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—Dr. Usha Rani Narayana

Citizen Journalism: Ethics, Accuracy and Credibility

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New Media and Linkages

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Pragyaan: Journal of Mass Communication

Volume 13, Issue 1, June 2015

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From the Chief Editor

Mass Communication is one of the most dynamic and challenging disciplines of our times. Pragmaan: Journalism of Mass Communication (Pragmaan: JOMC) is a bi-annual, peer reviewed, open access Journal that aims to be at the forefront of this dynamism by publishing insightful research on new trends in the field. The Journal envisions being a marker of new trends and future prospects in the communication landscape. This issue of Pragmaan: JOMC presents eight research articles covering diverse areas of Mass Communication.

The endeavor of development communication is to facilitate social reform. The first article, "Conceptualizing on Effective Communication Strategy.....", attempts to identify the roles of various communication channels in meeting the goal of protecting bio-diversity and regulating its depletion in particular. The second article, "Evaluating Social Media as a New Tool of Media Education", endeavors to suggest some possible ways to utilizing social media to enrich modules of media teaching in India, such as for reporting or producing news. The third article, "Role of Reality Television in Changing Social Attitudes", offers an analysis of the effect of reality television on the social attitudes of school children of the national capital region. The fourth article, "Women in Online Advertisements.....", tries to establish relationship of online advertisements to and portrayal of women, and judge nature of these advertisements with reference to social causes and welfare. The fifth article, "Impact of Advertisement on Social Identities", focus on how advertisement relate to social identities of students and how the images presented by advertisements affect their attitude and behavior. The sixth article, "Mainstreaming Women in News: Myth or Reality?", focuses on the degree to which media cares for the opinion of women particularly on issues relating to women, and the possible next steps. The seventh article, "Citizen Journalism", analysis ethical and credibility issues in citizen journalism that is gaining popularity over time. The last article, "News Media and Linkages", endeavors to throw light on the role of social networking sites in communication.

We are thankful to the authors for their scholarly contributions to the Journal. We express our gratitude to our panel of referees for the time and thought invested by them into the papers and for giving us sufficient insights to ensure selection of quality papers. Thanks are also due to Dr. Vijayan Immanuel (Pro VC), Dr. Dilip K. Bandyopadhyay (VC), Dr. M. P. Jain (Chancellor), the members of the Editorial Board, and the members of the Board of Management for their constant guidance and support.

We would like to acknowledge the contributions of Mr. Sushil Kumar Rai (Editor), Dr. Jayanta Kumar Panda (Former Editor), Dr. Kumar Rajyavardhan (Associate Editor), and all the faculty members of School of Mass Communication in preparing the reader friendly manuscript for the Press.

We welcome submissions based on quantitative analysis as well as sound conceptual and application oriented studies, challenging the boundaries of research in communication, thereby provoking readers to ask new questions, seek new evidence and come to the new conclusions. In this way, the journal continues in its efforts to provide academicians and professionals an avenue to disseminate empirical research and introduce new concepts to its readership.

We hope our readers find the contents, findings and suggestions contained in this issue of Pragmaan: JOMC as informative, stimulating, and of some practical relevance. We welcome comments and suggestions for further improvement in the quality of our Journal.

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Evaluating Social Media as a New Tool of Media Education

Archana Kumari*

ABSTRACT

Media education is gaining momentum and technology is getting upgraded every day. The big question is: how will media schools tap the potential of new communication technologies to make media education more effective and interactive? An answer to this question lies in the easily accessible social media, which is interactive and user friendly, to act as a medium between the student-student, teacher-student and student-intern-employer. Most of the media students are using it regularly without exploring its applicability in the field of education. This paper endeavors to suggest some possible ways as to how these tools can be applied to enrich select modules of media teaching in Indian j-schools such as for reporting or producing news, etc.

Key Words: Micro blog, Facebook, Twitter, Conventional media

1 . Introduction

With the advent of new media technologies, communication has gone through major changes in the last two decades. Among others, social media/social networking is the most popular. It has transformed the lives of users. Knowledge sharing, voicing opinions, micro blogging, global networking, cross-cultural relationships and a lot more have been the outcome of such transformation through new media tools like Facebook, Twitter, Blackberry, etc (Batra, 2011).

Technology and socio cultural practices evolve together, each feeding back into the other, to constitute a genre such as 'blogs' or even 'news-related blogs' (Graves, 2007). These blogs or social networking sites (SNS) are actually a virtual image of an individual on internet. Users form their identity on the site, not through their body, but through characteristics of their personalities. They try to impress other users by using their virtual identity on these sites. It is easy for someone to convey one's identity by projecting one's body (as a photograph), but a virtual projection of one's personality is not easy to manage.

We can relate this process of performance, interpretation and adjustment with Erving Goffman's concept of impression management (Goffman, 1956). Impression management is a part of a longer process where people seek to define a situation (Goffman, 1963). In social media, bodies are not immediately visible, so people need to interpret situations and manage impressions differently. While text, images, audio and video all provide valuable means for developing a virtual presence, the act of articulation differs from how we convey meaningful

information through our bodies (Boyd, 2007). This process also makes explicit the self-reflexivity that Giddens argues as necessary for identity formation, but the choices individuals make in crafting a digital body highlights the self monitoring (Boyd, 2007).

Media technologies are considered as tools of self expression for individuals and this 'collective psyche' is an accumulated wealth of a nation since freedom of expression and freedom of information are as effective as education and investments are for development (Novel, 2006). There is a cultural challenge to the access to these technologies. In using social networking sites, there is a concern of cultural intimidation because of the threat people perceive when face-to-face with new cultural idioms which seem to be sweeping the young off their feet because they bring possibilities and promises which seem difficult to resist (Bamezai, 2010). Carlson writes, 'Transcendence of boundaries and defense of boundaries are twin aspects of the globalization process' (Carlson, 2010). Here, she is actually referring to the practice of social networking as an effect of globalization. This theoretical background is important to understand the social character of networking sites and their effect.

However, this paper, briefly reflects on the possible implications of social media as an interactive medium in j-schools for teaching-learning modules like reporting, writing etc. between student-student, student-teacher-student and student-intern-employer. It is directly concerned with scope of social media in education and examines how teachers and students perceive it to be useful.

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2 . Implications of Social Media

People gain information, education, news etc. by electronic media and print media. Social media is different from both of them. It is relatively inexpensive, individual to individual, fast in transmission, and accessible to anyone to publish or access information. On the other hand, conventional media such as newspapers, television and films, generally require significant resources to provide information (Gupta, 2011). Whether one looks at the rise and dominance of Facebook or Twitter in Southeast Asia, China's huge online population and its own unique social media landscape, or Japan and its mobile internet obsession – social media is huge in Asia (Russell, 2011).

Social media presents a huge opportunity for schools, universities and other educational organizations to reach out and connect with students. One notable example is of Singapore Management University where the course by Professor Michael Netzely on internet communications leans heavily on social media. He encourages his students to go out and learn by 'getting their hands dirty' on the likes of Blogger, Word Press, Twitter, Tumbler, Facebook and other social media platforms (Russell, 2011). Thus, the media schools have also started recognizing the need to integrate social media into its curricula. For example, in India, Symbiosis Institute of Media & Communication, School of Convergence, New Delhi, Indian Institute of Journalism & New Media, Bangalore, Dayalbagh Educational Institute, Agra have courses on social media while International University of California, Berkley, University of Texas, Johns Hopkins University, Columbia University, and Arizona State University are globally known universities to include social media in their course curricula. While it is still at an experimental stage, media institutes, world over, are currently teaching students, how to use social media (Patra, 2011).

Including social media as part of education does not mean having a formal class on Facebook or Twitter, in which many college students are already experts. It means, as I tend to understand, tapping the potential of this media in making education interactive and effective for the young generation.

In comparison to conventional media, social media is highly interactive in nature. Conventional media typically uses a centralized framework for organization, production and dissemination whereas social media is by its very nature, more decentralized, less hierarchical and distinguished by multiple points of production and utility (Gupta, 2011). With these advantages, it offers tremendous opportunities for its users not only in dissemination of information, but also in sharing the study material and the course content. In other words, one can see a possible implication of Osgood-Schramm circular model of communication which offers a three dimensional interactivity: Student-student, student-teacher, student-intern-employer-all following a process of decoder, interpreter and encoder in the circular movement of messages (Kumar KJ: 1989).

Most of the students of Indian Institute of Mass Communication and Central University of Bihar use these social networking sites and make their presence felt in every forum by logging in to social sites whether it is their departmental blog or communities created on SNS. They feel that even in conventional media these social networking sites are being used to make and maintain relations with sources to dig out the information. These social networking sites can be used for content promotion, interviews, news gathering and research etc. However SNS should be used within the frame work of media ethics as relevant to each country's media regulations, and within the context of the Supreme Court Judgment in respect of Bakhavs blogger in 2009 in India.

2 1 Pros and Cons of Social Media

In general, in the course of this research, one finds two diametrically opposite views regarding the use of social media in teaching journalism. One view is that social media is not at all a suitable tool for formal educational purposes as an interactive learning experience and might even lead to development fancies and cannot thus be strait jacketed for teaching modules. While the other view is that social media is of immense help to the media education system as it provides a platform for discussion without the constraint of time and space.

The idea of social media being a tool for education could be rejected as being nothing but an online process of pamphleteering and extending of learning experience as brochures. It is said; these can be misused for commercial purposes and are generally utilized by market forces to promote their product. If at all there should be any inclusion of social media into media education system, it should be to increase the awareness of the students about its dangers and the economic and political games behind it according to a school of thought pitched against social media application in j-schools.

However one fact cannot be ignored that there is a monopoly of a few media houses on j-schools in India where students and teachers could not put their thoughts together independently and innovatively. But social media provides a forum for them to express their opinions. There are 20 million unique users of Facebook, who are as big as TV viewers in 1980s. It proves that social media has actual potential to democratize education as much as it does in other areas of public sphere. Now knowledge is not confined to few people/limited to a few media houses/institutes; it is within the reach of everyone through social media.

The possible use of social media as a subject for education, as a tool and possible issues in social media are briefly given in Table 1. In the discipline of journalism, papers like Media Laws and Ethics, Communication Research, and Reporting – Tools and Techniques and New Media can include social media as a necessary part of it. The ethical aspect of social media and its use in social activism could be taught in the paper Media Laws and

Ethics. For example, Anna Hazare's anti corruption campaigns and the campaigns in Middle-East countries could be good case studies through curricular modules with the application of social media acting as a tool. It greatly enhances the teacher-student, student-student, student-employer communication in the model of Osgood and Schramm of communication. This interaction proves as a rich experience given the nature of media coverage on these issues of public sphere.

In 'Media Ethics', interface of students on subjects like Paid news, Market driven Journalism or issues of social responsibility and favoritism of media could be effectively taught/dealt with. With regard to the course like Communication Research, the research techniques enabled by the use of social media work faster in eliciting the views of the public, besides actual quoting someone from Facebook or Twitter or any such SNS. Not only this, papers like 'Communication Theory and Research' can use the social media to interface with the students on the present use of media and the impact of political decisions on the media economy. For example, involvement of

senior journalists, Veer Sanghavi and Barkha Dutt in 2G scam could be case studies through social media. It offers a wider base for discourse and interpretation to build a theory virtually in third world democratic countries. In the paper of 'Reporting-Tools and Techniques', social media can be taught as a tool of reporting. There are many newspapers like Times of India and Hindustan Times, which are using comments by eminent personalities on Facebook and Twitter as their statements and make reports based on it. This was evident when Shashi Tharoor used to tweet about his position and when Amitabh Bachchan wrote about news of soon being grandfather.

Sources are very important in digging out news. Social media can be very effective tool in making and maintaining relations with sources. How to make and maintain relations with sources can be taught in the techniques of reporting. In addition to it, citizen journalism can be taught as a new stream of journalism by using social media. Some possible papers, curricular inputs and issues in social media are given in Table 1 as an illustration.

Table I: Curricular Inputs vs. Possible Issues in Social Media

S. No.	Paper	Curricular Inputs	Possible issues in Social Media
1.	Communication: Theory and Research	Concept of Social Media, Communication techniques being used in social media, Case studies of interactive communication by using social media.	Interface with the students on the present use of media and the impact of political decisions on the media economy. For example, involvement of senior journalists, Veer Sanghavi and Barkha Dutt in 2G scam.
2.	Media Laws and Ethics	Blogging culture: authenticity, transparency, authority, influence, ethics and credibility. Laws implemented on social media.	Anna Hazare's anti corruption campaigns and campaigns in Middle-East countries, Interface of students on subjects like Paid news and Market driven journalism.
3.	Reporting - Tools and Techniques	Social media as a tool of reporting, News innovations, Publishing and distributing your media online, Syndicating your media and content to your communities.	How to make and maintain relations with sources as techniques of reporting. How is traditional media responding and adapting to changes in the media landscape? How information from social media can be used?
4.	New Media	Brief overview of social media, Differences between traditional media and social media, Writing for the web, Blog search engines, Citizen Journalism.	What are the models for journalism online? How do they leverage the community? What are the elements of citizen journalism sites? How is information structured? How to maintain relevance and quality?
5.	Advertising and Public Relations	Social networks, identity and your brand, Monitoring your reputation, your brand and your keywords.	How social network promotes people, products and services? Case studies of successes and failure in social media communications by brands.

Note: This table is conceptualized after reviewing syllabi of Indian Institute of Mass Communication and University of Miami.

However, the role of social media in social and political campaigning can be rejected on the basis of examples of some movements without any use of social media. For example, Navnirman (New construction) Movement in Gujarat in 1974 by students who themselves activated and sustained that movement. At that time there was no social media present, yet the movement was successful. It is believed that press itself played very active role in social campaigning and it did not need any social media to activate it. Till the time, journalism remains vibrant and is able to present the views and aspirations of the people; it can very well do its job. Regarding the role of social media in activating revolutions in middle-east countries we can say that since journalism was not very strong or free in these countries, this online process had not been able to provide a forum to express the feelings of the populace.

There is one view that this entire social media is controlled by powerful western nations and they are creating trouble in various parts of the world by misusing it. In reality, they are using social media to achieve their political goals. So, it is very important for the new generation and networking crazy students to understand the real mechanism behind such media. The condition of middle-east countries can explain the misuse of social media. In most of these countries leadership was supported by western countries especially by USA. Hosni Mubarak was virtually an American agent. There was growing dissatisfaction among the people of these countries against western forces. So, it is being considered in one faction of media that these forces used the tool of social media to deviate the rage of people from them to their internal government. Now they are utilizing this crisis to actively wage war against the people of the region so that the hegemony of western forces could be continued in Middle East. In reality there are tremendous problems in Saudi Arabia and had it been a spontaneous or self started revolution, it would have been first started in Saudi Arabia, but USA is completely controlling that country and does not want any disturbance there. It wants to pave its way in these less controlled countries like Libya, Tunisia and so it has actually fabricated these revolutions by using the tools of social media.

Thus, it is felt that students should not go by the obvious, but they should be able to see the reasons behind any event and interpret them. For that matter the mechanics behind social media should be taught to the media students. If a teacher is not comfortable on such networking sites, it does not make any difference. Being on

such networks does not give a separate aura to a person, and knowledge is superior to technology. In case of blogs too, it is found that they have commercial interests and one should be extremely cautious in using blogs. There are thousands of blogs, but how many of them are visited by a common person, but someone somewhere in this world is making money by clicking ideas about these blogs. How much does an average individual spend money on social networks? According to a study by European Union in 2005-06, it was wasting \$ 5 billion in just deleting the junk mails and unwanted mails.

However we cannot ignore that social media is the best way to get connected and it is very easy to reach out to all students through such sites as all of them are available there. You can form small communities and exchange your views. Department of Advertising and Public Relations in Indian Institute of Mass Communication is actually running their own blogs on which they upload all the classroom lectures and notes, which is very beneficial and accessible to the students of all streams.

Some people feel that social sites are too intrusive and they are not at all sensitive towards privacy. They feel that professionally it is useful but personally it is an intrusion.

While few people consider social media as a bridge to the digital divide between urban and rural, others think that such tools are available and being used in urban areas only. According to the latter, the students from rural background who come to media schools may use social media as a platform to share views with urban students, but in rural areas there are not even basic facilities for classroom teaching. So, in case of rural based and urban based students, there is definitely a digital divide. Language is not considered as a hurdle for students of rural background because social media has its own language which is easy to use. The latter asserts that digital media has overcome the disadvantages of time and space, but these are used to skip the active participation of students face-to-face with teachers.

The present generation is the first generation users of social media and is still encountering teething problems that are natural in an infancy phase. They must be taught to use social media effectively and ethically. An example of very prominent use of social media in the field of education is by Nordic countries where everyone in schools has a link on Facebook through which teachers guide and give assignments to the students. But such uses are regulated by the school board. It is felt that use of social media as a tool

for education is an interesting idea but one would have to see if it is used properly for the given purpose. There is much concern towards the unethical use of this media, because people are using it to do what they are not allowed to do otherwise. There is potential in this media because you can actually upload 3-D lectures and audio-video clippings on these sites, but it is very difficult to restraint people from unethical uses. Social media can work very well in distant mode, and distant learning can be made very easy by using social media, but this requires huge infrastructure at district and university levels and this reality must be faced.

Based on these arguments, social media can be considered as a highly potential media. Traditionally, teachers and students could not talk on the same platform, but now through social media communication between them is transparent. The information provided by social media is authentic. One cannot disown his or her writings or comments on such media. Every press law is equally implemented here, whether it is defamation or parliament privileges. Students are exposed to a lot of knowledge at a click away through social media. However, like any other media, regulations are also required in social media and since this media is emerging as an alternate forum for public opinions, very soon government would try to control it. Talking about comfort of teachers on such sites, there are many aged teachers who are handling social media very effectively and even if some teachers restrain themselves from getting involved on such sites; they cannot prevent its expansion, observed some teachers at IIMC.

Education is a benchmark for any social development and any important event has to have a manifestation in education also. The relevance of social media must be taught to the students so that they are not exploited by adverse opinions. Thus, we see that social media is considered both as a subject for media education as well as a tool. It differs on the scope, meaning and extent that the course developer ascribes to social media in the context of curriculum. However, it is my firm view that the academia are currently reinventing social media everyday in terms of its full blown application to media education, and if few more features are added to it, it would evolve as a powerful media for education.

Annexure

List of Professionals/Teachers/Students consulted for this paper

1. Prof. Shivaji Sarkar, Former Course Director, English Journalism Department, Indian Institute of Mass Communication, New Delhi.

2. Prof. Jaishree Jethwani, Course Director, Advertising and Public relations, Indian Institute of Mass communication, New Delhi.
3. Prof. Geeta Bamezai, Head of Research, Indian Institute of Mass Communication, New Delhi.
4. Mr. Dillip Mandal, Former Academic Associate, Hindi Journalism Department, Indian Institute of Mass Communication, New Delhi.
5. Mrs. Krishna Pandey, Academic Associate, Advertising and Public Relations Department, Indian Institute of Mass Communication, New Delhi.
6. Mrs. Tanushree, Former Academic Associate, Advertising and Public Relations Department, Indian Institute of Mass Communication, New Delhi.
7. Mr. Naren, Academic Assistant, Advertising and Public Relations Department, Indian Institute of Mass Communication, New Delhi.
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9. Ms. Sharanya Hrishikesh, Student of English Journalism, Indian Institute of Mass Communication, New Delhi.
10. Ms. Namrata Sahani, Student of English Journalism, Indian institute of Mass Communication, New Delhi.
11. Ms Aditi Thakur, Student of English Journalism, Indian Institute of Mass Communication, New Delhi.
12. Mr. Deepak Kumar, Student of English Journalism, Indian Institute of Mass Communication, New Delhi.
13. Ms. Sugandh Swani, Student of Advertising and Public Relations, Indian Institute of Mass Communication, New Delhi.
14. Mr. Anoop Kumar, Student of Advertising and Public Relations, Indian Institute of Mass Communication, New Delhi.

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School on AIR: An Innovative Experiment in Participatory Communication

Manasa Gowda*
Pavitra Suresh**

ABSTRACT

All India Radio experimented with School on Air programmes since 1970s with a bid to get the listeners closer to media and also for wholesome understanding. The school on air almost acted as an informal school wherein the listeners would intently listen to the programmes, make notes and subsequently write an open book examination based on the content of the programme. This school on air resulted in a new order of broadcasting called Integrated System of Broadcasting. This integrated system of broadcasting brought in affective two-way system of communication where participatory communication became a reality.

All India Radio rightly championed the school on air concept and initiated a number of innovative projects at a time when television had been peaking in India. The mass exodus of listeners to the more glamorous TV had to be checked with a totally new and innovative approach. Then, emerged the most popular serial 'Nisarga Sampada' a series of nature education and social forestry that created ripples in the entire broadcasting history.

This series demanded registration of listeners, intent listening and retrieval of learned inputs. The concurrent evaluation showcased the effectiveness of such a participatory communication experiment. This was followed by many such series on various themes.

In the present paper three such innovative projects undertaken by All India Radio –Bangalore on state hook up are discussed to illustrate how two-way system of communication results in meaningful communication as well as how such programmes build strong bridges between the listeners and the broad casting house.

Three most popular serials like Nisarga Sampada, Sasiya Sanjivini and Sasiya Surabhi have been taken for the research study and will be discussed in this research paper. As said before Nisarga Sampada was on nature education while the other two were on medicinal plants.

Key Words: Nisarga Sampada, Sasiya Sanjivini, Sasiya Surabhi, two-way communication, education

1. Introduction

Anthropologists have always relied on the participants observations to study the lifestyle and culture of a given region. The advantage of those being participatory observation where the researcher will be in constant interface with community develops insights. A similar extension of this participatory communication in a slightly modified form is being seen in media where DJ/RJ speaks to the invisible audience from the studios with a personal touch. Before the advent of phone in programmes, participatory communication in media was taking place through letters. However the technology has made interface a reality and an efficient medium of communication.

When the current E-mails, SMS etc were not even conceived, All India Radio developed a two way system of communication encompassing involvement of listeners in an organised way. It evolved a system where microphone publicity announcing the launch of a new radio serial inviting listeners to register their names with full details to provide the station with the feeling that there is a captive audience. These registered listeners would listen to all the episodes in the serial, make notes and use them in the open book examination given after the conclusion of the series. The first such trial in 1987 yielded stupendous success to All India Radio to keep it at national level. The first ever such serial 'Nisarga Sampada' demonstrated the efficiency of participatory communication. This was

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replicated in 13 different Indian languages and broadcast across the country. Many such serials were attempted by All India Radio and the present paper has chosen 4 such serials for analysing the effect of participatory communication.

2. Methodology

Among the various reports of radio serials with participatory communication, 4 were chosen for the present investigation. The 1st ever such serial Nisarga Sampada two on medicinal plants and one on health have been taken for the present study. This study is based on secondary data.

3. Case Studies:

3.1 Nisarga Sampada-'Social Forestry and Nature Education Series'

Since, man first discovered that he may use nature for his own purposes; he has been interfering with his environment. Man is a part of nature and only one of the many species who inhabit the earth. But he has treated it as his colony to exploit it. The scale of his intervention has now grown to a point where it has produced vast and disruptive changes, which have already modified our existence. Hence, the ecological problems with which we are now concerned embrace diverse aspects ranging from economic, social, psychological problems of human settlements to the management and use of natural resources and the conservation of natural habitat.

Vegetation forms a green 'Security Blanket' protecting the fertile yet fragile soil, maintaining balance in atmospheric conditions, safeguarding supplies of fresh water and moderating their flow to prevent flood and drought.

Animal and human life is dependent on vegetation in a myriad ways. But the green cover, especially in our forests is under attack from different fronts. How do we redeem the situation? One way of redemption is by providing nature education, while by itself cannot be the panacea; however, nature education would indeed be useful in identifying the blunders of the past and in setting the right priorities. All India radio, Bangalore embarked on the task of providing such nature education with social forestry in active collaboration with the forest department, government of Karnataka. The series covered the quintessential areas like ecology, environment, forests and social forestry, waste land development programme, conservation of nature and natural resources etc.

Primarily the series was broadcast on the state hook-up inviting listeners from all station zones to register their names for the open book exam that was to follow after the conclusion of the series. Secondly, the series envisaged an integrated approach to nature and environment. Inter alia, a comprehensive attempt to bring within the fold, the different salient aspects of nature and environment together was accomplished in this. Further, the main account of the series was on the action-oriented programmes with people's participation. More importantly the programme aimed at creating awareness, providing knowledge, bringing about attitudinal change for participating in social forestry and conservation of nature.

Among those who registered their names, 32% were children below 15 years, and about 62% were adults. About 6% of the registered listeners had not mentioned their age at the time of registration. It can also be seen from Table that in Bhadravathi the proportion of adults and children was only marginally different; Dharwar station had relatively the lowest proportion of children as registered listeners.

Table 1: Age - wise Breakup of Listeners Registered For Nisarga Sampada

AIR STATION	CHILDREN		ADULT		NOT GIVEN		TOTAL	
	No.	%	No.	%	No.	%	No.	%
Bangalore	2726	30.7	5506	61.9	659	7.4	8891	100
Mangalore	317	28.3	646	57.7	156	14.0	1119	100
Dharwar	271	25.9	716	68.4	59	5.7	1046	100
Mysore	506	32.3	1048	67.2	7	0.5	1561	100
Bhadravathi	508	47.4	564	52.6	-	-	1072	100
Gulbarga	388	35.8	679	62.6	18	1.6	1085	100
TOTAL	4716	31.9	9159	62.0	899	6.1	14772	100

3.2 Sasya Sanjivini -The Backdrop

At a time, with the advent of the television, no one listened to Radio. A two-way system of broad casting found its genesis refurbishing the fading image of Radio. The credit for establishing such an order goes to AIR Bangalore, which, in active collaboration with the Karnataka Forest Department, developed the series of 13 programmes on Nature, Education and Social Forestry. Christened as 'Nisarga Sampada', the series created a sensation through out the state by broaching topics like Nature, wildlife etc. which are very dear to mankind.

The two way communication system ensures greater involvement of the listeners in the process of communication. The singular most virtue of this system of broadcasting is that there is greater comprehension and constant feed back to the programme planners. And more importantly, the 'listeners' participate in the Recapitulation Exercise which is in the form of an open book examination.

'Nisarga Sampada' became the first series to be broadcast on the state hook-up fostering the two-way communication in which 15000 listeners from all over the state registered their names with AIR Bangalore. This became such a stupendous success that the series was later on, broadcast in other states in 13 different languages. This achievement set a trend for a new wave of broadcasting. Many series in health, science etc. were formulated on similar lines.

The success of the earlier series on Nature Education prompted AIR Bangalore to plan the other series that are of common interest and as mass appeal. A series on Medicinal Plant was one such vague thought. However, it did not gain fruition till the conference at 30 Tattihalla was held. For the deliberations and the consultations, experts in medicinal plants assembled at Tattihalla in 1986.

One Expert Committee was eventually constituted to discuss and plan the series. A 13 Programme package was hence developed. It was agreed that out of 13 programmes, 5 programmes would be exclusively devoted to 25 Medicinal plants. Other Programmes detailed such aspects like the History, general changes in Ayurvedic Practitioners and Ethno Botany. How Medicinal Plants are vanishing and how to conserve? It is worthwhile to that the series did not flaunt aspirations of the listeners, and practitioners of Ayurveda. On the Contrary, the entire series aimed to educate people on some Home Remedies-The first aid for simple ailments. They could do this by growing 25 medicinal plants which are easily identifiable absolutely safe and can be grown in their own kitchen gardens. The series was broadcast on Sunday at 08:03 Hrs.

The series took off on 4-11-1990 and culminated on 3-3-91. Owing the heavy demand from the listeners, Episodes 6 to 10 were repeated. They were eager to take notes on

the plants that were covered.

Out of 1500 registered listeners to whom the questionnaire had been mailed, 801 returned. Hence, the analysis circumscribe to 801

Registered listeners. Here after referred to as 'Respondents'. The response rate works out to be around 54 percent. Out of 801 respondents, 445 constituting 56 percent were Males has a natural corollary and the remaining 356 were Females.

The radio as a Mass Medium has discovered beyond any doubts that anything that is utilitarian has a Mass appeal.

While a series like a Nisarga Sampada supported the hypothesis Sasya Sanjeevini has confirmed it.

The Forest depth interest in raising the plants and arranging their distribution undoubtedly lent greater credibility to the programme. Instruction coupled with means to cultivate well indeed make any programme most effective. In this direction sasya sanjivini stands out on apotheosis.

3.3 Sasya Surabhi

The theory of supply and demand is equally relevant to a great institution like All India Radio. For, the present series originated as a result of an impetuous demand from listeners as well as the Ayurveda Practitioners. AIR history has since seen another example of how a utilitarian programme could cut into the euphoria of an audio-visual medium.

The earlier series 'Sasya Sanjivini' caught on very well with the listening public. Infact, there was almost a sense of unanimity in the opinion that the series had really salvaged the sinking conviction in the Indian system of medicine. The least expected rousing response it got from those who have been the practitioners of Indian Systems of medicine. Therefore, when 'Sasya Surabhi' was planned we hoped that it would also match and even supersede the earlier series in its impact on the listening public. Indeed, our hopes were not belied.

Sasya Surabhi happened to be the second series on Medicinal Plants after 'Sasya Sanjivini'. Ipso facto the second series was the outcome of the success the first series. There was pressure on AIR Bangalore not only from the listeners but also from the Forest Department, who in turn, had been pressurised by the public.

'Sasya Surabhi' was also fashioned after the first series. Like before, 25 medicinal plants were covered and in each episode at least two plants found coverage. The programme was broadcast at 6.50 pm as this time our focus was on rural Karnataka as the then just concluded survey on general listening trends had shown that among the rural folks good listening was apparent for the farmer programme. The series was broadcast on Wednesday

beginning from Jan 1992. This was also one of those two-way systems of broadcasting series entailing registration of listeners and about 10,000 listeners registered from all over the state.

A Mail survey was carried out with the objective of finding out the extent of listenership and perceptions of the registered listeners about the qualitative aspects as well as net gains. A 10 percent sample had been drawn originally, i.e., 1000 listeners.

Further, it was interesting to note that all the registered listeners had used the knowledge important to them in one way or the other. The use of greens had become more frequent in case of 36 percent of the respondents. Similarly, 23 percent had found relief from abdomen pain by the use of curry leaves.

73 percent of the listeners of Sasya Sanjivini confess the fact that they had grown some of the plants in their garden and still had been using. According to registered listeners Surabhi has motivated on an average 9 others to listen to the series. They must have made good use of this knowledge about the plants. Only 80 percent of the registered listeners got the plants kept for free distribution of the samplings over a fortnight.

It was heartening to find that the knowledge about simple home remedies has been practiced by reasonable no of respondents.

3.4 Akka Kelavva – Reproductive and Child Health

The affinity between health and family welfare as well as All India Radio is more than six decades old. In fact, AIR has been striving to take the messages of health and small family norm to the remotest villages in the country. Like several studies did hitherto highlight, the services of AIR in creating health awareness and inculcating the need for a small family have been noteworthy.

In a country of a large population of illiterates, it becomes an obligation for a medium like radio to expose such social concerns at wide level. For, those who cannot read and write depend on radio for such informational requirements. In such a situation, radio becomes their school or college to teach them. In such a background, AIR taking on reproductive and child health on a campaign under the title “Akka Kelavva” was but a natural response. The reproductive health approach believes that it is linked to reproductive rights and freedom, to women status as well as empowerment. Hence, this approach goes beyond the narrow confines of family planning to encompass all aspects of sexuality and the health needs at different stages of life cycle.

The reproductive and child health (RCH) policy emphasized that instead of remaining responsible for

reducing the rate of population growth; it would work on reducing the burden of unplanned and unwanted child bearing, and related morbidity as well as mortality. The policy also forethought that improvement in the quality of service provided will result in client satisfaction thereby motivating contraceptive prevalence among the clients ultimately resulting in the fertility regulation.

The specific programmes under the RCH are:

- (i) Prevention and Management of unwanted pregnancies.
- (ii) Maternal care which includes
 - Ante-Natal services
 - Natal services
 - Post-Natal services
- (iii) Child survival
- (iv) Treatment of reproductive Tract Infections (RTI) and Sexually Transmitted Infections (STI)

The implementation of this program focussed on the 'Unmet need' 'Service Coverage' and 'Quality of care'.

The serial 'Akka Kelavva' was broadcast on Fridays at 7.15 am for duration of 20 minutes beginning from September 29, 2000 to march 30, 2001. The same programme was repeated for the benefit of rural listeners from March 19, 2001 to September 10, 2001 at 7 pm in the popular chunk Krishiranga.

Evaluation of Akka Kelavva to evaluate Akka Kelavva, a multi-stage stratified-systematic sampling design was evolved to select the Districts, Talukas, Primary Health Centres (PMCs) and the sub-centres. Overall developmental indices were the bases for the selection of districts as well as talukas while for the PHC's and sub-centres, the performance was fixed as the criterion. It was decided to draw a sample of 300 from each district. Out of 300, 200 were to be from 4 sun-centre villages and the remaining hundred from 2 taluk headquarters towns. The total sample then would have to be 2400. However, the final tally was 2395 as 5 fell short in Bellary Rural. The sample composition hence was urban 800 and rural 1595.

The important lessons learnt from the serials by those who listened were:

- Not to marry girls before they attain the age of 18years. -79%
- Need for a small family -70%
- Importance of female literacy- 60%
- Why institutional deliveries/by trained dais are safe - 55%
- Knowledge about different family planning methods - 55%

- Spacing the second child - 55%
- Importance of pre-natal care - 53%
- Why the first child should be delayed - 50%
- Importance of immunization -50%
- Girl child- gender bias - 50%
- Issues related to adolescence -35%
- Role of community in controlling population explosion- 26%

The lessons learnt were also translated in to action in some of the households that is reflected in the following observations:

- Antenatal care got better with regular check-up, better nutrition-34%
- Those who went for institutional deliveries or by trained dais-37%
- Those who followed the immunization schedule and practised - 24%
- Those who accepted family planning - 36%
- Those who realized importance of female literacy- 26%
- Those who are not sending girls to school- 30%
- Those who realized and are treating girls on par with boys -47%

The serial has also affected the life in the villages, if not in big measure but at least marginally. In 8% of the villages, there is better awareness about family planning, in 3% the realization had come about minimum age for marriage of girls, in 4% villages there is realisation that they must

accord equal status to girls, and in 9% of the villages there is awareness about importance of immunization.

Overall opinion about Akka Kelavva is as follows:

Very good	68%
Good	27%
Average	5%

4. Concluding Remarks

The case studies discussed above have clearly demonstrated the efficiency of the two-way system of communication where the listeners are involved in suggesting the content and the desired format. At a time, when television was taking away all the listeners, 'Nisarga Sampada' clearly proved the point that it is the content that drives the medium and the glamour. The successive serials endorsed how participatory communication brings in greater efficiency and communication effectiveness. In fact, the gains from all these series to the listeners have adeptly showed how a mass communication medium can bring about change. The gains in environment protection, health care and home remedies are good examples for meaningful programmes.

It is therefore recommended that media should become more and more consumer friendly by getting closer to them. The FM channels have shown how phone in can be intimate one to one. Media should be guide, philosopher and friend to their clients. This can be achieved by striking a personal rapport with the media users. Even a big screen medium like cinema is going for promotions with the crew to various places. The television is not lacking behind it has provided a platform for such promotions of films through various tele serials using participatory communication.

Women in Online Advertisements: A study of YouTube

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ABSTRACT

Mass media is essential not only for promotion and propagation of innovative ideas but also for transformation of society. It has been observed that with rapid growth of online users in the world, Internet has become one of the fastest growing mediums. India is the country with world's third largest Internet users having thirty one per cent increase over March 2012, (Hindu, 2013). The evolution of YouTube from a non-advertising supported to an advertising supported online media, shows the impact of advertising on media content sites in today's world. This increasing dependence on online advertising can also change the nature of online media from a non-commercial interest to social networks based on commercial interest (Ha, 2008). The study focuses on YouTube's top ten most viewed advertisements of 2013 while trying to establish its relation to and portrayal of women, as well as raising questions about the nature of these advertisements with reference to social causes and welfare.

Key Words: Women, Online advertising, YouTube, Commoditization

1. Introduction

We live in the world of multimedia and we are surrounded by a number of mediated products. In the present era, Internet is becoming a major global e-entertainer and e-news provider. It has been observed that with rapid growth of online users in the world, Internet has become one of the fastest growing mediums. India is the country of world's third largest Internet user after China and the United States having nearly 74 million Internet users, a 31 per cent increase over March 2012, as per global digital measurement and analytics firm Com Score. The Telecom Regulatory Authority of India (TRAI) pegged the number of Internet subscribers in India at 164.81 million as of March 31, 2013 (Hindu, 2013). As reported by the Economic Times, emerging markets like China and India have probably driven growth for the \$ 464-billion global advertising market in 2012. YouTube is a video sharing website and the site has many channels within it. It is a virtual place where people upload and broadcast their videos. Also, the people in general can freely adjust and manage their uploaded videos. Going back in history, YouTube was initially started on February 14, 2005 but it was officially launched in December 2005. Due to its potential and speedy growth from 8 million videos watched per day to 15 million videos watched all over the world by 2006, YouTube joined hands with Google. Since then there has been no looking back. People from all over the world can easily upload videos and view them in

YouTube based on various topics such as: politically and socially inspired protest, festivals and celebrations, various human emotions, animals and pets etc. YouTube has provided a platform to every individual who uses Internet around the world to be heard i.e. giving voice to the voiceless through the medium of video broadcast. By July 2009 YouTube started to provide HD videos and by 2011, YouTube gained 800 million viewers every month from around the world. During special occasions such as the royal wedding of Prince William in April 2011, YouTube broke all its past record by making 72 million streams in 182 countries. By 7 March 2012, 30 billion videos were viewed in one day, thus making it a global achiever. (youtube.com)

The evolution of YouTube from a non-advertising supported to an advertising supported online media shows the impact of advertising on media content sites in today's world. This increasing dependency on online advertising can also alter the nature of online media from a non-commercial interest to social networks based on commercial interest (Ha, 2008).

Online advertising is deliberately planned and placed on third party websites including search engines and directories available through Internet sources (Ha, 2008). It is a form of selling and it urges people to buy goods or services or to accept a viewpoint (Sultana, 1999). According to Rani (2007), advertisers can better be known

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as 'idea merchants' than sellers or propagandist, because advertisers strive for acceptance of an idea by the people. The change in our Indian economy has now opened new doors for advertising. Advertising, whether it is online or via any media, has helped in marketing of the product and creating competition, which directly helps in quality improvement leading to expanding markets and sales.

According to Santosh Desai, Managing Director and CEO of Future Brands, advertising is the marketer's view of what they want us to use or see. For instance, earlier, any advertisement would have a housewife but now, more women are shown out of home and therefore their physical appearance is becoming more important. Four years ago, it was more about achievement, now it is more about appearance. That says something about the society. As a result, advertising is a fantastic place to look at as a reflection of society.

Objective of this study is twofold:

- (i) To find out the relationship between online advertisements and women,
- (ii) To examine the degree of commodification of women in online advertisements with reference to YouTube.

2. Methodology

The study is based on discourse analysis of advertisements in terms of descriptive explanation and through quantified patterns of commodification of women based on top ten advertisements appeared in YouTube. YouTube is also the largest online video library growing at a super fast pace and accessible to all Internet users all over the world. It shows the popular demand of the Internet users regarding online advertising.

The evaluation is based on certain questions framed by Jerry Kirkpatrick in his book, *In Defense of Advertising, Arguments from Reason: Ethical Egoism and Laissez-Faire Capitalism*. The questions are: (i) what does the advertiser want the audience to know, feel or do?, (ii) who is the target audience?, (iii) what is the selling message?, and (iv) most importantly, what is the execution? Execution is the concrete means by which the selling message is presented to the audience. Therefore, it includes the overall presentation, visual elements of the advertisement, the photography, and the choice of models or actors, jingles and any other sounds, the movement of people and objects that take place on screen.

3. Women in Online Advertisements

The Internet is a spectacular mass medium attracting unlimited attention producing words, pictures, video and animated sequences. The study is based on the top 10 most-viewed YouTube India advertisements during 2013, released by Campaign India Team in December, 2013. These are described as follows, considering the

parameters of discourse analysis:

- (i) Dove Real Beauty Sketches: A male FBI trained forensic artist named Zil Zamora makes individual portraits of 6 women as described by themselves. These women and the artist do not visually see each other and once the sketch is over the artist tells them to leave. But all the 6 women were advised before making the sketch to become friendly with another woman and man named Cloe. Then the artist calls Cloe and others one-by-one and asks them general questions regarding the face of the women they met earlier and makes a new portrait as described by her. Then the artist calls each woman individually and both the portraits of her are shown; one described by her and the other described by another woman/man. The women are individually shocked as they find that they imagined themselves as imperfect and ugly while the other woman/man found her to be beautiful. Lastly a young couple is shown hugging each other. Thus, a simple technique shown in the advertisement opens eyes of many women and highlights that beauty lies within oneself and what one thinks of oneself. So women should not look down upon themselves. Dove ends by words: you are more beautiful than you think you are. The advertisement is targeted at young women and presents gender role of women who think too much about their external beauty. The portrayal of lifestyle and costumes are modern and also the treatment is westernized. The language of the advertisement is English and the ambience is urban as well in studio. It has emotional and psychological appeal. The overall composition of frame includes mostly extreme close up, close-up, medium close up, mid shots, long shots, extreme long shot, zoom in, cut in shots and two shots as well as slight camera movements. The overall music used in the advertisement is light and soothing to ears. YouTube published this advertisement on 14th April 2013 and its total time is 3 minutes and 1 second.
- (ii) Lifebuoy Help a Child Reach 5: The advertisement starts with a child seeing hand prints on the ground. He follows it to find his father walking with the help of his hands and his legs, facing the sky. He calls for his father and they walk together. In the process, people in the village start noticing it and they call each other to join him. He passes through the village, and then through the paddy field, where women throw flowers on his way. The man makes sure that he does not even hurt an ant on his way. People beat the traditional drums as they continue the journey. Seeing this crowd a girl from a bus gets down and joins the crowd. At one point he reaches the temple and prays. The girl is surprised and enquires why such dedication? An elderly man replies that this is the first

- boy of the man (Gundappa) who had survived and reached five years of age. The screen scrolls and the words start to appear that every year many children in India below five years of age die due to diarrhea and pneumonia which can be prevented by the simple healthy hand washing habits. The brand promises to take this mission to a village named The sgora, which has one of the highest rate of diarrhea and to help them celebrate every fifth birthday of a child. The background south Indian traditional music of the advertisement is very soothing to the ears. The target audience of the advertisement is common people but most importantly children and their parents. It represents a social role status of having a male child (one son) based in traditional lifestyle and in rural setting. The advertisement highlights paternal symbolism and its language is Hindi and English. The appeals used are emotional, fear, social welfare, personal, safety and rational. The advertisement portrays social development message. The girl here is shown as not accustomed to the village traditions, rituals and customs although she seems to be educated as progressive lady. This advertisement has soft sell approach and all types of photography shots, angles as well as camera movements have been used. YouTube published this advertisement on 18th February 2013 and its total time is 3 minutes and 16 seconds.
- (iii) Kit Kat Dancing Babies: A pediatric MBBS student gets the chance and eats the product. He realizes and is surprised to find small cuddly babies barely able to stand on their feet dancing as he eats the product. As soon as the product finishes everything looks back to normal. He then leaves the room and runs back to join his friends. It is a kind of general advertisement, which shows normally attitudes of people when in strange situations. This advertisement has used hyperbole and its target audience is not clear, although the researcher can guess that it is targeted to all in general. It represents gender social role as male being the main doctors. Values presented are modern, treatment is youth oriented, and language is Hindi and English. The appeal used is humor, psychological, cool and fantasy and the approach is hard sell. The photography uses various shots of different sizes and the music is dominant as it adds to humor. YouTube published this advertisement on 17th January 2013 and its total time is 46 seconds.
- (iv) Old Spice India, Mantastic Man: Model and Actor Miland Soman speaks about how to become man in a very seductive way in a beautiful mansion. At last he ends with a seductive woman and the product with him. Lastly, he reminds that he is a busy and very important man. This advertisement uses metaphor, hyperbole and targets men in general. Uses celebrity Miland Soman extensively as an eye candy supported by a female model. It portrays gender role by highlighting man as superior as the female model obeys his commands and sits in his lap also promoting sex appeal and commodification to sell products by using both male and female bodies. The language of the advertisement is both Hindi and English. Besides sex appeal, the advertisement also has psychological, cool and fantasy appeal and uses hard sell approach. The background music is mild and melodious. The overall photography uses close up, medium close up, medium shot, long shot, extreme long shot, two shot and zoom-in. YouTube published this advertisement on 8th October 2013 and its total time is 1 minutes and 16 seconds.
- (v) Baby & Me, Evian Drinking Water: People belonging to various races, gender and age groups are shown in a big city with big mirrors. Here everyone starts to see himself/herself in the mirror as babies imitating themselves with the slogan 'live young'. It is a kind of general advertisement, which shows normal attitudes of people when in strange situations but with an interesting approach. This advertisement uses hyperbole, targeting all age groups, portrayal of lifestyle and costumes are modern, treatment is westernized, English language and urban ambience. The appeals used are humor and fantasy and the approach is soft sell. It shows interesting visual graphics appealing to eyes and also uses various shot sizes, and low angles. The music is a blend of sound effects and is rhythmic. YouTube published this advertisement on 19 April 2013 and its total time is 1 minutes and 17 seconds.
- (vi) Kajol Reaction to Lifebuoy help a Child Reach 5 Campaign: Actor and mother Kajol gives her opinion regarding diarrhea. She says that we love our children too much that, even if they get a scratch or a sneeze we get worried. When she calls the doctor regarding her child the doctor says that it's ok, it's just diarrhea. But it is not only diarrhea as she gives the example of the Gundappa (Lifebuoy advertisement) which she saw in YouTube and how he lost all his children because of it. She wants a solution to this problem by most importantly developing hygienic and healthier habit of washing hands before eating food and after coming back from the bathroom. She then requests all to go and type in YouTube 'help a child reach 5' and see as well as show the story of Gundappa. Even people can donate if they want to and Lifebuoy will give the exact same amount. She informs that around 20 lakh children in India die every year due to diarrhea and again requests everyone to help a child reach 5. This

- advertisement/video is different from conventional ones as it is more interactive. It is shown as if one-to-one talk is going on which is realistic. The advertisement in general targets all but more importantly parents and children. The depiction of lifestyle and costumes are modern, shows maternal symbolism. It is in Hindi language and Kajol represents working women. This advertisement has social development message and has various appeals, i.e. emotional, fear, social welfare, personal, safety and rational. Its approach is soft sell and there is no background music till the time Kajol speaks. Once she is gone, soft music follows showing on screen the YouTube link and Lifebuoy. The shots mainly comprise of medium close up, medium shot and long shot. YouTube published this advertisement on 27 August 2013 and its total time is 1 minute and 28 seconds.
- (vii) 5 Star, Suresh and Ramesh at Home: It is general comedy genre advertisement based on 1960s style statement, where two grown up men (brothers) having slow brain development cut off their father's pants as per their father's wishes. But they cut it too short and the father imagines being laughed at by his wife after seeing him wear that and thus the father slaps the boys hard on the face. The boys are then shown in hospital covered with their head bandaged and are advised only liquid diet by the nurse. They are sad, as they won't be able to eat the product. The voice of God says that the product has become softer now. The advertisement shows paternal symbolism, family comprises of only sons, language is Hindi and English, and appeal is humor and cool and has soft sell approach. The background music also includes sound effects and adds to humor in the advertisement. The overall composition of frames includes medium close up, medium shot, over the shoulder, two shot, low angle and zoom in. The slogan of the advertisement is 'Jo Khaye Kho Jaye'. YouTube published this advertisement on 8th August 2013 and its total time is 46 seconds.
- (viii) Sony Xperia-Z Smart Phone: The advertisement shows all the features of the smart phone and also includes human touch to it by showing relationships, couples, group friends, happy men and women. It is mostly explained by the voice of God which says about the expertise of Sony and how it fulfills imagination and desire to go further in life even though in a cramped crowd with one simple touch like magic. This advertisement mostly tells about the features of the product. Target audiences are well-educated and professional people. A variety of young male and female models have been used, lifestyle depicted is modern, treatment is westernized, women are shown as independent and equal to men and language of the advertisement is English. The costumes worn by women are modern and sometimes revealing. This advertisement has rational and fantasy appeal and a hard sell approach. The background music blends with the pictures and adds to the story telling of the advertisement. Various shots and camera movements have been used. YouTube published this advertisement on 7th January 2013 and its total time is 2 minutes and 8 seconds.
- (ix) Samsung Galaxy S4 Smart Phone: All the features of the phone are shown using only graphics and music. It focuses on the product specifically. YouTube published this advertisement on 14th March 2013 and its total time is 4 minutes and 24 seconds.
- (x) Reunion via Google Search: The advertisement starts with prayers from the mosque and birds flying away from it. A grandfather introduces an old photo of his and his childhood best friend named Yusuf to his granddaughter who listens to him carefully. He tells her that in Lahore (Pakistan) they had a big park in front of their house and the gate was of the time of Baba Hazrat. Every evening they used to fly kites in the park and then steal Jhajariya from Yusuf's sweets shop and eat it. As the granddaughter enquires about Jhajariya sitting in their shop, an old customer-cum - friend arrives. The grandfather introduces his granddaughter to him to which she smiles and says "Namaste". Later at home while having tea she thinks about it (the background music includes the voices of boys calling for each other and playing), sees the photo again and opens her laptop to Google 'Park with ancient gate in Lahore'. She finds various options and then ends on 'Mochi Gate' via Wikipedia, she again types 'what is Jhajaria' and finds that it is a delicacy of Indian origin made with corn, milk, ghee, sugar and garnished with raisins and nuts. She again types 'Oldest sweet shop near Mochi gate Lahore' to which she finds Fazal Sweets, Mochi Darwaza Lahore. She enters the website of Fazal sweets, types the phone number and makes the call. The grandson of Yusuf in the sweets shop in Lahore receives her phone call. They both talk and the grandson gives the phone to Yusuf, saying somebody has called from Delhi. When enquired, Suman tells that she had called from Delhi and she is the granddaughter of his childhood friend Baldev by reminding him of their stealing Jhajariya when they were boys. Yusuf remembers and smiles and his eyes become emotional and expressive. The background music becomes louder as they talk. After the conversation, Yusuf looks at his grandson who types 'Indian visa requirement' in google from his mobile phone and gets the information. He looks back at his grandfather who is still touched by the phone call

made by Suman. Here in India, Baldev tells his granddaughter sitting near India Gate that after Indo-Pak Partition, they immediately came to India (becomes emotional) and that he always remembers Yusuf. On the other side, Yusuf's grandson packs the Luggage bag and surfs google to find out about the weather in Delhi through his mobile phone. The forecast says it will be rainy and he packs the umbrella in the bag. They leave home. Suman too is on her way in the taxi and she types the flight number in google via her mobile phone to find out flight status and instructs the taxi driver to ride faster. The doorbell rings, Baldev opens the door to find a stranger standing outside his door. Yusuf takes a good look at him and wishes him a happy birthday. Baldev's granddaughter comes forward and Baldev realizes and becomes emotional as the name of his childhood friend comes out trembling from his mouth. Both friends hug each other and both grandchildren become emotional too. Then comes google to take all the credit and the advertisement ends with both Yusuf and Baldev sitting in the veranda and enjoying rain together. A beautiful advertisement where google search engine is shown to have helped in getting the required information, which is very true in real sense if utilized. This advertisement tells about the social relationship and human touch, which is a core element of the Indian culture. This advertisement by google targets all and presents a balance in gender roles, portrayal of lifestyle is traditional as well as modern, treatment is youth oriented, costumes are traditional, paternal symbolism, family members include both son and daughter, language is Hindi and English, urban ambience and has social, educational, economic and gender development messages. It has a very emotional, personal and rational appeal and soft sell approach. The advertisement uses sound effects to further enhance music, which is used to communicate when voice is not used. Thus, music is very expressive and rhythmic. The camera utilizes various shot sizes, angles as well as camera movements. YouTube published this advertisement on 13th November 2013 and its total time is 3 minutes 33 seconds.

3. Findings of the Study

The findings of the study led the researcher to an interesting revelation that advertisements are not only meant to give information about the product but have the potential to change lifestyles, likings, expressions and behavioral patterns. In addition to that, the advertisements increase the knowledge and boost confidence regarding advertised products and services. Their content is also very

important from the point of view of the viewers that the advertisements need to be creative, socially motivated, information related, interesting, humorous and fresh in idea.

Also advertisements in the past have mostly portrayed women in stereotype positions, as superficial, only physical, sometimes ornamental, passive, subordinate, degraded, seductive characteristics etc. and this is true even today in many advertisements. But there are some advertisements that do portray women in a positive light. It also motivates and inspires women for independent decision-making and promotes women development such as Reunion via google search and Kajol reaction to Lifebuoy Help a Child Reach 5 Campaign.

4. Conclusions

On the basis of above examples, the study reveals that it is true that people do watch advertisements where women are commodified but now there is a shift in this kind of advertisements as people independently like to see content and concept related advertisements. Commodification can be effective in the short run to establish a brand but in the long run a social obligation is the new mantra in the advertising world for a brand advertised to succeed.

It has also been realized in the advertising corporate world that advertising is no more about women commodification. According to S. Subramanyeswar, Lowe Lintas in an interview said that advertised brands need to have a bigger, higher order purpose and every brand needs to have a social proposition. "People tend to relegate it to some sort of Corporate Social Responsibility, but it's not that. Once upon a time, government and religious institutions used to codify things for us and tell us what's good and bad. In a post-modern world, brands have taken on that role". Brands should try and replace the question 'What do we do?' with 'Why do we exist?' (afaqs.com).

In the study, it has been found that there is less commodification of women in the advertising mentioned above and showed on YouTube but it is not true in general media as such. On the basis of the study, it has been found that only one advertisement is based on commodification and sex appeal while majority of the advertisements are based on social causes. To make the advertisements more attractive, informative and realistic, animation and graphical representation is also extensively used. Also, The study reveals that children are now the focal point for advertisements and are properly used to maximize impact. The researcher feels that the advertiser should also choose the other mediums of communication in order to increase viewership and appeal.

Another message that seems to follow from the study is that if the advertisers choose the ideas mentioned above especially the one with social welfare, then their advertisements may become popular among the masses and help in the long run not only to establish their brand but also assist in social causes.

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ABSTRACT

This paper focuses on how advertisements relate to social identities of the students and how images presented by advertisements affect their attitude and behavior. The study is based on a survey of students that focuses primarily on the personalized attitudes of the students - how the advertising affects their imagination, preferences, feelings and their way of seeing themselves socially and ideally?

The results indicate that the students believed that advertisement affects their behavior in one way or another way. They are affected by the images shown in advertisements. Respondents also believe that advertisements create consciousness about their self and body images among individuals.

Key Words: Advertisements, Social identities, Behavior, Attitude

1. Introduction

Advertising is an irresistible part of modern life. Individual comes across thousands of advertisements in various media daily. In contemporary society, the advertising serves as a powerful socializing agent. When individuals see these advertisements continually; they learn and internalize the beliefs and norms presented in advertisements, which somehow become a part of their personality. Piller (2006) cited that contemporary cultural identities are hybrid, complex and contradictory. Media play a crucial role in the construction of these identities. Advertising not only impart product's information but much more than that. It does this by marrying aspects of the products to the ideal social self-image of individuals.

Media (advertising) effect can occur immediately during exposure to a media message, or they can take a long time to occur after any particular exposure. They can last for a few seconds or an entire lifetime. They can be positive or negative. They can show up clearly as changes but they can also reinforce existing pattern. They can occur whether media have an intention for them to occur or not. They can affect a set of individuals or all people. They can also effect institutions and society.

1.1 Advertising

Elliot (1990) explained that advertising is a form of mass communication that provides products with symbolic meanings and develops symbolic association for brands within a culture (as cited in Trehan,2002).

Richard & Curan (2002) cited advertising as informative or persuasive impersonal communication that is sponsored

and purchased by an identifiable entity for the purpose of influencing the cognitions, attitudes, or behaviors of individuals or target audience (as cited in Trehan, 2002.)

Advertising is the structured and composed non personal communication of information usually paid for and persuasive in nature, about products (goods, services and idea) by identified sponsors through various media (Aren, 2002). Advertising is actually a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time formats determined by the sponsor. Also, it is non-personal communication that means there is no face to face communication, but messages are conveyed through a mass media that distinguishes advertising from personal selling. Advertising is always paid by sponsor that distinguishes it from publicity. Advertising is persuasive in nature that depicts that it does not employ force of deliberate manipulation. It's success depends rather on attention and comprehension of the persuader's message and acceptance of it voluntarily, as well as on the content of the message and manner of presentation. Advertising deals with any of the three concepts- goods, services and ideas. Goods are tangible products that are manually produced or machine made either for domestic consumption or for export. Services are intangible that can be experienced and enjoyed by users like services of bankers, repair shops, public transports, and telephone companies etc. The idea may be economic, political, religious or social. Finally, advertising reaches us through a channel of communication referred to as a medium like television, radio, newspaper, magazines, other outdoor media etc.

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1.2 Advertising and Socialization

Socialization is the process through which representatives of a society (such as education, religion, criminal justice system and like) continually teach us about how we should think and behave in order to function well in the society. Advertising plays an important role in socialization process. It somehow affects the individual thinking and behavior. Advertising as a medium alter people's belief about what is important in society. This is called the agenda setting effect. The agenda setting effects says that people learn what is most important in a society by following the topics that media presents (Mc Combs & Shaw, 1972, 1993 as cited in Potter, 2012). The agenda setting effect has been found to be especially strong on people who expose themselves to media messages more often and when that exposure is to the same kind of messages (Iyengar, 1991; McCombs & Shaw, 1972, 1993 as cited in Potter, 2012a). Advertising is a means of social communication (Leiss et. al., 1990) and plays a significant role in socialization process by providing visual symbolic models for learning how to behave (Lysonski & Pollay, 1990, and Langmeyer, 1993, as cited by Isabelle et. al. 2000).

1.3 Advertising and Social Identities

Advertising helps us to make sense of things. It validates consumer commodities and a consumer lifestyle by associating goods with personal & social meanings and those aspirations and needs which are not fulfilled in real life. We come to think that consuming commodities will give us our identities (Dyer 1982: 85 as cited by Piller (2006a)). Pollay & Gallagher (1990) argued that to create the economic impact, advertising often operates psychologically. Changing attitudes, images, cognitions, feelings and ultimately preferences and values is not only psychological but also sociological and cultural effect. Advertiser while making an advertisement takes into consideration cultural context of the society. All advertisements rely on the cultural knowledge and background of the audience. People "make sense" of ads by relating them to shared belief system (one that is held in common by most people in society). These shared beliefs are called social norms. Advertising with its repetitive nature exert a gradual and continual influence on us that slowly over time alters our social norms and becomes a part of our behavior. Once it becomes a part of our behavior it will inculcate in our personality and affect our social identities.

2. Review of literature

Rajagopal & Gales (2002) posited that advertisements create a vicious cycle that demands an audience to become engulfed with an idea in order to create a profit for their clients. Advertising and media images have a stronger impact on shaping gender images that book on

feminism. Scholarly experiments on gender equality stereotypes and generalizations in ads continue to objectify women and place stress solely on their appearance. The negative body image belief has been found to be especially strong with females, particularly younger females. Botta (1999) found that adolescent girls process body images from the media, and these images alter their beliefs about their own body image (as cited by Potter, 2012 b). Goodman J.R. (2009) has done a focus group study on Latin and Anglo women and the result showed that the negative influence of thin images in the media on women tends to be a consequence of long term exposure that naturalizes thinness, thereby shaping their attitudes, beliefs and behaviors by varying degrees. Jhally (2000) suggested that advertising starts to connect Commodities (the things they have to sell) with the powerful images of a deeply desired social life that people say they want. Advertising offers us images of the real sources of human happiness- family life, romance and love, sexuality and pleasure, friendship and sociability, leisure and relaxation, independence and control of life. The falsity of advertising is not in the appeals it makes (which are very real) but in the answers it provides. We want love, friendship and sexuality, and advertising points the way to it through objects. Ad executive (Jerry Goodies) put it this way: "Advertising doesn't mirror how people are acting but how they are dreaming." Kang (1997) yielded that advertising occupies a special position within the economic organization of a modern society and it is not just an economic entity. Advertising as "signifying practices" give meanings to words and images. Through this process, advertising diffuses its meanings into the belief system of society. According to Willis (as cited by O'Donohoe, 1994). It is during our teenage and early adult year that we are formed most self-consciously through our symbolic and other activities. We may expect advertising to play an important role in this, as it often deals in images of self-identity and social relationships. In some areas particularly where advertising develops brand image and personality, it may add value by enhancing self-image.

Critics argues that advertising has repeatedly crossed its line, influencing vulnerable groups like young teenagers too strongly. The shape versus mirror image is the most critical issue that we come through while studying role of advertising in the society. Advertising has the power to shape social trends and the way people think and act. Some critics think that advertising has the power to dictate how people should behave. An individual ad cannot control our behavior but the cumulative effect of the nonstop television, radio, print, Internet and outdoor ads can be overwhelming. The visual imagery provided by advertisements can have a powerful impact on our attitudes, values, belief and behavior. In this context, It is useful to define some of the term used in the study.

Terminology:

Behaviors: Behavior is typically defined as the overt action of an individual (Albarracin, Zanna, Johnson & Kumkale, 2005).

Beliefs: Belief has been defined as cognitions about the probability that an object or event is associated with a given attribute (Fishbein & Ajzen, 1975). The media continually create and shape our belief by showing us more of the world that we are able to see directly for ourselves.

Attitudes: Attitude is judgment about something. When the media present stories about people, events, issues, and products in the real world, these stories often trigger the need for us to make our own judgments about controversial issues, political candidates, advertised products, and such.

Effect: Effect refers to the feelings that people experience. This includes emotions and moods. The media can trigger emotions, especially fear, lust, anger, and laughter.

The study is conducted to know what college students think about images in advertisements and how advertisements influence their behavior and self-identity. The respondents were asked the questions on the 5 point scale and their response was collected on pre coded questionnaires.

3. Research Methodology

The present study was carried out on the college students. Survey has been conducted to know the level of awareness, perception and adoption with respect to advertising among the college students in Hissar. Pre

coded questionnaire were distributed to target audience during the month of December 2013. A sum total of 109 respondents registered their views. For data collection convenient sampling was used. SPSS 16.0 version software was used for analysis and data representation.

The total sample size for the survey was 112 out of which three are rejected and a sum of 109 valid questionnaire were collected from students (first year) of different bachelor degree colleges from Hisar. Convenient sampling was done to identify the respondents. The first year students were selected because the students have just entered the college and are more conscious about their image. There is lot of peer pressure on them and they have lot of things in mind regarding their social and ideal self-image.

The data collected from the survey was submitted to Statistical Package for Social Sciences (SPSS). Standard statistical tools like average and percentage were applied to present and tabulate the results.

4. Analysis

A summary of the responses of the 109 respondents on the 5 point scale (always, often, sometimes, rarely and never) to the following statements in the questionnaire is given in Table 1.

- (i) Advertisement Creates Imagery
- (ii) Advertisement Affects the Behavior of People
- (iii) Advertisement Creates Consciousness
- (iv) Advertisements relate to Day to Day Life Situations
- (v) Advertisements relate Social Identities with Products
- (vi) Advertisements relate Goods with particular Lifestyle

Table 1: Summary of Responses of Respondent to the Questionnaire

Statement	Percentage of Respondents giving responses as				
	Always	Often	Sometimes	Rarely	Never
Advertising creates imagery	11.93%	46.79%	32.11%	9.17%	0%
Advertisement affects the-behavior of people	4.59%	24.77%	53.21%	14.68%	2.75%
Advertisement creates - consciousness	7.34%	30.28%	40.37%	15.60%	6.42%
Advertisement relates to day-to day life situation	8.26%	31.19%	44.95%	10.09%	5.50%
Advertisements have related-social identities with products	12.84%	54.13%	23.85%	6.42%	2.75%
Advertisement relates goods with particular lifestyle	25.69%	49.54%	21.10%	3.67%	0%

From Table 1, It would be noted that more than 70% (coloum 2 & 3) of the respondents felt that all the above statement are often or sometimes true, and only less than 7% felt that these statement are never true. This, on the hall, implies that advertisements do impact social identities, and the advertisers can develop suitable advertisements best on these findings to attract the people to by their products.

5. Conclusions

This study focused on one age group and one geographic region. Despite the restricted sample it has provided some empirical support for academicians and practitioners. The present study provides a current picture of students' attitude towards the imagery that is presented in advertising. The survey focuses primarily on the personalized attitudes of the students - how the advertising affects their imagination, preferences, feelings and their way of seeing themselves socially and ideally? The results indicate that the students hold a moderately favorable attitude towards advertising in shaping and reflection of their own social self-image. They believed that advertising somehow affect their attitude towards themselves. They are affected by the images shown in advertisements. One of the reasons behind this can be the commercialization and globalization of society. Advertisement has become a irresistible part of our life. The individuals come across thousands of advertisements in various forms (TV, radio, print, billboards, classified, internet and outdoor media), even if one wants to ignore, he cannot.

Respondents also believe that advertisements create consciousness about their self and body images among individuals. Earlier studies also support this statement that girls become conscious about their body when see the slimmer models in advertisements. Advertisements are also found to relate products with a particular lifestyle. For example, if you want to have healthy lifestyle then go for Kellogg cornflakes or Nutritive choice biscuits. If you want to look cool go for Ray ban shades. Students relate themselves with the product and the identities relate to them through the medium of advertising.

Advertisements provide personal and social meanings to products. They relate products with our aspirations and needs we try to fulfill by consuming those products. There is also a lot of peer pressure at this stage of life and everybody is conscious about their image among the friends. Advertising plays an important role in shaping our social identities and reflecting them.

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Mainstreaming Women in News- Myth or Reality?

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ABSTRACT

Women constitute half of the world population but continue to suffer at the hands of male dominated governance, policy, economy, technology and media. Media has not yet recognized the voice of women in news and therefore needs to be sensitized to the gender mainstreaming. The huge presence of media has not made a difference to gender inequality. Paradoxically, media do not care an ounce for the opinion of women on any issue including women's issue. Rape news in media is getting more descriptive and has shamelessly become the staple diet of media. Arushi murder case and Nirbaya gang rape news stories not only shook the conscience of the world but also exposed the vulnerability of the mainstream media. 21st century may be dubiously categorized as the era of women becoming the principal capital of media economy in general and TV economy in particular. The presence of women in news is still on the periphery facing bottlenecks to join the mainstream. Social media may become the new medium of free speech and expression for women. Further, the rural women have become journalists and have shown insight into the breaking of media stereotype.

Key Words: Gender, Media, Equality, Mainstreaming, Media culture, Social media, Public discourse

1. Introduction

Historically, media have framed women as an object of desire and have traded them as a commodity in a male dominated society. The world has transformed from agricultural society to information society and is on the verge of becoming a knowledge society. But the women continue to fight against gender stereotypes, exploitation and inequality despite the presence of media in all hues. Media intervention in objective portrayal of gender issues is still several notches below the realistic graph. There exists a proverbial void between media treatment of women and the expectations of women consequently perpetuating gender stereotypes. 21st century may be dubiously categorized as the era of women becoming the principal capital of media economy in general and TV economy in particular. The presence of women in news is still on the periphery facing bottlenecks to join the mainstream.

2. Demographic Profile of Women

Women form a significant part of the world population constituting 49.6%, almost to that of 50.4% males. In India, the female population is at 48.3%, on par with China's 48.2% driving close to 51.7% (India) and 51.8% (China) of male population. However, women face Herculean problems like early marriage, MMR- Maternal

Mortality Rate, IMR- Infant Mortality Rate, crime and sexual harassment that are detrimental to women. According to reports, over 35 % of women worldwide have faced sexual violence and in some nations it is alarmingly over 70%.

As per the statistics, more than 64 million girls worldwide are married before they attain the age of 18. India too faces the problem of the huge presence of child brides about 27% and stands 6th in the world in the prevalence of child marriages and India alone accounts for one third of the global child marriages says the UN report. A 2010 study found in the nation's capital New Delhi over 66% of women have experienced sexual harassment in one form or the other during one year (UN Women Report). Literacy is a vital issue that will be instrumental in the upliftment of women. It is a matter of serious concern that almost three-quarters of the world's 775 million illiterate adults are found in 10 countries where India is placed along with countries like Ethiopia and Congo. A disturbing finding of this report is of all the illiterate adults in the world, two-thirds are women. India has a dubious distinction of having the largest illiterate population in the world with an overall literacy rate of 74.04% consisting of 82.14% of male literates and 65.46 % of female literates. India's sex ratio is an issue that is ingrained in the social, cultural beliefs loaded against girls in the society. India's sex ratio reflects the pathetic gender discrimination still prevalent in

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large pockets of urban and rural areas. The state of Kerala (1058) and the Union Territory of Puducherry (1038) are the only places in India, which have more females than males, obviously attributed to high rate of literacy and high growth rate. India's Infant Mortality Rate is 44 meaning the death rate of infants is 44 for every 1000 births and Maternal Mortality Rate is 212 which is as many deaths of mothers per 1000 lives. Fertility Rate, an average number of children per woman, is 2.4 (India) that is comparatively higher than 1.5 (China) children per woman and the latter is attributed to China's one-child policy. The disparity in the sex ratio is bordering on social demand for a male child in a traditional society like India. 'Technology which is at most times an enabling tool can sometimes be a double edged sword, ante-natal sex determination has often resulted in gender selective abortions. Advancement and adoption of ante-natal sex detection technology have resulted in a skewed sex ratio (Gupta, 2007). The increasing usage of pre-natal sex determination tools and son preference has resulted in a highly masculine sex ratio (Rajan, 1999).

India has taken measures to improve school enrollment of girls in rural India. Right to Education (RTE) Act of 2009 intends to provide free and compulsory education for all children in the age group of 6-14. Though the government claims to have achieved 98% primary school enrollment owing to RTE Act, among children aged 6-14, the dropout rate is still high among girls. Girls constitute 62% of those who drop out in primary school level, thus adding to illiterate females in 15-24 age group. These girls from marginalized class suffer owing to economic and social reasons like historic oppression in the society and are deprived of education as families can ill afford to send them to schools and are forced to drop out either to help family earn income or to get married as child brides. Obviously these girls suffer from malnutrition, physical abuse and sexual exploitation at home or at work. The rights of girl children are violated unabashedly despite government giving top priority to saving girl child and girl

education issues. The school dropout rate amongst adolescent girls is high at 63.5% (Ministry of Statistics and programme implementation, 2012). One of the reasons is lack of public toilets for girls in schools as 56% of government schools do not have separate toilet for girls (Annual Economic Survey, 2011-12).

Women in India have got the opportunity to participate in the political process with the enactment of Panchayat Raj Institutions Act. The legislation establishes local government in which ordinary people who are even poor and illiterate can contest elections and govern the village or taluk level administration. Women have got elected in big numbers as there is 50% of reservation for women in PRIs. Today 34% means 1.1 million of India's 3.5 million village legislators are women.

3. Women in News

Study after study has endorsed the premise that the stereotypical portrayal of women in news has not changed in media. According to the survey by the Global Media Monitoring Project 2005, the ratio of female to male news subjects in Indian media is 21:79 as against global status of 35:15 (Tables 1 and 2). The report says that more than 3 out of 4 of the people in the news are male despite female population on par with that of males (GMMP, 2010). Over 28 percent of news portrays women as victims in Indian media compared to global figures of 19 percent. The news analysis by UKs Research Centre reveals that electronic media just devoted 7% of its total time on news about women. In print media, 72% of women's news was buried in the inside pages of newspaper with only 9% of news making it to the front page establishing that women's news is placed with politics, crime and advertisements to earn space or time in the media (UKs Research Centre).

The pertinent issue is lack of women's presence in media decisions. Globally women account for 35.1% in the total workforce of media occupying variety of positions ranging from low presence in management posts and editorial

Table 1: Global Gender Profile in News Media (in percent)

Position Category	Men (%)	Women (%)
Total workforce of media professionals	64.9	35.1
Governing boards	74.1	25.9
Top management	72.7	27.3
Director of news/Bureau chiefs/managing editors	61.3	38.7
Senior editors/chief correspondents	71.3	28.7
Reporter, sub-editor, correspondent, producer	63.9	36.1
Technical posts	73.2	26.8

Table 2: Gender Profile of Indian Media (in percent)

Position Category	Men (%)	Women (%)
Governance/company board of directors	79.0	21.0
Publishers/chief executive officers	86.2	13.8
News directors/editors-in-chief	76.7	23.3
Chief correspondents/news administrators	81.7	18.3
Junior News writers/Reporters/News producers/sub editors	74.5	25.5
Senior news writers/reporters/news producers/editorial producer	71.6	28.4
Technical posts	93.0	7.0

Gender Profile of Media in India	Men (%)	Women (%)
Hindi Print media	86	14
English Print media	84	16
Hindi Electronic media	89	11
English Electronic media	68	32
Total	83	17

responsibilities (Table 1). In a survey, 88.46% of women journalists have agreed affirmatively when they were posed with a question on whether presence of more women at every level will change stereotypical portray of women and replace it with more positive attitude towards women and human rights issue. In India, the women's presence in media is comparatively lower than global figures in management and editorial positions. The gender profile of Indian media (Table 2) shows that an average of 20 percent of women are found in jobs like editors, sub editors and reporters, who form the core of journalism.

From Table 2, it would be noted that women's presence in print and electronic media in India shows a dismal picture with 14% and 16% of women working in Hindi and English language newspapers and magazines respectively, whereas 11% of women are employed in Hindi electronic media against 32% in English electronic media which is the highest level of women's participation. The GMMP report (2010) states that on an average globally, '52% of stories on television and 45% of those in radio are presented by women'. In India, only 12% of news stories had women as the central focus and nearly 30% of female news subjects got coverage on the basis of their family status in contrast to 5% of males identified on similar grounds revealing the gender perception of the media. The report states that Indian media featured a very high percentage of men (78%) as news subjects, men as experts/spokespersons/commentators (over 80%), men as news sources (78%) and used men to get popular opinion on the streets (54%). Sadly, 5 percent of news stories touched upon gender issues in their content as an overwhelming percentage of the stories were on politics, government, sports and crime (GMMP, 2010).

Stereotypical treatment of gender issues has been reinforced in over 63 percent of news stories in Indian media against global figures of 46 percent establishing the need for gender sensitization of media.

Media organizations are required to implement gender main streaming policy to ensure gender perspective in news in mainstream media. Gender main streaming policy evolved during Beijing 1995 conference, Platform for Action, is a global strategy for promoting gender equality, required in all the critical areas of concern (UN Women). The implementation of the gender main streaming policy by the Inter Press Service, a global news agency which claims its services in Human rights and gender issues apart from globalization and development has been studied by researchers to understand the implications of the policy. The study has found lack of gender perspective in the implementation of the policy in the international news agency based in Africa. Critics are of the opinion that even globalization failed to give importance to gender debate with the world stage dominated by politics and economics (Freeman, 2001). Feminists have pointed out that women were excluded from globalization debates (Sreberny, 2001).

Similarly, women were not taken into account either by the media or the political parties in the general elections of India in May 2014. In India, traditionally, public perception of the mainstream electorate consists of powerful men, a sign of patriarchal society which do not consider women as serious, life changing electorate. Women were ignored and the media did not bother to find out the gender agenda of the political parties. It is widely believed that men constitute a mainstream group in the

elections and create women's group from their perspective to promote their interests in politics. In the process women lose their identity and toe the line of dominant groups to gain power. Women in Indian elections exercise their franchise as per the whims and fancies of the male members of the family than by their choice. Traditionally, women have never behaved aggressively and asserted their right to vote, making a mockery of the democratic process. Media has failed to sensitize women about their right to vote as individual opinion and identity have never been associated with women electorate. This is despite the fact that in 2014 elections women (66%) have voted on par with men (67%) and political candidates gaining more support from women voters who are emerging as an important voter segment that no political party can afford to ignore. However, the media did not portray women voters as the important electorate in national politics in India's six decades of democratic elections. Political parties and media have invariably given priority to *Dalits*, Muslims and backward class in the election manifesto but have never articulated women's issues like gender discrimination, crime against women and gender equality in their election campaigns, debates or manifesto.

4. Media and Masculinity

Hegemonic masculinity (Raewyn Connell, 1987) reflects even in media content says Peter J. Kareithi. Media content portrays men as physically and mentally strong and superior to women. News is also categorized as hard or masculine or soft or feminine news. The perception of men as 'real men' meaning aggressive and in control of their work (Harry Brod, 1987) is reinforced by the media, which frames women as vulnerable, dependent and identifies them as the weaker sex. The physical superiority of men bolstered in both text and visuals interpret that masculinity is something that is daring and therefore men are capable of committing physical violence and women are physically weak and cannot do daring acts and are incapable of defending themselves against physical attack. Media content portrays women as people who surrender after suffering, pain and fears and are supposed to wait for men to rescue them. In the case of Delhi gang rape nicknamed as *Nirbhaya* case committed on December 16, 2012 where a young 23 year old female was gang raped in a moving private bus by six men. The woman later died in the hospital after battling for life for 13 days and the case generated widespread condemnation across the world for the barbarism and ghastly nature of the crime. In the incident, the girl was accompanied by her male friend and unlike the masculinity projected in the media about men, the girl could not be saved by the man. Physicality is portrayed as gender specific while in reality, people defend themselves against assault based on their individual capability. Masculinity has been ingrained as cultural and social attribute in the minds of women for centuries and

therefore one finds media perpetuating it despite changes to the contrary. The fact that both men and women are equally strong both physically and mentally has escaped the attention of the media, which continues to harp on masculinity in media content including advertisements. Men derive the power of authority owing to economic freedom given by the job or property that they inherit and assert their manliness since time immemorial. Today, women have education, job and the right to property and have become assertive, aggressive and wield power in workplace. The hegemonic masculinity perpetuated by patriarchic society also finds reflected in the media without any rationale underlining the need to shatter the tainted masculinity myth in the media culture.

5. Breaking Media Stereotype – New Media as a Tool

The migration of news from traditional bastion to non linear social media territory besides influencing civil society movements has unconsciously given a public forum for women's participation. New media considered as alternative media is basically a democratized channel of communication that is free from government, editorial and management control to a greater extent with public access to infinite space and time coupled with opportunities to own a blog or a website. The experience of getting heard/ read/noticed gave visibility to the voice of the voiceless in traditional societies like India where patriarchy had oppressed women from participating in public discourse. New social media like Facebook, Twitter and online newspapers and TV channels are getting different shades of perspectives from less heard quarters like women. In the age of Internet women have experienced the joy of freedom of speech and expression and find themselves liberated with free access to information on any subject. Women have realized the power of Internet and have taken to blogging and are emboldened enough to share private space in public sphere. During *Nirbhaya's* gang rape incident college girls in thousands could organize protests through Facebook and Twitter demonstrating the power of social media in shaping public support to social causes. These new media could connect with the women breaking all psychological barriers. Interestingly, there has been total disconnect between conventional mass media and the women where public opinion does not reflect the public mind as women constitute over half of the total population. Social media has changed the social order and norms for women. Women are going to read news either in print or digital edition but they are going to call the shots by choosing the device as well as the content as mobile technology has made news and views more accessible. Women are already using interactive technologies to have global conversation on local issues. New media intervention will transform the conventional news from impersonal to

interactive mode with more women getting visibility in the new devices. The fact that Blogs have broken the media stereotype by facilitating owning media, infinite space and airing unedited views and comments on public events without government or editorial control and not dictated by market has facilitated women's participation in public discourse. The attribute of inclusiveness of Internet will empower women to produce diverse information, to communicate and to form an opinion on public issues in public interest.

6. Rural Women Journalists

Many organizations have established a decentralized and democratized alternative model of media to promote gender, media and information literacy to increase media access and reach to grassroots groups. Some of the initiatives undertaken by rural women in India are making waves in rural communities because of the bottom up approach of the model as against the stereotypical top down approach in communication with the rural people. Some of the pioneering rural women journalists and journalism initiatives are discussed below.

Navodayam of Andhra Pradesh: This newspaper is reported and edited solely by rural women. A highly successful rural intervention, this paper focuses on development, self help groups, rural banking, poverty eradication and other related issues. The newspaper has given voice to the voiceless rural poor women of Andhra Pradesh, which is reeling under the onslaught of Naxalism and political conflict in the formation of separate statehood.

Khabar Lehariya: This newspaper published by the State of Uttar Pradesh is run by a group of *Dalit* and Tribal women. Recently the paper won national award for rural journalism. The paper focuses on development, politics, elections, government programmes, social evils like alcoholism, superstition and others. The newspaper has found recognition and has become the voice of the poorest of the poor in the villages.

More and more organizations are adopting the SEWA – Self Employed Women's Association media model evolved by social activist, Illa Bhat of Ahmedabad in the state of Gujarat. The model has introduced an alternative to the top down approach in the production and dissemination of media content. It has 'mainstreamed news' (Namrata Bali, SEWA) of marginalized women, highlighting their grievances and achievements. The model has potential to

empower women through information literacy. It has successfully imparted media production skills to poor, illiterate women like vegetable vendors, farm labourers and others who have successfully learnt the art of making news bulletins using video equipments and broadcast their own programs or video stream or send the recorded news bulletins to the authorities. The model has also broken 'linguistic hegemony' by disseminating information in the language of the masses rather than that of elites besides ensuring freedom of expression to marginalized women to participate in public discourse. The novel way of giving victim's perspective in the news has solved many civic issues in Gujarat and is replicated in many communities to reach the unreachable. The rural women, voicing the concerns of marginalized poor, disadvantaged communities will never become the priority of the news media in India despite its omnipresence as news flow is selective and linear due to gatekeeping. However, the spread of literacy has motivated more and more women to become journalists and serve their communities by mainstreaming news. Perhaps these rural women with their small initiatives have succeeded in breaking media stereotype and have given new meaning to journalism.

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ABSTRACT

The advent of internet and mobile technology brought in a sea change in the operations and functions of media, Slowly but steadily it witnessed significant changes over the years creating a platform and access to quick and speedy information across the globe. Overtime, a virtual digital world has been created without any boundaries or limitations backed up by technology creating a new platform for social interaction among people to share or exchange information, ideas, views, news and much more through Virtual communities and networks termed as social media. It gained enormous popularity and inroads in main stream with social media, like You Tube, Micro-blogging, web-blogging and Citizen journalism. This paper analyzes the ethical issues involved in citizen journalism as it overlaps with many ethical aspects of journalism and the mode of operations.

Key Words: Democracy, Social media, Ethics, Citizen journalism

1. Introduction

At a time when the main stream media is seen diverting from its objective and focusing more on profit making motive, many social and vital issues and stories relating to the masses are either neglected or rejected by the media.. Over the years, we have seen that citizens are coming forward and participating and contributing in the process of reporting news, events, stories and incidents that is either neglected by media or rejected. Today, we see that citizen and activists have access to information and news. As citizen journalist they are participating in issues and stories that make headlines in main stream media. They dwell in investigation, debates and discussions and most of them are taking the lead without any formal training or professional degree. The concept has slowly but steadily gained momentum and has emerged across the globe as a popular phenomenon known as "Citizen Journalism". It has revolutionized mass media.

1.1 Technological Change

The concept and phenomena of Citizen Journalist did not have any role to play before the arrival of Internet. It gained popularity with the large number of Internet users who have easy access to information & news, and a platform for interaction on the internet. Today, the technological development has altered the way we live and communicate. After the advent of Internet that facilitated the growth of social media, new media has taken a lead in providing information across the globe

through various platforms and applications (apps) and have successfully made inroads and parked itself in every sphere and walks of our life, resulting in drastic changes in the functioning and outlook of mass communication and media. New technology has made mobile phones with digital cameras, Internet, and blogging a tool of effective communication. Although it includes many characteristics and features and varied means like popular forums, news portal, blogs, and so on that give an opportunity to upload photographs or videos, news footage and so on. Another edge that technology provides is apps for digital cameras contained within cell phones which enable users to upload pictures instantly to social networks, websites, various independent blogs, and many photo-sharing apps and websites that facilitate recording and sharing the contents like text, photos, video, audio, and other content more quickly and easily than ever before.

The mainstream media has partnered well with the new technology and experiencing a transition from traditional journalism to a journalism that involves various mediums, instantaneous information, user-generated content, and interactive news. An offshoot of this partnership and technology has given power to ordinary citizens to become powerful citizen journalists.

As a result, we see large number of people take pride in recording events and sharing with others around the world, be it entertainment or latest political issue or just an incident. Keeping with the changing times, phase and new trend, number of television channels, news portals and

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blog sites across the globe offer audiences a platform to be citizen journalists and share their stories globally.

In reality we see that number of citizen journalism sites is constantly increasing as more and more new media writers are taking up the pen and the number of people accessing the Internet continues to rise. These news portals and blog sites are operating across the globe that gives an opportunity and platform to citizens to become citizen journalists and share their stories with rest of the world.

1.2 What is Citizen Journalism?

In "Writing for a convergent media", author Thom Lieb says it is "contributing journalistic content to the news process", and gives blogging as an example of one component of citizen journalism. This description is echoed by the Source Watch - a project of the Centre for Media and Democracy which describes citizen journalism as individuals "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information" and adds that "citizen journalism is slowly being looked upon as a form of rightful democratic ways of giving honest news, articles, etc. directly by citizens of the world from anywhere."

New York University Journalism Professor and citizen journalism advocate Jay Rosen defines citizen journalism by explaining why it is happening in the first place "Citizen journalists are 'the people formerly known as the audience', are those who were on the receiving end of a media system that ran one way, in a broadcasting pattern, with high entry fees and a few firms competing to speak very loudly while the rest of the population listened in isolation from one another— and who today are not in a situation like that at all".

Citizen journalism is very much a social development, produced and shaped by the "former audience," according to Dan Gillmor. Coverage of disasters is mostly a race against time. It's a fact that journalists are not always present when incidents or disasters strike. Their job is to put together the occurrences using images, videos, and eye witness accounts. Dan Gillmor says citizen journalists can help "capture the moment, not the aftermath".

1.3 Few Examples of Citizen Journalism

The Arab spring revolution in Middle East has been an important landmark and people's movement that began from Tunisia and spread across Yemen, Libya, Egypt and Syria. For the first time in the history of Middle East where mass media was the voice of the autocrat or dictator government, the citizens had a role to play and played it well. Most of the incidents and events were reported as they unfolded by ordinary citizens and few times by tourists. Anybody who was present on the streets be it protester or passerby becomes citizen journalist recording events using

his mobile phone and camera and uploading it immediately. Within no time You Tube videos went viral and the whole world was aware of the events and protests. An interesting fact was that since the events were reported by common people there were no journalistic ethics or reporting style that were followed.

1.4 Citizen Journalism during Himalayan Tsunami

When the state of Utrakhand in India was devastated by Himalayan Tsunami, traditional media sources found it difficult to get reporters into the area's most affected by Tsunami. The entire media relied heavily on the information and posts by the citizens trapped in the Himalayan region. With extreme weather condition and transportations cut off getting reporters on the ground was a challenge, especially when much of that ground was under water. Citizens struck in the area were the only source of getting information out of the disaster hit areas, the power of citizen journalism was displayed with citizens updating information on Facebook, blogs, photos, and Twitter.

Almost 30 years ago, an American sociologist Herbert J. Gans said that "the news may be too important to leave to the journalists alone". This statement seems to be true even in the current mediascape, and citizen journalism plays a vital role in reclaiming the balance of power between news organizations and audiences.

2. Advantages and Disadvantages of Citizen Journalism

2.1 Advantages

Citizen journalism has been around since communication began. Technologies have and will continue to allow citizen journalism to develop and become even more prevalent in society issues of credibility, and mediation would remain unsolved.

Citizen journalism is different because everyone has a different perspective on the same issue, a different style of writing, a different background and a different voice. And now, with an almost-zero-cost distribution channel, everyone and anyone – not just journalists – can express themselves and share their views with others.

One such improvement is the shift towards convergence journalism – "a move from medium-specific content toward content that flows across multiple media channels, toward the increased interdependence of communications system, toward multiple ways of accessing media content" – that news organizations are currently making. This phenomenon has numerous advantages of proximity, speed and time. Audiences witnessing incidents post eyewitness accounts on the Internet as soon as they

happen or send a report and photos to the media that takes a tip from that and covers the incident with an appropriate news outlook and perspective.

The idea of citizen journalists works best when people understand journalistic ethics. In the absence of formal training or education it becomes a challenge for the main stream media to keep a track on how news is reported and views taking shape through alternate media.

With Internet providing a platform, we see millions of stories being posted and published online. Few of the stories by citizen journalists have gained popularity and have been an instant hit for wrong reasons. At times, they can provide dangerous misinformation and fuel damaging rumors because it wasn't appropriately checked and researched. We have come across such scenario during the Arab spring and reports from Egypt that was reported by protesters who turned to Citizen journalists.

Salawu (2011) asserts that the communication model for citizen journalism is interactional and at the same time transactional. The model of citizen journalism is interactional because it emphasizes the two-way communication process between communicators. In other words, communication goes in two directions: from sender to receiver and from receiver to sender. This circular process suggests that communication is ongoing. He strongly believes that the model is equally transactional because the process is cooperative; the sender and the receiver are mutually responsible for the effect and the effectiveness of communication. In the transactional model, people build shared meaning. What is essential in all this is that citizen journalism is participatory. The audience is no longer passive.

Bowman and Willis (2003) identified that the intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that democracy requires.

Essentially, citizen journalism has profound implications for the flowering of democracy. But do we consider the question of ethics in this open source journalism, and how to regulate activities of the great army of participants, just to ensure the health of the society. No doubt, citizen journalism, especially through the Internet, has brought forth an unprecedented flowering of news and information. But, it has also destabilized the old business models that have supported quality journalism for decades.

2.2 Disadvantages

Reporting can make and break reputations, and affect social, political, economic and financial balance worldwide. With so much power concentrated on the fourth estate - media today it is vital and mandatory for them to adhere to code of conduct and ethics and finally credibility and accuracy matters more than just reporting.

There is lot of risk involved with citizens assuming the power to report. Within no time YouTube video or a Twitter account can go viral, spray wild claims all over the world with no accountability. Potential false news reports are just one of the many possible ramifications of sourcing news from anonymous sources. The news could be factually correct, but have flaws like blatant disregard of ethics, lack of objectivity, impartiality and balance. There could also be a hidden agenda or opinion sugarcoated as fact or a libelous or defamatory statement that puts subjects in the story in bad light. In mainstream media, a process of verification and checks called gate keeping can weed out any such inaccuracies and biases.

"The venerable profession of journalism finds itself at a rare moment in history where, for the first time, its hegemony as gatekeeper of the news is threatened by not just new technology and competitors but, potentially, by the audience it serves. Armed with easy-to-use Web publishing tools, always-on connections and increasingly powerful mobile devices, the online audience has the means to become an active participant in the creation and dissemination of news and information. And it's doing just that on the Internet"

3. Ethics in Citizen Journalism

While there is a lot of hype surrounding the promises of citizen journalism, there is just as much concern about some of the problems with citizen journalism, one of the main concerns being the issues of ethics, credibility and accuracy. In much the same way that citizen journalism benefits society, convergence journalism is touted to produce "more engaging reporting, more complete information, and news that better reflects the complexities and nuances of an increasingly diverse and pluralistic society."

As per the journalistic ethics and code of conduct it is vital to check facts before writing, reporting or publishing a story and only factual information must be reported and it should be absolutely true. Researching the topics beforehand is vital for any citizens who want to become citizen journalists. The reports filed by citizen journalists at times may be exaggerated and reported emotionally, biased or opinionated views may be reflected which is not good for the audience and the society as a whole.

A paper by Vincent Maher, the head of the New Media lab at Rhodes University, outlined several weaknesses in the claims made by citizen journalists, in terms of the "three deadly E's", referring to ethics, economics and epistemology. This paper has itself been criticized in the press and blogosphere. An article in 2005 by Tom Grubisich reviewed ten new citizen journalism sites and found many of them lacking in quality and content.

Lee Salter (2009) proposed understanding citizen journalism in relation to law, although applying law is especially challenging in an online environment said to transcend jurisdictions. For example, he pointed out that citizen journalists may seek rights as journalists but simultaneously seek protection in anonymity and a sense of freedom stemming from exploiting the freedom provided by the Internet. But too often, however, the hype about citizen journalism ignores questions about responsibilities of citizen journalists. The implication is that citizen participation is good regardless of whether it's ethical.

Moreover, the failure to address citizen ethics is at odds with the logic that citizen journalism is an important phenomenon—an argument asserted by both its celebrators and its critics. The Knight Citizen News Network provides a list of principles—accuracy, thoroughness, fairness, transparency, and independence—that offers a glimpse of what sorts of ideas might deserve the attention of citizen journalists and organizations seeking their input. The Huffington Post, which has enlisted the help of readers to generate election coverage “off the bus,” urges citizen journalism to conform to specific standards: stick to facts, avoid hearsay, omit irrelevant opinion, never plagiarize, never edit or alter photos, identify yourself when reporting, identify and fact-check sources. These express no ethical principles to which citizens might aspire, although they articulate rules governing both the content of citizen journalism and the behavior of citizen journalists.

4. Accuracy and Credibility in Citizen Journalism

“Authenticity of content, source verification, accuracy, and truth” are important issues in a medium where anyone with Internet access can produce information. Two distinct camps have evolved. On the one hand, there are those who argue that although citizen journalism has the benefit of speed, credibility and accuracy are compromised because “they employ standards which are far less rigorous than those of conventional news-gatherers.” The lack of journalistic norms like source verification has led to many Internet hoaxes spreading misinformation, and simply wrong news being reported because research was not done to certify the authenticity of its content.

According to Citizen Journalism Ethics Guide, when writing a journalistic article, it is important to adhere to the principles and ethics of the field. When an individual reads a news article, it is assumed that what he or she is reading is an unbiased delivery of facts and statements. While writing a journalistic article, it is important to adhere to the

principles and ethics. It is the duty of the journalist to convey the details of their story in a way that is both compelling and factually honest.

5. Conclusion

Mass media today has dramatically changed and effected journalism for both the journalist and the audience. It is no longer one way communication; it has become highly interactive and has become a strong tool of communication. Hence research and reporting has become even more vital and essential.

The overall benefit however is that citizen journalism can facilitate reporting during natural calamity or an accident or incident from places which are difficult to reach as it happens. This can enrich mainstream media. Some of those who dismiss citizen journalism as irrelevant seem to ignore the fact that citizen journalism is a developing phenomenon and will further develop as technology progresses and citizens mature with new sensibility. At the same time, glorifying citizen journalism as a replacement of traditional journalism is premature and time will decide how things will shape up in future for both traditional and citizen Journalism.

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ABSTRACT

One of the foremost gifts of the 21st century is the emergence of social media. It has grown like a monster capturing internet users and mobile users of all age groups. If television and radio made communication reachable to every nook and corner, new media has invaded the personal lives of all. New media particularly the social networking sites like Facebook, Viber and Whatsapp etc. have brought old acquaintances, new acquaintances and many into one's cognizance and made the world a global village. Contacts across the world at no extra cost are the boon of social media networking. As a result it has bridged the distances and has brought the fraternity very close on the forth screen (mobile phone).

An attempt has been made in this paper to examine how the social networking sites have strengthened or distanced the personal relationships and its impact on the personality growth. Social networking sites have shown a tremendous impact on social life and also in recent times creating political consciousness. There are many positives and negatives and this paper will be an illustration of both.

Key Words: New media, Social Media, Social life, Social networking sites, Facebook and Whatsapp

1. Introduction

Communication is our link to humanity. In its broadest sense, it is a process involving the deliberate or accidental transfer of meaning. A person does or says something, thereby engaging in symbolic behavior, while others observe what was done or said and attribute meaning to it. Whenever you observe or give meaning to behavior, communication is taking place (Gamble, 2015). Communication has various dimensions, among them it's very essential to know about importance of interpersonal communication. Interpersonal communication is an ongoing, ever-changing process that occurs when one person interacts with another person. The effectiveness of interpersonal relationships depends on the extent to which we practice and exhibit interpersonal skills. The culture, gender, environment, and the individual goals will determine how that person approaches and processes interpersonal communication. Every person represents a unique combination of physical, psychological, educational, gender, and cultural characteristics that distinguish one from another, each new relationship teaches us a bit more about the nature of people and interpersonal communication. Each new relationship increases our comfort at interacting not only with those

who share our characteristics but also with those whose attitudes, life experiences, and perspectives differ from ours.

Human beings have a strong need to affiliate with other people and develop close interpersonal relationships. The consequences of social deprivation are severely maladaptive (ranging from loneliness to psychosis), and social isolation is a potent punishment that can take many forms (solitary confinement, shunning, ostracism, the 'silent treatment'). Most of us choose to spend a great deal of time with others, especially when we experience threat or feel anxious. Our motives for affiliation include social comparison (we learn about ourselves, our skills, abilities, perceptions and attitudes), anxiety reduction and information seeking (Hogg and Michael).

At this juncture, technology has given the pace for widening the learning opportunities and is changing communication patterns among youth of 21st century. It has been argued that new media has brought sea changes in intrapersonal, group and mass communication processes and content. Once upon a time traditional media was setting agenda of public discourse. Now people are looking forward to new media for breaking news. In the absence of a proper content regulatory

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authority, new media is diminishing the gate keeping function in media thus making it more participatory yet less authentic in terms of content. In the virtual world, youth is living a virtual life rather than virtuous life. As an outcome we are encountering new media as a democratic means of communication (Bala, 2015).

What's app me! Follow me on twitter! Check my status on Facebook page! These are the buzz words of today's generation. In the age of Information and communication technologies whosoever is unaware of these terms are considered to be illiterate or out-dated. Once obsessed with capital intensive mass media technologies development planners as well as advertisers are finding new means and tools to reach out their tech savvy target audience. Educators are engrossed in new means to use the updated technology in their class rooms. In an age when there are one billion users inter-connected through Facebook this is one of the most powerful participatory mediums of communication. In this scenario whosoever is educated and is having means to use this simple technology can't ignore it.

Social media, based on web and mobile technology, has turned communication into a social dialogue, and is dominated by the younger generation and their culture. Social media is now the number one use for the Internet, and this percentage is growing larger every day (Figure 1). As a result, the population is becoming more dependent on social media, which has led to a number of beneficial and detrimental outcomes (Kathryn, 2015). The world is more connected now than ever before because of this technology, but what are the implications for interpersonal communication. The role that these virtual forums and technologies play in interpersonal interaction is vital to understand. There have been numerous studies conducted on social media, the reasons why so many individuals engage in it are due to its effect on users, and its impact on society at large.

Over time, our society is likely to become more technologically advanced, allowing individuals to do almost anything they please, but in a virtual space. With this continual advancement in technology and social

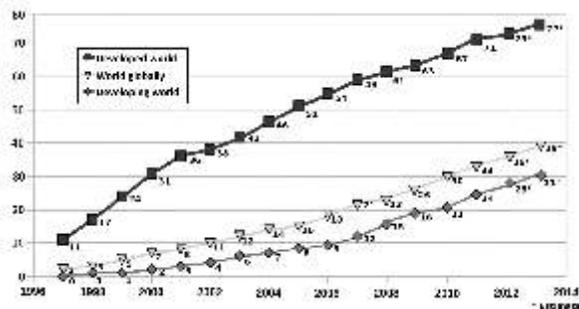


Figure 1. Percentage of Internet Users
Source: International Telecommunications Union

media, some believe we will become more engaged with individuals globally, and some fear that technology will begin to isolate people. We are conducting this study to determine whether social media have strengthened or distanced personal relationships and to analyze the influence of social media on political and social life.

2. Methodology

The study was carried out using the focus group discussion (FGD). Two groups were formed, one comprising of students who were in the range of 18 to 24 years old and the other group comprised of professionals like teachers, scientists and industrialists who were middle aged. Focus group discussion was well structured and a set of carefully predetermined questions was put forward among participants, as it would reveal a wealth of detailed information and deep insight among groups. Moderator carefully observed and took forward the discussion to ensure that the FGD doesn't go out of context. The entire discussion had been taped and later analyzed based on study objective, in three parts

- (i) Extent of usage of social media
- (ii) Interpersonal relationship satisfaction derived from social media
- (iii) Social media influence on social and political consciousness.

3. Observations and Analysis

3.1 Social Media Usage

Enquiries related to New Media usage gave an understanding of the usage of new media by both youth and middle aged. All the participants are fond of using social media frequently. In fact, the chosen samples stated that social media is accessed multiple times in a day. Social Media was very popular among both college-aged individuals and middle aged individuals, but college-aged are spending more time than middle-aged. The major observation was that the purpose of usage by youth is majorly entertainment-driven, and for middle-aged business, contact and information driven. A significant number of middle aged participants indicated that they access social media mostly for their professional reasons i.e. to enhance their business and their contacts. The social media is found to be economical and has resulted in reduction in telephone calls.

Various studies have indicated that the college-aged individuals frequently engage in social media while accomplishing other tasks, specifically, while attending academic courses. This can be associated with poor academic performance as indicated by Levine, Waite, and Bowman (2007), who found that students who are

involved in frequent messaging show signs of being easily distracted during academic tasks. In addition, Bowman, Levine, Waite, and Gendron (2010) found that students who send messages while reading passages, read slower and scored lower on comprehension tests (Kathryn et. al., 2015). These studies further indicate that social media used by teens and young adults is frequent and can affect their actions and/or behavior whereas the middle aged people used it in a much matured way which indeed boosted most of their business.

3.2 Interpersonal Relationship Satisfaction Derived from Social Media

The participants of the First Group Discussion were encouraged to express their opinion also on the following set of issues:

- Importance of interpersonal relationship.
- Role of social media in interpersonal relationship.
- Has the virtual media in strengthened or weakened interpersonal relationship.

In this context, the following observations should be taken note of:

- The participants unanimously agreed that the interpersonal relationships are the driving force in our lives. Both college-aged and middle-aged equally a support, the quality of lives is determined by the number and quality of their interpersonal relationships.
- Social networking has ensured strong bonding and sense of comfort in relationships. In addition, the youth always feel that they are connected, strong communicative settings has led to closeness and an increased level of self-disclosure with a relational companion.
- Platforms such as Facebook, Twitter, and text messaging are part of the relationship life cycle for many partnerships; especially college-aged opines they are more connected among the individuals who engage in social media most frequently. Use of social media seems to be common among the friends rather than the family members. There was a mixed reaction about adding family members to their social networking sites. It is felt that the social networking sites are limited to sharing short messages rather than having long and difficult conversations. Most of the participants of college-aged are not comfortable in adding their family circle into their groups. Among the others, those who want to keep their social life away from their family life hesitate to add their folks into their groups. Satisfaction is the result of successful outcomes and termination of relationships.

- College-aged strongly agree that virtual media has strengthened the relationship or partnership among peers, but only until the person is active online, many a times it is short term relationship. When it comes to family, true-bonding or any affectionate partnership, and real communication derives the satisfaction than virtual (a smile is better than an emoticon) and college-aged keep away the family from the social circle to have a like mindedness in group and also for privacy on their social hangover. This eventually had decreased the space and time given for family and friends in real world. No wonder to know, social media is an economic-friendly tool for communication, was the perception of college-aged.
- Middle-aged argue virtual communication is for business communication or occasionally helps in bringing back the away relations. Both solidly argue that the social media is a tool in building relationship. However, in a long-run, to strengthen the relationship and to be a partner verbal communication and a human touch is much more significant. In contrast, college-aged respondents stated that as they are busy on social media, at times real friends are left behind. Middle-aged participants stated that social media just helps to know the people but never to strengthen the relationships. The participants revealed that face-to-face communication is important in strengthening the interpersonal relationships and that the use of social media is an additional perk. This collaborates the findings of M. Keller (2013) who observed that
 - When we communicate through social media, we tend to trust the people on the other end of the communication, so our messages tend to be more open.
 - Our social connections are not strengthened as much through social media as they are face-to-face, so we don't tend to deepen our relationships—they tend to exist in the status quo.
 - We tend to follow and interact with people who agree with our points of view, so we aren't getting the same diversity of viewpoints as we've gotten in the past.

3.3 Social Media Influence on Social and Political Consciousness

Even though New Media has a limited role in developing interpersonal communication. In social and political engagement a new trend has been started by new media. Once upon a time media was used for agenda setting, but now it is reshaped as opinion builder. Interaction about issues has led to civic awareness that has resulted in social or political engagement. Both college-aged and middle-aged have participated in signing petitions, voting, protesting, sharing and circulating credible information.

The connection on social media has a significant and direct effect on social and political engagement. The participants stated that they are now following many politicians and are aware of many political happenings. They in fact stated that it has also motivated them to take interest in voting. Mr Narendra Modi is considered to be the model politician for using social media for creating political consciousness. With that the respondents opined they come across more rumors' and uncertain information. The mixture of credible and non-credible information has almost kept them in ambiguous state.

4. Conclusions

It was interesting to know that the best part of using social media was the instant and global communication at a lower cost, which has eventually decreased number of telephone calls. Introduction of social media on smart phones has lessened the time taken to reply for message on social media like Whatsapp, Facebook, Twitter etc. Usage of social media has become addictive, and the verbal communication importance is declining.

The time duration to reply for messages on social networking sites depends on the priority and importance of the message, sender and its importance. This is not because they don't use smart phones but due to time constraints and there was a mixed reaction about communicating less with those who aren't on the social networking sites.

Information Overload: One big concern surrounding social media's impact is communication overload. Another concern lies in technology addiction, when individuals spend more time with their smartphone than interacting with the people around them, to the detriment of those face-to-face relationships.

Protecting Privacy: Potentially negative consequence of social media is a lack of privacy, "Because interpersonal communication is changing, we're finding ourselves more apt to share on social media the sort of information we might have previously shared privately face-to-face," "We always have to keep in mind that our social networks are searchable - even when privacy settings are set extremely high, it's always possible to find out personal information."

Future of Social Media: Experts agree that clinicians must be aware that people are changing the way they communicate. We may rely on the weak connections we are making on Social media more than on strong

connection we might have when we are meeting face to face. Social media is likely to continue to become increasingly integrated into the normal human experience like most of the communication technologies that preceded it. They will continue to increase the volume of the human communication process, and we will continue to learn how to use them for good or bad. As social media becomes more normalized, we'll stop seeing it as changing things and start seeing it as the way things are. As a society, we've always adjusted to new technology. So whether it is wearable communication media such as google glasses, or cloud computing, we'll change and adapt.

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