in disguise of corporate social responsibility) to woo the readership and ensure greater brand loyalty. The researcher found that the content has also undergone a massive change. On one hand, where there is a continuous effort on the newspapers' part to encourage reader's participation, news on the other hand, is provided more like information capsules. When the DainikBhaskar was launched in Punjab, the newspaper spoke to 200 people in each town of Punjab to know what they liked the most in English and Hindi language newspapers.

To increase public participation, there were campaigns like JalSainik and Kudiyon di Lohri.

Interview

The editors and business managers of both the dailies were interviewed. This included ChetanSharda of DainikBhaskar who was the editor of Amritsar edition and Aditya Amar GM (Sales and Advertising). For DainikJagran, the researcher interviewed Rajat Kumar, the editor of Jalandhar edition and BasantRathore, VP (Strategy and Brand Development).

I.Competition

Competition among the newspapers is not confined to the newspapers of the same language. The researcher found through interviewing media persons in various capacities that all the newspapers, both English and Hindi were trying to force entry into others' markets. For eg.ChetanSharda, the editor of DainikBhaskar who was interviewed by the researcher, was of the opinion that if the Hindi language newspapers did not target English readers, they would have remained only with the rickshaw pullers and housewives. Also, Aditya Amar, GM (Sales and Advertising), DainikBhaskar explaining the classical case of its launch in Jaipur stated, "It was the sheer vigour with which we gripped the market there and the number of subscribers we had on the very first day of the launch that made the BCCL shut down their Navbharat Times (NBT) edition in Jaipur." Talking about the launch of DNA in Bombay he said that the TOI could capture markets like Bangalore and Delhi because Deccan Herald in Bangalore and HT in Delhi were sleeping. HT allowed TOI to make a market in Delhi.

II.Marketing strategy

Studying the marketing strategies of the two newspapers revealed that there is less difference between selling cola and selling a newspaper. Like any other business media business involves the use of aggressive marketing strategies and innovative techniques of enticing the audience to book the readership. "Readers gradually get a habit of schemes. You start a scheme, the circulation goes up by 20000. You stop it, it goes down by 18000," stated Sharda. DainikBhaskar was launched in Punjab in 2006 and it started with reduced rate of bookings. The subscription of DainikBhaskar for a year was offered at a rate of Rs. 199/- and the subscriber got a free gift. JagranPrakashan which owns DainikJagran, another Hindi language newspaper that originated from Uttar Pradesh in 1942 went for a major expansion since 1998-99. It launched a new edition in Punjab in 1998; an edition was launched in Haryana in the subsequent year and in Bihar in 2002. Explaining the incentives offered to the readers by the DainikJagran, Rathore said, "We usually have a personal contact campaign (PCC). We give away gifts to people through schemes. We book a certain number of copies per year at a concessional rate. There are many such drives." Their marketing efforts also centred on pricing, product research (what kind of content people want) and packaging.

III. Content Marketing

The interview revealed that no media marketer undermines the importance of content and the target market is studied minutely before designing the content which is mainly aimed at gratifying the consumer's needs. The objective of the marketers is to create a hyper local media reach while expanding horizontally. In the process, marketers work towards creating a brand experience for their customers and customize their product to suit the hyper local needs. The researcher found that Hindi language newspapers feel no differently about content marketing and need gratification than their English language counterparts.

IV. Language

Today the use of language in the Hindi newspapers has noticeably turned colloquial. In the past, people used to refer a newspaper for correct use of language, words and spellings but of late, the trend has dispensed away with tradition. According to editor of DainikBhaskar, ChetanSharda.

"We maintained some language decency. Also we paid attention to what kind of language people want to read. Punjab had less people who liked literary language. DainikBhaskar was launched in Punjab in 2006. We spoke to 200 people in each town to know what they liked in English and Hindi language newspapers. The strategy was to use the language what people speak.

Chandigarh, for example, is a babu's city with more English speaking people. They wouldn't just read Hindi or Punjabi. So we gave them a mixture – Hinglish." The researcher learnt that the approach of newspaper to-

wards the reader is like that of a crying baby whose demands must be met so that the baby stops wailing. The researcher found that a four page supplement of DainikBhaskar, 'DB Quest' had two pages published in English. Responding to the question of non sanctity of language in newspapers, Aditya Amar of Dainik-Bhaskar said, "Yes, there is English used in Hindi newspapers. We want newspapers to be appreciated by the people and to be with the people on issues they consider important. Our paper has one main section and one supplement 'City Bhaskar'. While the main section carries the city news, City Bhaskar carries English oriented Hindi and what youth and other sections want. The use of language is according to the audience."

V. Local approach

The editorial strategy of the two Hindi language dailies studied stems from localized approach and micro segmentation of the audience. Designing content to suit the taste of the niche audience is important to the marketers. Earlier, Punjab had just one newspaper, the Punjab Kesari. Then DainikJagran was launched a decade ago. DainikBhaskar which was a recent launch in the state had to design its editorial strategy meticulously. Other newspapers also geared up to meet the challenge of the new player even though both newspapers interviewed downplayed the importance of each other's presence. Contents were revamped. Backgrounders, analysis and opinion pieces were added. Efforts were made to make the readers feel that their newspaper was actually a people's newspaper and contents were specifically designed to prompt readers' response. Revealing the editorial strategy of the DainikBhaskar, Amar stated that deviating from the prevailing trend of reporting of other newspapers Bhaskar started stressing on investigative stories. These stories came with the question of fixing responsibility – 'Who is responsible for this?' People felt that their voice is being heard and responded.

In order to market their content, the DainikBhaskar took a few themes and gave it to people to discuss. "We worked on themes like why does Punjab not have its own High Court or why has hockey gone for a toss in the state. It was a campaign to market our content and was titled – 'Punjab KoChahiyeJawab', ChetanSharda elaborated.

DainikJagran on the other hand also agreed to using colloquial Punjabi and to recognize the taste of the reader and serve it in order to hold the reader's attention. "Catering only to readers' needs may sometimes lead to low level of reporting," believed Rajat, editor, DainikJagran. "We try to cater to the real needs of the consumer – we publish the rate of thread, eggs and other necessary daily items. We have a database and we find the needs of the reader. This is the Brand department's job. Need gratification is required. Because of the stress involved in people's life, light items are needed. We have more customers, less readers."

Explaining the editorial strategy, he was of the view that the newspaper gave more importance to local stories but the approach was nationalist. "Our strategy is to give more of exclusive stories. Then we go for content branding. Our surveyors go to the people and ask if they have read the story (exclusive news). The idea is to convey to the reader that if they are not taking DainikJagran, they are missing something. Also, our pullouts like Jagran City contain next door news for the busy reader. We were also the first ones to take out 'Page 3' in which local celebrities are highlighted. We also started publishing the anchor story which is a light reading story."

VI. Publicity Efforts

The researcher found that it was important for newspapers to concretize their position in the minds of the readers. DainikBhaskar for example, created history when it was launched in Jaipur when it shook the foundation of the then unchallenged RajasthanPatrika. The brand managers of both the newspapers elaborated upon their publicity efforts when interviewed. They carried out social campaigns, public participation campaigns, schemes, promotional efforts, different pricing offers and many more only to win their customers(readers).

Explaining in detail the publicity efforts of DainikBhaskar, AdityaAmar said, "The publicity efforts of the newspaper are aimed at two kinds of audience – the reader and the advertiser. The ones that are aimed at the advertisers focus on the visibility of media platforms. For example, the group carried out a research with Ernst and Young called "Dhoni's effect". This was done at the time India won T20 World Cup. The purpose was to bring out the real potential of tier 2 and tier 3 towns in India.

Describing the campaigns the newspaper carried out he said “PaniBachaoAandolan” was carried out in Rajasthan with waterman and Magsaysay award winner Rajendra Singh. A campaign was also designed to encourage people to play dry Holi (the festival of colours in North India).

“Hindi ko hum gauravdenge” was another campaign to make Hindi the largest read language in the world.” Exemplifying further, Amar said, “In Gujarat, we organized a Shadi Shopping Festival. The event was announced in advance and DainikBhaskar took accountability of sales from more than 5000 dealers. They did business worth Rs. 5000 crores. When we help them do business, our business increases on its own. We also organize Garba dance during Navratras in Madhya Pradesh, Rajasthan and Chandigarh. People first get enrolled with us to learn from Mallika Sarabhai and then there are Dandiya nights and competitions.

The strategy of the DainikBhaskar is to reach the niche audience by penetrating the hyper local market. “For example,” put Amar, “Rajasthan is not one market. It has three categories basically – Jaipur, upcountry market and rural market. Each of them is a separate class of audience with different needs.

Also there has been a 70% increase in newsprint cost. And beyond a certain point we can’t compromise on quality and price. So we increased the supplements. We even had a combo offer in Rajasthan. We could not lessen the price of the paper, but we started giving a magazine ‘Aha Zindagi’ that was earlier being published in Gujarati and Hindi.”

The researcher found that the paper even came up with a strip down version of the paper. The consumer had the option of buying DainikBhaskar with magazines and supplements at a reduced cost or to buy the paper without them. Without the supplements, the paper costed Rs.2/- which meant a gain of 50000-60000 copies for the paper as the number of subscribers increased.

ChetanSharda highlighted the importance of public participation in marketing campaigns. Explaining one such campaign he said, “The campaign was called ‘KudionkiLohri’. Lohri is a festival celebrated in Punjab for sons. It is celebrated on the birth and marriage of a son. We focused on births and marriages of girls. The first year when we started this campaign, we took 4-5 cases of families who celebrated the birth of girls in their families. By the second year, all the other newspapers also took it up and sold it.” He felt that talking directly to the people and word of mouth publicity can really give the desired impetus to a brand’s marketing.

The efforts of the DainikJagran were no way less impressive. BasantRathore listed out a similar list of audiences that the Bhaskar group targets for its publicity efforts. These are – the reader, local advertiser and national advertiser and marketing community. He stated, “Regarding the reader, we try to retain and increase loyalty which happens through the main paper. Other activities aimed at the local reader include outdoor publicity, publicity at railway stations, malls and multiplexes and local shops, kiosks and signage on roads, etc.

For local advertisers, besides the main paper, our communication is directed particularly at them. We have direct mailers, one to one meetings and seminars and workshops organized for them. The third category of advertisers has nothing to do with content. They do not know what DainikJagran as a product is like. They want the platform.”

The marketing strategy of DainikJagran according to Rathore is to offer media platforms with below the line solutions. The newspaper has platforms to offer the marketer at various levels. Rathore reiterated the views of Amar on increasing costs of newsprint and the readers would not pay for it. Also ABC’s rules on newspaper distribution are strict like not giving a greater share of the profit to the hawker. He cites this as the reason for increasing dependency on ad revenue.

Like DainikBhaskar, the newspaper’s approach is also to involve readers by having campaigns that encourage public participation. For example, the campaign ‘JagranAapKeDwar’ was aimed at finding people’s problems and to debate on the issues. A part of it comprised ‘Samachar par vichar’ in which group discussions were conducted with readers on what was published.

Recalling the launch of the DainikJagaran in Jaipur, Aditya Amar stated “Marketing of a newspaper begins before the launch. The paper laid greater stress on the groundwork that should be done before the launch. For instance, when the Jaipur edition of DainikBhaskar was launched way back in December 1996, it was done with a pre launch survey of 2.5 lakh people to know what kind of news people want. This was the time when Rajasthan Patrika was the only dominant Hindi language newspaper and was ‘black and white’. The English language newspapers like the Hindustan Times and the Times of India were coloured. DainikBhaskar’s strategy was to encourage people to make a month’s subscription in advance at a lesser price and with the content they would wish to read. Launching a cultural product made it mandatory to abide by the cultural practices of the place and mind them scrupulously from the pre launch stages itself when the group decided to research the market. No sampling was done and an effort was made to reach the whole universe as per the census report. Later, calls were made from the newspaper’s office to confirm if they had participated in the survey.” Even after the launch, the price of the paper was half a rupee less than the Rajasthan Patrika leading to gradual erosion of the latter’s readership along with the English dailies. DainikBhaskar’s record was in Limca Book of World records for making the highest number of pre launch bookings. 1,75,403 copies of the paper were sold on day one of the launch according to Amar.

What do the audiences think?

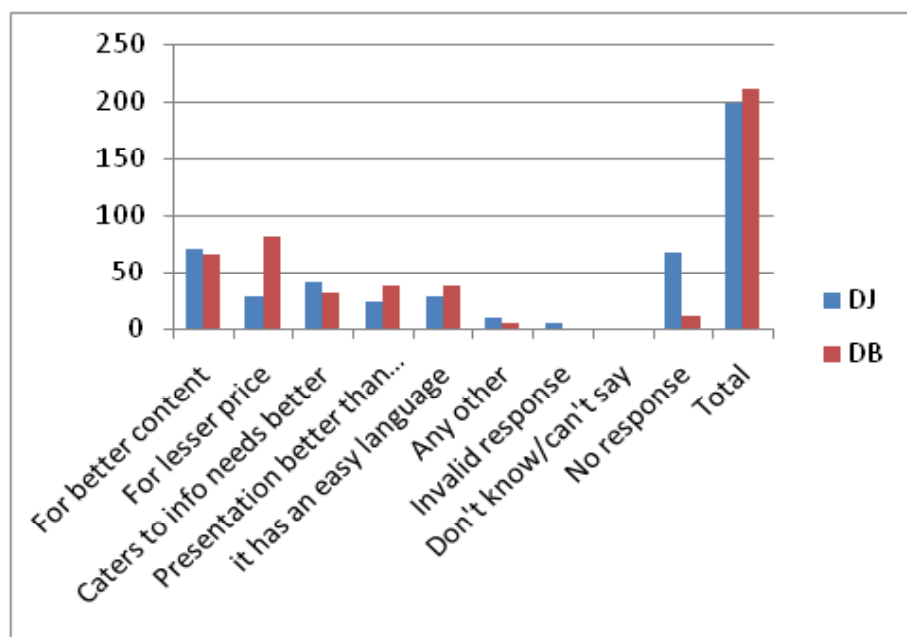
The content analysis helped the researcher take into account the qualitative and quantitative aspects of the kind of content that formed the edit space, for eg. Non news need specific columns that carried no news value. The interviews with brand managers helped in gauging their expectations from the content offered to the readers. Besides this, there were other activities that the newspaper carried out in order to remain in the public eye, for eg. publicity campaigns of various kinds. All this had the reader at the centre. So it was important to know the audience reaction to it, their brand loyalty and their receptivity to media messages. A sample of 200 readers was drawn on each of the two newspapers. The following were the findings:

1. Newspaper reading taste is no way less than food habits. It is rare that a person changes his newspaper once s/he gets used to it. However, it is not uncommon. To a straight question, ‘Why did you switch over to this newspaper?’ 70 respondents (35%) of DainikJagran (DJ) cited better content as their reason, a close number (68) chose not to opine and 41 respondents (20.6%) thought it catered to their information needs better.

When asked about their reasons for shifting to the DainikBhaskar (DB), the highest no. respondents (82 or 38.50%) cited lesser price to be their reason, 66 (30.99%) shifted because they thought DainikBhaskar’s content was better than the one they were reading before. 38 respondents (17.84%) switched to this newspaper as they thought it had easy language, same number of respondents found its presentation better while 31 respondents (14.55%) felt that DainikBhaskar catered to their information needs better.

Table1. Reasons for switching to their present newspaper

Options	DJ	DB
For better content	70	66
For lesser price	29	82
Caters to info needs better	41	31
Presentation better than others	24	38
it has an easy language	28	38
Any other	9	4
Invalid response	4	0
Don't know/can't say	0	0
No response	68	11
Total	199	213



Maximum DB readers (82) cited 'lesser price' as the reason to shift to DB while maximum DJ readers cited, 'for better content', 'its presentation is better than others', 'it caters to information needs better', 'it has an easy language' and 'less price' in ascending order of preference.

2. Today's newspaper carries news columns like news, editorials, features, articles etc. and non news need gratification columns like shopping, entertainment, food, weekend planner etc. The horizon of news is so wide; the gap between information and news has faded away. Readers' comments were sought for both- the news and non news columns on a five point scale.

a. A statement on which their opinion was sought was, "The news is by and large objective." Among the DJ readers - 93 disagreed, 53 respondents agreed and 50 respondents chose to stay neutral. 100 DB respondents felt that the news was objective whereas 48 respondents felt otherwise, 62 respondents remained neutral.

b. For the statement, "The non news need specific columns take care of diverse needs of the audience", among the DJ readers, 129 respondents agreed, 45 chose to stay neutral and 21 disagreed. The statement was true, felt 3/4th of the DB respondents (148). Only 17 respondents disagreed to this strongly while 36 remained neutral.

c. Interestingly, for the statement, "The non news need specific columns create a desire for goods and services which are otherwise not necessary for the readers," For the DJ readers, this statement saw 98 respondents agreeing while 49 stayed neutral and 44 chose to disagree. Among the DB respondents, 81 agreed to the statement against 63 who disagreed, 53 were found to be neutral.

d. For the statement, "People who read this newspaper will never shift to other newspaper," Among the DJ readers this statement drew a surprising response as 91 respondents chose to disagree with it and 51 agreed. 50 respondents chose to stay neutral. Also, 97 DainikBhaskar readers disagreed with this. While 64 Bhaskar readers agreed with the statement, 46 chose to stay neutral.

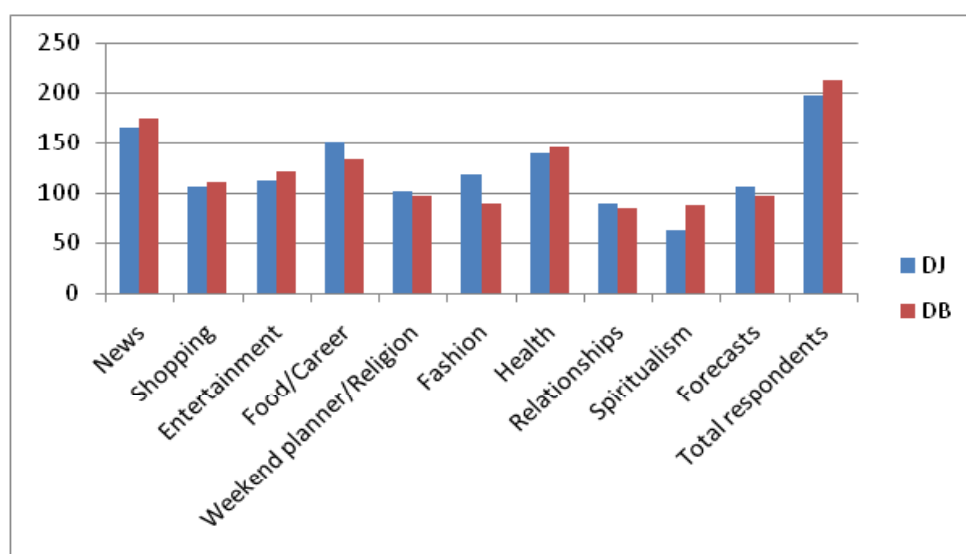
The respondents agreed that non news need gratification columns were useful. However, to the statement, 'the non-news need specific columns create a desire for goods and services which are otherwise not necessary for the readers' was agreed upon by the majority of the readers. What was interesting to note was that despite being satisfied with the paper's activities, majority of the respondents were found to disagree with the statement, 'People who read DJ/DB will never shift to other newspaper (DB = 97, DJ = 91).

3. The respondents were asked to offer their comments on how informative the news and non news items were.

All the categories of non news items on which the readers' opinion were sought (like shopping, entertainment, fashion, health, etc) emerged after content analysis of the four newspapers (not within the scope of this paper)

Table2. Respondents who think news and non news info provided by their newspaper is informative

Information	DJ	DB
News	167	176
Shopping	108	112
Entertainment	113	122
Food/Career	151	135
Weekend planner/Religion	103	99
Fashion	119	91
Health	141	147
Relationships	91	87
Spiritualism	64	90
Forecasts	108	98
Total respondents	199	213



For the readers of the DainikJagran and DainikBhaskar, the need gratification columns were more important than the news. In fact, the present generation of readers finds newspaper presentation more entertaining.

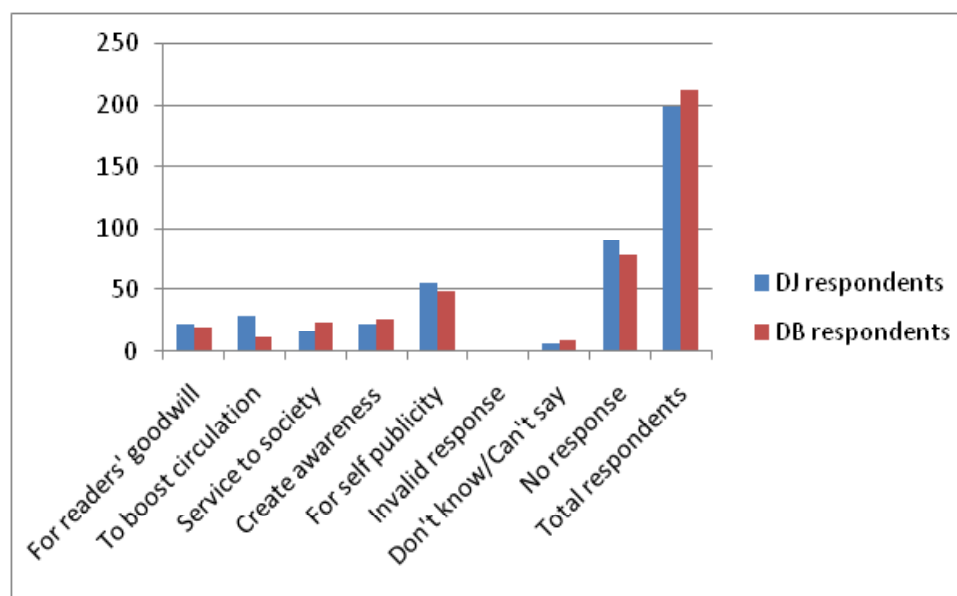
4. To prove themselves as people's newspapers, they carry out different campaigns from time to time. The next question was to test whether the respondents were aware of these campaigns and whether they liked them. JagranAapkeDwar of the DainikJagran could be recalled by only 32 respondents. Kudion di Lohri campaign of DainikBhaskar was remembered only by 45 respondents. DainikBhaskar's campaign against drug addiction, TilakHoli and tree plantations were seen only by one, two and three respondents respectively. JagranAapkeDwar was liked by 32 respondents of DJ and Kodyon Di Lohri was liked by 37 respondents of DB.

5. To find out what the respondents think of such campaigns carried out by the newspapers, the question "Why do you think the newspaper has carried out these campaigns?" was asked and six options were offered. Among DJ respondents, 22 respondents thought that it was to create goodwill, 29 felt it was to boost circulation, 'to serve the society' believed 17 respondents; 'to create awareness' opined 22; 'for self-publicity' agreed 56 respondents. As for the DB respondents, 20 respondents said these campaigns were to create goodwill among readers, 12 thought it was to boost circulation, according to 23 respondents they were meant to serve

the society, for 26 respondents they created awareness and a majority (49) said these campaign were for self publicity.

Table3. Audience perception on why the newspaper has carried out these campaigns

Options	DJ respondents	DB respondents
For readers' goodwill	22	20
To boost circulation	29	12
Service to society	17	23
Create awareness	22	26
For self publicity	56	49
Invalid response	0	1
Don't know/Can't say	6	9
No response	90	78
Total respondents	199	213



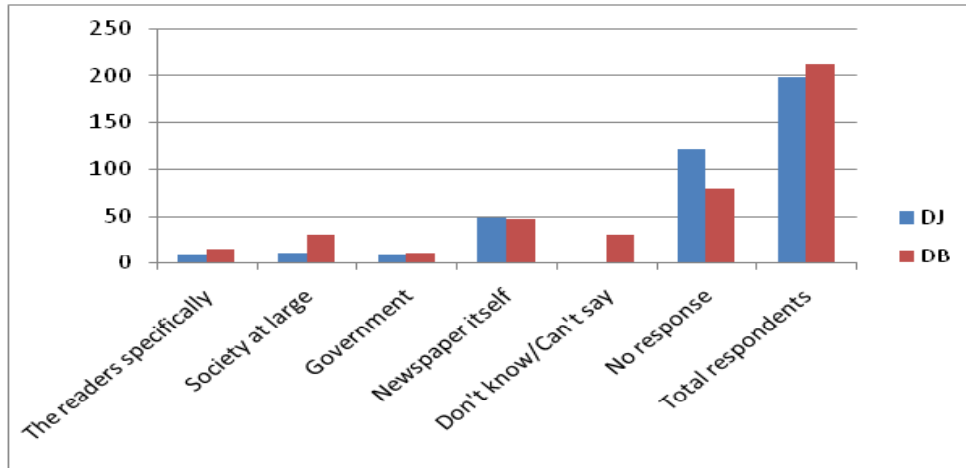
56 DJ respondents and 48 DB respondents were categorical calling this effort self publicity. Here there is a clear shift of newspaper loyalty among the respondents of the two newspapers.

6. Whatever may be the stated reasons for carrying out these campaigns, it is true that they are all aimed at boosting the image of the newspapers. But did the campaigns really matter to the respondents? The question put forth was "Did your perception about your newspaper change after these campaigns?" 22 respondents admitted that their liking for DainikJagran has increased after these campaigns whereas four respondents said their liking for the newspaper has decreased after the campaign. Five respondents were found to remain unaffected (perception didn't change). As for the DainikBhaskar, "Yes, my liking has increased," said 39 respondents. "No, they made no difference to me," (my perception is unchanged) said 17 of them. 154 respondents thought it was better to avoid the question.

7. The respondents were asked, "Who according to you got the maximum gains out of these campaigns?" As for DJ, while the largest chunk of the respondents refused to opine (122), one out of every four respondents (49) thought the campaigns benefited the newspaper itself and 11 thought they were for the society. Scantiest responses were for the options, 'The government' and 'DainikJagran readers specifically' (nine each). Amongst the DB readers, majority (47) felt that the main beneficiary of these efforts was the newspaper itself. For 31 respondents the beneficiary was the society at large. 15 respondents felt that these efforts would benefit the DainikBhaskar readers whereas, 'it'll benefit the government', felt 11 respondents'.

Table 4. Audience perception about who gained the maximum from these campaigns

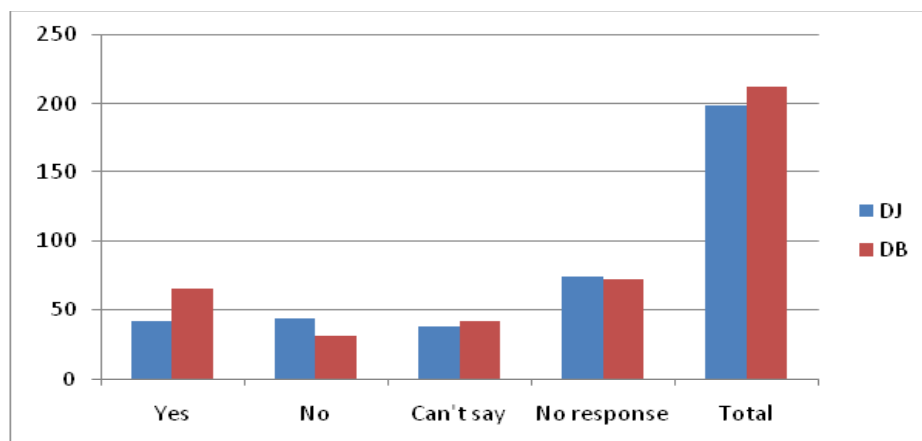
Options	DJ	DB
The readers specifically	9	15
Society at large	11	31
Government	9	11
Newspaper itself	49	47
Don't know/Can't say	0	30
No response	122	79
Total respondents	199	213



8. It was important to find out if the respondents prescribe other newspapers also to carry out similar campaigns. Also, to re-ascertain how many respondents really appreciated such efforts, the question, “Do you think other newspapers should also do such campaigns?” was asked. “Yes, other newspapers should also carry out such campaigns,” said 42 DJ respondents. But the same number of respondents (44) felt otherwise. 38 respondents failed to answer this question while 75 abstained from answering the question. As for DB respondents, the majority (73) didn’t respond to this query. The second majority (66) said ‘yes’, 32 respondents said ‘no’ whereas 42 respondents preferred the answer ‘can’t say’. While the respondents of DB liked its campaigns, fewer DJ respondents liked theirs.

Table 5. Audience perception on whether other newspapers should also carry out such campaigns

Options	DJ	DB
Yes	42	66
No	44	32
Can't say	38	42
No response	75	73
Total	199	213



Findings & Discussion

After analyzing the data of content analysis, interview and survey, it was found that the content is the primary direct communication that the paper has with its two categories of customers – the readers and advertisers (local and national). The secondary communication consists of marketing messages in the form of campaigns, events and such other activities. Both kinds of communication count for the image that the brand enjoys in the market.

Communication strategy: the research revealed that the content of the main papers of the two brands has undergone a major change. The newspaper product is customized to suit hyper local needs, it caters to the tastes rather than real needs of the readers and has become the one stop solution for gratification of all needs – both news and non news and in the process the ‘newspaper’ has been replaced by ‘Information paper’. Nevertheless, it was found that the interests of the hard news seekers have not been compromised. The language has turned largely colloquial as per the readers’ tastes. Also, the researcher found that both the brands strongly focused on readers’ participation by various means.

Marketing Strategy: The competition is intense enough for both the brands to resort to the use of English to force enter the market of English newspaper readers. Marketing strategies were both aggressive and innovative with focus on pricing, product research and packaging. While both the brands were found to believe in micro segmentation, Dainik Jagran made significant efforts on content branding and Dainik Bhaskar was found to focus more on creating a holistic brand experience for the readers.

The campaigns carried out were of three types: the publicity campaigns and events, social responsibility campaigns and reader participation campaigns. The word of mouth publicity of social campaigns increased their brand marketing. The strategies of both the newspapers ensured above average standard of content clubbed with marketing messages to create a ripple effect on the audience. In the process, newspaper became a cultural product that attracted the advertisers who focused on diverse media platforms made available to them.

Readers’ perception: For the readers of Dainik Bhaskar, price was the most important criteria for selecting their newspaper, majority of Dainik Jagran readers looked for content, presentation, satisfaction of information needs and language before they prioritized cost. The study showed that majority of readers of both the newspapers were satisfied with the news and non news information of their respective newspapers, though they invariably believed that the non news information promote consumerism. As for the marketing messages of the two brands, there were less readers of both the papers who paid attention to such communication, but those who did, liked them and the majority of them believed that their liking of the brand had increased after such communication. Comparatively, more of Dainik Bhaskar readers liked such communication from their paper. Also, more of Dainik Bhaskar and fewer of Jagran readers felt that other newspapers should also communicate in a similar fashion. The majority of both the readers also believed that the reason for carrying out such communication is self publicity for the newspaper. A fourth of the total respondents interviewed of both brands opined that the beneficiary of such communication were the newspapers themselves. More importantly, despite being satisfied with what their newspaper offered, majority of the readers did not promise loyalty to their respective brands.

Conclusion

The shift of loyalty and non committal attitude of consumers clearly reflects the sharp edged competition that newspapers have to face today. It also explains how the consumer is spoilt for choice with not just availability of different media for need gratification but also severe competition within the same media that benefits the consumer. The research showed that the newspapers want to do everything to identify with their target audience in terms of their marketing and content. The study showed not much difference in the content quality and design of the two papers and the communication strategy and marketing efforts were ultimately responsible for drawing a larger subscriber base and outwitting the competition. The study revealed the new concept of content branding in newspapers which Dainik Jagran focused on while news was found to be valued in terms of product, its price and packaging. This has finally served the newspapers in retaining their customers and has eventually become the major reason for the growth of Hindi language newspapers.

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Mira Nair's Kama Sutra, A Tale of Love: A Critical Perspective

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Abstract

Cinema is a form of expression which attracts a good amount of masses as a punter. It is a medium that educates, enlighten, entertain and sometimes act as a watch dog to the society. 'Film is not only a piece of art but also a tool of social reform as it expresses the feelings of humans and their ideas of contemporary society. Films are the mirror that reflects the society' says AatishPalekar in his article "Films: The Reflection of Society". Filmmakers like Mira Nair who has worked upon issues like communal clashes, slum children, interracial marriage, and many other socio political based issues. And in Kama Sutra: The Tale of love (2000) she has interrogated a wide range of issues dealing with human relationship, complicated workings of male-female sexual dynamics and along with it the importance of female bonding in a country like India, where sex is considered to be a taboo to be openly discussed. Mira Nair, an internationally acclaimed film maker who is much known for her serious thematic content, has always tried to portray reality through the subject matter she selects. Born in Orissa, studied in Delhi University has got her ground work of filmmaking learned and practiced after she went to Harvard. This paper will focus on her movie Kama Sutra: The Tale of Love and proposes a critical analysis of it in terms of its screenplay, casting and plot narrative.

Mira Nair

Cinema is one of the most influential medium of communication and it gives great knowledge to the audience about various issues in our society and sometimes helps us realize what we are capable of. Nevertheless there are some negative aspects of it as well but good cinema definitely gives fair knowledge about the ongoing situation of our society and also enlightens one about the basic socio-cultural need of the hour as well. And filmmakers like Mira Nair emphasizes to the fact that, we can make entertainment into infotainment by making good films. 'Nair's films, focuses on the fringe of society: prostitutes, street children, slum dwellers, drug dealers, most often ignored by the glamorous film industry' says Ameena Meer in one of her articles. So, In Nair's methods and attitude, realism may be found as an element in many kinds of writing prior to the century ago. Born in Orissa in 1957, of Punjabi parents, Mira Nair is probably the best known Indian filmmaker overseas and as director- screenplay writer and producer, a graduate of Delhi University, was involved in theatre in India for years. In 1979, she submitted Jama Masjid Street Journal, a sociological film thesis to Harvard University. Making her debut as a filmmaker in the USA, where she normally resides, she has directed short films, English- language documentaries and more than fifteen feature films in English and Hindi. She has won a number of awards, including a National Film Award and various international film festival awards, and was nominated at the Academy Awards, Golden Globes, BAFTA Awards and Filmfare Awards. She was also awarded the India Abroad Person of the Year-2007. In 2012 she was awarded India's third highest civilian award, the Padma Bhushan by the President of India, PratibhaPatil. She has around 17 films in her kitty. Some of her notable works are Salaam Bombay(1988), it won the National Film Award for Best Feature Film in Hindi, the National Board of Review Award for Top Foreign Film, the Golden Camera and Audience Awards at the Cannes Film Festival, and three awards at the Montreal World Film Festival. The film was among the list of "The Best 1,000 Movies Ever Made" by the New York Times. Comparisons were made by renowned film critic Dave Kehr who says, 'That was the case with the Italian neo-realists of the postwar years, when Vittorio De Sica made "Shoeshine" and Roberto Rossellini made "Germany Year Zero" (still the masterpiece of the form), and that was the case with Luis Bunuel, when he made "Los Olvidados" in Mexico in 1950. It's the case now with Mira Nair, a Harvard-educated Indian filmmaker who has made "Salaam Bombay!" as a rebuke to the prosperous and-for the most part-mindlessly commercial cinema of her native country.'

Another acclaimed work of Nair is Monsoon Wedding (2001), the film won the Golden Lion award and received a Golden Globe Award nomination. Vanity Fair(2004), The film was nominated for "Golden Lion"

Award in 2004 Venice Film Festival, Mississippi Masala(1991), The Namesake(2006). Her movies depict her views upon society.

This bold and vibrant filmmaker has a unique style of making films. The themes of her movies touches the ground reality of our society but also reinforces to enquire the ill nature of the blind believes and norms that our society possess in this 21st century. And she conveys a message to the audience to see beyond the boundary. This paper aims to highlight the relevance of making such a bold film titled Kama Sutra, A Tale of Love by Mira Nair. Nair's movie is not for everyone and her movies are mostly in English so it appeals to the educated section of the society. Her point of view is westernized and she also considers scope for the foreign audience when she makes films.

Analysis of the characters

The cast is made up of acclaimed Indian film stars, highly trained theatre actors from Music and Drama school, London and lesser known television actors and first-timers. The principal cast includes Rekha, playing Rasa Devi, who was once the late king's favorite courtesan. And William Sidney Andrews, a British actor, who auditioned for drama school and was accepted at London's Guildhall School of Music and Drama with Ewan McGregor and David Thewlis. Mira Nair, who directed Rekha in Kama Sutra likens her to a "Jamini Roy painting" and says, "Like Marilyn Monroe is shorthand for sex, Rekha is shorthand for charisma". The best casting in the film out of all is Rekha's presence in it, even though it was for a short time. Rekha's role as Rasa Devi who teaches Kama Sutra, the art of making love to young women draws everyone's attention with her grace and charisma. The main protagonist of the film Maya, a servant played by Indira Varma, looked sensuous in a deep cut blouse and low waist long skirt in the film. Her curves were well defined in the costume which ultimately added more credit to the hotness to the film. Kama Sutra, A tale of love was Indira Varma first major film, a member of Musical Youth Theatre Company. A graduate from the Royal Academy of Dramatic Art (RADA) in London has definitely mesmerized the audience with her refined performance in the film. The role of Princess Tara was played by Sarita Choudhury, half Bengali-Indian and half English descent who studied Economics and film at Queen's University in Kingston, Ontario, Canada. She is best known for her roles in this film and others of Nair's films like Mississippi Masala and The Perez Family. Her role as an arrogant princess who is abusive towards her childhood friend as well as an over reactive queen of lustful King Raj was justified by her. So Nair's cast played a beautiful role to stage the film with success.

Ramon Pramod Junior Tikaram is a British stage and screen actor of Indo-Fijian and Malaysian descent. He plays the role of Maya's lover, a gifted sculptor Jai Kumar who didn't have much role to play in the film except few scenes highlighting the most important part of the film.

Khalid Tyabji, who played the role of Prince Vikram aka Viki and Tara's brother, hell hath no fury like a hunchback princeling scorned. This is a cruel depiction of a physical characteristic that a person cannot change. Having witnessed the copulation between the king and the commoner, Prince Bikram had Maya run out of town after she rejected his marriage proposal. Nair symbolized this character as the most pitiful one starting from his appearance to his secretive motives but at the end, he is the only character who has survived through every odd and stood till the end.

The portrayal of friendship, love, betrayal and jealousy in the film

Kama Sutra, A Tale of Love represents the cultural society of the 16th century India. Nair tried her best to make the location look like the socio-cultural ambience of that era but haven't succeeded in doing so. As it was a low budget film, one could see some glitches here and there as the film proceeds. And the costumes were way too revealing to be representing the particular era, but considering the theme of the film, which is sensuous and erotic it is excusable and could be undermined. With an imaginative storyline of friendship, love, betrayal and jealousy which is portrait through the lens of the sensual aspect of Kama Sutra. And the theme is to analyze the supremacy of love and also to emphasize the experience of pleasure from the five senses between men and women. It reinforces the idea of making love into something more than just a routine to help the couple know each other better.

It encourages the partners to manipulate each other in order to win the desired mate. The game of love has

been given importance in various ways. One instance from the film Maya tries to seduce the king in the role of a courtesan; she did all she could to manipulate a man to gain his attention of sexual favor but in a subtle way. In order to serve her purpose she seduces him and makes love to him.

Rasa Devi's role in the film who radiates a glorious screen charisma relates the film with the text Kama Sutra that talks about human sexual behavior, and a Sanskrit literature written by Sage Vatsyayana. Sage Vatsyayana's Kama Sutra, is a guide to a virtuous and gracious living that discusses the nature of love, family life and other aspects pertaining to pleasure oriented faculties of human life. And Nair presented Rasa's character as somebody who teaches Sage Vatsyayana's text to the young courtesan. Rasa's role in the film was critically acclaimed by many critics but on the contrary many others found some gap in the character. Amy Laly, filmmaker and freelance writer says, "How much more vibrant the character of Rasa would have been if she had more of a life other than reciting Kama Sutra proverbs as though they were clichés from fortune cookies. And how much more powerfully the proverbs would have resonated if they had been played out instead of being merely recited? Dialogue is static. Language is not part of the erotic. Nevertheless, the many different sexual positions of the Kama Sutra are effectively portrayed by pairing women in winsome tableaux while images of explicit erotic sculptures from the temples of Khajuraho are superimposed."

Historical records are evident that since thousands of years, India pioneered the use of sexual education through art and literature and it is not a mere coincidence that the first evidence of attitudes towards sex comes from the ancient texts of Hinduism, Buddhism and Jainism. In fact, they are the first cultural texts which are perhaps the oldest surviving literature in the world celebrating this subject matter. Considering the fact that some Indian philosophies follow the "four main goals of life", known as the purusharthas: Dharma: Virtuous living. Artha: Material prosperity. Kama: Aesthetic and erotic pleasure. Moksha: Liberation. The valuable ancient texts, namely, the Vedas, reveals moral perspectives on sexuality, marriage and fertility prayers. One must not be surprised that it was somewhere between the 1st and 6th centuries that the Kama Sutra, originally known as VatsyayanaKamasutram, was written and this philosophical work on the 'science of love', was intended as both an exploration of human desire, including infidelity, and a technical guide to pleasing a sexual partner within a marriage. This is not the only example of such a work in ancient India, but is the most widely known in modern times that represents an ancient form of way to lead a fulfilled life with the need for sexual gratification as one of its core values.

One can bring in here what Brian Welsch states in his article "History of Sex 2- Sex In India And Its Changing Role."

"India with its vast population and ancient history understandably has had changing attitudes towards sex. The history of sex in India has been affected by many things, the caste system, colonization, and latterly globalization. There has been a turnaround in attitudes towards sex recently and a return to attitudes that were common in ancient times"

Mira Nair also highlighted the theme of lesbianism in the film. Through the characters of Tara and Maya she called for justice of those women who need to come out of the stereotypical setting of a woman sacrificing their lives with a man even though she is not about to fulfill her sexual desire. In India, lesbianism is not accepted yet but Indian lesbians are keen to come out of the closet. And films like this as well as others help young lesbians to come out in the open live under pressure. Geeta Kumana, a lesbian and a project coordinator with human rights NGO says "The most common anxiety is the feeling that one must either betray oneself by remaining in the closet or be dishonest to others by leading a double life." So themes like this helps the women folk to stand up for themselves. Another film was Deepa Mehta's Fire, which portrayed an emotional and sexual relationship between two middle-class women. Though the film ignited protests all over India, it also brought the underground lesbian movement to the surface.

The interpretation of the protagonist and antagonist in the film

Nair's protagonist in the film is Maya, the story is based in and around her with the help of antagonist figures like her childhood friend and princess Tara, King Raj, Prince Vikram and sculptor Jai Kumar. Maya the ser-

vant's life changes after her childhood friend Princess Tara, reminds her of the social class differences between them. Resentful Maya seduces Tara's husband Raj just before the night of their marriage with the help of her beauty and sensual techniques. Prince Vikram saw her making love with Prince Raj. After this incident Maya's life becomes uncertain. Prince Vikram proposes Maya, she rejects the proposal after that he brands her as a whore, and she is forced to leave her home. After she leaves home she meets a sculptor, Jai Kumar with whom she develops a romantic relationship, Jai introduces her to Rasa Devi, who teaches Kama Sutra, the ancient art of seduction and love making. With time Jai thinks of Maya as a distraction and so let Maya starts spending more time with Rasa Devi learning the art of Kama Sutra. Meanwhile King Raj gets eager to have Maya and later he manages to find her and make her his concubine. In order to help her husband Jai flee from King Raj's custody, Maya teaches Tara the art of seduction to help her seduce her husband. Tara promises Maya to help her husband Jai flee from Raj's custody. But at the end Maya realizes that Jai would not be able to make his way out of the prison. She finally visits Jai and cuts her hair which symbolizes the end of their marriage and her resolution to lead the life of a widow. Jai is killed, while Maya watches from the crowd and she leaves without responding to the call of prince Vikram. Maya who is played by Indira Varma is beautiful, charming and has a swan like body which helps Nair portray her point more beautifully. She can be naïve in front of her lover and she can be vicious when it comes to fulfilling her revenge. She can be abstemious when it comes to helping her childhood friend. So Indira Varma has given one of her best performances through this film. Mira Nair's filmmaking is something that is thought provoking and inspiring which succeed in keeping the minds of the audience busy. She keeps the audience busy with the kind of theme she selects for the film.

Critical analysis of the theme

When we hear the name Kama Sutra, our first impression directs to Vatsyayana's Kama Sutra, who wrote the book between the 4th century BC and the 1st century AD. Nair shows the importance of learning the art of pleasing a man and attempts that it should be known to every woman in life. She has included characters like Rasa Devi (played by Rekha) who teaches in a school, a school where the young girls are made to learn this art.

Mira Nair doesn't make movies which will make the audience jump from their seats and start dancing and after the film gets over they go to their houses happily and end their day. Instead her movies are for the intellect or mainly for those who will help society grow and try bringing some kinds of change if required. She targets to a specific form of group. Her filmmaking is more like a passion than money making. Something which is close to her heart and that's the reason, be it Salaam Bombay or Mississippi Masala or Kama Sutra, The Tale of Love, we see a close observatory kind of film; something which will need a detailed research before you even think of starting the project.

Through the contrasting characters of Tara and Maya, who shares a childhood friendship and later turns into enemies but nevertheless gets back to their friendship with time, Nair successfully merges the theme of friendship and the way sexual politics affects it, making-remaking it's meaning. The character Tara, a princess, who is self seeking, arrogant, imperious and egoistic, portrays a picture of a group of women during this social milieu that gives importance to everything around her but has less idea about the real key to lure the man of his life. She suffers from a failed married life and later on tries to commit suicide. And it is when Maya, her childhood friend comes to her rescue and teaches her the act of Kama Sutra, the lessons of love. On the other hand Mira Nair portrayed Maya, the servant and the childhood friend of Tara as the symbol of love, passion, compassion and most importantly bold and beautiful. Nair portrays her character as someone who every man would dream of. The way she talks, the way she loves, the way she dances possess all the feminine personality that every man will look for when they desire for the woman of his life. And Nair has made this character as a representation of the art of the various sensual forms included in Kama Sutra. King Raj Singh (played by Naveen Andrews) is the representation of the male psyche of that era. Dominating, chauvinistic, proud and patriarchal who wants to own. And Maya conquers the heart and mind of the king with her art of making love and sleeps with him just to take revenge from her childhood friend Tara just before their marriage night. Tara embodies the powerlessness of women without Kama Sutra skills in this culture, and must take comfort in her queenly stature while Raj Singh smokes opium and chases courtesans during the absence of Maya. So Mira Nair made each and every character in the film plays an important role in order to portray the idea of Kama Sutra. But as it was in the Indian context the erotic scenes highlighting nudity were minimal. When the ro-

mantic scenes between the lovers Jai Kumar (Ramon Tikaram) and Maya were shown, the erotic and gorgeous nature of making love was highlighted in the film.

So in the film, Nair tries to highlight the art of Kama Sutra through one character, with various intentions. Firstly, the use of the art by Maya to quench her thirst of revenge; secondly, the use of this art by Maya for aesthetic and erotic pleasure; thirdly, it is use by Maya to salvage her friend Tara and making her an epitome of an Empowered woman. So through a careful representation of the vibrant character of Tara by Ms. Varma, a talented actress making her film debut, the film has the physical grace that her role demands and makes a lovely delivery of her crucial part and becomes the center of this story This film is really well made— informative, and erotic without being pornographic and the pictures are gorgeous.

Westernized version of Indian culture

Indeed Mira Nair captures a most basic spirits of the Kama Sutra in her movie where “Kama” or the “erotica” becomes something much more spiritual than the usual fashions in which it’s been translated, particularly during our time. This film unquestioningly stresses upon the importance and relevance of this art even today, more so when most social crimes in our society are mainly motivated by suppressed sexual behavioral pattern. In a subtle sense, Nair becomes a social critic who condemns the hypocrisy that forms the core of most of the Indian social mores. The euphoric celebration of conservatism underlined by utmost call for sexual fulfillment is according to Nair, a social psyche that requires transformation. Without pleading for an open-sex system, she nonetheless, emphasizes upon the need for our society to do away with reservations and meaningless prejudices against even basic talks and discussion on and about Sex and sensuality and need for its knowledge for a healthy personal relationships building. The idea of human feelings not obliging to man-made definitions of barriers and boundaries constructed in the name of race, caste, class or creed is also another important highlight of the movie.

With a realistic style coloring the thematic concerns of the film, Nair emphasizes on making a meaningful narration out of simple less-known casts, with more predominance given to good traditional music and along with it, propagating and adhering to moderate feeling; consideration in terms of inter-caste and international relation. All in all, Nair makes Kama Sutra, A Tale of Love and presents it as a modern tale educating many about the importance of its teachings for a healthy social inter and intra personal relationship.

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INTERNET: THE WIND OF CHANGE IN RESEARCH ARENA

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Abstract

Internet and Research cannot be discussed in isolation in this 'The Information Age', where internet is considered as the backbone of 'The Information Superhighway'. New media, particularly internet plays a profound role and its impact towards Research is tremendous. However, the irony is that, the bombardment of unauthenticated information on internet has given an unconstructive research to the neophyte Research Scholars. The interpersonal communication theorist like Baxter argues that, "No relationship exists unless the parties sacrifice some individual autonomy however, too much connection paradoxically destroys the relationship because individual's identities become lost" (Baxter and Montgomery, 1988). The theory implies that the unbridled dependency on internet has destroyed the quality relation between the Researcher-Guide and the Researcher-Researcher, also the space of academic interaction seems to be diminishing. Is the internet proving to be creating a better research environment or hampering the quality of research? Internet critics and writers like Slevin(2000), Terry (2008), Jan Nederveen (2009), have come up with books on internet, but a collection of their criticism, reviews or internet biographies which has no justification to this field. In order to justify these discourses, this study looks into the in-depth analysis to the data drawn from the primary and secondary sources, and carried out through exploratory research under triangulation method. Perhaps, to what extent and how far the new technologies and tools of Newmedia, particularly the internet will take us has no guaranteed but so far the internet is sweeping the world over with great impact.

Keywords: Academia, Information Age, Internet, New media, Plagiarism.

INTRODUCTION

The questions to the research problem in hand can begin with the simple question – what is internet? As the theme of the current paper lies with the invention and further abuse of internet. Internet has been defined as "a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide" .

The quest of internet in the pursuit of a quality and legitimate research environment has been the most pivotal discourse to be executed, and further implemented its pros and cons as a research tool on Research Scholars. With the influx of internet critics and social networking reviewers, there has been an overload of information on internet and other interactive websites. However, the irony is that there have been any writers, who had given justification on internet and the societies. Though there have been brigades of internet writers and critics like, James (2000), D'souza (2001), Allan (2006), OkwuiEnwezor (2008), Jan Nederveen (2009), have come up with books somehow related to internet and the societies, but none of them had given any justification to the right discourse based on scientific research. The present study attempts to break through this issue with scientific analysis based on the academic approach to intervene, and separated wheat from the chaff.

The chronicles of internet says, internet was incepted in 1983, and with the introduction of World Wide Web (www) by Tim Berners-Lee, internet has been driven the world into the core, particularly in the academic and research . The crunch lays here is that the whole notions and spirals of internet is very much complicated to conceptualize what internet is, and who controls over this tool, and so far there is just guessing, and no one knows the real truth behind this. To be precise, the whole discourse of gate keeping in news media has come to an end on the internet portals and websites. The idea of citizen journalism has made possible with the coming of internet. However, to what extent the research scholars have employed the internet as a research tool is yet to be research upon. Few of these are the central themes to be focused in this study.

Today, New media is reaching its zenith. No doubt, internet, Wi-Fi, DTH, WAP, Plasma theatre, and e-books/ Net-books are the essential components of the media jargon. The New media have created a quagmire that

no one wants to avoid. The fascination for digital libraries, state-of-art-ambiences, sitcoms, popular serials, movies, news, dance shows and internet web sites is so pre-eminent that we cannot avoid being the shelves of these sweet demons, even if we know about the lurking dangers associated with us. "A willful suicide" is the appropriate phrasal synonym for this fatal attraction as quoted by Y.K.D'Souza in his book 'Electronic Media and The Internet'.

In order to apply with the existing works of the eminent scholars to this study, let's look upon the interpersonal communication perspective from the renowned social theorist like Baxter argues that, "No relationship exists unless the parties sacrifice some individual autonomy however, too much connection paradoxically destroys the relationship because individual's identities become lost" (Baxter and Montgomery, 1988). The theory implies that the unbridled dependency on internet has destroyed the quality relation between the Researcher-Guide and the Researcher-Researcher, also the space of academic interaction seems to be diminishing. In order to justify these discourses, this study looks into the in-depth analysis of these Research Scholars who are employing the internet as their research tools with perspectives drawn from the primary and secondary sources, and carried out through triangulation method.

While looking into the perspectives of India's stand in this 'Information Age', New media has proved itself in providing freedom to people; vis-à-vis the three freedom of press in India such as, freedom of circulation, freedom of information, and freedom of publication. 'The Information Age' is generally understood as an era that involves a new global, social and economic moment, called Media Society, the 'Society of the Spectacle' (Guy Debord 1983). Over this last couple of years, India is catching up this trend in a fast pace. All the Research Scholars will probably answer "Yes" to the question, "Do you employ internet as a research tool in your study?" Keeping the aforesaid statement in mind, this study throws light to some of the key questions like: Whether this is the ultimate time to consider the universities and higher authorities to provide latest technologies, and infrastructures of internet to help research scholar caters more scientific knowledge, and research information around the world? Is the internet proving to be creating a better research environment or hampering the quality of research? Does the information and data available on the internet websites help them justified their requirements in research? These are some of the questions that need to be probe concerning the proliferation of internet in the research domain.

Perhaps, internet and other participatory social Medias are gaining momentum in the research platforms. On the other hand, how far these technologies will remain popular is a big question mark (?). As an example, the popularity of Pager and Floppy-Disc, just a couple of years ago have now been disappeared in the thin air. To what extend and how far the internet will take us has no guaranteed but so far the internet is sweeping the world over with great impact.

AN OVERVIEW: WHAT LIES BENEATH THE INTERNET (?)

Massive proliferation of websites and social networking sites have been infuse to the web in over a couple of years since its inception, calling the attention of armies of media critics, social media watcher and social thinkers to ponder upon the never stopping evolving issues, however the saddest part is none have come up with any legitimate book so far on this discourse.

Internet critics and writers like James Slevin, Allan Martin, Dan Madigan, and many others have come up with books on or relating to internet, however they are either collections of their own popular critical writings or biographies of internet and its influence on societies. 'The Harvard Conference on the Internet and Society: arguments of speaker' is one amongst the few obliquely self-reflexive writings by the critics but hardly any that can do justification to this field. It is here that intend to intervene and fill the yawning gap through this study, because in today's generation, the New media have created a quagmire that no one wants to avoid, "A Willful Suicide".

Though specifically, according to the changing trends of Indian social phenomena during the last couple of years, presumably after Indian economic liberalization and cultural polarization at the beginning of 1990s, we can perhaps claim this new wave of information age in India. Holistically, the wave of New media, particularly

the internet has widely changes in the contemporary social structures, which we were noticing throughout the whole nation. Bollywood film industry is a pristine example of India into the 'Information Age', the genre of Non Resident Indians (NRI) and Indian diasporic cultures were taken shaped and promoted through Bollywood films. This film industry after globalization has now occupies an industry producing the maximum number of feature films in a year. Indeed, media has a pivotal role in bringing this new waves of cultures, however it seems to be concentrated only in few metropolitan cities that scholars and critics notices.

The irony is that since the information era emerge through a series of complementary changes within the society, it is not possible to locate the historical time. This society does not emerge either as an accident and or by a cause of an event, however it could be easy to understand with few notable events like, the catastrophic 9/11 where the whole discourse of terrorism spreads like a wild fire. It is a kind of cultural change that comes over within this short period of times and finally takes over in front of our eyes. Let's see how Anna Hazare became a household name in Indian societies, where his popularity is gaining momentum across the country and finally turns Anna Hazare, an iconic figure in the country. The whole notion of global village, civil society, virtual reality, interactive media, participatory media, social media etcetera, where every civilian can freely expresses and participated in high profile decision makings and other important social issues is a clear example. These are all happening due to the outcome of New media, and particularly the internet and the World Wide Web.

While looking into the quintessential example of 'Information Age,' media production in India like as, Kaun-BanegaCrorepati (KBC), India Got Talent, and Indian Idol. We can notice from its montage - the fast fragmented production editing to its underlying visions, Indian Idol represents the "cutting edge" of this information era that applied to consumer media society in India. While as, it seems the contemporary "Generation-Z" crowd who make a steady diet of it, these Reality TV shows randomness is normal even though it baffles the older viewers. Hence, we can now call India into the pick of information age?

When we pulled the above statements of information age on Indian views than the innovative paradigms of business models started by the Indian talents like, KishworBiyani and his Sachet Culture in Indian market has given a breakthrough in all the existing business paradigms. Perhaps, it would be worth mentioning the whole creative thoughts of CaptainRanganathan's low fare aircrafts which brought the middle class Indian on board to fly across the Indian cities. Since the majorities of the country population belongs to middle and lower class families, and hence it has a maximum monetary value and the concept was drawing a mega success across the nation. Thus these trends are gaining momentum to cater a maximum consumer in Indian economies, there by accessing the beauty products and lucrative modes of transport i.e. wings to fly per se. These were indeed a few brilliant cultures amongst the many paradigm shifts that have been sweeping the Indian nation recently with great impact.

Thought it has its negative impact as in the whole issues of "Paid News" and "Plagiarism", was all due to the over-hyped media sensitization in Indian domain. As an example, the highly political 2Gs scam, where powerful ministers and MPs were put under bar and sentenced to imprisonment as well as the reality TV culture gives a lasting effect to the TV consumers in India. In other sense one can also say that any event has and after life in information age. Afterlife means different journeys in the miniature form, like DVDs, Online, Media and so forth. The recent big hit TV shows, like "India Got Talent" is a pristine example, so can't we called the society now in India, a information society, even though it has almost a few years gaps with the western counterparts?

The world is becoming smaller and smaller, indeed it has become what Marshall McLuhan has predicted some decades ago that the world will be become a "global village" with the intervention of the New media over human social. The advancement of technology and media show us the information of entire networks of the world organizations like, UN, UNESCO, WHO, etcetera as well as the whole movement and uprising in many countries across the world, like the entire notions of 'Arab Spring'. The discourse of 'global democracy' has now taken the centre stage in all the social networking sites and other social forums. One can access to every nook and crannies of the world through New media, and internet in particular.

It is true that the New media, particularly the internet has made it possible to access communication through

globalization, where every walks of human life is a question of technology and challenges. Perhaps the world is compressed to a small 'Global Village' and over-skidded the time-speed of hours to a mere matter of seconds. Few of the key questions to this spiral of 'information age' networks could be, are: is this technology just meant to cater the consumer society and to bring over acceleration and production of consumer goods to expand their business or is the race against the business rivalries? Where is the position of third world countries in between this race? We have now noticed the dramatic changes of culture in the society and that is the effect of information age and its technology and mass media which has thrown open to research study. Mindy McAdams, a journalist as well as a professor at the University of Florida who teaches online journalism once commented, "The man-on-the-street interview is now authored by the man on the street and self-published, including the pictures". Indeed, the multiplication of new technologies and tools of New media are spreading like a wild fire in front of our eyes, but how far these technologies will remain popular is a big question mark (?).

FRAME WORK: INTERNET UNDER CLOSED SURVEILLANCE

Internet is a profound discourse to be studied and analyzed, however in today's academic scenario we must not reluctant to study the role of internet on Research Scholars, and how reliable the information and data given on the websites are. Whether the neophyte (read young) research scholars are aware of plagiarism and how it does affect the research environment holds the key objectives to put forth and execute. It is indeed a high time to investigate and to come to a general consensus on the uses of internet and its further inclusion as a research tool in the research curriculum.

Since its inception in 1983 and with the introduction of World Wide Web (www) by Tim Berners-Lee, internet has been suffused to the world gaining its momentum in every field across the world (Jones, Steve, 'The Encyclopedia of New Media'). The issues of malpractices and abuse of internet have been increasing without any leaps and bounds within the last decades. In some cases, even in the cost of life, for instance the suicide case of Megan Taylor Meier (Refer to the website http://en.wikipedia.org/wiki/Suicide_of_Megan_Meier further accessed 30 November 2011), a case of cyber-bullying. In the research domain, perhaps the neophyte researchers are more prone and vulnerable as most of them abuse internet as it turn out to be an easy means in the preparation of their dissertation or theses. It is here this present study attempts to intervene and spell out the rationale behind it. The credibility of the websites and its legitimacy of information provided were the pivotal discourse to be concerned in today's changing trends of academia.

New media, particularly internet, plays a profound role and its impact towards research is tremendous. However, the irony is the bombardment of invalidated and unauthenticated information over the internet has caused unconstructive research and sadly, unproductive and repetitive research works to the neophyte research scholars. It is becoming more and more evident that most of the research work of today is plagiarized (or came to light with the coming of internet). The whole debate about the plagiarism issue has been increasing leaps and bounds in this 'cut and paste culture' carried out by the scholars. Plagiarism according to dictionaries means a 'wrongful appropriation', 'close imitation', or 'purloining and publication' of another author's language, thoughts, ideas, or expressions, and the representation of them as one's own original work. It is not a crime per se but is disapproved more on the grounds or moral offence, and cases of plagiarism can involve liability for copyright infringement.

Although, intellectual plagiarism is not unknown to the human history, throughout the world history authors, journalists, musicians have been legally challenged for their plagiarized works. For instance, respected historian and writer Stephen Ambrose was challenged by Thomas Childers a history professor from the University of Pennsylvania for his 2002 book *The Wild Blue: The Men and Boys Who Flew the B-24s over Germany*, as the later claimed that the formers work has been plagiarized from a 1995 book called *Wings of Morning: The Story of the Last American Bomber Shot Down over Germany in World War II*. Human history is full of such events; however, the question is of how to deal and cope up plagiarism in research is a pivotal discourse of this computerized generation? Is the internet proving to be creating a better research environment or hampering the quality of research? Does the information available on the World Wide Web pages help the scholars to justify their requirements in research? These are some of the questions that seriously needs to be ponder upon while looking through the reciprocal relationship of internet and research be in the internet domain, which the

current study is trying to explore.

The internet's threat to quality journalism takes another form, as Graham, the celebrated journalist of the Washington Post noted at a PC Forum conference held in Scottsdale, Ariz that "Accuracy and Fairness often seem less important in the online world than how quickly you can get the story onto the web". This tendency of bringing the news first leads to different malpractices and threatens the legitimacy of true and accurate information on internet websites. And perhaps, it often gives a negative impact towards the netizens across the world.

The general hypothesis of this study indicates the uses of internet as a tool on higher study and research, and issues of plagiarism. Overall impact of internet gives the quality of research environment. However, there are certain drawbacks and so proper maintenance and handling of internet will give a boost to research network. Finally, it leads into the loopholes and pitfalls of the controversial nature of internet and many towards the induction and implementation of internet on higher study and research.

FINDINGS AND ANALYSIS

This study is an attempt to find out whether the internet proving to be creating a better research environment or hampering the quality of research? For what purpose the scholars use the internet tools? Does the information and data available on the internet websites help the research scholars justify their requirements in research? Data pertaining to this study were collected both from primary and secondary sources. Research Scholars and Post Graduate students of Madurai Kamaraj University (MKU), Tamilnadu is the universe from where the samples of this research investigation are collected. The primary data were collected directly through questionnaire and schedule interview method from the internet user students of the campus. The analysis of internet proving to be creating a better research environment is presented as follows. The analysis is based on the data collected from the 50 randomly selected samples from the various schools/departments of MKU. Given below is the percentage-wise distribution of various factors and purpose of internet utilized by the Research Scholars and PG students in MKU, Tamil Nadu.

Table-1: PERCENTAGE BREAK UP FOR THE PURPOSE OF USING INTERNET

SL/NO.	PURPOSE OF USING NET	PERCENTAGE
1	STUDY/RESEARCH	44
2	NEWS AND ENTERTAINMENT	6
3	COMMUNICATION	2
4	ALL THE ABOVE	48
	Total	100

We can infer from the Table-1 that the purpose of using internet varies according to the nature and area of their study or research. We can conclude that all the four given sub-statements have various impacts according to the type of study. However, the main purpose of using internet by the student is responded to "Study and Research" a maximum ninety-two percent, followed by a whopping fifty-four percent in "News and Entertainment" and minimum fifty percent to "Communication" in the study conducted in MKU.

Table-2: PROBLEM PRESENTING INTERNET DATA TO HIGHER AUTHORITY

SL/NO.	GUIDE RESTRICTION ON USING NET DATA	PERCENTAGE
1	No	88
2	Yes	12
	TOTAL	100

The statement in Research Guide/Supervisor Restriction/Problem of using the data and information available on internet by the Research Scholars and Student community has responded an impressive eighty-eight percent "No", i.e., there is no restriction of using the data taken from internet by their Research Guides and Supervisors. On the contrary, a least twelve percent of Research Scholar and PG student says their Guides and

Supervisor restricted to use data provided in internet for their research.

Table-3: PERCENTAGE BREAK UP FOR USING INTERNET DATA

SL/NO.	USING INTERNET DATA ON RESEARCH	PERCENTAGE
1	Plagiarism	26
2	Violating Copyright	20
3	Controversial Data	12
4	Wrong Information	6
5	All the above	36
	Total	100

We can now clearly infer from the Table-3 that all the given problems of using the data and information available from internet on research show a maximum respondent of sixty-two percent to “Plagiarism”. While as fifty-six shows “Violating Copyright”, followed by forty-eight percent in “Controversial Data” and forty-two percent said “Wrong Information” hampers their research.

Table-4: BREAK UP FOR THE LEGITIMACY OF INFORMATION ON INTERNET

SL/NO.	LEGITIMACY OF INFORMATION ON NET	PERCENTAGE
1	AGREE	54
2	STRONGLY AGREE	14
3	FAIR	22
4	DISAGREE	10
	TOTAL	100

Table-4 shows the distinct picture of the issues on the “Legitimacy of information and data provided on internet”. Here the maximum percent of ninety responded “Agree” to the statement, while as only ten percent says “Disagree”.

Table-5: DISTRIBUTION FOR THE INTERNET FACILITIES GIVES UNIVERSITY IMAGE

SL/NO.	INTERNET FACILITY GIVES UNIVERSITY IMAGE	PERCENTAGE
1	Agree	44
2	Strongly Agree	38
3	Fair	12
4	Disagree	6
	Total	100

We can infer from the above survey analysis that providing better facilities of internet has a major factor in giving good image to the universities, as total eighty-two percent responded “Agree and Strongly Agree” together. Whereas, twelve percent responded “Fair” to the statement but only six responded “Disagree”.

Table-6: PERCENTAGE BREAK UP FOR THE INTERNET WEAKNESSES

SL/NO.	LOOP-HOLES OF MKU NET	PERCENTAGE
1	DISADVANTAGE OF MKU NET	44
2	LIMITED TIME	22
3	NO PRIVACY	18
4	POOR ELECTRICITY	14
5	NO WI-FI	2
	TOTAL	100

The above Table-6 highlights the loopholes of internet facilities in the university. We can see from the survey that forty-four percent responded their majority problem faced in MKU as “Slow Network”. While as twenty-two percent responded “Limited Time”.

ty-two percent responded the time schedule of internet provided in the university is quite limited "Limited Time". Moreover, eighteen percent opted to "No Privacy" provided in the university internet centre, and also fourteen percent to "Poor Electricity" disturbs the most. A least two percent responded "No Wi-Fi Facility" in the university is a biggest loophole of the MKU internet facility. We can here infer that research scholars and students wanted to install Wi-Fi facilities inside the campus premises, however they would be happy to the existing facilities, if those errors given on the sub-statements are rectify. Hence the concerned administrative must focus to solve the problems in the earliest possible time.

Table-7: COMMERCIALIZATION AND GLOBALIZATION SENSITIZE INTERNET

SL/NO.	COMMERCIALIZATION SENSITIZED INTERNET	PERCENTAGE
1	Agree	58
2	Strongly agree	20
3	FAIR	12
4	DISAGREE	8
5	STRONGLY DISAGREE	2
	Grand Total	100

Commercialization and Globalization has taken its different impact on the internet according to the business and profit minded nature to promote their websites and tools, leads the sensitization of internet and websites content. From Table-7, the survey reported a whopping seventy-eight percent responded "Agree" to the statement. While as only ten percent showing "Disagree" and twelve percent chose "Fair" to the statement.

Table-8: DISTRIBUTION FOR THE OVER-FLUX OF INTERNET INFORMATION

SL/NO.	OVER-FLUX OF INTERNET INFORMATION	PERCENTAGE
1	AGREE	52
2	STRONGLY AGREE	12
3	FAIR	24
4	DISAGREE	12
	TOTAL	100

The multiplication of internet websites and other interactive media has given a different looks on the sharing and accessing of information and data to internet. In its ready-to-use nature of internet, thousands of ingredients have left the internet tribes difficult to separate the wheat from the chaffs. Many illegitimate information and unreliable sources of data displaying on the internet has given a big challenge to the neophyte Research Scholars and PG students. Table-8 clearly shown the influx of data given on the internet has given a negative impact to the student community a maximum sixty-four percent opted the sub-statement "Agree", while a mere twelve percent of the total responded "Disagree" to the above statement. However, twenty-four percent remains "Fair" to the statement.

Table-9: BREAK UP FOR THE INTERNET AWARENESS PROGRAMME

SL/NO.	NET AWARENESS PROGRAM EVERY SEMISTER	PERCENTAGE
1	AGREE	48
2	STRONGLY AGREE	30
3	DISAGREE	14
4	STRONGLY DISAGREE	8
	Total	50

Since the aphorism "Little knowledge is a dangerous thing" could be applied here in this discourse of internet awareness to the scholars once in every semester has responded collectively "Agree" as eighty-eight percent,

and on the contrary twenty-two percent of the total responses “Disagree” to the above statement. We can infer from the analysis that the universities and higher authorities must take this issue as a serious issue in this present trend of internet on research, and research scholars much equipped with the right knowledge of both the negative and positive effects of using internet as a research tool to their research. They should be given the internet awareness programmes once in every semester, with the help of research personas and internet professional savvies through seminars, workshops and classes etcetera.

Table-10: BREAK UP FOR THE PREFERENCE OF PUBLISH ARTICLE

SL/NO.	PREFERENCE OF PUBLISH ARTICLE ON INTERNET	PERCENTAGE
1	AGREE	42
2	STRONGLY AGREE	26
3	DISAGREE	14
4	FAIR	18
	TOTAL	100

Whether the popularity of internet and websites has really taken over the old and traditional sources of research, like, newspapers, journals and periodicals etcetera should put under closed surveillance through scientific approaches. The above Table-10 displays this discourse clearly. We can conclude that a whopping sixty-eight percent of the total responded “Agree” to the statement but only fourteen percent “Disagree” while as, eighteen percent remains as “Fair”.

We can now concluded that since the majorities of the student community agreed to prefer their research related article and paper to publish on-line, the authorities should have more focused on the relevant websites journals and on-line editions available on the internet with the help of Power point Presentations, Workshops, and Classes with the intellect professionals.

SUGGESTIONS AND RECOMMENDATIONS

Some of the key findings on this study has given a new challenge, and open the door to the research community in the discourse of “The quest of internet in the pursuit of quality research”. Indeed internet is a very vast and diverse research area, where the numbers of findings on various statements and sub-statements will help in shaping the neophyte Research Scholars and PG students into a legitimate and scientific model to conduct research in a very productive and academic appreciation. Perhaps sky is the limit on internet websites, for the information and data required by any Research Scholars and PG students. Some of the major areas to be taken by the universities according to this study are: Internet as a research tools on scholars should be accepted by the higher authority, since the majorities of research scholars were employing internet as a pivotal research tool. Research Guides and Supervisors has accepted the uses of information obtained from the internet, and hence a latest state-of-art trend to digitalize the libraries, class rooms and computer labs must have taken into serious consideration.

On the contrary, the majority of student research communities were agreeing the prone of malpractices, internet abuses, plagiarism, copyright violation, wrong data, controversial data, as well as unreliable and sensitized nature of internet has given a negative effect to their research study. In order to give the researchers a proper awareness and knowledge to tackle such rampant acts in internet, the universities should conduct seminars, conferences, workshops, classes’ etcetera, by inviting resource persons and eminent professionals. In fact, organizing internet awareness week, or at least a day must have inducted once in every semesters to give the scholars an in-depth knowledge of internet and its impact.

Though installing Wi-Fi facilities will give a boost to save time, money, and convenient to scholars, yet it may take time to proceed, however the existing facilities provided by the university like the internet center, student amenity, computer laboratories etcetera have no used if there is a scarcity of power supply, so this should be solved at the earliest possible time. On the other hand the university computer center should make sure the installation of latest technologies and all the spirals of network must be checked and recheck to any discrepancies and error causing the factors. All the available systems are kept ready to use and user friendly

to the research scholars.

Perhaps, in today's research academia, it is a well known fact that internet has overtaken all its counterparts and other traditional research sources, and hence the university computer center and computer system managers must updated all the latest information and tools, to make the researchers easy to access. Digitalizing the state-of-art-library, with digital class rooms, seminar halls, etcetera should have given extra priorities to make available inside the campus premises. In sort, the high-end quality research environment ends with the induction of new research technologies and latest internet tools provided, becoming the status of the university in this highly computer mediated academia.

CONCLUSION

The discourses of authenticity and credibility of research come to light from this study, and does technology really occupied our society still remains un-answered. No matter what New media takes you and shapes your life, it becomes a part of essential commodities and basic necessities of life. Remember what Bill Gates, the Microsoft founder once said, "New media technologies are no more a status symbol and are now part of household furniture". However, the point is that we have to be utilized in certain code of conducts and with strong mental set-ups, otherwise it could be a man-made disaster in a near future.

Universities providing better internet facilities and accessible to other New media technologies has been the changing trends in the research arena to this partially digitalized academia. However, the rampant of malpractices and other anti-social activities were also looming large, and perhaps it is more prone to the neophyte research scholars. Universities should organised workshops, seminars, forums, and also conduct classes to broaden the knowledge and able to handle the drawbacks of internet, inviting resource person and professionals.

New media, particularly the internet has made it possible to access communication through globalization, where every walks of human life is a question of technology and challenges. Perhaps the world is compressed to a small village (global village) and over-skidded the time-speed of hours to a mere matter of seconds. It is reasonable to suppose that the proliferation of information-processing machines is having, and will continue to have, as much of an effect on the circulation of learning as did advancements in human circulation of sounds and visual images (the media). New media plays a profound role in achieving this free flow of knowledge around the world. Few of the key questions to spirals of research networks such as, the main purposes of internet as a research tool to scholars. The holistic discourse of maintaining and sustaining a legitimated research platforms, based on the academic and scientific model in the higher institutes, like universities and other research institutes, have thrown open to this study.

The world is becoming smaller and smaller, and the advancement of technology and media shows us the information of entire networks of NASA's space launch throughout the world, and is a pristine example of the achievement of media and its technology. Different programmes in different TV channels like BBC, CNN, and National Geography show the details of everything happening across the planet with visuals and voice over. The problems and loop-holes of internet facilities and its infrastructures provided by the universities should fill-up through the guidance of IT experts, and internet based professionals to make it accessible the latest technologies available and upgrades the research curricula.

The introduction of digital library, digital archives, e-books et cetera gives a tremendous impact towards the higher study and research. No doubt, India is catching up with this new trend of communication and technology at a very fast pace. Contemporarily, the internet is a basic raw material to the high-end research institutes. Perhaps the quest of bringing and maintaining a high standard research environment ends here.

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