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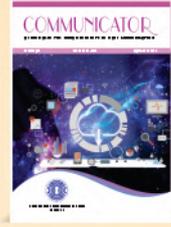
ABOUT THE JOURNAL

Launched in 1965, Communicator is a peer reviewed journal of the Indian Institute of Mass Communication (IIMC) that publishes original research on communications. The flagship journal of the IIMC endeavours to publish the best literature available in the field of communications and its related branches for the greater benefit of scholars, practitioners and policy-makers. The main aim of Communicator Journal is to focus on communication theory, research, policy and practice. This UGC-CARE listed Journal is published on quarterly basis. Communicator is now being indexed in the Indian Citation Index.

From the Chief Editor's Desk

Prof.S anjay Dwivedi
Director General
Indian Institute of Mass
Communication

The Corona era has made India a Digital India in the true sense. It has had a significant impact on education. With the help of online classes, institutions from primary to higher education have created new paradigms. The effectiveness of this trend cannot be predicted for the future, but in times of crisis, it has provided many opportunities for dialogue, education, and cooperation.

Some people believe that online classes cannot substitute for real classes because learning in the presence of a teacher is different from learning in the virtual classroom. It is possible that we are accustomed to physical classes and are unwilling to accept the possibility of online classes. We have conditioned our minds to such an extent that we aren't ready to give virtual classrooms the same respect as physical classrooms. Even so, the virtual world today outperforms the real world in many respects. This is because making smart use of human resources has been possible. No matter where you are located, you can reach out to foreign students online. As a result, students have been able to learn from diverse perspectives and experience new things.

However, as we become accustomed to this medium, it will also provide the same happiness as physical presence. From an emotional perspective, it can be compared to cinema. A good film connects us emotionally. The same holds true for good communication, even if it is virtual.

There are plenty of examples where agility and spontaneity are created on the spot by the new generation. Perhaps, teachers like us are not feeling comfortable with this medium, it is possible that the students present in the virtual class are more comfortable with it. Our minds are unwilling to admit that a screen may be more powerful than our physical presence. But necessity and compulsion drive us to look at new alternatives. E-learning is a fact of life today, whether we like it or not.

To understand the nuances of digital learning, the first article in this issue aims to understand how the faculty members of varying age groups belonging to public and private institutions adapt to virtual tools. This study was conducted during the first online faculty development programme organized by Indira Gandhi National Open University to assess the participants' comfort level with virtual technology and its correlation with their learning outcomes. The authors found that the age group of participants is

related to their ability to adapt to online technology. They also found that their adaptability to technology had improved compared to pre-pandemic times.

Another paper examines the binge-watching phenomenon by examining the emergence of binge behaviour, the impact of bingeing, and the polarizing discourse about binge-watching on mainstream media and academia. As binge-watching research is still in its infancy, this study contributes to the literature by providing a comprehensive review of binge-watching and OTT platforms.

Indian cities have been transformed through industrialization and urbanization, causing environmental degradation and a decline in living standards. The counter effects of changing the environment causing a major health concern affect everyone. In India, the print media is one of the most effective and popular methods of communication. In order to examine the coverage patterns of environmental and health issues in the print media, an article compares the coverage of health and environmental issues in English and Urdu daily newspapers published from Hyderabad.

The issue also includes a paper that aimed at measuring the impact of the Covid-19 pandemic on the advertising industry during its first wave, an aspect which raises questions about advertising investments, the impacts they have on various sectors of activity, and their effect on media financing in general. Another paper on job satisfaction factors of Indian media educators aims to find out whether there is any difference between the intrinsic and extrinsic factors in explaining the satisfaction among these professionals.

More material on important topics such as non-verbal communication in the cinema, role of media in sensitizing masses on water conservation, community radio and social media, social media and democracy and media in J&K and the Indian freedom movement also got space.

I hope readers will find the topics covered in this issue interesting. For their continued support, I would like to thank the editorial team, the entire editorial board, and the reviewers. I also urge readers to send in their invaluable suggestions.

Prof.S anjay Dwivedi

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Use of Sustaining Innovative Technologies for Training During COVID-19: A Descriptive Study of IGNOU's First Online Faculty Development Programme

SHIKHA RAI[1] & SANJAY AGRAWAL[2]

ABSTRACT

This study was conducted with the aim to understand the adaptability of virtual tools among faculty members of varying age groups belonging to public and private institutions. The study was conducted during the first online faculty development programme organized by Indira Gandhi National Open University to analyze the participants' comfort level with the virtual technology and its correlation with their learning outcomes. A Google survey was conducted and questionnaires were provided to all the 180 participants on three different occasions during the workshop. A year and a half later in December 2021, more data was gathered from the same set of participants to study their level of comfort and confidence in conducting and participating in online training. Data analysis showed that there is a link between the participants' age group and their adaptability to online technology. At the same time, it was observed that their adaptability to the technology had improved as compared to the pre-pandemic duration. The results also reflected a positive relationship between the adaptability of participants to online tools and their learning outcomes. This study can be used to further understand the various aspects of online training for the faculty members and to enhance their learning outcomes through the application of necessary tools and techniques.

Keywords: COVID-19, Distance learning, Faculty development programme, IGNOU, Technology

Introduction

COVID-19 has brought us to a state where we were driven by the need to innovate. All the efforts at innovation were aimed at maintaining the momentum of different business sectors. Though globally we might not be able to push the other sectors much, education was one sector that gained the maximum out of these innovations. Also, the educationists quickly adapted to the way and demands of technology and the clientele available at hand ensured that teaching and learning do not suffer. Plenty of cases were seen at the school level as well as in higher education where teachers through innovative use were able to carry out the teaching-learning process from their homes. Joshi *et al.* (2021) in their study found that the pandemic changed the traditional education system to the educational technologies (EdTechs) model, where teaching and assessments are conducted online.

The technology also ensured that the learners get to learn while at home in an interactive learning environment. The learners work in communities of practice with ample scope of peer group interaction and teacher-learner interaction. The learning experiences were similar for school students, higher education as well as professionals involved in online training and learning. Communities of Practice (CoP) for faculty development offers an effective and sustainable approach to knowledge management and implementation of best practices. A successful CoP creates and shares knowledge in the context of a specific practice toward the development of expertise (Carvalho-Filho & Steinert, 2019). The results of the research find greater credence when it is the teachers themselves who are getting trained in the changing learning environment, technological tools, and online platforms synchronously.

The novel coronavirus (COVID-19) has caused a whirlwind and tremendous transition in the online learning patterns. In general e-learning hints at distance learning, but in the global context, it also implies connectivity. Online faculty development is expanding training opportunities for professional learning and is emerging as a growing industry. Owing

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to the fact that a growing number of universities have been adopting e-learning or blended solutions, faculty development is increasingly seen as a crucial strategy. The escalated usage of online methods for teaching is a prerequisite to preparing faculty members for innovative teaching practices. A study conducted by Malik and Tabasum (2020) emphasized the need of professional development with a special focus on digital literacy skills and awareness among the teacher community about the merits of online platforms for the teaching-learning process.

Nevertheless, several obstacles prevent faculty members from attending training programmes. Mukhtar *et al*. (2020) discussed the availability of remote learning in an online training mode which encourages more participants to participate. There are also barriers to organizing such trainings in physical mode in terms of inviting subject experts of international calibre, budget, scheduling, logistical constraints, etc. Keeping these constraints in mind, online adult learning offers a flexible format of training that provides opportunities to fit user needs better. When based on flexible content and a self-paced format, it may allow faculty members to better organize their learning processes, with reduced time conflicts and logistic constraints. It is an interesting fact that as adult learners, faculty participating in FDPs bring a range of experiences, content knowledge, and motivations with regard to the learning environment.

According to an article by World Economic Forum, 2020, "Whether it is language, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since COVID-19". The ongoing pandemic and COVID-19 crisis have seen a sizeable increase in online learning by adults (Di Pietro & Karpiński, 2021). Most of the training given to the faculty members was focused on classroom teaching but is now being delivered through online platforms. Furthermore, individuals in general and faculty specifically are being encouraged to use the time to train online from home and acquire new skills which will be useful in the aftermath of the health emergency.

Although it is too soon for a holistic assessment, early data inputs and anecdotal evidence suggest a sizeable increase in online learning patterns. Evidence from web searches also points to a surge in interest in training online. In Canada, France, Italy, the United Kingdom and the United States, searches for terms such as online learning, e-learning and Massive Online Open Courses (MOOCs) increased up to fourfold between end-March and early April 2020 as strict lockdown rules came into force in most countries. They were still about twice as high as their long-term trend at the end of April 2020 (Bhagat *et al*., 2021).

As such, the crisis provides a powerful test of the potential of online learning. It has also revealed its key limitations, including the prerequisite of adequate digital skills, computer equipment and internet connection to undertake training online, the difficulty of delivering traditional work-based learning online, and the struggle of teachers used to classroom instruction (Gettinger & Kohler, 2013). But in the times of the pandemic such as COVID-19, technology aided learning was the best alternative globally.

It is against this background that a literature review has been conducted on the adult learning outcomes and the technological adaptation levels.

Significance of the study

Trainings, which are essentially for up-skilling and capacity building programmes were mostly assumed to bear positive outcomes when they were hands-on and in conference rooms along with the resource persons addressing the participants face to face. Indian academics across disciplines, were not habituated of trainings through online and social media. But COVID-19 grew out to be a global pandemic and left no option but to carry on business distantly and by using technology. At such a time, it was essential to figure out how up-skilling and capacity building happens for subject experts through online faculty development programmes and whether such programmes will have any positive learning outcomes.

As per a study published in the Journal Science Direct under the title 'Evaluating the effectiveness of an online faculty development programme for nurse educators about remote teaching during COVID-19' in 2021, conducing an online faculty development program, helped the educators in increasing their competency related to the virtual teaching tools like Google Classroom, Kahoot, Video Conferencing, etc. Therefore, it can be said that the sudden and unprecedented change brought by the COVID-19 pandemic in the education infrastructure has also pushed the universities and institutions to experiment with alternate modes of workshops, mainly virtual mode, to enhance the capabilities of their faculty.

Studies have also suggested to conduct online workshops for both students and teachers to enhance their learning according to Gilly Salmon in his book *E-tivities: key to active online learning* (2013). Apart from this, a need for change in curriculum and policy formulation has also been felt. Throughout the duration of pandemic and subsequent lockdown, it has been essential for the institutes to conduct these

online workshops of faculty development programs to train their teachers. However, the impediments like lack of infrastructure and adaptability can have an impact on how the faculty and students respond to these workshops.

Additionally, the study focuses on the relation between age, gender, and the nature of institution with the adaptability of technology by individuals. The studies that have happened in the area of online workshops have not explored these questions in detail which creates a gap that needs to be filled. This study provides a peak into the correlation between technology adaption by individuals and the overall learning outcomes.

It is with this question in mind that this study has been conducted to understand the effects of first online FDP conducted by IGNOU. The study is extremely relevant because it can act as a window to understand the various aspects of an online faculty development programme and how it enhances the learning and capacity building of the educators.

At the same time, this study can tell us about varying factors which influence how educators engage with these workshops. This can serve as a tool to implement the necessary changes in online workshops across the universities. IGNOU, as a distance learning institute, has an expertise in conducting distance courses and therefore, its learnings and experiments in online FDP can serve as an important example for the other colleges and universities.

In the post-pandemic world, we can expect that virtual mode of learning and training will continue to gain momentum and may also end up gaining precedence over offline workshops due to the convenience and opportunities it provides.

Review of literature

A study on experiences, challenges, and acceptance of e-learning as a tool for teaching the University medical staff in Egypt during COVID-19 (Zalat *et al*., 2021) revealed the perceptions of the staff towards technology enabled learning, challenges and factors influencing the acceptance of technology while studying whether the use of technological tools will be a positive step towards evolution and change. A large majority of staff members (88%) agreed that the technological skills increased the value of educational experience. The majority of respondents named unstable internet connectivity, inadequate infrastructure and technical problems as the biggest barriers to technology aided learning.

Another paper explored online teaching-learning in higher education during lockdown (Mishra *et al*., 2020). The study advocated the development of multi modal approach to achieve the learning objectives of courses while dealing with the complexity of online education. The study also suggested the provision of reliable communication tools from the government's end along with high quality academic experience for successful teaching learning transactions. The study also suggested a change in curriculum to ensure knowledge intake, positive learning experience and critical thinking ability among students.

The MDPI journal Sustainability published in August 2020 carried a study on 'Responses to COVID-19 in Higher Education: Social Media Usage for Sustaining Formal Academic Communication in Developing Countries'. The paper brought out the difference in use of social media between faculty and students of 9 colleges of Egypt as sole, official and academic platform for communicating. It showed that while students also used social media to support each other and build online community, the faculty only used it as a platform to meet the learning outcomes of their courses. The students also found social media like Facebook and WhatsApp better than free online tools like Google Classroom and Zoom due to their interactivity and ease of use. The study argued that social media like Facebook and WhatsApp could enhance the learning outcomes and learning environment in terms of interactivity and social presence. The study also advocated for appropriate policy formulation to ensure sustainable online learning and a toolkit for selection of social media. Provision of appropriate internet services was also a challenge that the study highlighted. It also stressed the need for online training and workshops for both teachers and students.

A paper on *Faculty Development for Online Teaching as a Catalyst for Change* (McQuiggan, 2012) explored the various aspects of faculty development. The study tried to explore three angles of online teaching: (a) the aspects of professional development activities that the faculty found effective to reflect and question their previously held beliefs about teaching, (b) if there were any changes in the previously held beliefs of the faculty due to online teaching, and (c) if learning to teach online had any effect on face-to-face teaching practices.

The research found that exploring examples of online courses, talking to experienced colleagues and reflecting on their own preparation to teach online were the most effective way that helped them reflect and question their previously held beliefs. The previously held beliefs can possibly change with reflective writing and discourse about preparations of online teaching and talking about classroom changes. Another finding of the study was that learning to teach online with the intent of change affects face-to-face

teaching practices. The study concluded that faculty's amount of time and engagement in professional development activities including focussed reflection can lead to transformative learning and resultant changes in teaching practices. The design of faculty development programmes for online teaching should be such as to change faculty's face-to-face teaching practices.

The study, *A Literature Review on Impact of COVID-19 Pandemic on Teaching and Learning* (Pokhrel *et al*., 2021) highlighted that the pedagogy used for conventional classroom learning is not suitable for online learning. A number of teachers were not technologically upskilled and this became a limitation of online teaching.

In the Bhutanese context, the study also found authentic assessment and timely feedback to be a limitation due to factors like larger class strength, lack of online teaching infrastructure and professional development and non-participative nature of students. The educators found it challenging to ascertain the authenticity of work and actual learning taking place since assignments and examinations were carried out from home. Parental guidance and support also varied greatly. Also, there were no proper criteria developed for effective grading of students. The research also focused on social problems like child abuse and domestic violence to be on rise during the pandemic period, so provision of conducive environment for learners of all socio-economic backgrounds was also not uniform. The affordability and accessibility of free online infrastructures by learners of different socio-economic background was also found to be a challenge. Bhutan has witnessed a rise in school dropout rates during the pandemic. The study also emphasised the need for researching and investigating the best alternatives for special educational needs of learners with disability and special needs.

It is against this background that the study aims to answer the following research objective:

Aims and objectives

The broad objective of the research was to study the effectiveness of teaching learning transactions through online mode through applying adult pedagogy to it. The specific objectives were:

1. To study the change in adaptability to online technology between the post-pandemic and pre-pandemic period.
2. To test the relationship between the age and the technological adaptation levels.
3. To measure the relationship between the technological adaptation levels and online learning outcomes

Research questions

The objectives of the study try to focus on the most important aspects of teaching learning transactions in virtual mode. The consequent research questions for the same were:

1. What is the relation between age group and adaptability to the online mode of learning?
2. Is there a change in the adaptability of technology in the current stage as compared to pre-pandemic stage?
3. What is the relation between technology adoption and nature of institution the individual belongs to?
4. Which age group has a higher technology adaptability?
5. What are the factors that decide the engagement with technology for an individual?
6. Is there a relation between the level of engagement and adaptability with technology, and the overall learning outcome?

Theoretical framework: Connectivist learning theory

Connectivist learning makes extensive use of the internet and technical resources to create a network that maximises learning. As a result, connection encourages university lecturers to think about the benefits of internet access and other technical tools for effective learning, so that each participant may obtain and share information regardless of the problems (the digital divide) they experience. George Seimens (2004) has defined Connectivism as "a learning theory for the digital age". This theory believed that the starting point of learning is the individual who feeds information into the network, which feeds information back to individuals who in turn feed information back into the network as part of a cycle. It is an educational technique that allows students to connect with one another using social networking or collaboration tools. As per many previous learning theories, like cognitivism or behaviourism, it has usually been believed that the learning happens inside the head of an individual but Siemens (2006) argued that "we need to rely on a network of people (and, increasingly technology) to store, access, and retrieve knowledge and motivate its use". The medium (technology) is also a part of the decision-making process for the learner. Connecting with the technological platforms allows learners to expand their exposure to the knowledge base which also influences their decisions. Connectivist theory is relevant for this study because its findings can probe whether connecting with technology enhances the learning of participants. The theory prioritizes online learning as the best

choice for the learners. This study highlighted those participants in the workshop found it more comfortable to engage with online platforms and were also able to enhance their learning, and it shall be used to draw parallels with the theory

Background of the study

Indira Gandhi National Open University (IGNOU) is an Open and Distance Learning (ODL) University and the only national ODL University in India. It has over four million learners enrolled with it, both from within the country and outside. The ODL system has been able to take centre stage in this pandemic as it is well equipped to teach at a distance and offers the inherent flexibility of self-paced learning. Moreover, when such a system is blended with easy technology for teaching learning transactions, it yields more than satisfactory results.

The belief in the results of such technology oriented transactions becomes more resolute when it's the teachers themselves who are experiencing a tech enabled learning environment and are sharing positive feedback about their learning experience. Such was the case in a study that was undertaken when IGNOU during the first lockdown period in 2020 conducted a week-long online faculty development programme. This was the first of its kind organized by IGNOU and testing of learning environment, learning experiences and usability of knowledge imparted was done in three phases during the programme. The following were the aspects of the study One aspect focused on the content, its adequacy, usability, etc. The second aspect focused on the source of information, in this case the resource persons. The third aspect emphasized on the tools and technology used for delivery. The online Faculty Development Programme (FDP) was conducted by the School of Engineering and Technology of the University on the subject, 'Energy Conservation and Renewable Energy' from 1st to 5th June, 2020. The participants were from Government and non-government sectors, academia and private sector. This was a technical area and the deliberations were done on topics like:

- Renewable Energy and Environment sustainability
- Recent developments in the field of Renewable Energy
- Grid integration of Renewable Energy resources Renewable Energy conversion systems Optimal Control of Renewable Energy conversion systems
- Renewable Energy Technologies
- Hybrid Renewable Energy Systems
- Life Cycle Analysis and Carbon credit earned by Renewable Energy systems

Methodology

Indira Gandhi National Open University (IGNOU) organized its first online five-day faculty development programme (FDP) on a technical subject which saw the participation of teachers of higher education pan India. In order to test the effectiveness of the FDP for the respondents, an e-questionnaire was administered through Google Forms at three stages of the FDP. The questions were administered on the first day of the FDP, the third day and the final day of the FDP. The questions asked comprised largely of their expectations from the FDP, the reason why they chose it, the content quality and adequacy, knowledge gain, the effectiveness of the resource persons for the day, the online learning platform and social media in aid. They also probed the respondents for interactivity, feeling of isolation and overall effectiveness of such online trainings.

In order to supplement the online platform used which was Google Meet, other social media apps/platforms used comprised of Facebook page, WhatsApp and YouTube streaming of lectures. The questions asked on first and final day of the FDP were closed-ended and have been analyzed through conducting a bi-variate analysis and MS Excel data visualization tool was used to meet the objectives of the paper while the intermittent day's questions were more unstructured and have been used to support the analysis and the interpretation of the research. These tests were conducted to bring out the levels of adaptability of the technology and online learning outcomes of the subject.

The total number of participants in the FDP were 180. The responses of participants who have attempted all the surveys were included in the study and the remaining have not been considered. So, the total number of respondents for the current study were 45 participants. The FDP was conducted by the School of Engineering and Technology, IGNOU, New Delhi.

Simple percentages and mean were used for analyzing the demographics of the participants, age and the technological adaptation respectively. A bi-variate regression analysis was conducted to determine the cause-and-effect relationship between the online learning outcomes and the technological adaptation levels.

To check whether the respondents have really been benefited in their teaching learning transactions, at the end of 2021, another small questionnaire was administered on the same set of respondents to check whether the experience gained in 2020 has been put to good use. A year and a half later, the questions probed about the comparison in level of comfort with online trainings, level of comfort in operating

through different online platforms and the confidence in organizing such trainings independently. 33% of the participants responded to the reality check.

Hypothesis of the study

Objective 1

H₀1: There is no change in adaptability to online technology as compared to pre-pandemic levels.

Objective 2

H₀2: There is no relation between age and adaptability to online technology.

Objective 3

H₀3: There is no relationship between the online learning outcomes and the technological adaptation levels.

Data analysis

The study has analyzed the data collected through e-questionnaires using simple percentages and statistical tools.

Demographic profiling

Distribution of gender: The demographic profile of age, gender, designation and the nature of institution the participants are associated with has been studied. The total number of participants who responded to all the tests were 54 members (n=54). About 61% of the total participants of the FDP were male and the 39% of the participants were female.

Age of the respondents: The age of the participants has been studied. 59% of the total participants were between 25–35 years of age. More than 31% of the participants were between 35–45 years of age and about 9% of the participants fell between the age group of 45–55 years.

Nature of the institution of the respondents: The nature of the institution the participants were associated with has been studied. It was seen that 39% of the participants belonged to the government sector and 61% of the participants belonged to the private sector.

Designation of the participants: Amongst the total number of participants of the FDP 87% were assistant professors, 3.7% of them were associate professors, 3.7% of them were professors and 5.6% of them belonged to others category.

The relationship between Age and the levels of technological adaptation of the participants

To study the relationship between the age group and technological adaptation levels questions on variables of interactivity, tools used in the FDP, isolation levels, the effectiveness of the FDP and questions on if conducting virtual FDPs was similar to that of the offline FDPs were posed as shown in Table 1. Bivariate analysis was conducted and MS Excel Data Visualisation was used to decipher the results.

Table 1 clearly brings out that the participants between the 25–35 years of age group were most comfortable with the tools that were used in the FDP followed by the 35–45 years of age. The participants between the 45–55 years of age were not much comfortable with the tools used in the FDP. It is observed that participants belonging to 35–45 years of age have interacted the highest with the resource persons, followed by the younger age group. The eldest age group, i.e., 45–55 years told that they could not interact much with the resource person. It can be noted that the younger group of participants did not feel isolated, followed by the age group of 35–45 years. The elder group of participants felt the most isolated amongst the rest of the participants.

The younger group of participants found the FDP to be more effective than the rest of the participants, followed by the 35–45 years of age group. The older group of participants did not find the online FDP much effective. Finally, the age group of 35–45 years said that the online FDP was similar to that of the offline FDP, followed by the younger group of participants. Whereas, the older group of participants did not find the online FDP similar to that of the offline FDP.

The relationship between technological adaptation and the learning outcomes

For conducting a bivariate analysis, two tests were considered—the one conducted on the participants on

Table 1: Relationship between age and technological adaptation level

Age	Technological Tools used in the FDP/ -ve question	Interactivity levels with the resource person/ -ve question	No isolation from fellow participants/ +ve question	Effective Online training/ +ve question	Similar to face to trainings/ +ve question
25–35 years	341	350	309	4.25	356
35–45 years	312	365	318	4.5	376
45–55 years	300	340	320	4.60	340

the opening day of the FDP, and one on the last day of the five-day FDP. The data was collected based on the levels of interactivity of the program, the engagement levels, the relevance of the content, presentation of the resource person, usage of tools, the levels of knowledge gained, the effectiveness of the platform and isolation, if any, since it is a virtual platform. A bi-variate regression test has been conducted using the variables; adaption of technology and the adult learning outcomes as shown in Fig. 1 for test 1.

$y=0.594x + 15$
$R^2=0.2195$
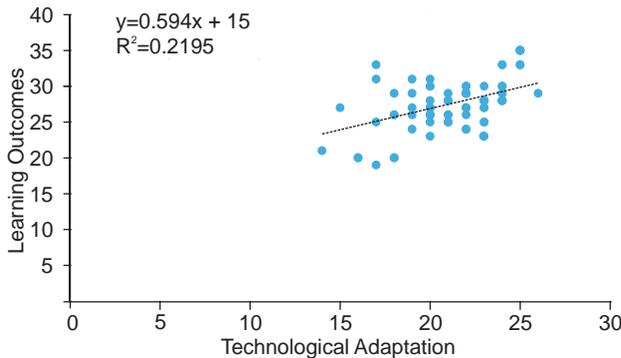
Fig. 1: Technological adaptation vs learning outcomes (Test 1)

The results of the analysis revealed that on the first day of the FDP the participants were not confident regarding the learning outcomes through an online platform. It is clearly seen from the R squared value that in the first test participants showed that about 21% of the learning outcomes were dependent on the technological adaption. It is also seen that there is a positive relationship between the adaptation of the technology and the adult learning outcomes. So, the participants pointed out that the increase in the usage of technology would also lead to better and improved learning outcomes. Nevertheless, the participants at this stage were not confident about their technological usage patterns and the learning outcomes.

The second test was conducted on the last day, i.e., on the fifth day of the FDP. This test was conducted after the participants had been using virtual platforms in learning content from the subject expert. At this stage, the participants were already found to be using social media platforms like Facebook, WhatsApp to learn the subject for the past five days. It was

$y = 1.6559x + 15.988$
$R^2 = 0.6902$
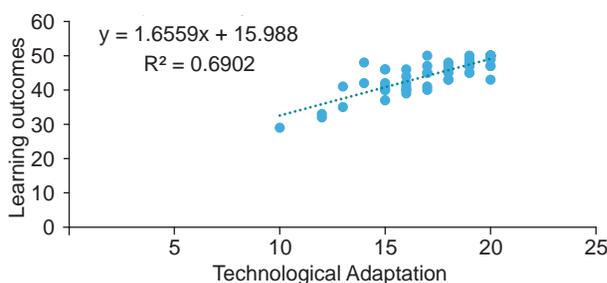
Fig. 2: Technological adaptation vs learning outcomes (Test 2)

seen from the R squared value that the participants showed that about 69% of the learning outcomes were dependent on the technological adaptation (Fig. 2).

Discussions and findings

In the pandemic scenario, it was observed that the participants showed keen interest in participating in FDPs through online mode. The participants suggested that the learning outcomes were more or less similar to that of the offline mode. It is because the participants of FDPs are generally at a minimum of an assistant professor designation, which hints at their knowledge in the subject area.

In the study, it was seen that a majority of the participants belonged to the younger age group. The participants showed progress towards their technological adaptation levels as they moved towards the end of the FDP when compared to that of the first day. Also, a majority of the participants were working with private institutions and found it easy to adjust to the technological adaptation levels. The participants expressed their views on the quality of the content delivered in the FDP and the relevance of the subject areas in recent times. They expressed satisfaction regarding the knowledge gained, the material used and shared for learning purposes, the time-bound presentation and the interactivity levels with the resource persons. Although, the participants pointed out that the interaction amongst the fellow participants was missing since it was a virtual FDP, nevertheless, there were several strong factors like availability of global resource persons, no travel involved and reduced chances of missing out on good FDPs. In order to cover up the gap of the interaction amongst participants, a WhatsApp group was created to interact, share, discuss, debate over the subject.

A year and a half later, in December 2021, the researchers got in touch with the same set of participants to trace their teaching learning journey from the time of attending their first FDP as a participant to this day when they also act as resource persons and teach online. To understand the overall adaptability towards online learning and training, a set of questions was administered on the participants. 3 percent of the respondents responded to the Google form. The results showed that participants' level of comfort with the online training had increased in the pandemic period as compared to their engagement in the past. A total of 61.1% respondents (Fig. 4) said that they were experiencing highest comfort level today as compared to only 3% (Fig. 3) two years ago.

About 88% of the respondents stated that they were comfortable in organizing their own online training
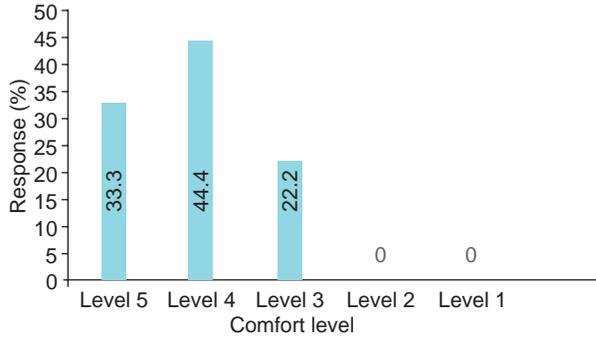
Fig. 3 Comfort level with online workshops earlier (In percentage terms). Level 5 represents the highest level of comfort and level 1 represents the lowest.
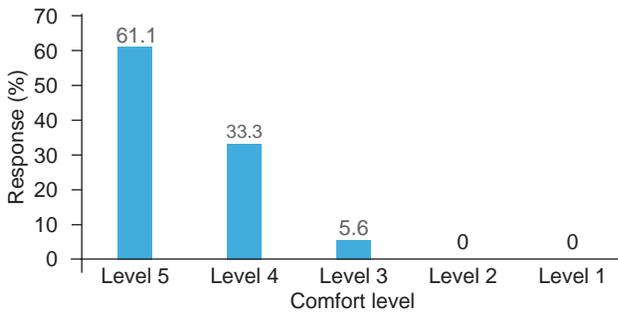
Fig. 4: Comfort level with online trainings currently (In percentage terms). Level 5 is the highest level of comfort and level 1 is the lowest.

independently. This showed that the introduction to online workshops in the pandemic period have played a role in increasing the adaptability of individuals and their confidence in engagement with online mode of training, whether it related to attending workshops or organizing them.

Majority of respondents also agreed that they would prefer to attend future FDPs in online format
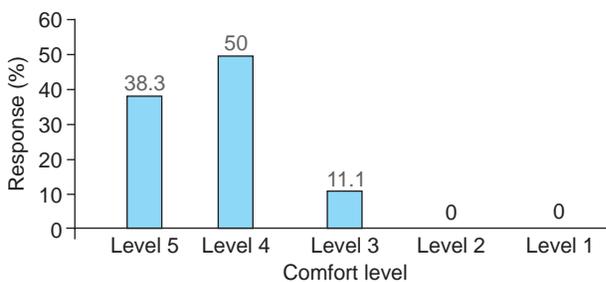
Fig. 5: Confidence of organizing online trainings independently (In percentage terms). Level 5 is the highest level of comfort and level 1 is the lowest.

due to various reasons like time saving, ease of access, learning new digital tools, saving expenses, etc. Some respondents stated that offline sessions enabled them to get hands-on training and the opportunity to meet new people which lacks in online sessions.

Thus, it led to the rejection of null hypothesis for objective 1 which stated that there is no change in the adaptability level of individuals. The alternate hypothesis that the adaptation of technology by

individuals has changes or increased in the current scenario as compared to the past (two years ago) has been accepted.

The participants of the FDP were between the age group of 25–54 years. They were divided into three class intervals as shown in the table above (Table 1). It was seen that the younger group of participants between the age group of 25–34 years was more comfortable with the virtual FDP when compared to that of participants between the ages of 35–54 years. It can be concluded that the younger age group was more at ease with adapting to the changing technological needs in conducting virtual FDPs. On the other hand, the older group of participants were not so comfortable with using the technological tools for learning.

Therefore, the null hypothesis of objective 2 has been rejected that there is no relation between the age group and technological adaptability of participants. The alternate hypothesis that age of an individual influences their engagement and adaptability levels of online technology has been accepted.

In the first test the participants did not achieve much in terms of learning outcomes, but as they moved towards the end of the FDP, they could adapt to the technology better, which resulted in the progress of the learning outcomes in test two. The study concludes that the adult learning outcomes are dependent on the levels of technological adaptation of the participants.

The null hypothesis for objective three has been rejected and alternative hypothesis has been accepted. It is observed that, as the levels of technological adaptation increases, the learning outcomes also increase. The study showed that there is a positive relationship between the technological adaptation and the learning outcomes.

Also, the suitability of the medium and the subject knowledge are two factors that go a long way in measuring the effectiveness of a mode of transaction and meeting the learning outcomes. What the respondents gained in terms of knowledge was more personal in nature and built upon the past knowledge. Their adaptability to the online medium in their community of practice was also found to be based on their comfort level with the online learning environment.

The findings also correlate with the assumptions of connectivism learning theory which suggests that learners enhance their knowledge by engaging with technology. The study has found that increased adaptability with technology has positive effects for the learning outcomes. This study aimed to understand the factors which influenced participants' engagement with technology and its further impact

on their learning. It proved the assumption correct that the virtual model of learning may have a positive effect on participants' learning due to increased exposure and better connectivity.

Conclusion

The study while aiming to study the effectiveness of online learning vis-à-vis face-to-face training was able to investigate the variables that can make a certain mode more effective over the other. In the era of blended learning which is the new normal of the post COVID era, it is important to measure single mode and inter modal effectiveness or blended approach based on the preexisting knowledge base in a given subject area. Yet, the study proved that the respondents were welcoming of the new norms of teaching-learning transactions and were ready for a future they were catapulted into and would soon be a part of their normal lives in their profession.The research also revealed that the 'new normal' of technology led training and education is not only a viable alternative, soon it will be in a position to be the first choice of clientele who prefer distance education, those who preferred to save on time and costs and wanted greater flexibility in learning while also seeking education from the best experts in the world.

Limitations and scope for further research

While this study provided an insight into the adaptability of online technology among the faculty members representing different age groups and nature of institutions, there are some limitations which can be addressed in further researches in this area. The study found a correlation between age and adaptability. However, it did not take into account other factors which may influence this correlation like the gender, exposure to technology in the past, etc. Further research can analyze an array of other factors which influence adaptability. The study in social sciences involve looking at a concept in real-life scenario which leaves a scope for further investigation. Further research should enable us in understanding more about online interventions and their effects as it can help in greater improvisation and better learning outcomes.

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Understanding Binge-watching Phenomenon on OTT Platforms: A Study of the Evolving Media Consumption Patterns on Television

YASHASVIKA YADAV[1] & MANUKONDA RABINDRANATH[2]

ABSTRACT

The adoption of OTT platforms has engendered the binge-watching phenomenon, this consumption practice contributes to a fundamental shift in the way audience view television. OTT platforms are changing the way television is perceived technologically and culturally. Binge-watching has led to major structural changes in the media landscape that has the potential to change the way content is created, produced and consumed. The goal of this paper is to investigate the impact of OTT platform on television technology, content, distribution, and audience flow. Additionally, the study explores the binge-watching phenomenon by focusing on facets such as—the emergence of binge behaviour, the impact of binging and the polarizing discourse on binge-watching in mainstream media and academic discourse. The research on binge-watching is still in initial stage and this study contributes to the literature by offering a comprehensive analysis on the experience of binge-watching and the expansion of OTT platforms.

Keywords: Audience, Binge-watching, Internet, OTT platforms, Television

Introduction

Digitization, globalization and personalization in the field of ICT (Information Communication Technologies) has altered the patterns and quality of media consumption. These new technologies have liberated individuals from the temporal and spatial constraints, and afforded the agency to access media anytime anywhere. Likewise, the emergence of Over-the-top (OTT, hereafter) platforms has led to the proliferation of the binge-watching phenomenon. It refers to the act of viewing various episodes in rapid sequence (Sun & Chang, 2021).

In India, the users access internet primarily to entertain themselves, communicate and use social media (Kantar, 2020). Sheth *et al*. (2021) observe an increase of 24% in the online video user-base for entertainment from 2018 to 2020 due to the COVID-19 lockdown which compelled individuals to stay at home and adjust to the new way of work and life. Thus, owing to the dearth of options for entertainment during the lockdown various households transitioned from cable and broadcast system to a more hybrid and multi-platform one. Accordingly, the Smart TV market in India recorded 65% growth during the pandemic (Jana, 2021) and the adoption of OTT platforms exhibited 30% growth in paid subscription from 21 million to 29

million during January to July 2020 (Basuroy, 2021). Consequently, the expansion of OTT platform led to the rise in binge-watching culture in India (Mehra & Bhasin, 2020).

Binge-watching is a form of independent viewing where the viewer makes the decision about what to watch and is not dependent on the television broadcasting schedule (Horeck *et al*., 2018). Bennett (2008) states that digitalization of television has ushered an experience of television that is far removed from the linear flow of broadcasting and privileges the viewer choice. This new viewing habit is embedded in the discourse of experiencing digital television different from cable television (Horeck *et al.*, 2018). Thus, the appropriation of OTT platforms by the audience has changed the television industry and is causing a structural transformation in the creation, consumption and distribution of content (Anghelcev *et al*., 2021).

Turner (2019) argues that majority of research about the present-day shifts in television has been concentrated upon technologies, distribution system, content or on the structure of the industries. However, audience have not been at the centre of these interests. Thus, this text reviews historically important progress in the television industry and technology in recent years. Additionally, the study situates binge-watching

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as a television consumption pattern that contributes to fundamental change in the way audience views television and outlines the journey from a relatively passive to an active audience.

OTT platforms: Paving way for new practices

The trajectory of Netflix, an American video streaming application, exemplifies the viability of the OTT business model (Park, 2019). Netflix was launched as a DVD (Digital Video Disc) rental service in 1997 by Mark Randolph and Reed Hastings. In 2007, it offered its members the choice to stream films and television content directly through internet (Hosch, 2022). Subsequently, Netflix introduced a streaming only platform in 2010 and launched its operation in Canada and Latin America (Lobato, 2019). Eventually, by 2016 Netflix expanded its footprint and was available in more than 190 countries including India ("Netflix launches in India," 2016).

Park (2017) describes OTT platforms as a service that bypasses the conventional distribution system to provide facilities over the internet. OTT platforms includes VoIP (Voice over Internet Protocol) services like– Skype; Short messaging services (SMS)– WhatsApp; Cloud services like– Dropbox and Internet television (video streaming)– Netflix. Although, OTT includes all the aforementioned services, mainstream media refers video streaming applications as OTT platforms. These OTT platforms are available on multiple mediums like-mobile phones, laptops, tablets, and Smart Television (Somani, 2021). The OTT players have diverse business models which including:

- **Subscription video-on-demand (SVOD)**– Users pay subscription charges to access the content libraries (RBSA Advisors, 2021). Netflix and Amazon Prime Video follow this model.
- **Advertisement video-on-demand (AVOD)**– The content is offered free of cost, OTT platforms monetize through advertisements (Sheth *et al.*, 2021). Youtube and MXPlayer are examples of AVOD model.
- **Transactional video-on-demand (TVOD)**– Users can acquire specific content on pay-per-view basis, this includes—Hungama and ZEEPlex (Sheth *et al.*, 2021).
- **Freemium**—The content is available for free but will include some ad breaks. These platforms also offer premium content that is behind a paywall. This model is mostly used by the television broadcaster platforms like—Disney+ Hotstar, Sony LIV and ZEE5 (Sheth *et al.*, 2021).

Rowsey and McDonald (2016) predict that the growth of OTT platforms in the contemporary period signals a transformation in the television landscape similar to film's adoption of sound technologies in the late 1920s; the proliferation of Television in 1960; the introduction of Video Cassette Recording (VCR, thereafter) in the late 1980s and the growth of internet in the 1990s.

Research objectives
- To study the implications of OTT platforms on television industry.
- To describe an overview of the binge-watching phenomenon facilitated by OTT platforms.

Research methodology

This paper aims to provide a comprehensive analysis on the contemporary practice of binge-watching on OTT platforms. Thus, this study employ secondary data analysis, the data has been collected from text books, research journals and newspaper articles. Stewart and Kamins (1993) claim that all research efforts begin with some type of secondary data. The existing information and knowledge provide a basis for conceptualization of new research, formulation of the problem and investigation of new information (Stewart & Kamins, 1993).

Review of literature

Binge-watching is not a novel phenomenon, before the introduction of OTT platforms the user autonomy of watching content at a much convenient time was offered by the media technologies of VCR and DVD (Digital Versatile disc) (Ferchaud, 2020; Rubenking & Bracken 2020). The television history has experienced multiple shifts since its inception due to development of the broadcast system and technologies that have shaped the way content is created and distributed (Ferchaud, 2020). Lotz (2009) chronicles these developments by segregating it into three phases—the network era, multi-channel transition and the post-network era.

The Network Era (19s–19s): Monopoly of the networks

Lotz (2014) remarks that it is difficult to ascertain the beginning of network era, however by the early 1960s the conventions of this era were firmly established. During the network era audience had limited options and primarily chose from the three networks—CBS (Columbia Broadcasting System), NBC (National Broadcasting Company) and ABC (American Broadcasting Company). The television gained the status of primary cultural institution owing to its vast reach amongst audience. However, with the emergence of technologies at the end of this era provided audiences with control and choice (Lotz, 2014).

Multi-channel transition (1980s – 2000s): Erosion of monopoly

During the multi-channel transition phase television broadcast system and technologies experienced two significant developments including- the appearance of new technologies (VCR and DVDs) and the introduction of subscription channels that acquainted the audience with advertisement free content (Lotz, 2014). Most importantly, the arrival of new channels and networks eroded the dominance of three networks. The cable channels presented viewers to diverse set of programs including- sports and news that aired around the clock for seven days (Lotz, 2014). Rubenking and Bracken (2020) remark that the acceptance of cable television and VCR hinted towards a shift of autonomy and viewing power from networks to the viewers.

The post-network era (2000s): User autonomy and choice

The choice and control afforded to the audience throughout the multi-channel transition phase continued to increase during the post-network era (Lotz, 2014). The two key factors which initiated a change in audience behaviour was the appearance of digital technology and an evident generational shift. Firstly, the digital technologies ushered the integration of television with portable and mobile technologies like computers and smartphone which led to removal of television from its domestic confines (Lotz, 2014). Secondly, the millennial generation were accustomed to a range of technologies since their birth and moved fluently and fluidly among technologies. Accordingly, Mehra and Bhasin (2020) state that binge-watching on OTT platforms is most prevalent amongst the cohort of millennials (those born between 1981 and 1996) and Generation Z (those born after 1997) (Dimock, 2019).

Lotz (2009) claims that the passage from multi-channel transition to post-network era can be best encapsulated by the deal between television network ABC and Apple (an American technology company). The agreement was to distribute a few prime-time programs of the channel for viewers to purchase and download content over Apple's iTunes software. It was an indication of the transition from the traditional linear viewing experience to the one where users select what, where and when to watch from a wide array of options.

Evolution of Indian television

Aggarwal and Gupta (2002) claim that a grant of $20,000 made by UNESCO (United Nations Educational, Scientific and Cultural Organization) in 1961 to study the use of television as a means of rural development and education was the beginning of the television industry in India. Subsequently, in 1959, the Delhi Television Centre was set-up with a transmission range of forty kilometres around Delhi (Kumar, 2010).

Aggarwal and Gupta (2002) argue that television broadcasting in India developed at a slow-pace in the early twenty years. Initially, television was regarded as an agent of social change and education (Aggarwal & Gupta, 2002). Gradually, from 1965 onwards entertainment and information programs were introduced and the duration of the broadcasting was extended by 1970 (Kumar, 2010). Thereafter, the number of television sets increased from 22,000 to 100,000 by the mid-seventies (Kumar, 2010).

During 1975-1976, SITE (Satellite Instructional Television Experiment) was launched in India. It was a pilot project initiated to experiment with satellite communication to broadcast special programs in six states including 2,400 villages (Aggarwal & Gupta, 2002). According to Kumar (2010) the success of the experiment advanced the television technology in India. Aggarwal and Gupta (2002) claim that the next significant development was the introduction of colour transmission of the Ninth Asian Games in 1982 on television.

Kumar (2010) suggests that the sponsorship of indigenous serials and situational comedies by the advertisers provided an impetus to the production of entertainment programs of various kinds. India's first soap opera *Hum log* (1984) was released to massive reception which led to creation of local programs like—*Yeh Jo Hai Zindagi* (1984), *Khandan* (1985), *Idhar Udhar* (1985) and many others (Aggarwal & Gupta, 2001). Eventually, in the 1990s, the proliferation of satellite and cable channels in India presented the audience with wide array of national and international channels including- CNN, Star TV, ZEE TV, ETV, Sun TV and Asianet (Kumar, 2010). The arrival of cable television had an impact on the programming and advertising that led to innovations in existing programming formats (Aggarwal & Gupta, 2001).

A recent development with regard to the Indian television is the widespread expansion of the OTT platforms (RBSA Advisors, 2021). In 2012, India's first online movie-on-demand OTT platform Bigflix was launched ("Company Overview, n.d."). This was followed by the introduction of Disney+ Hotstar in 2015, an OTT platform previously owned by Star India and later acquired for $1 billion by Walt Disney (Misra, 2020). Eventually, in 2016, international media conglomerates like—Netflix and Amazon Prime Video started their operations in India (Choudhary, 2016). Presently, there are 5 domestic

and international competitors in the video streaming segment (Sheth *et al.*, 2021). The arrival of OTT platforms and smart TV penetration has altered the traditional consumptions patterns of the viewers in India.

The Audience: Passive to active

Ferchaud (2020) claims that the television audience is an ill-defined concept and the debate around conceptualization of audience is centred around the notion of active or passive viewers. According to Mcquail (2010) the initial theoretical conceptualization of media audience emerged from the shifting character of the social life in the modern culture. Herbert Blumer (1900–1987) defined audience as a mass, an assembly of people made possible by the condition of the modern societies. Initially, the audience were perceived as large, heterogenous, widely spread masses lacking self-identity, self-awareness and incapable of working together in an organized way towards a secure objective. Thus, this composition of audience did not act for itself but was rather acted upon (Mcquail, 2010).

Initial research studies considered the audience as passive receiver of the media stimuli and concentrated on the harmful effects of media on children and youth (Mcquail, 2010). Contrarily, alternative research developed as a reaction to the direct effects, the audience were no longer conceived as passive victims but as in-charge of their media experience. Mcquail (2010) claims that the proliferation of new media technologies and medium has initiated new forms of audience behaviour.

Ferchaud (2020) remarks that new programming formats and technological innovations in the television history has led to a shift in the perception of passive to active audience. The notion of television audience changed with the advent of cable, as the audience had limited choice and agency in the broadcast era but cable television introduced multiple options. The widespread choice afforded by cable television led to segmentation of the audience. These segments were identified on the basis of their taste and lifestyle instead of any specific geographical area or social class, it segregated the concept of audience from large heterogenous mass to small niche audience (Mcquail, 2010). However, the arrival of OTT platforms completely altered the audience composition by providing the choice to audience to view content with temporal and spatial affordances (Ferchaud, 2020).

Binge-watching: The new normal

Mcquail (2010) remarks the change in audience

consumption patterns occur mostly due to development of a new medium or a wider social change. Similarly, the advent of OTT platform has led to a shift in audience consumption patterns by presenting the user with autonomy and control (Horeck *et al.*, 2018). This autonomy allows viewers to watch 'pure' text—a serialized content without the pollution of advertisement, promotional material and teasers (Jacobs, 2011 as cited in Horeck *et al.*, 2018).

The term binge-watching was first used on an online forum by fans who viewed videotapes of the American science fiction television series *The X-files* in the early 1990s (Zimmer, 2013 as cited in Rubenking & Bracken, 2020). This practice of binge-watching was advanced by Netflix through repeated use of the term with the release of its original shows—*Orange Is the New Black* and *House of Cards* in 2013. In 2015, binge-watching was announced as the word of the year by Collins' dictionary ("Binge-watch is Collins' dictionary's word," 2015). By 2017, Netflix started promoting the term- binge racer which signifies viewers who finish the entire season with twenty-four hours of its release ("Ready, set, binge" 2017). Anghelcev *et al.* (2021) claim that OTT platforms have revived and normalized binge-watching.

Binge-watching as a theoretical construct has not been explored completely due to the novelty of the phenomenon (Ferchaud, 2020). However, Sung *et al*. (2018) argue that the idea of binge. Watching is similar to the practice of television marathons-the act of watching television programs as they appear on television or viewing them via DVD box sets. But, Ferchaud (2020) claims that the sense of control inherent to binge-watching distinguishes it from television marathons, television audience have a choice to watch or not, yet they cannot choose the time or episode they wish to engage with.

Binge-watching: Definition

Binge-watching is the act of viewing content for long duration (Rubenking & Bracken, 2020; Starosta & Izydorckzyk, 2020). Sung *et al.*, (2018) observes that there is no specific agreement on the number of episodes or hours that accounts for binge-watching. According to Viens and Farrar (2021) binge-watching lacks uniform conceptualization that makes generalizability and theoretical development difficult. However, the most common understanding of binge-watching is viewing of numerous episodes, usually three or more, of a television program in a continuous sequence (Anghelcev *et al.*, 2021; Erickson, Dal & Bly, 2019).

The new cultural currency

Gunter (2021) claims that binge-watching has

become a cultural event. Communities are built around specific television programs where viewers participate in cultural conversations online and offline. To illustrate, *Squid Game* (2021), a South Korean survival drama which streamed on Netflix, was the most watched show of the OTT platform in 2021 (Coyle, 2021). In India, fans of the show purchased *Squid Game* merchandise (Sekhose, 2021) and enrolled themselves to learn the Korean language ("Korean waves sweep India", 2021). Sung *et al.* (2018) observes that viewers binge-watch to break away from the stress of everyday life to enjoy and participate in social interaction.

Quality content

Matrix (2014) argues that OTT platforms have redefined narrative conventions by producing series with compelling narratives that motivates the viewer to engage with the text for long durations. These OTT platforms invest heavily in creating quality shows, Netflix spent approximately 14 billion dollars in 2019, 11.8 billion dollars in 2020, and 17 billion dollars in 2021 to create quality content (Stoll, 2021a). Similarly, in India, the video streaming services have invested around 1,900 crores to create original content in 2021 (Jha, 2021). Binge-watching on OTT platforms is legitimized in media by creating a discourse of viewing quality content that is best enjoyed in long and immersive sessions (De Keere *et al.*, 2020).

Binge-watching: Empowering or addictive

Binge-watching experience on OTT platforms is depicted as both addictive and empowering in media and academic discourse (Sung *et al.*, 2018). Drotner (1999) claims that invention of every new media technology brings with it a set of hopes and fears which is debated in mainstream media. The negative perception of the new media is specifically endorsed when children and young adults are adopters or heavy users of the media. In the 20th century, the media panics centered on social evils arising from pop culture, however with the penetration of media in the social lives of the individual the focus has shifted on the psychological ill-effects (Drotner, 1999). Likewise, Ferchaud (2020) observes that binge-watching is associated with various mental health implications including- addiction and poor sleep quality (Exelmans & Bulck, 2017) and social isolation ("Is binge-watching bad for students, 2019).

The tendency to perceive binge-watching as alarming is due to the negative connotations associated with the word binge that suggests extreme drunkenness and overeating (Ferchaud, 2020). Additionally, binge-watching is related with the concept of heavy viewers of television, the term has been in prominence since the inception of Cultivation Theory (George Gerbner, 1973) (Rubenking & Bracken, 2020). The theory posits that the more time an individual invests in watching television the more likely they will adopt a predominant perspective of the world that is expressed on television (Mcquail, 2010). Ferchaud (2020) argues that cultivation theory was conceptualized before the advent of cable and satellite television when audience were large and non-agentic, thus this concept cannot be generalized to the contemporary audience.

De Keere *et al.* (2020) argue that binge-watching has not engendered a full-scale moral panic compared to the consumption of video games, music genres and sexualized media content. Although, binge-watching is considered an activity that is compulsive but it stems from the ability of the viewers to control when, where and how long they watch (Ferchaud, 2020). Steiner and Xu (2018) claim that the practice is a representation of the audience control and autonomy.

Discussion

Binge-watching has become the new norm of consumption of serialized video content and is prominent amongst youngsters (Starosta & Izydorczyk, 2020). The rapid adoption of OTT platforms by audience throughout the world has changed the television and video entertainment industries. The academic research on binge-watching has essentially been concentrated upon the motivations to binge-watch (Anghelcev *et al.*, 2021, Steiner & Xu, 2018, Shim & Kim, 2018) and on the negative outcomes of the practice (Dandamundi & Sathiyaseelan, 2018; Walton-Pattison, Dombrowski & Presseau, 2016; Sun & Chang, 2021). The present study adds to literature by exploring the phenomenon from diverse angles and highlighting the historical background of evolving technologies that has had an impact on television.

The most agreed upon definition of binge-watching is viewing of numerous episodes of a serial in one sitting, however, there is a lack of consensus on the understanding of binge-watching (Starosta & Izydorczyk, 2020). Thus, it is imperative to build an understanding of binge-watching and develop a conceptual definition of this form of online video consumption. Although this research study is restricted to secondary sources, it will serve as preliminary step from which future research can grow.

Conclusion

Currently, the market share of OTT platform in India is 79% in the media and entertainment

landscape and it is projected to grow to 22-25% by 2030 (Boston Consulting Group & Confederation of Indian Industry, 2021). Additionally, the expansion of internet users, cheap and fast internet data and affordable smartphones indicate that the growth of OTT platforms is inevitable (RBSA Advisors, 2021). This widespread adoption of OTT platforms is challenging the foundations of the conventional television practices (Sadana & Sharma, 2021). In USA, the practice of cord-cutting and other forms of untethering has had an impact on the television media landscape (Stoll, 2021b). Cord-cutting is the process of cancellation of expensive cable connections to switch to OTT broadcast over internet ("Cord Cutting", 2012). Although, the practice of cord-cutting is not extensive in India, however with robust internet connection and diverse content on OTT platforms, this possibility cannot be disregarded (KPMG & Eros Now, 2019; Sathe, 2017).

Gunter (2021) claims that binge-watching has become increasingly common amongst children, the future viewers of television. This demographic has adopted non-linear viewing on OTT platforms which offers them independence from the pre-determined schedule of television (Gunter, 2021). However, even though the younger cohort are drawn towards OTT platforms, it does not signify that cable television has a bleak future (Sadana & Sharma, 2021). Evidently, Sadana and Sharma (2021) claim that not every new media needs to replace the old one, there is always a possibility of coexistence.

Lobato (2019) claims that digital technologies of various kinds have altered the existing television industries. These novel technologies and the accompanying industrial practices have brought with it comprehensive changes in the technological facets of television, its use and its cultural importance (Lotz, 2014). The diminishing position of broadcast television structure has led to a decline in its' capacity to function as a site for hegemonic negotiation (Levine, 2011). However, Lotz (2014) argues that despite the emergence of new practices and technologies television remains an omnipresent media and the post-network era does not signify the end of television but a beginning of a new era.

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Content Analysis of the Coverage of the Health and Environmental News Stories in English and Urdu Dailies Published from Hyderabad, Telangana State

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ABSTRACT

The aim of this research is to compare the coverage of health and environmental issues in English and Urdu dailies published from Hyderabad. Among the four dailies of Urdu and English, two newspapers from each language, that is, Siasat Daily, Etemaad, Deccan Chronicle, and The Times of India, were selected for quantitative study. The research is carried out to know the frequency and space provided to health and environmental issues in these dailies. The coverage of 92 dailies is analyzed for a period of three months published from January 1, 2018, to March 31, 2018, through constructed week sampling technique. The study found that there is a significant distinction among English and Urdu dailies in terms of giving space to various stories related to the health and environment issues. It is also found that space dedicated to health and environment issues in English dailies is doubled as compared to Urdu dailies. The study reveals that The Times of India provided significant space to the stories, but the remaining dailies—Deccan Chronicle, Siasat Daily, and Etemaad—dispense only half of the space pertaining to coverage of the health and environment issues.

Keywords: English and Urdu dailies, Environment, Health, Indian Newspapers, News coverage

Introduction

The new millennium can be described as an age of innovation, artificial intelligence, technology convergence, and new media. In spite of the emergence of new media and advent of digital technologies like cellular phones and the internet, print media still holds its prominence in the field of communication, especially when it comes to disseminating information. Newspapers that constitute a major chunk of print media hold a significant place in society in general, particularly in the developing nations. Since the newspapers first saw the light of day, they have historically influenced society and continue to do so in innumerable ways.

The Indian newspapers are described as the documents of 1-day old history. All genres of news content find a significant place in a newspaper and most of the newspapers incorporate all sorts of happenings and events encompassing sectors as diverse as politics, crime, education, entertainment and culture, health and environment, economy, well being of women and children, sports, law, and science and technology and so forth. But there can be more genres and sub-genres which can be added

to the unending list that appears in Urdu and English newspapers.

The environmental and health issues are the important genres in a newspaper. A better and healthier life depends on healthy environment and good health. World Health Organization (WHO) in its founding constitution in 1946, enshrined health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity... The health of all peoples is fundamental to the attainment of peace and security and is dependent on the fullest co-operation of individuals and States". In 1948, Gandhi said, "It is health that is real wealth and not pieces of gold and silver" (Talukdar, 2022).

Stokes *et al*. (1982) defined health as "a state characterized by anatomic, physiologic, and psychological integrity; an ability to perform personally valued family, work, and community roles; an ability to deal with physical, biologic, psychological, and social stress". Morris *et al*. (2007) states "Health is determined by a person's physical, psychological, social, religious, and economic environment. For instance, an individual living in a comfortable and safe environment, with clean

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running water and healthy food, is more likely to experience good health than someone who does not have access to such amenities. A child raised in a hostile environment is more likely to develop emotional problems later in life" (Morris *et al.*, 2007).

These definitions serve as a link between the environment and human health. A good environment is required for a healthy life. An unhealthy environment affects the human body in many ways. For example, air pollution can be a cause of respiratory diseases; climate change is likely to fuel the spread of infectious diseases. Deforestation, air pollution, water pollution, soil erosion, climate change, noise pollution, and so forth are causes of many diseases like cancer, ophthalmic issues, pulmonary problem, hypertension, skin disease, and so forth.

Health communication is the process and practice of communicating health information, awareness about public health, health education, health practices, and different health issues. Centre for Disease Control and Prevention (CDC) and the National Cancer Institute defined health communication as "The study and use of communication strategies to inform and influence individual decision that enhance health" (Nkanunye & Obiechina, 2017).

Environment is one of the burning issues that everyone should be concerned about and take steps to make society environment friendly. Be that as it may, many people do not believe it to be so significant and do not feel directly influenced by the environment. Many do not consider environmental issues to be their responsibility. However, because of the media, people are well informed about environment and its importance and thus this issue has become globally important.

Environmental communication is a practice and process of communication about the environment to make people aware. Through environmental communication, the media tries to educate people about the condition of our environment. Merriam-Webster (n.d.) defines environment as "the complex of physical, chemical, and biotic factors (such as climate, soil, and living things) that acts upon an organism or an ecological community and ultimately determine its form and survival". Burke (1966) defines environmental communication in the term of language as a symbolic action, "the role of language, visual images, protests, music, or even scientific reports as different forms of symbolic action". According to Burke (1966), "language actively shapes our understanding, creates meaning, and orients us to a wider world".

Print media is one of the most effective and widespread media of communication in India. In terms of language-based circulation, Hindi dailies lead while English and Urdu dailies are in the second and third place, respectively (RNI, 2018). 1,145 Urdu dailies reported a total circulation of 19,937,049 across the country.

Review of literature

This is a content analysis study based on any type of contents. Krippendorff (1980) defines "content analysis as a research technique for making replicable and valid references from data to their context". Such analysis helps researchers to identify patterns and trends in media messages. Moreover, findings in content analysis can be replicated and used to draw valid inferences about newspaper coverage (Krippendorff, 2004; Riffe *et al.*, 2005).

Walizer and Wienir (1978) define it "as any systematic procedure devised to examine the content of recorded information". In mass media, content analysis is an important method to study or analyze media content. Meda (2016) analyzed the content of environmental issues in two daily newspapers and found that the amount of space and importance given to the news articles on environment was very less and seasonal. Gupta and Sinha (2010) systematically studied health related messages in different communication media. It is concluded that all the different types of media provide information regarding health-related issues, but the political subject is the most preferred area of news in different types of media.

Maheshwar and Rao (2012) analyzed the content of nutrition and health messages. English dailies *The Hindu* and Telugu daily *Eenadu* reported that very less space was devoted to nutrition and health issues. The coverage of nutrition was very meager to 1% while the space pertaining to health messages was 2.30% in total for both the dailies. The study also indicates that the quantity of nutrition and health issues was covered very less and in irregular interval in the vernacular daily compared to English newspaper.

A comparative study by Hasan (2007) examined the representation of the environment in Malaysian and New Zealand newspapers. Four leading Malaysian newspapers two each from English (The New Straits Times and The Star) and Malay (Berita Harian and Utusan Malaysia), while four New Zealand newspapers The Press, The Dominion Post, The New Zealand Herald, and The Otago Daily Times, all regionally distributed were studied. The study concluded, after the content analysis was done for over a period of 8 years, that in both countries environmental news in newspapers was underrepresented and do not operate as information providers or educators. The news pattern in both

countries was found to be quite similar as most of the time they are reactive towards environmental issues.

Keller *et al.* (2020) examined 18,224 climate change articles published between 1997 and 2016 in two Indian newspapers. The climate change themes gained more media attention since 2007 and the coverage in Indian newspapers has increased significantly in the last 20 years.

Sekar (1981) suggests that Indian press play a limited role in making people concerned with environmental issues. The study on the content of the three leading national English dailies found that these newspapers publish news items, editorials, and articles on environmental issues of local, national, and international interest and brought into focus specific environmental problems in sufficient intensity with scope and time.

Frost *et al*. (1997) argue that the news media significantly misrepresent the leading causes of death and their risk factors. This misrepresentation may contribute to the public's distorted perceptions of health threats.

Kumar (2013) reveals that all the newspapers published information in the form of news stories where more space was dedicated to health and environment compared to science issues.

Research problem

Industrialization and urbanization have changed the landscape of Indian cities resulting into degradation of environment and living standard of its citizens. Environmental challenges are very diverse and affect all aspects of life. In other words, nobody is left out of the counter effects of changing environment causing a major health concern. In this context, mass media has a major role to play in general and newspaper in particular. Newspapers are one of the main sources of information on these issues and to create awareness amongst its readers. There is a common perception that vernacular newspapers especially Urdu language newspapers disregard health and environmental issues in their news and give less coverage than English newspapers. A comparative study related to coverage of health and environmental issues of English and Urdu dailies set in a same geographical area would help to understand whether this perception hold any substance.

Significance of the study

India being a developing country, there are so many issues like population, poverty, education, health, environment and so forth. So, it is the responsibility of media to be a bridge between the governing authority and people to disseminate information, to alert and educate people, and create

potential outcomes to bring a positive change in the society. To analyze all these responsibilities, it is important to see what media presents to its people. Health and environment are one of the vital genres in social development. This research examines the health and environment contents of print media specially newspapers of English and Urdu languages.

There have been several attempts made in the past on the comparative analysis of content of newspapers, but it is still very rare to see any study comparing news coverage in Urdu and English dailies published from Hyderabad. It will be interesting to examine the coverage of health and environment genres in Urdu and English newspapers.

Research objectives

The research was conducted to study the following objectives:
- The number of health and environment items published in English and Urdu newspapers.
- The percentage difference in number of health and environment news items in English and Urdu newspapers.
- To compare and analyze the space given to health and environment news items in the in English and Urdu newspapers.

Hypotheses

$H_0 1$: There is no significant difference in terms of the number of news stories related to health and environment published in English and Urdu newspapers.

$H_0 2$: There is no significant difference with respect to space provided to health and environment issues in English and Urdu newspapers.

Research methodology

The main focus of this study is to compare the coverage of news stories pertaining to health and environment issues and space provided by the newspapers which include two newspapers from English and two newspapers from Urdu. Primary data was collected through content analysis using a structured and appropriate code sheet.

The study was based on quantitative method that estimates the news content in term of its coverage and space provided for health and environment issues published by two English dailies (The Times of India and Deccan Chronicle) and two Urdu dailies (Siasat Daily and Etemaad), published from Hyderabad. This study analyses the coverage of health and environment news stories in terms of its news items, space, and percentage published by these four newspapers. Further, the news contents of environment are classified as pollution, weather,

natural disaster, global warming, and climate change whereas health items are vaccination, health organization, epidemics, nutrition and diet, family planning, fitness and hygiene, medicines and surgery, diseases. Numerous articles and editorials covering these issues were also considered for the study.

The chi-square test is applied to find the statistically significant level for the null hypotheses among the values of the different genres in English and Urdu Newspapers.

Sample of the study

The data collected comprise of 92 newspapers, 23 from each daily, that is, Deccan Chronicle, The Times of India, Siasat Daily, and Etemaad, were selected for quantitative study for a period of three months from January 2018 to March 2018. Using the method of constructed week sampling, every 4th day newspaper from the four newspapers was used for data collection. The constructed week sampling is a type of stratified random sampling (SRS) technique popular in media studies in which the final sample represents all 7 days of the week (Jones & Carter, 1959; Stempel III, 1952) to account for cyclic variation of news content. A total number of 1,374 pages that includes 470 pages from The Times of India, 364 pages of Deccan Chronicle, 258 pages from Etemaad and 282 pages of Siasat Daily were selected for the study.

The measurement criteria of the selected data for study are presented in the following Table.

Name of news papers	Sample size (92)	Criteria of measurement	
		No. of news	% space (cm²)
The Times of India	23		
Deccan Chronicle	23		
Etemaad	23		
Siasat Daily	23		

Brief profiles of the selected newspapers

The Times of India is one of the oldest newspapers in India and its first edition was published in 1838. It is owned and published by Bennett, Colman & Co. Ltd. of Sahu Jain family. The Times of India is the largest circulated daily in the country with 4,334,749 publications and having a total of 34 editions across the country (RNI, 2017–2018).

According to book4ad.com, The Times of India is fourth most read newspaper in the city with a daily circulation of around 297,000 in Hyderabad.

Deccan Chronicle is one of the leading Indian English language daily newspapers, published from Hyderabad by Deccan Chronicle Holdings Limited (DCHL). It derived its name from the Deccan region of India. Deccan Chronicle is also published from Andhra Pradesh, Tamil Nadu, Karnataka, and Kerala. According to book4ad.com, Deccan Chronicle is the largest circulated daily in Hyderabad with a daily circulation of around 600,484 per copy.

The Siasat Daily is one of the largest selling Urdu language newspapers published from the south Indian city of Hyderabad, Telangana. Its publication stated in 1949. It has the distinction for launching online editions first in Urdu newspapers in India. As per Audit Bureau of Circulation (ABC, 2016), the daily circulation of Siasat Daily is 46,025 copies. It is the fifth most read Urdu newspaper in the country.

Etemaad Daily was established in the year 2002 in Hyderabad, Telangana. This newspaper is one of the most popular Urdu newspapers in Telangana and erstwhile Nizam State region. As per Information Ministry's Directorate of Audio Visual Publicity record (DAVP, 2017), the circulation of Etemaad is 42,200 copies per day.

Categorization of sub-themes under coverage of news stories related to environmental and health issues

The news stories related to environmental and health issues have been further divided into 13 subcategories as given below:
- **Weather**: News issues of atmospheric condition of a given place and time like sunny, cloudy, rainy, windy, and snowy. For example, weather forecasts, heat waves, meteorological department news and so forth.
- **Pollution**: All the news items related to chemical hazards, industrial pollution, vehicle and air pollution, water pollution, noise pollution and soil pollution.
- **Natural disaster**: News items of natural catastrophes and calamities such as floods, earthquakes, landslides, wildfires and hurricane that cause great damage or loss of life.
- **Global warming and climate change**: News issues of ozone layer depletion, rising sea level, melting of ice sheets, Glacier level depletion, forest ranges, greenhouse gases, solar radiations, warming of ocean surface and so forth.
- **Health organization**: News issues related to health institutes, international and national health organizations, medical associations and councils, blood banks and so forth.
- **Epidemics**: News of widespread infectious disease in a community, outbreak of cholera, yellow fever, smallpox, malaria, tuberculosis, swine flu, viral outbreaks and so forth.
- **Nutrition/ Diet**: News issues of nutrition, diet,

health management, dietary habits, dietary guidelines, and therapies.

- **Family planning**: News related to family planning, birth control, contraceptives, pills, sterilization and so forth.
- **Fitness and hygiene**: Issues of fitness, personal hygiene, general practices of maintaining health, cleanliness and so forth.
- **Medicines/ Surgery**: News of practices of the diagnosis, treatment, and prevention of disease, drugs, pharmaceuticals, surgeries and so forth.
- **Diseases**: News about diseases—causes and cures, precautions, medical reports and so forth.
- **Opinion piece**: This category includes editorials, articles, features, and columns related to health and environment issues.
- **Others**: News issues of health and environment which does not fall under the above-mentioned categories like water conservation, waste disposal and so forth.

Data analysis

Data collected on health and environment issues from English and Urdu news dailies have been incorporated in tabular form and the interpretations are given below.

The subject matter with respect to the number of overall health content is prominently covered by English dailies with 93 items for the period of three months with 67 reported in The Times of India and 26 in Deccan Chronicle (Table 1).

The number of news in English language newspaper related to disease is 18 (19.35%), opinion piece is 14 (15.05%), followed by medicines and surgery with 13 (13.98%). The English dailies report 12 (12.90%) stories on fitness and hygiene, 7 (7.53%) on epidemics, and 5 (5.38%) on nutrition and diet. It is vivid from the data that the number of items for issues like health organizations and family planning is relatively low with 4 (4.30%) and 3 (3.23%) items, respectively. Most of stories in others category are published in The Times of India- 15, while 2 in Deccan Chronicle making it to 17 (18.28%) in total.

Meanwhile, the Urdu dailies' health coverage is far less with 37 items in total with 18 and 19 in Etemaad and Siasat Daily, respectively. Two stories each related to health organization, nutrition and diet, and diseases are published in Etemaad and Siasat Daily with 10.81% share in terms of number of stories. One story each covering epidemics, medicine and surgery, and fitness and hygiene is featured with 5.41% in Urdu dailies while no story on family planning is published.

In Table 2, environmental coverage by the

Table 1: Frequency of News Stories covered under Health Issues

Health issues	No. of News		English		No. of News		Urdu	
	The Times of India	Deccan Chronicle	Total No. of News	Total %	Etemaad	Siasat Daily	Total No. of News	Total %
Health organization	2	2	4	4.30	2	2	4	10.81
Nutrition/ Diet	3	2	5	5.38	2	2	4	10.81
Epidemics	6	1	7	7.53	1	1	2	5.41
Family planning	2	1	3	3.23	0	0	0	0.00
Medicine/ Surgery	10	3	13	13.98	1	1	2	5.41
Diseases	9	9	18	19.35	2	2	4	10.81
Fitness/ Hygiene	9	3	12	12.90	1	1	2	5.41
Opinion piece	11	3	14	15.05	4	3	7	18.92
Others	15	2	17	18.28	5	7	12	32.43
Total	67	26	93	100.00	18	19	37	100.00

Table 2: Frequency of News Stories covered under Environment Issues

Environment Issues	No. of News		English		No. of News		Urdu	
	The Times of India	Deccan Chronicle	Total	Total %	Etemaad	Siasat Daily	Total	Total %
Weather	22	17	39	41.49	30	24	54	50.94
Pollution	12	6	18	19.15	2	4	6	5.66
Natural disaster	9	7	16	17.02	18	22	40	37.74
Global warming/ Climate change	5	2	7	7.45	1	1	2	1.89
Opinion piece	4	2	6	6.38	1	1	2	1.89
Others	6	2	8	8.51	2	0	2	1.89
Total	58	36	94	100.00	54	52	106	100.00

selected newspapers is revealed. A total of 94 stories are reported in English dailies, 39 (41.49%) stories related to weather are published with 22 in The Times of India and 17 in Deccan Chronicle, while 18 (19.15%) stories covering pollution with 12 and 6 in The Times of India and Deccan Chronicle, respectively. 16 (17.02%) items for natural disaster appeared in English dailies with 9 in The Times of India and 7 in Deccan Chronicle whereas 7 (7.45%) stories on global warming and climate change were covered, 5 in The Times of India and 2 in Deccan Chronicle. The analysis shows 6 (6.38%) opinion pieces in English dailies 4 in The Times of India and 2 in Deccan Chronicle.

In Urdu language dailies, 106 stories related to environmental issues are published. Most of them are weather items—54 (50.94%), 30 in Etemaad and 24 in Siasat Daily, whereas only 6 (5.66%) stories are on pollution—2 in Etemaad and 4 in Siasat Daily. In the natural disaster news items, 40 (37.74%) are reported with 18 and 22 in Etemaad and Siasat Daily, respectively. 2 stories on global warming and climate change and 2 opinion pieces, 1 each in Etemaad and Siasat Daily are published.

Table 3 represents the space used for coverage of health items in English and Urdu dailies. It shows that The Times of India uses 9,513 cm² and Deccan Chronicle 3,513 cm² of space for health coverage making it to 13,026 cm² in English dailies while in Urdu newspapers the total health coverage is 3,696 cm² with 1,692 cm² in Etemaad and 2,004 cm² in Siasat Daily.

The total news items related to health organizations is 744 cm² in all the selected dailies with 47.58% (354 cm²) carried by The Times of India, 20.43% (152 cm²) by Deccan Chronicle, 15.32% (114 cm²) by Etemaad, and 16.66% (124 cm²) by Siasat Daily. Nutrition and diet items measure up to 1,133 cm² area with The Times of India giving 39.62% (449 cm²), Deccan Chronicle 18.71% (212 cm²),

Etemaad 20.12% (228), and Siasat Daily 21.53% (244 cm²). Family planning items occupy 234 cm² in English dailies while the issue has zero space in Urdu. 57.64% (792 cm²) and 22.85% (314 cm²) of medicine surgery stories are covered by The Times of India and Deccan Chronicle while Etemaad and Siasat Daily carry 9.02% (124 cm²) and 10.48% (144 cm²), respectively. 3,298 cm² of space is used for disease items in The Times of India which is 67.54% (4,883 cm²) of the total health coverage of the four selected dailies. Deccan Chronicle uses 1,267 cm² while Etemaad and Siasat Daily have 178 cm² and 140 cm², respectively. The total fitness and hygiene items coverage in English dailies is 71.36% (1,784 cm²) in comparison to Urdu dailies 28.64% (716 cm²) while 2,426 cm² of area is occupied by opinion piece section, in which 73.36% (1,780 cm²) is given by English dailies and 26.62% (646 cm²) are of items published in Urdu dailies.

Table 4 demonstrates that the English dailies have covered 7,865 cm² while Urdu dailies cover 5,414 cm² of environment news. The weather news in the four selected dailies measures up to 4,444 cm² of which 48.73% (2,166 cm²) and 51.25% (2,278 cm²) were reported in English and Urdu dailies, respectively. The natural disaster items cover a total of 3,156 cm² followed by pollution at 2,805 cm². The Times of India covers 48.09% (1,349 cm²), Deccan Chronicle 25.59% (718 cm²), Etemaad 4.13% (116 cm²), and Siasat Daily 22.17% (622 cm²) of pollution news. Natural disaster news occupies 43.21% (1,364 cm²) in English dailies while in Urdu it measures up to 56.77% (1,792 cm²) with maximum 32.06% (1,012 cm²) in Siasat Daily. The total area dedicated to global warming and climate change news is 1,136 cm² in all the dailies with English language dailies covering 87.49% (994 cm²) and Urdu dailies 12.49% (142 cm²). The Times of India covers 522 cm² of area for opinion piece making it to 45.23% of the total 1,154 cm² 20.79% (240 cm²) of opinion

Table 3: Total Space and Percentage of Health Issues

Health issues	Percent (space in cm²)		Percent (space in cm²)		Cumulative %
	The Times of India	Deccan Chronicle	Etemaad (space in cm²)	Siasat Daily	
Health organization	47.58 (354)	20.43 (152)	15.32 (114)	16.66 (124)	100.00 (744)
Nutrition/ Diet	39.62 (449)	18.71 (212)	20.12 (228)	21.53 (244)	100.00 (1,133)
Epidemics	71.66 (698)	6.77 (66)	11.49 (112)	10.06 (98)	100.00 (974)
Family planning	47.86 (112)	52.13 (122)	0.00 (0)	0.00 (0)	100.00 (234)
Medicine/ Surgery	57.64 (792)	22.85 (314)	9.02 (124)	10.48 (144)	100.00 (1,374)
Diseases	67.54 (3,298)	25.94 (1,267)	3.64 (178)	2.86 (140)	100.00 (4,883)
Fitness/ Hygiene	42.00 (1,050)	29.36 (734)	8.80 (220)	19.84 (496)	100.00 (2,500)
Opinion piece	55.97 (1,358)	17.39 (422)	9.56 (232)	17.06 (414)	100.00 (2,426)
Others	57.13 (1,402)	9.12 (224)	19.72 (484)	14.01 (344)	100.00 (2,454
Total	9,513	3,513	1,692	2,004	100.00 (16,722)

Table 4: Total percentage and space given for environmental issues

Environment issues	Per cent (space in cm^2)		Per cent (space in cm^2)		Cumulative %
	The Times of India	Deccan Chronicle	Etemaad	Siasat Daily	
Weather	29.74 (1,322)	18.99 (844)	31.36 (1,394)	19.89 (884)	100.00 (4,444)
Pollution	48.09 (1,349)	25.59 (718)	4.13 (116)	22.17(622)	100.00 (2,805)
Natural disaster	28.64 (904)	14.57 (460)	24.71 (780)	32.06(1,012)	100.00 (3,156)
Global warming/ Climate change	70.07 (796)	17.42 (198)	4.75 (54)	7.74 (88)	100.00 (1,136)
Opinion piece	45.23 (522)	20.79 (240)	14.55 (168)	19.41 (224)	100.00 (1,154)
Others	61.30 (358)	26.36 (154)	12.32 (72)	0.00 (0)	100.00 (584)
Total	5,251	2,614	2,584	2,830	100.00 (13,279)

piece is published in Deccan Chronicle. While Etemaad and Siasat Daily have 14.55% (168 cm^2) and 19.41% (224 cm^2) area for opinion piece items.

Hypothesis testing

$H_0$1: There is no significant difference in terms of the number of news stories related to health and environment published in English and Urdu newspapers.

The chi-square test is applied to find the statistically significant level for the null hypotheses ($H_0$1) among the values of the different genres in English and Urdu newspapers. The result of $H_0$1 is given in Table 5.

Table 5: Number of Health and Environment News

	No. of news		Total	χ^2	p-value
	English	Urdu			
Health	93	37	130		
Environment	94	106	200	19.3199	0.000011
Total	187	143	330		

The statistic value of chi-square is 19.32 and p-value is 0.000011 which is significant at p < 0.05. On applying Yates continuity correction, the value chi-square is 18.33 and the p-value is 0.000019 which is significant at p < 0.05. The result obtained by employing the chi-square tests shows that there is a significant difference between the number of news related to health and environment published in English and Urdu newspapers.
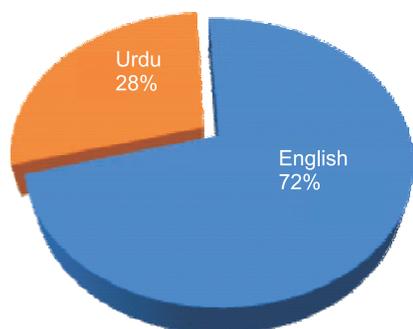
Fig. 1: Number of Health and Environment News

$H_0$2: There is no significant difference in terms of the space provided to health and environment issues in English and Urdu newspapers.

The chi-square test is used for testing $H_0$2 of the study and to find the significance level for the various genres in English and Urdu news dailies. The results are given in Table 6.

Table 6: Space Provided to Health and Environment News

	Space in cm^2		Total	χ^2	p-value
	English	Urdu			
Health	13,026	3,696	16,722	1219.92	0.00001
Environment	7,865	5,414	13,279		
Total	20,891	9,110	30,001		

The chi-square statistic is 1219.92 and p-value is < 0.00001 which is significant at p < 0.05. On applying Yates continuity correction, $\chi^2 = 1,219.04$ and p-value < 0.00001, which is also found to be at significant level of p < 0.05. The result shows that there is a significant difference with respect to spaces allotted to health and environment genres in English and Urdu newspapers.

Fig. 2: Space for Health and Environment News
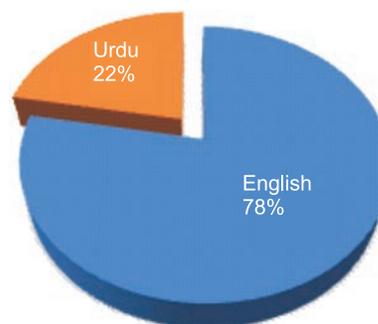
Results and discussion

As mentioned earlier, the analysis meanders through number of news and space pertaining to coverage of health and environment issues published during the period of study in four newspapers, that is,

The Times of India, Deccan Chronicle, Siasat Daily, and Etemaad.

The analysis deals with how differently English and Urdu language newspapers reported issues under the health and environment categories and its subcategories.

In respect of coverage per se total number of news regarding health issue, The Times of India reported maximum number of news items compared to others. Deccan Chronicle also reported enough news items than Urdu dailies. The findings reveal that the English dailies published more news items related to health issues which amounted to 93 news items in comparison to Urdu dailies that published 37 health issues during the same period/issues. The Urdu newspapers did not report much coverage to health issues such as epidemic, nutrition, medicine, diseases, fitness/hygiene, and no news on family planning. But The Times of India and Deccan Chronicle, especially The Times of India reported enough number of news items on health, such as medicine/surgery, diseases, fitness/hygiene, opinion piece and other news related to health genre.

On the one hand, the difference between the coverage and total number of environment news, Urdu dailies covered more environment related news (106) than English dailies (94). But individually, The Times of India still covered maximum number of Environment news items than other three. Urdu newspapers, Siasat Daily and Etemaad have highest number of news in weather and natural disaster but less in issues related to pollution, global warming/climate change, opinion piece and other news related to the environment. On the other hand, English newspapers reported a smaller number of news regarding environment. The Times of India and Deccan Chronicle reported the highest number of news on weather, pollution, and natural disaster.

Analyzing the space given by all the four newspapers, the data show that English newspapers gave more space to health issues than Urdu newspapers. For instance, English newspapers gave total 13,026 cm^2 space to health issues. But Urdu newspapers gave space to health issues only 3,696 cm^2. In comparison to English dailies, Urdu dailies paid less interest and have given very less space to health issues.

In environment, the analysis found that English newspaper has given more space to environment issues (7,865 cm^2). But Urdu newspapers devotes less space (5,414 cm^2) compared to English dailies. In terms of number of stories, Urdu dailies reported a greater number of items on environment than English dailies.

Testing the hypothesis to check the level of significance with the help of chi-square test, it is proved that both the null hypothesis are rejected. Since the calculated values show a significant difference between English and Urdu newspapers with respect to number of news and space provided to health and environmental issues.

Conclusion

The newspaper has its own way of influencing the lives of the masses and giving voice to the voiceless by addressing various issues. In the present scenario, health and environment are the most significant issues impacting human life and the most discussed topics all over the world. But the findings in the present study reveal that all the dailies, irrespective of language, give meager coverage when compared to total news as a whole.

English dailies, especially The Times of India, give substantive coverage to health and environment issues when compared to the other English and Urdu dailies covered under the study. There is a long standing perception that readers of Urdu newspapers belong to specific strata of the society and from madrasa education background, but their dismal coverage on health and environment issues do not help in creating awareness among its readers. Urdu dailies can make a huge difference if they overcome these discrepancies by putting in more effort and utilizing more resources. The study found that the newspapers play a limited role in creating mass concern on environmental and health issues. Urdu newspapers are especially not covering the issues seriously. It is high time that newspapers devote more space to health and environment issues to create awareness among their readers by publishing more articles and editorials rather than giving prominence to politics, sports, and business and commerce.

Limitation of the study

The study was completed with certain limitations because the study was done using quantitative analysis method only. This study is limited to four dailies, two English and two Urdu language newspapers. No supplements or pull-outs and magazines were considered for the study. Moreover, the data were collected for a period of three months.

Future research

More studies can be done on health and environment issues by adding more language newspapers apart from English and Urdu dailies. A qualitative analysis of these issues for extended period will shed more light on health and environment from a different perspective. Besides newspapers, studies can be carried out for health

and environment coverage on radio, television, and new media. Further, a study on impact of coverage of health and environment in mass media can be conducted by future researchers.

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Covid-19 Pandemic and Advertising Industry in India

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ABSTRACT

COVID-19 has affected every industry, and the hype has not been spared. As a landscape already in motion, the burden of this coronavirus on the advertising sales market is unprecedented. While advertising has seen the effects of this global pandemic in all its forms, Out-of-Home (OOH) advertising is most impacted. The dangers of gathering in large crowds have caused all forms of outdoor advertising to be lost sight of, leaving the out-of-home advertising market at a standstill. With the encouragement of government officials to stay home whenever possible, the cancellation of sporting events, and the lack of travel, advertisers who have traditionally relied on out-of-home campaigns find themselves at a unique crossroads. This is even true for the television market; although the out-of-home campaign has not been a traditional measure, Nielsen announced a rollout of criteria for the fall of 2020. However, they later decided to withdraw it in July 2020 due to unknowns related to group surveillance. The mantra of the pandemic for many companies has been "adapt and change." Just as restaurants have shifted toward takeout and home delivery, as sports leagues begin preparing for matches without fans in stadiums, advertisers have also learned to seek new opportunities in today's market, and advertising for OOH is emerging as an essential medium for this lean-approach. This study aims to measure the impact of the crisis caused by Covid-19 in the advertising sector during the first wave of the pandemic, an aspect that leads to wonder, consequently, about the behaviour of advertising investments, their impact on the sectors of activity and their effects on the financing of the media.

Keywords: Advertising, Communication, Integrated Marketing, OOH, Social Networks

Introduction

The crisis caused by the Covid-19 pandemic is having a hard impact on the advertising sector. The slowdown economy and the loss of business confidence, with the consequent reduction in spending, are paying off significant cuts in the marketing budgets of advertising companies, affecting all agents in the industry of commercial communication. On the still visible traces of the financial crisis 2008, this advertising collapse not only is seriously affecting the activity, business, and employment in the advertising industry itself, but is inducing a problem also deep in the media communication, by seriously compromising the current business model, dependent on a majority part of advertising. At the close of this article, the industry advertising is beginning to show the first partial signs of a slight recovery in advanced economies. Still, worried glances are directed towards India, which is among the countries hardest hit by the virus in Asia. The recovery of the advertising market in India, which has registered a decline of close to 30% during the first wave of the pandemic, according to IMARC, is projected to be slower and more uncertain than in other neighboring countries. Consequently, it constitutes a privileged showcase for analyzing the behavior of advertising, including its influence on the business models of the media, to anticipate future scenarios.

Advertising and the media system in times of Covid-19

In our contemporary societies, it is generally accepted that advertising constitutes one of the dimensions dominants of social communication, thanks to its significant economic impact and its essential social repercussions. In direct relation to the manufacture, distribution, marketing, and sale of products and services (Kleppner, 1994), its ability to guide consumer decisions places advertising as a catalyst between the supply and demand, typical of the market economy, through a communicative process tending towards the creation of value (Armstrong *et al.*, 2008). There is also consensus on

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the role that advertising has played in the media as an essential source of financing, already establishing mutual synergies in the analog world so close that "There is no advertising without media. But it is also worth saying (…) that there are no media without advertising" (Caro, 1994, p. 32).

The growing integration of advertising in media communication has induced the qualitative leap anticipated by Mattelart (1991) at the end of the last century, materialized in the advertising paradigm shift ("Advertising-effect") and the transformation of the structure of the organization and management models of the media ("advertising-media effect"); in both cases, a change substance of unimaginable proportions and consequences at the time, but which already advocated the role of advertising as a "special actor of the public space" (Mattelart, 1989, pp. 23–24).

It has been precisely from the economy and the political economy of communication that answers have been given novel and fruitful to the theoretical characterization of commercial communication, focusing on the role of the audience to explain that rare exception in the market economy in which an expensive product (information, communication) it is offered free to the consumer.

In this way, advertising has been classified not only as one of the significant communication industries "but also as a peculiar communicative merchandise," not paid for by the consumer's money but for their time and attention, in what could be called a "communicative free lunch" (Fuchs, 2020, pp. 141–142). Thus, updated the famous doctrine of Dallas Smythe in the 70s, according to which Television does not manufacture programs but audiences and attention (Smythe, 1977).

However, this role in classical mass media has been notably reinforced in digital networks, sponsoring a model of "free" modelled on that of open television or radio, and even complementary to the means of payment by the consumer. So the previous definition of the centrality of the audience is expanded in digital networks, whose impulse advertising not only exploits the audience and their attention but also, and incredibly, the personal data of the users in Communication that has been made "Digital, segmented, personalized, and algorithmic" (Fuchs, 2020, p. 142). This aspect is evident from the emergence of web 2.0, or the social web (O'Reilly, 2005).

In advertising terms, it had its replica in the successful concept of Advertising 2.0 (Beleen, 2006) to designate advertising interactive in the new digital environments. Since then, a complex constellation of media in social communication has been defined as a hybrid system of stable relationships and forwarding between media and media (Casero-Ripollés, 2020a). Advertising has necessarily travelled the same path in recent decades, shaping a new concept of "integrated advertising" (Corredor-Lanas, 2010), dominant in the multiscreen, multichannel and multiplatform environment. But as observed in the crisis of the early 1990s, the diversification of advertising funding in multiple supports, contents, and social settings already contributes by itself to the rarification and insufficiency of the advertising investment to remunerate the media (Caro, 1994, p.183).

This debate between the financial sustainability of media and advertising pressure from brands takes on an even greater dimension in times of uncertainty, like the current crisis induced by the Covid-19 outbreak. Although we have no direct experience of the effects of a global epidemic crisis like the current one, yes we can study reactions and transformations by the analogy of advertising in the two previous economic crises: the great financial crisis unleashed since 2008, and previously, the global recession at the end of the eighties and the early nineties.

In the scientific analysis of those secret observation laboratories, the various conclusions that today acquire the character of precedents: In the first place, the scant scientific attention paid to the impact of the economy on advertising compared to the abundant scientific production dedicated, on the contrary, to the effects of advertising in the economy (Simon, 1970; Chiplin; Sturgess, 1981; Schmalensee, 1972; Reekie, 1981) or its notable contributions to GDP, employment or sectoral momentum, object of analysis in numerous statistical studies promoted from the professional sector.

In this context, the influence of an economy in crisis on advertising is presented as a much less explored territory, especially with the effects on the media (Van-der-Wurff *et al.*, 2008). This lack suggests the need for in-depth research to uncover the interrelationships between economics, advertising, and media. Secondly, it is found that the advertising crises are precursors of the economic crises themselves, anticipating and even aggravating its effects, to instead recover in advance of the stages of new growth economic. This aspect is directly related to the investment withdrawal of advertising companies in times of economic uncertainty: "The problem is that many advertisers, especially those who tend to set their advertising budgets in a fixed percentage of sales, increase advertising when times are good and decrease it when sales are weak" (Aaker *et al.*, 1992, p. 563).

This has become a recurring trend in all economic

crises since most advertisers consider that advertising is a game that can be easily reduced because the effects of this reduction are not immediate (Montañés-García, 2017, pp. 3–4). A study developed by Picard (2001) concludes that advertising investment is cut by up to 5 points when the countries' GDP falls by one end and may induce deep media crises (Lacy *et al.*, 1997).

However, the reduction in advertising revenue is not symmetric or proportional; rather, it differentially affects different media. In this sense, the printed media (newspapers and magazines) are more severely affected by economic crises than electronic media such as television, radio, or the internet (Van-der-Wurff *et al.*, 2008). This is confirmed after the early 1990s, with the investment imbalance against the mass media and in favour of unconventional media (Castelló-Martínez *et al.*, 2013). But also after the 2008 crisis, with destabilizing effects (not temporary or temporary) but permanently damaging the business model of these media, in what some authors describe as "change of irreversible paradigm" (Marcos-Recio *et al.*, 2014). Finally, the consequences of Covid-19 examined by various emergency investigations due to its enormous impact on social communication, they bring with them - at least provisionally and pending investigations with periods more extended periods - a series of conclusions that confirm, but sometimes question, the trends observed in recent years, especially in the influential media system and the consumption that determines it. Yes, in a complex and exciting analysis applied to the early days of the epidemic (March–May 2020), an author has verified, in the United States and India, the exponential increase in news consumption, consubstantial to any crisis, but also the resurgence of the appeal of mainstream media, with a particular focus on television viewing and digital press reading (Casero-Ripollés, 2020a), also verified in parallel by other authors (Costa-Sánchez & López-García, 2020).

On the other hand, it was verified since this increased consumption was contradictorily combined with a decline of advertising revenue that determines significant losses in the media and transfers the crisis to journalistic employment (ERES and ERTES, layoffs, etc.) (Casero-Ripollés, 2020b), probably explained by confinement and referral from sales to e-commerce. In a positive sense, it affirms greater equality of access, the recovery of the social legitimacy of the media, and a catalyst of the payment-for-content model, with potential benefits for democracy (Casero-Ripollés, 2020b). The renewed power of digitalized traditional media, including pay-TV and over-the-top (OTT) or the digital press (classic and new), seemed to be questioned. However, in other

investigations that studied specific cases of the initial period of the pandemic, as the preponderant role of the new digital media in the strategy of the Mobile World Congress (April 1–15), but it is a focused investigation to issuer strategies, clearly oriented to business-to-business (B2B) (brands, suppliers, etc.) and users especially young finals and technologists (Coll-Rubio, 2020). In any case, it was concluded that "The post-Covid-19 era consolidates an even more competitive and saturated media landscape than the previous one" (Montaña-Blasco *et al.*, 2020, p. 164).

Objectives and methodology

The main challenge of this work is to measure the impact of the crisis caused by Covid-19 in the advertising sector during the first wave of the pandemic, an aspect that leads to wonder, consequently, about the behaviour of advertising investments, their impact on the sectors of activity and their effects on the financing of the media.

The methodology used consists of a comparative analysis of the data provided by secondary sources of proven consensus in business communication. Given the complexity of the advertising process, these data sources that allow characterizing their large magnitudes and trends must necessarily be also commercial, born within the large research companies, and supported by the majority consensus of the professional sector.

The academic field does not have the financial or organizational capacity to evaluate these processes in such dimensions. In any case, as researchers, we can take as a starting point these large magnitudes to deepen their analysis from a more comprehensive perspective and with more excellent projection social, which is precisely the purpose of this work. Therefore, the approach to the advertising industry to measure its global value and establish its trends has been carried out through studies and reports provided by international consulting firms and specialized media research divisions of large communication groups operating at scale world. Specifically, Magna, Warc, Statista, and IAB are taken as secondary sources. In this broad international context, specific work has been done on the Indian industry and taking as the source to the IMARC, which, together with IBEF, are the two investment control entities advertising in India. During the development of this research, IMARC has provided the authors of this article with access to its database, which has allowed us to know in real-time the monthly evolution of the investment in the media directly controlled by the institute above.

In addition, aggregate investment data has

been taken into account estimated that, based on the advertising market statements, IMARC also adds. On the other hand, they have used data from Kantar, a multinational established in 16 countries, managed audiometers in India from 2010. They have provided us with their disaggregated data for the period analyzed. Finally, other sources such as Exhange4media have been used in addition to the previous ones.

The analysis period runs from January to September 2020 and corresponds to the months of the state of alarm and confinement decreed by the Government of India, but also with the temporal space before the outbreak of the Covid-19 attack, passing for the de-escalation, until reaching what was called the "new normal," a prelude to the start of the second wave of the pandemic. The dissection of these data and the conclusions they support has been carried out in four planes that, naturally, are interrelated in the economic and social reality, developed in the following sections:

- Impact of the epidemic on investment and the global advertising market.
- Effects of the crisis on investment in India and its redistribution by activity sectors.
- Effects on the distribution of investment in media.
- Interrelation between changes in advertising investment and new media consumption.

Results

Effects on investment and the global advertising market

In March 2020, the Organization for Economic Cooperation and Development (OECD) warned about the serious effects of the Covid-19 outbreak and predicted that the global economy faced its greatest danger since the financial crisis. In its report, *Coronavirus: The world economy at risk* revised down its growth forecasts from 2.9% to 2.4% due to the restrictions applied to contain the pandemic and protect the health of the persons. Successive IMF projections, World Economic Outlook (WEO Report), have also had an impact on in a global scenario of deep recession, estimating in its latest report a contraction of the world GDP of –4.4% in 2020, even qualifying the pandemic as a "Transformative fact such as has not been seen since the Second World War" (IMF, October 2020, p. 3).

These analyzes and reflections on the magnitude of the economic impact derived from Covid-19 and on the eventual Scenarios for recovery have shifted strongly to the global advertising industry, which has also revised it lowers its forecasts for this year. With an expectation of growth before the crisis of around 7.1% for the year, by contrast, 2020 confirms a sharp

drop in global advertising investment of around –7% and –8.1%, which equates to a cut of between $ 42 billion and $ 49.6 billion, according to Magna (2020) and Warcestimates (2020), respectively.

Table 1: First wave Covid-19. Seasonality of controlled advertising investment comparison 2019–2020

Month	January–August		Percentage	
	2019 ($)	2020 ($)	Evolution	Increase
January	317,541,647	281,793,858	88.74	−11.26
February	293,792,215	297,264,952	101.18	+1.18
March	368,770,083	271,816,762	73.71	−26.29
April	353,266,103	142,879,300	40.45	−59.55
May	408,791,524	171,067,053	41.85	−58.15
June	386,993,227	262,393,743	67.80	−32.20
July	300,593,424	281,085,593	93.51	−6.49
August	239,014,825	175,670,094	73.50	−26.50
Total	2,668,763,048	1,883,971,356	70.59	−29.41

Source: Prepared from the investment data collected by EMR

These results, also aligned with the IAB (2020) forecasts, do not coincide exactly in their final values; however, they allow us to establish the common denominators on the impact of Covid-19 and characterize this crisis compared to the previous one in 2008 based on their predictions. Among the aspects common to both crises is the advertising divestment of the advertising companies at scale global. However, estimates suggest that the magnitude of the impact will be less than in the previous crisis in 2008 when global ad spend fell by 12.7% ($ 60.5 billion), thanks in large part to the consolidation of the digital economy and electronic commerce. Even so, we will have to wait until 2022 to complete the recovery of investments to pre-Covid-19 levels, which will foreseeably begin in 2021, with a positive increase of 4.9%.

However, the recovery will not be linear, and the countries most damaged by the pandemic will face a slower recovery. The consequences on the advertising industry also reproduce patterns observed in the previous crisis. The reduction income of the large groups (WPP, Omnicom, Publicis, Interpublic, Dentsu, and Havas), owners of the largest networks of advertising agencies worldwide, is being settled with spending containment plans, announced by their top managers, who directly affect the workforce, with reductions in working hours, salaries and layoffs, as the specialized magazines Advertising age or Announcements have been reporting during these months.

The health nature of this 2020 crisis introduces, on the contrary, differential aspects in the behaviour of advertising investments for the 2008 crisis of a financial nature. In this sense, the restrictions to the mobility of people imposed by governments to contain the pandemic, along with the fracture in

supply chains and raw materials, have dragged to unprecedented drops in ad spend of the sectors of activity most affected by the crisis sanitary services that will close the year with double-digit declines in your advertising budgets.

Analysis and forecasts international companies establish the largest drops in advertising investment in 2020 for the travel and tourism (–31.2%), leisure and entertainment (–28.7%), financial services (–18.2%), and retail trade (–15.2%), in a general context where all sectors of activity without exception will reduce their advertising budgets (Warc; Magna; IAB, 2020). There is also no symmetry in the decrease in advertising investments according to the type of media. Warc's estimates, Magna and IAB coincide in pointing out that the traditional media are being seriously harmed, especially the print media, which came to this crisis deeply burdened after more than a decade of cuts in their income for advertising. Television and radio will also face double-digit billing declines, between 15% and 20%, and the cinema and outdoor advertising circuits, especially affected by the confinement of the population.

The exception in this deeply receding media landscape is internet ad spend, which will maintain 2019 levels or may even experience moderate budget-driven growth intended to advertise brands on social networks, online video, and search engine advertising. Among the effects of the disinvestment of advertising in the media, the accelerated evolution can already be seen towards new digital models. On the other hand, according to an estimate of the association that brings together the interests of advertisers worldwide World Federation of Advertisers (WFA, 2017), advertising finances 10% of the 5.8 million media jobs (journalists, content producers, etc.) in Europe. In this sense, the serious injuries induced in business models dependent on advertising will inevitably have consequences on restructuring media companies and reducing their workforce.

Effects on advertising investment in India

Seasonality and sectors of activity IMARC's controlled investment data reflect what happened with advertising investment in India during the first wave of the Covid-19 pandemic, both from the point of view of advertising seasonality and distribution of investment by activity sectors. First, the analysis data shows a sharp decline in March, reaching the most significant drop in April and May and a progressive recovery in June and July, before declining again in August. Until 2020, the months From April, May, and June registered the highest investment percentages of all years.

On the contrary, the fall of investment in the months of the state of alarm is radical, remaining at 40% of the previous year in April and at 41% in May, the two months of total confinement; in 67% in June, and in 73% in March, months in which it began and the state of alarm decreed by the Government ended. This curve drastically breaks the entire series of the seasonality of advertising investment since there are controlled data in India; at least since 1988, the year of the first *Study of Advertising Investments of the National Federation of Advertising Companies* (FNEP, currently FEDE) with data controlled by ASCI, and since 1993 by IMARC.

The recovery in investment, which in July rose to 93% of that of the previous year, raises doubts about the new decrease experienced in August, which reaches only 73% of that achieved in 2019. Second, behavioural analysis of advertising investment by sectors yields a disparate result since although the decline is practically general, it is far superior in some cases. The industries that reduce their investment the most advertising are Personal Objects, whose investment falls 67%; Transportation, travel, and tourism, with a decrease of 56.1%; Drinks, 47.2%; and Automotive, 46.3%. Several sectors with the highest investment fell minor than the total average, like Finance, 19.5%; Telecommunications and the Internet, 18.2%; and Food, 23.9%. The other sectors have had declines in their investment around the average, except for the Construction, which increased investment by 4.9% compared to 2019 or the Cleaning, Public Services sectors and private, and Office and Commerce equipment, which registered decreases close to 5%, lower than the average.

The general reduction in advertising investment reflects in almost all sectors that the sharp decline occurred in March, coinciding with the declaration of the state of alarm and the confinement of the Indian population. In most sectors, the months of January and February had a slightly lower investment than that of 2019, which seemed to confirm the forecasts of studies such as the Marketing Directors' Expectations Index, carried out by the Indian Marketing Association (MKT, 2020), which pointed to a slight decrease in investment.

The pandemic logically broke all marketing and advertising planning, although the reactions of the sectors reflect different behaviours. In industries such as Automotive, Beverages, Beauty and Hygiene, Distribution and Restoration, Telecommunications and Internet, and Transport, Travel and Tourism, in which almost every year the months of March, April, May and June are among those of increased advertising investment, the curve was radically reversed, reaching its lowest point in April, and climbing somewhat in June, at the end of the

confinement period. Other sectors, such as Finance, had a more stable investment, for below that of 2019, but without a sharp decline until August.

The data indicates that the sector bet for maintaining the advertising presence even in an abnormal situation as much as possible. Also, Energy reflects a different behaviour, with a decline in March, a notable rebound in investment in April, even exceeding the one carried out that month in 2019, and a new decrease already maintained in May, June, July and August. The fact that it is one of the most concentrated sectors in which large advertisers make most of the total investment facilitates the fact that any of them can be reflected in the general trend of the sector. It can also be seen that for some industries, the pandemic is an opportunity for growth, especially in Equipment of office and commerce, which barely reduced its total investment compared to the previous year (5.1%), and that in the months of confinement invested more than in the same period in 2019.

The need for companies and professionals to opt for Teleworking seems an apparent cause of this opportunity, although it is not one of the sectors with the highest advertising investment.

Effects on the distribution of advertising investment (estimated) in media

The estimated investment data of IMARC allows us to analyze the seasonality of the investment, as well as its distribution by type of media, during the first wave of the Covid-19 pandemic. First, the seasonality of investment by media reflects somewhat similar trends in almost all of them, with the drastic decline in March and April and the relative recovery in June or July, always with figures below the of 2019, except in the case of Digital (Websites) that in January, February, July and August registered more investment than in the same months of the previous year. It is the medium that reduces its investment the least, the least affected by the pandemic.

Since IMARC includes investment in search engines and social networks, the one with the highest total advertising investment, by on top of the TV, it should be remembered, however, that the investment figures in Search Engines and Digital social networks only are estimated since they are not controlled directly like those of other conventional media. With the very high concentration of the investment in two companies (Alphabet Inc. and Facebook), whose

Table 2: First wave Covid-19 distribution of advertising investment by activity sectors comparison 2019–2020

Sector	January–August		Percentage	
	2019 ($)	2020 ($)	Evolution	Increase
Food	200,381,006	152,306,988	76.01	−23.99
Automotive	374,842,381	200,973,580	53.61	−46.39
Drinks	129,423,162	68,257,362	52.74	−47.26
Beauty and hygiene	195,942,301	125,370,737	63.98	−36.02
Construction	43,381,970	45,507,069	104.90	+4.90
Culture, teaching, media	205,430,673	135,369,460	65.90	−34.10
Sports and free time	49,878,595	34,376,638	68.92	−31.08
Distribution and restoration	261,503,056	189,049,269	72.23	−27.77
Energy	44,058,945	34,715,786	78.79	−21.21
Office and trade equipment	14,662,625	13,915,355	94.90	−5.10
Finance	240,886,425	193,919,844	80.50	−19.50
Home	54,909,552	38,215,024	69.92	−30.08
Industrial, work material, agricultural	22,943,821	17,855,231	77.82	−22.18
Gambling and betting	85,095,141	65,654,803	77.15	−22.85
Cleaning	32,544,967	30,673,050	94.25	−5.75
Personal items	30,442,623	10,102,634	33.19	−66.81
Health	88,687,415	73,479,155	82.85	−17.15
Public and private services	180,548,912	174,436,056	96.61	−3.39
Tobacco	14,550	11,357	78.06	−21.94
Telecommunications and internet	197,064,511	161,142,953	81.77	−18.23
Textile and clothing	31,482,350	21,562,832	68.49	−31.51
Transport, travel and tourism	128,358,744	56,471,363	43.99	−56.01
Several	56,279,325	40,604,811	72.15	−27.85
Total	2,668,763,048	1,883,971,356	70.59	−29.41

Source: Prepared from the investment data collected by EMR.

advertising turnover in Europe is not carried out directly in India, it is difficult to establish the actual investment of the medium and analyze its natural evolution.

The other media show similar trends in ad spend, with the most significant drop in the state period alarm (March 15–June 21) in Cinema and Exterior, justified by the confinement and restrictions on the citizen's mobility. Television and radio show an earlier recovery trend, in June, but also in the two media, there is a relapse in August.

In newspapers, the recovery occurs in July but returns to fall in August. In Magazines, the investment reflects a complicated situation of the medium, which barely manages to increase their investment somewhat in June, but it drops again in July and August. Second, the detailed analysis of the distribution of investment by type of media, estimated by IMARC, reveals that advertising investment in conventional media between January and September 2020 has fallen by an average of 22.2% compared to the same period in 2019, remaining at 3,308.8 million euros.

All media suffer decreases in percentage terms higher than this average, offset only by the lower reduction in Digital, which fell only 9.1%. In this case, the investment in social networks stands out above all, which barely fell by 1.2%, compared to the fall of 11.3% in Search and 12.9% in Websites, which brings together the investment that IMARC previously called 'Internet.' The media that fell the most in investment were Cinema, with 65.9%; Dominicals, which fell 59.1%; Exterior, with a decrease of 50.6%; and Magazines, whose investment fell by 45.5%, always concerning the same period of

2019. The second media group with similar declines are Daily, which decreased 32%; Radio, 28.8%; and Television, whose investment has fallen by 24.4%. Precisely, this last case is striking since, despite increasing its audience. According to the Kantar data, it also saw the investment of all the chains decrease sharply.

The investment data show that Cinema and Exteriors have suffered much more directly from the confinement of the population, something logical given that they lost their entire audience in the case of Cinema, and the vast majority abroad since the people could not leave home except for strictly justified reasons. Confinement measures also made it enormously challenging to purchase printed media (Supplements, Magazines, and Newspapers).

Interrelation between changes in advertising investment and new media consumption

The measures decreed to contain the pandemic have made it impossible to measure audiences by some generally accepted data sources. This aspect prevents a complete comparative view from being offered here of changes in investments advertising and put them in relation with audiences of all media.

Indeed, the Association for Research Media (AIMC) practically the only source of data on multimedia audiences in India, had to suspend the 2nd wave of the General Media Study (EGM), corresponding to the period of March to April 2020, due to the impossibility to do fieldwork—both personal interviews (CAPI) as online and by telephone, being the first time in the history of the study since its launch in 1968 that does not offer your data. Therefore, the analysis below is restricted to Television, the Internet, and the press, based on data de Kantar, CNMC Household Panel, and OJD Interactiva, respectively.

Table 3: First wave Covid-19 estimated advertising investment by media comparative analysis of year 2019–2020

Media (includes supports not with trodden)	January–September		Increase (%)
	2019 ($ million)	2020 ($ million)	
Cinema	17.6	6.0	−65.9
Diaries	324.8	220.9	−32.0
Outdoor	310.8	153.7	−50.6
Radio	347.9	247.5	−28.8
Journals	137.3	74.8	−45.5
Newspaper	15.9	6.5	−59.1
TV	1,412.2	1,067.6	−24.4
Total digital	1,684.9	1,532.4	−9.1
Search	622.9	552.7	−11.3
Websites (*)	598.1	521.3	−12.9
Social networks	463.8	458.3	−1.2
Total media	4,251.1	3,308.8	−22.2

Source: Estimated investment survey conducted by EMR

Television (TTV and OTT)

The measurement of television audiences by Kantar, through audiometers, continued to be carried out generally during the 1st wave of the pandemic and reflects notable changes compared to the same period of the previous year. Consumption total traditional Television (TTV), which at the beginning of 2020 was somewhat lower than in 2019 during the same period, fired during the alarm state, reaching historical records never recorded. As the de-escalation began, this consumption returned to the previous year's levels.

In addition to significantly increased consumption of traditional Television (TTV), so did the one that is catalogued as No TTV, which corresponds with over-the-top (OTT) payment platforms or free transmission

services, which broadcast content through the Internet without resorting to traditional broadcast operators, and that they are usually contracted by subscription, such as Netflix, HBO, Amazon Prime Video, Disney Plus and others. This type of consumption grew significantly during the alarm state, and as the de-escalation began, it decreased, staying above the volume that was supposed in the previous year.

The notable increase in television consumption contrasts sharply with the decline above of advertising investment. January and February 2020 have slightly lower television consumption than the previous year, and investment in February is even somewhat superior. The confinement effect is reflected in March 2020, when increasing the minutes of daily television viewing (51 minutes more than in the same month of 2019) while investment falls (40 million € less than the previous year). In April, the change is even more drastic, with an increase of 69 minutes daily television consumption and a decrease in 109 million in investment, always compared with 2019. In May 2020, television consumption was 37 minutes higher than before, while the investment was 115 million euros less. In July, it seems to tend to an inevitable return to normality. Still, in August, the advertising investment is again much lower than the same month of 2019, and television consumption is somewhat higher.

The increased consumption of over-the-top platforms (OTT) is also confirmed with the National Markets Commission and Competition (CNMC). In June 2020, these platforms were present in almost half of the households in India with internet access (49.1%), which represents a growth of 33% on the same 2019 period, when 37.1% used them; of 9 points out of the 40.5% who used them at the end from 2019; and widely doubling the quota they had in June 2017 (22.5%). Are payment platforms do not issue anything or very little conventional advertising, especially promotions own and previews of the programs they broadcast. Still, its increase in use reduces the audience to traditional television channels and, therefore, to the advertising of half Television.

Internet

The CNMC Household Panel in the second quarter of 2020, compared to the same period of 2019, also reflects a notable increase in the percentage of individuals who have used the Internet in the last three months, 86.7% (2020) versus 83.9% (2019); and the frequency of internet use: 77% use it several times a day in June 2020 compared to 70.9% that it did the previous year, and in June 2020 it fell to 20.5%. There are also changes in the devices with which they connect to the Internet, such as smart

speakers, which appear for the first time in June 2020 with 4.2% of all internet users; smart TVs, with a 22.5% of users, six points more than the 16.5% of the previous year; game consoles, with 10.1%, by 7.4% who they had a year earlier.

The other devices also increase their use to connect to the Internet except for the computer of desktop, which falls to 33.4% of total users, two points less than in 2019; while they upload the computer 53.5% of the laptop (51.6% in 2019); the mobile phone at 90.4% (88.9% in 2019); and tablets at 35.2% (34.2% in 2019). WhatsApp stands out in the use of online messaging services, with 93.5%, followed by 34.6% who use Facebook Messenger; and 31.5% of Instagram, which a year ago did not appear, since the others are very minority. The video calls on WhatsApp increased dramatically, used by 72.7%, by 50.7% the previous year, when 42% said not to use them.

Although the CNMC Household Panel does not provide internet audience data, it reflects an apparent increase in consumption of the medium, which again disagrees with the decrease in advertising investment controlled by IMARC, especially in March, April, May and June 2020, if compared with the same periods of the previous year. The effect of the Covid-19 is evident because in the other months (January, February, July and August), the investment was higher than in 2019. The OJD does not provide data for three months for 'force majeure reasons' but shows drops from 20% to 40% of its diffusion in July and August.

The five most significant titles lost 53,031 copies in July (up to 173,604) and 42,648 in August (a total of 184,732). An understandable setback from confinement and mobility restrictions has accelerated the closure of points of sale and distribution problems. Sample of This debacle, and the transformations it causes, is the case of the newspaper El País, which has fallen in numbers year-on-year 2019–2020 29%. However, according to OJD Interactiva, the digital daily press has experienced notable increases in users, visits, and page views, although differentially distributed in a very high rise in the national media (119%) and less in the regional and local press (88%).

However, this evident increase in the digital press consumption does not agree with the investment data advertising, which recorded minimums during the 1st wave of the pandemic (March, April, May and June). In general, in all months of 2020 is lower than 2019, but the decrease is much more significant in confinement than in the others.

Discussion and conclusions

Observing the impact of the Covid-19 induced

crisis on the advertising industry immediately reveals an abrupt break in the positive trend of investment data before the pandemic. In addition, it allows us to verify the complex and increasingly competitive system of interrelationships between advertising, the media, communication, and its consumption dynamics and its enormous dynamism and vulnerability, especially in times of crisis and uncertainty like the current one. In a global context marked by the collapse of advertising investments of advertising companies (Magna, 2020; Warc, 2020), our research provides novel findings to particularize the Indian case that, due to its extraordinary socio-economic and health impact during the first wave of the pandemic, it constitutes a privileged laboratory observation. First, the results of the analysis highlight manifested the significant effect of the outbreak of the Covid-19 epidemic, with a demonstrated ability to break the curve of the seasonality of advertising investment for the first time in India. Coinciding with the declaration of the state of alarm; decreed by the Government on March 14, a sudden advertising divestment begins, with decreases of two digits, which ends up completing an unpublished series in advertising investment studies in India, at least for the last 32 years: –26.29% in March, –59.55% in April, –58.15% in May and –32.20% in June.

This situation reveals that the perception of risk in the face of the health emergency and its eventual economic consequences precipitates the adoption of urgent measures by a majority of the advertising companies, which suspends broadcasting your campaigns in the media or reducing your advertising pressure dramatically. These minimum investment data are recorded precisely during the months that traditionally the leading investment figures are reached and consumption in India, definitively weighing down the final results of the 2020 financial year, which falls close to 20% compared to the previous year. Consequently, the recovery of the advertising market in India will foreseeably be slower than in other countries that the first wave of the pandemic has less deeply impacted, and where an average decline of between 7% and 8.1% is estimated (Magna, 2020; Warc, 2020). This sharp drop in advertising investment reiterates the pattern of investment withdrawal by advertising companies in times of uncertainty (Aaker *et al.*, 1992) and affects the same precursor dynamics observed in crisis previous (Picard, 2001; Van-der-Wurff *et al.*, 2008).

In short, it is confirmed that the loss of confidence of advertising companies in situations of great uncertainty, such as Covid-19, induce an advertising crisis early that precipitates and aggravates the economic turmoil in marketing and advertising services companies, but also the media dependent on advertising funding in their business models. From this point of view, the drop in ad spend during the first wave of the pandemic is dysfunctional regarding the economic recovery itself. On the other hand, the detailed analysis of advertising investment by sector reveals that the disinvestment behaviour. It is widespread in all categories of activity, despite being unequally affected by Covid-19.

In short, a similar response to marketing and communication problems is observed in the sectors essentially different. The paralysis of many activities during the first wave of the pandemic, as a result of the anti-Covid-19 measures, suddenly alters supply and demand in many categories of products and services and induces new consumption habits. The case of the transport, travel, and tourism sector exemplifies the most significant penalty due to restrictions on the mobility of people and the closure of public spaces and, consequently, corresponds to the most effective advertising setbacks to global scale (–31.2%). This situation is also verified in India, but with a much stronger fall –56%).

The direct cause-effect relationship between a minimized supply-albeit due to supervening causes - and a demand barely marginal justifies the loss of value of advertising as a "catalyst" between both variables (Kotler & Armstrong, 2008). This logic, typical of the market economy, explains the drastic disinvestment of advertising in the most affected, which can be understood as aligned with the marketing processes inherent to the advertising companies ('manufacturing, distribution, marketing and sale of products and services,' Kleppner, 1994).

However, it leaves in an actual 'black box' the justification for the abnormal decrease in the advertising pressure of other sectors, considered essential during this crisis, such as Food or Telecommunications and the Internet, which cut their budget by 25% to 18.2%, respectively. At the same time, their demand grows very significantly, almost exponential, from confined homes and telecommuting.

This position, conservative in the face of health risk and economically generated by the Covid-19, can also be revealing of a conception of advertising understood still as an "expense" rather than an 'investment'; in short, a game that, compared to other commitments unavoidable financial assets, it can be easily reduced without apparent immediate consequences (Montañés-García, 2017). Such a reductionist view of the meaning and scope of advertising would prevent the eventual competitive advantage from implementing differential

communication strategies aimed at creating brands with purpose in times of great uncertainty for your consumers. Third, the comparative analysis of the distribution of investments and media consumption shows that the abrupt decrease in these projections has run parallel to the sharp increase in media audience figures traditional, especially Television, radio, and press (paper and digital), confirming the conclusions of studies previous reports in the United States and India (Casero-Ripollés, 2020a), which reveal the centrality of these media in the exponential increases in news consumption during the outbreak of the Covid-19 outbreak.

However, the analysis of the distribution of advertising investment by type of media allows to conclude the prevalence of digital media and electronic messages on print media, which have been most severely affected by drastic cuts in advertising, also reproducing conclusions of previous studies (Lacy & Noh, 1997; Picard, 2001; Vander- Wurff *et al.*, 2008). A double contradiction is thus offered: less investment and advertising value to more extensive and broader audiences times of consumption in traditional media.

This aspect is evident in the case of Television, which registers a notable increase in its audience figures (one hour a day per individual), exceeding consumption 5 hours/day during March and April. However, its ad spend figures plummeted almost 60% compared to the same period of the previous year. This finding questions the fixed value of the consumer and their time, even if it is considered that the advertising companies value their users based on their sociodemographic variables in stable temporal spaces (Fuchs, 2020; Smythe, 1977).

In short, it challenges the conception of the audience as mere 'communicative merchandise,' inherited of mass advertising in traditional media, and that for decades has repeatedly exploited the renowned paradigm of Lasswell (1948) in his permanent. Search for the lowest cost per impact, typical of an economy of scale. On the contrary, the analysis reveals that the crisis-induced by Covid-19 has reinforced the social role of online media (telecommuting, electronic commerce) and the tendency of advertisers to invest primarily in these media and digital networks that also allow them to access an increasingly segmented and well-known audience thanks to good measure to the use of massive data (big data) (Montaña-Blasco *et al.*, 2020).

This aspect confirms the change in the advertising paradigm and the increasing integration of advertising in the multichannel environment and multiplatform, which substantially and irreversibly alters the specific gravity of the different media, analog and digital (Corredor-Lanas, 2010). This new

scenario driven by Covid-19, marked by the growing polarization of investment in Digital (Internet and all its complex relationships with TV, video games, online video, etc.), can also be interpreted as an accelerator of trends observed in previous crises. The fall of analog and traditional media reveals its difficulties in replacing conventional business models ("paid twice" by users) with others more diversified and adjusted to digital consumption. Ultimately, the prophecy tends to be fulfilled, as the weakening of advertising investments in the press or radio and the business crisis that are aggravated in this way will again contribute to deteriorating your content and, therefore, will affect your loss of credibility and audience and, consequently, advertising (Costa-Sánchez *et al.*, 2020).

However, a good result of new business models, such as the generalized payment model (with minority financing of advertising) by the digital press, the still unpublished models of digital radio, or outdoor advertising. Because behind the advertising growth in the Digital category, new mutations of the traditional media. Despite the exploratory "hot" nature of this analysis, the findings highlight the impact of Covid-19 on advertising in India and its interrelationships with the media system, confirming some recurring trends from previous crises but revealing a differential impact on advertising seasonality and the prevalence of the digital medium, which questions the business models of traditional media, excessively dependent on their advertising funding. The relevance of these questions suggests the need for new studies to address the temporal limitations of this research and the variables under investigation.

Advertising outside the home, such as billboards, outdoor LED displays, and advertising in transit, offers a way to bridge this gap, placing advertisements in many places that consumers will see while going about their daily activities. This can communicate information specific to a location and action, such as grocery store discounts on billboards near the local market.

Advertising for the OOH would also raise awareness among those who only consume limited content while at home. The current state of OOH advertising although easing restrictions in some countries has allowed people to spend more time outside. A break in the ordinary course of business allows OOH advertisers to re-evaluate what they have to offer and embrace digital in new and varied ways. Brands have leaned toward what worked in the past, but a change in the marketplace is the perfect time to roll out more current iterations of campaigns. There are many advantages to digital OOH that make it

necessary to pivot in this direction. Traditional OOH campaigns are often expensive and time-consuming, and deployments take weeks. Out-of-home digital advertising solutions can be activated in as little as 24 hours.

Additionally, 10% of the 220,000 digital screens away from home in the U.S. They use scheduled transactions, allowing even faster results. Businesses are also prioritizing placement, looking at billboards on the freeway and near high-traffic areas, like grocery stores, rather than in stadiums or restaurants. An estimated six in ten grocery shoppers still encounter ads away from home, so motivated advertisers can still guarantee their eyes on their marketing. Advertising spending has fallen dramatically since March, with an expected decrease of 13% from the previous year.

However, this is giving opportunities to those with ongoing campaigns. Reduced competition in the marketplace can offer willing advertisers a more excellent selection of options to choose from, and often at lower prices. Mobile location data has also become a point of consideration during the pandemic. Location data began to trend early in the pandemic to monitor compliance with social distancing. Still, advertisers quickly learned that knowing how and when people left their homes could inform advertising strategies. By identifying meeting points, such as parks and grocery stores, advertisers can better place highly targeted and relevant ads in high-traffic areas, maximizing spend. Beyond the pandemic: It is not yet clear how long COVID-19 will affect the world on such a large scale. There may be a second or third wave, or a vaccine may boost the herd's immunity. The lessons learned during the pandemic's peak should become an ongoing part of the discussion about OOH in general, and more specifically, about DOOH. Sooner or later, the world will emerge on the other side. Sports fans will return to the stadiums, the concert halls filled with music lovers, and life will return to normal. That does not mean that advertising will immediately return to the status quo. Advertisers who have embraced changing trends, from evolution in Digital to the benefits of mobile management, are already in a good position. There is no way to know for sure what the future holds, but companies better prepared to adapt are much more likely to succeed as the post-pandemic world unfolds.

First of all, about advertising and its eventual recovery in the short and medium-term, and its trends about the media. Second is the evolution of media consumption, especially traditional ones, and their balances about digital environments. To a large extent, these unknowns will be framed by the changes in the comprehensive economic policies adopted by the governments in the face of the austerity of the preceding crises.

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Job Satisfaction of Indian Media Educators: A Study of Intrinsic and Extrinsic Factors

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ABSTRACT

The satisfaction of human needs and values is essential to an organisation's ability to rise above the average in the quality of their services. Managing human resources effectively has become vital to organizations and Universities of the twenty first century. Increased levels of competition, complexity of technical and financial constraints, regulatory pressures and many such factors have alerted the organisations to the fact that all resources must be fully utilized better than before. Recognizing the importance of job satisfaction, the present study attempts to study the degree of job satisfaction amongst the occupational group of Indian Media Educators. The study aims to find out whether there is any difference between the intrinsic and extrinsic factors in explaining the satisfaction among these professionals. Herzberg's two-factor theory of job satisfaction was also examined in this context for the current scenario. The overall job satisfaction has been measured by applying the Brayfield and Rothe's Index of job satisfaction (1951) and the intrinsic and extrinsic satisfaction have been measured by adapting an enlarged version of the Porter's need satisfaction questionnaire (1961). As recommended by many researchers, the study follows an approach of segregating the measures of overall job satisfaction and intrinsic and extrinsic satisfaction. Porter's need satisfaction questionnaire also helped in measuring the importance of intrinsic and extrinsic factors. The paper presents the univariate description statistics for the key variables such as intrinsic satisfaction, extrinsic satisfaction, intrinsic factors importance, extrinsic factors importance.

Keywords: Extrinsic factors, Herzberg, Intrinsic factors, Job satisfaction, Media educators

Introduction

Job satisfaction has been defined in many ways —as a general attitude towards work, as a cluster of attitudes toward different aspects of work resulting from achievement of needs, or values or a function of values, importance of values and perception. Nevertheless, all definitions incorporate that it is an affective evaluation response to a job or job conditions and as such can be negative, positive or neutral.

Job satisfaction may be viewed in terms of individuals' (a) overall affective reactions to a job or (b) reactions to the specific facets of a job (Aguinis & Stone-Romero, 1997). Originally thought of as a global attitude, it is now widely recognized by the researchers as an overall as well as a multifaceted concept that comprises satisfactions on various facets of work also. An individual can obviously be satisfied with some aspects of the work or job and at the same time dissatisfied with others. Whether to use the overall concept of job satisfaction or to use

the faceted concept of job satisfaction depends on the reasons for being concerned about job satisfaction.

Unfortunately, there is little consistency in the satisfaction facets considered by various job satisfaction theorists and researchers. The most typical categorization of facets (Smith *et al.*, 1969), for example, includes pay, promotion, coworkers, supervision and the work itself. Locke (1976) divided the job factors into agent and event categorization and added four more, i.e., recognition, working conditions, benefits, and company and management, to those discussed by Smith *et al.* (1969). Later on, Landy (1989) also proposed the work itself (consisting challenge, physical, goal attainment), self, others in organization, organization and management, and fringe benefits as important job factors for computing job satisfaction. Another common categorization suggested by Herzberg (1966), who classified job factors into intrinsic (those related to the contents of work, such as work itself, challenge, recognition, autonomy, participation, etc.) and extrinsic factors

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Smith *et al.*	Locke	Landy	Herzberg
Work itself	*Work:* interesting, variety, learning opportunities, difficulty, quantum, chances for success, control over pace and methods.	*Work itself:* challenge, physical demands, and personal interest.	*Intrinsic:* job content factors.
Pay	*Pay:* amount, fairness or equity and method of payment.	Reward structure.	*Extrinsic:* job context factors.
Promotion	*Promotion:* opportunity for.	*Working conditions:* Physical and Goal attainment conditions fairness of basis for.	
Co-workers	*Recognition:* praise for accomplishments, credit for work done and criticism.	*Self:* Self esteem	
Supervision	*Benefits:* pension, medical, annual leave, paid vacations and cafeteria.	*Others in organization:* helpful supervisors, coworkers, and subordinates.	
	Working conditions: hours rest, pauses, equipment, temperature, ventilation, humidity, location and physical layouts.	*Organization and management:* policies and procedures help to attain rewards, role. related factors	
	Supervision: style, technical, human relations and administrative skills.	Fringe benefits.	
	Coworkers: Confidence, helpfulness, and friendliness.		
	Company and Management: concern for employees and pay and benefit policies.		

Fig. 1: Categories of important job factors affecting job satisfaction

(those related to the context in which work is performed, such as working conditions, pay and fringe benefits, supervision, coworkers, promotion, etc.).

Feldman and Arnold (1983), however, suggested that, in general, work itself and pay are the most important sources of job satisfaction, promotional opportunities and supervision and moderately important sources, and the work group and working conditions are relatively minor sources of job satisfaction.

Intrinsic and extrinsic satisfaction

Overall job satisfaction provides a general idea about the amount of satisfaction of employees, but may not be sufficient when the management wants to identify the problem areas or initialize improvements in job factors to increase the morale of employees or reduce their dissatisfaction on some particular aspects. Concentrating only on overall job satisfaction may lead to missing some hidden key exceptions. Employees may be high on overall satisfaction but may be seriously unhappy with some of the job factors, or two employees may have identical overall

satisfaction but their satisfaction on some factors may be different. Understanding and applying techniques for improving satisfaction essentially involves differentiating between various factors or facets of job (Pierce *et al.*, 2002). Accordingly, an alternative approach to job satisfaction is the multidimensional facet or component approach which assumes that worker satisfaction with different aspects of a job situation can vary independently and should be measured independently. A facet measure is usually called for when an organization is improving job satisfaction of its employees or is trying to explain why individuals are leaving the organization (Francis & Milbourn, 1980). Many job satisfaction studies and surveys, accordingly, focus on satisfaction of individual aspects of work that are believed to be important to employees. These factors generally include the characteristics of work itself, amount of work, working conditions, pay, coworkers, supervision, promotion, organizational policies, management, and organization. Though each of these factors is important and eligible for study in its own, it is generally recommended (Dawis & Newstorm, 2002) to separate overall job satisfaction (and

combine job factors) into more logical and relatively independent dimensions of intrinsic and extrinsic satisfaction (Keller *et al.*, 1992).

The classification of intrinsic and extrinsic satisfaction is based on an early theoretical framework developed by Fredrick Herzberg (1966) who argued that these two are generally independent types of events that affect job satisfaction and dissatisfaction differently. Intrinsic satisfaction refers to satisfaction on factors associated with work itself. It originates from within the individual and has psychological values. Such satisfactions are essentially self-administered. Challenge, achievement, recognition autonomy and other elements directly related with the nature of job are all sources of intrinsic satisfaction. Extrinsic satisfaction, on the other hand, is meant for satisfaction with working conditions, supervision, organization's policies and procedures, coworkers, pay, additional income, and other components of the environmental context in which the work is performed.

The sources of extrinsic satisfactions originate from outside the individual. Forces beyond the individual's control determine the frequency and magnitude of extrinsic sources of job satisfaction. Such a classification not only helps in studying job satisfaction more logically but also, as Steiner and Truxillo (1987) proposed is useful in clarifying the job satisfaction relation. The present study also applied the concepts of intrinsic and extrinsic satisfaction to measure the facets satisfaction and test the Herzberg's theory for Indian Media Educators. The other factors are Dispositions, Locus of Control, Self-choice of Profession, etc.

Theoretical construct of job satisfaction

There are many theories of job satisfaction like Maslow's Need Fulfillment Theory, Vroom's Valence Satisfaction Theory, Locke's Value Discrepancy Theory, etc. but the researcher has taken a specific reference to the Herzberg's theory, which is explained below.

Herzberg's Two Factor Theory

Proposed earlier by Herzberg, Mausner, and Snyderman (1959), the two-factor theory (Herzberg, 1967, 1966, 2003) is recognized as the first theory of job satisfaction that is still very popular among the practitioners, managers and researchers. The theory is also known as the 'motivation-hygiene theory' and is based on the empirical research of Herzberg and his associates in which they interviewed 203 accountants and engineers, chosen because of their growing importance in the business world, from different industries in the Pittsburgh areas of America. Based on these findings, Herzberg argued that opposite of

job dissatisfaction is not satisfaction, but simply no dissatisfaction and suggested elimination of hygiene or extrinsic factors from a job would only remove dissatisfaction, but not bring satisfaction. To bring out job satisfaction the organization must focus on motivation or intrinsic factors such as making the work more interesting, challenging or personally rewarding.

Herzberg's theory, since from its inception, is a source of frequent debate. The theory had been replicated many times with different types of workers, including scientists, engineers, technicians, professionals, nurses, food handlers, assemblers, and maintenance staff covering a number of nationalities. Results of these studies largely provided support to the theory (Herzberg, 1974; Filley *et al.*, 1976), while some others were with success in replication (Hulin & Smith, 1967; Sutaria, 1980). The results of these studies generated mixed conclusions.

Though Herzberg's theory has been severely criticized by some researches (Locke, 1976) and both intrinsic and extrinsic factors contributed to job satisfaction in some studies (Wernimont, 1966; Carroll, 1973), it still continues to thrive, partly because for the layman it is easy to understand and seemed to be based on real life rather for academic abstraction, and partly because it fits well with the highly respected ideas of McGregor, Maslow, and Hackman and Oldham in its emphasis on the positive value of intrinsic factors and also in accord with a fundamental belief in the dignity of labour and the protestant ethic—what is good in itself (Armstrong, 2001). Herzberg emphasized the importance of 'quality of work life'. His two-factor theory advocated the restructuring the jobs to give greater emphasis to the motivating/ intrinsic factors at work, to make jobs more interesting and to satisfying higher level needs. Like Maslow, Herzberg's theory also offers people in organization a way to solve performance of individuals, hygiene factors help in preventing decline in their performance.

Sources of job satisfaction

Personal factors: Studies have shown that personal factors play an important role in determining the level of job satisfaction. Researchers and theories have suggested many personal antecedents that affect the level of job satisfaction, including age, gender, education, tenure, personality, or even genetics. Various national level surveys in the west also generated conclusions about the individual differences in job satisfaction (Kanter & Mirvis, 1986). Dispositional and demographic are the two categories under the personal factors may be discussed.
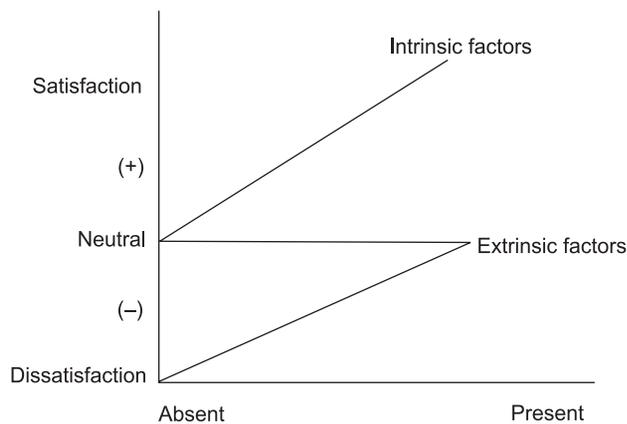
Fig. 2: Herzberg's Two-Factor Theory

(i) *Dispositions:* Recent research on dispositional sources of job satisfaction suggests that some variability in job satisfaction is due to individual's personal tendency across situations to enjoy what he/she does.

(ii) *Age:* Research studies suggest that there is a positive association between age and job satisfaction. Older employees are more satisfied than younger employees (Clark, *et al.*, 1996).

(iii) *Gender:* More and more women are entering the work force in jobs that have been traditionally held by men. Perhaps women are satisfied with their work because they expect little.

(iv) *Length of Service* (*Tenure or Seniority*): Length of service is frequently correlated with job satisfaction. Some researchers suggested that the observed difference of job satisfaction in older and younger workers may not actually be an age difference.

(v) *Education:* There is consistent evidence that, keeping the occupational level constant, those who are well qualified experience lower job satisfaction (Rao, 1989).

(vi) *Intelligent/ Cognitive abilities:* Intelligent/ Cognitive abilities as such do not appear to be a major determinant of or influence Job satisfaction. However, when considered in relation with the type of work a person chooses, it may appear as an important factor of satisfaction. (Schultz & Schultz 1994).

(vii) *Orientation to work:* Research suggests that some people have a career oriented or job-oriented focus of life and these people are happier and more satisfied in their job than people who act without this focus (Dubin & Champoux, 1977).

(viii) *Ethnicity:* Some studies in U.S. have shown that overall job satisfaction is significantly lower for black workers than for white workers and the finding may be applicable for ethnic minorities in other countries too.

(ix) *Marital Status and Number of Dependents:* Judge and Watanabe (1993) reported that there is a positive relationship between marital status and job satisfaction.

Situational factors: Apart from personal factors, there are several situational factors (also known as environmental factors) that cause satisfaction among people on work. They relate to the work situation itself—the task a person performs, the people he/she interacts with the surroundings in which he/she works, the rewards he/she gets, and the way organization treats him/her. They are the most important source of job satisfaction as the satisfaction one experiences is, in large part, a consequence of the extent to which these aspects are relevant in his/her own job values and expectations. These specific factors fall into two broad categories—intrinsic factors and extrinsic factors, though there are some factors, which are of dual nature, i.e., providing both intrinsic and extrinsic satisfaction, such as high salary or promotions.

(i) *Work Itself:* Satisfaction from work essentially involves the work itself as a major source of intrinsic satisfaction.

(ii) *Pay and Fringe Benefits:* The relationship of pay and job satisfaction is complex one. Pay as a source of satisfaction has both the extrinsic and intrinsic component as most people need a certain minimum amount of income to live on, and for some others it is a reflection of how much their efforts are recognized.

(iii) *Promotion:* Promotion provides opportunities for personal growth, more responsibilities and increased social status. It usually brings an increase in pay and thus provide major satisfaction for some while for others it is more connected with self-image and ego treated in a fair and equitable manner, the level of satisfaction will depend on the acceptability that the system in operation, be it is based on merit or seniority or a combination of both, as fair and impartial.

(iv) *Supervision:* Research suggests perceived quality of supervision also determine the satisfaction of employees. Satisfaction tends to be high when people believe that they receive poor quality supervision—specifically, by superiors believed to be incompetent, selfish, and uncaring (Trempe, Rigny, & Haccoun, 1985).

(v) *Coworkers and Work Groups:* While most people find group membership psychologically rewarding, they also vary on their sociability and need for peer support. It appears in general however, that good with group working and supportive colleagues may have value in not permitting job dissatisfaction to surface, rather than in promoting job satisfaction (McKenna, 2002).

(vi) *Working Conditions:* Working conditions are related with the context in which the job is performed. Employees are concerned with their work environment for both personal comfort and facilitating doing a good job. When working conditions are good, comfortable, and safe, the setting appears to be appropriate for reasonable job satisfaction, though not necessarily high job satisfaction.

(vii) *Occupational Level:* Surveys have uncovered occupational level or status as an important ingredient of a satisfying job (Ciabattari, 1986). At higher occupational levels there are more opportunities to satisfy the motivator needs.

(viii) *Organization Size and Sector:* Job satisfaction is higher in small organizational units. Large organizations tend to overwhelm people, disrupt, supportive processes, and limit the amount of personal closeness, friendship, and small group teamwork that are the important aspects of job satisfaction for many people.

(ix) *Role Variables:* Two role variables have been consistently suggested as causing job satisfaction, role ambiguity and role conflict by researchers. Role ambiguity is the extent to which an employee is uncertain about what are the job functions and responsibilities. Role conflict arises when an employee experiences in compatible demands either at work or between work and off work. Both cause job stress and in turn dissatisfaction at work.

(x) *Family-friendly Policies and Benefits:* Given the increasing diversity of the workforce and the increasing number of women, dual-career couples, and single parents who need to balance their responsibilities on the job and at the home, family-friendly organizational policies and benefits are becoming an important job factor for more and more employees.

Significance of the study

According to Roznowski and Hulin (1992) once an individual has joined an organisation, his or her score on a valid measure of overall job satisfaction is the single most important piece of information a human resource manager can have about that person. It is one among the most important human dimensions, which strongly influence an organisation's success as well as individual's performance at work. The statement itself explains the importance of measuring and studying job satisfaction. However, the concern for the attitudes that people hold about their job and organisation is important for several considerations, both on economic and humanitarian grounds.

From economic point of view, studying job satisfaction is necessary for its perceived influence on productivity and performance. Although no strong 'direct' link has been found between satisfaction and productivity by the earlier research, some recent evidence indicates that such a relationship does exist. When an organisation is managed in a way that employees can satisfy their individual needs by achieving organisational objectives, they exert full effort on the job. It is more directly related to a person's mental and physical health, absenteeism, turnover, sabotage, union activities, and many other negative reflections, which may have serious implications for the effectiveness and performance of the individuals and organisations. Dissatisfaction among employees may also seriously hamper the organisation's ability to attract qualified employees. Even those who are interested in financial profits only, cannot overlook these effects.

Objective of the study

The objective of the study is to explore the extent of job satisfaction among Indian Media Educators and find out whether there is any difference between the intrinsic and extrinsic factors in explaining the satisfaction among them. Herzberg's two-factor theory of job satisfaction has been studied as the theoretical framework to examine the satisfaction among working professionals. Herzberg' two-factor theory, also known as the motivation-hygiene theory, is the earliest theory of job satisfaction that categorizes the job factors as intrinsic or satisfiers and extrinsic or dissatisfiers. Although often questioned for its generalizability, the theory is very popular among the researchers and is most commonly applied by the practitioners in organisations due to its intuitive and practical appeal. Recent evidence suggests that the interest in two-factor theory is still alive among the researchers and the categorization of job factors as satisfiers and dissatisfiers is still valid in determining job satisfaction.

Major Objective

To find out the differences between intrinsic and extrinsic factors (as explained by Herzberg's two-factor theory) that affect the job satisfaction level amongst Indian Media Educators.

Intrinsic factors
- Challenge in job
- Personal accomplishments
- Recognition
- Prestige and status in organisation
- Responsibility
- Involvement in decision making
- Autonomy
- Access to important information
- Participation in goals
- Opportunity to meet challenges

- Use of abilities
- Self esteem
- Growth and development
- Help to other people

Extrinsic factors
- Pay
- Security
- Work closely with others
- Fringe benefits
- Working conditions
- Rules and procedure
- Additional income
- Advancement
- Supervision
- Image and status outsider org.
- Authority

Review of literature

Steiner and Truxillo (1987) proposed that the intrinsic and extrinsic components of job satisfaction would be useful in clarifying the job satisfaction—life satisfaction relationship. They reasoned that extrinsic job satisfaction, referring to outcomes that a person can easily take into other life areas (e.g. pay, prestige), may always affect (spil) over to) life satisfaction because of the ease with which a person can transfer these outcomes into other life areas. In contrast, intrinsic satisfaction (referring only to outcomes inherent in work itself) might affect life satisfaction more for the persons who highly value their work. When work is an important facet of a person's life, the person would tend to be more life-satisfied with such characteristics as challenge and autonomy. They did find support for the disaggregation hypothesis for intrinsic job satisfaction, while the spill-over model held for extrinsic job satisfaction. Later, Steiner and Truxillo (1989) tested the disaggregation hypothesis of the relationship between life satisfaction and intrinsic, extrinsic and overall job satisfaction which proposes the relationship is stronger for individuals who value work in their lives. The study found support of the hypothesis using improved measures and a more appropriate analytic technique.

Lodahl (1965) studied job satisfaction of assembly workers comprising 52 males and 29 females by applying an interview technique that was different from that of the Herzberg's study. The pattern of attitudes expressed by the subjects showed that there was no relationship between satisfaction and dissatisfaction factors. Working conditions were found to be major source of dissatisfaction. The findings of the study were in agreement with the Herzberg's theory. Herzberg (1965) examined his theory in Soviet Union by investigating 2,665 Soviet workers. He concluded that satisfied workers could be identified by the factors related to the job and the nature of work, which have the strongest positive effect on job attitudes.

Wernimont (1966) obtained responses on forced and free choice items from 50 accountants and 82 engineers in the form of the self-descriptions of past satisfying and dissatisfying job situations to study the intrinsic and extrinsic factors of job satisfaction. Both groups endorsed more intrinsic items when described both situations. Achievement, work itself and responsibility were mentioned most often in describing past satisfying situations, and lack of advancement and recognition were most often mentioned is dissatisfying situations. Both intrinsic and extrinsic factors can be the sources of satisfaction and dissatisfaction but intrinsic factors are stronger in both cases. Wernimont also pointed out that satisfaction variables are not unidirectional in their effect and expectations have a strong influence on the extent of satisfaction with job factors.

Research methodology

The present study is a quantitative and exploratory research to explore the impact of work and personal factors on occupational patterns and job satisfaction. The research design broadly comprises the selection of subjects, variables for the study, reliability and collection of data, administration of tests, and statistical techniques. The Universe comprises of all Media Educators in India. To collect primary data, the prepared questionnaire was administered to a sample of 100 Indian Media Educators, 20 each from North, South, East, West and Central Indian Universities and institutions offering Journalism/Media Courses. The study was carried out in the later half of 2021, but the researcher did not take into account the COVID exigencies and the study factored intrinsic and extrinsic factors of job satisfaction only.

Variables

The key variables include overall job satisfaction, intrinsic satisfaction, extrinsic satisfaction, intrinsic factor's importance, external factor's importance. Some of other variables contain socio-economic information (such as age, gender, income, marital status, working status, assets, etc) of the respondent. Few are relating to the data on personality profile of the respondents, while some others are of the opinion of the respondents about different job factors (such as the satisfaction scores or the importance score of different intrinsic and extrinsic job factors).

Measurement tools and techniques

The questionnaire is divided into four parts on the

basis of the following criteria:

- Demographic Profile
- Brayfiled and Rothe Index of Job Satisfaction
- Porter's Need Satisfaction Questionnaire
- Core Self Evaluation Questionnaire from Aamodt and Raynes (2001).

The overall job satisfaction has been measured by applying the Brayfield and Rothe's Index of job satisfaction (1951) and the intrinsic and extrinsic satisfaction have been measured by adapting an enlarged version of the Porter's need satisfaction questionnaire (1961). As recommended by many researchers, the study followed an approach of segregating the measures of overall job satisfaction and intrinsic and extrinsic satisfaction. Porter's need satisfaction questionnaire also helped in measuring the importance of intrinsic and extrinsic factors. The core self-evaluation inventory proposed by Aamodt and Raynes (2001) has been applied for measuring the disposition of the respondents. The inventory intends to measure the disposition or the personality of Indian Media Educators as they view themselves, others, and the whole world. Particularly it measures the propensity to be satisfied on the job.

Data interpretation and analysis

Univariate analysis has been done to find out the difference of job satisfaction in intrinsic and extrinsic factors. The stepwise technique of the multiple regression has also been used in the analysis to study the importance of intrinsic satisfaction, extrinsic satisfaction, as independent variables in explaining variation in overall job satisfaction.

Table 1 presents descriptive statistics of demographic variables. It measures the central tendency, as recommended by Jaccard (1983), and the standard deviation scores for major demographic variables. It shows that the modal age category is 'below 30 years' while the median is the category '31–40 years'. This, along with the measure on mean, shows that majority Indian Media Educators are around 35 years of age. The mode of gender shows that more male respondents participated in the study than females. Similarly, most respondents in the study are post-graduates. Income-wise there is not much difference between mode, median and mean. The respondents in the sample are earning on an average between ₹ 40,001 to ₹ 80,000. The modal sector of occupation is the private sector, and the modal determinant for recruitment is academic achievement. The mean of work experience of Indian Media educators is 1.94, which after considering the median of 2 shows that on average the respondents have a considerable work experience of 5 to 14 years. It seems from the table that average number of subordinates or people working in the department as respondents is less than four. Mode of the marital status shows that majority of them are married. The average number of dependents is one to two for most of them in the sample. The statistics further show that most of the Indian Media Educators do not belong to media related families. On possession of assets, most of them have three out of four possessions, namely house, car, air conditioners, and computer.

Table 1: Table of descriptive statics of demographic variables

Variables	Mode	Median	Mean	Standard Deviation
Age	1	1	1.72	0.77
Gender	1	1	0.65	0.46
Level of education	1	1	0.68	0.49
Income	2	2	2.18	0.69
Sector of occupation	1	1	0.59	0.49
Determinant for recruitment	1	1	0.68	0.47
Tenure of work	1	2	1.92	0.82
Number of subordinates/people in department	1	1	1.72	0.81
Marital status	1	1	0.80	0.40
Number of dependents	2	2	2.03	0.71
Family occupation	0	0	0.28	0.44
Possession of assets	4	3	2.54	1.40

Note: Coding of the variable is as follows:

Age: 1 = below 30 years 2 = 31–40 years, 3 = 41 years and above; Gender 0 = female, 1 = male; Level of education: 0 = graduation, 1 = post graduation and above Income: 1 = less than ₹ 40,000 p.m., 2 = ₹ 40,001–80,000 p.m.; 3 = above ₹ 80,000 p.m.: Sector of occupation: 0 = public, 1 = private; Determinant for recruitment, 0 = professional basis/ achievement, 1 = academic achievement Tenure: 1 = below 5 years, 2 = 5–14 years, 3 = 15 years and above; Number of subordinates: 1 = less than 4, 2 = 5–9, 3 = 10 and above; Marital status: 0 = unmarried, 1 = married, Spouse work status: 0 = non-working, 1 = working; Number of dependents: 1 = none, 2 = 1–2.3 = 3 and above; Family occupation: 0 = non-media related, 1 = media/ allied/ related; Possession of assets 0 = none, 1 = 1, 2 = 2, 3 = 3, 4 = 4.

Table 2: Descriptive and inferential statistics of the key variables with the reliability

Variable	Mean	Standard deviation	Standard error	Margin of error	95% confidence interval		Cronbach's Alpha
					Lower	Upper	
Intrinsic satisfaction	1.49	0.99	0.045	0.08	1.39	1.56	0.91
Extrinsic satisfaction	1.68	1.03	0.056	0.09	1.59	1.77	0.78
Intrinsic factors importance	6.12	0.68	0.030	0.06	6.05	6.17	0.84
Extrinsic factors importance	5.76	0.71	0.031	0.06	5.69	5.82	0.74

The foregoing descriptive statistics explain that the typical respondent is around 35 years of age and a post graduate. Many working in private sector, with less than 4 subordinates, who earn between ₹ 40,001 to ₹ 80,000. The typical respondent is married, is with working spouse, has one or two dependents, is from non-media background family.

The comparison of means of intrinsic and extrinsic satisfaction shows that respondents are less satisfied or more dissatisfied on extrinsic factors than intrinsic factors. The mean score of intrinsic work factors (1.49) is less than the mean score of the extrinsic work factors (1.68). Both are positive, thus show the dissatisfaction levels. The higher score on the scale of extrinsic factors shows that respondents are more dissatisfied on extrinsic or hygiene factors than on intrinsic or motivational factors. Comparison of the standard deviation scores on both the factors indicates that the variability in the scores of extrinsic factors is slightly higher than the variability of the scores on intrinsic factors is slightly higher than the variability of the scores on intrinsic factors. Consideration of standard deviations along with means of intrinsic and extrinsic satisfaction confirms the same conclusion that the respondents' extrinsic work dissatisfaction is higher than the intrinsic work dissatisfaction.

The Table 2 further shows that the mean importance score of all intrinsic factors is 6.12 with a standard deviation of 0.68 whereas the mean for all extrinsic factors is 5.76 with a standard deviation of 0.71. These high absolute means indicate that the Indian Media educators give high importance to both the intrinsic and extrinsic factors. However, the Table depicts that not only the mean of intrinsic factors' importance is higher than the extrinsic factors, but the variability therein is also less compared to the variability of extrinsic factors. This means that the Indian Media educators have assigned more importance to the intrinsic factors than to the extrinsic factors and showed more consistency in the importance scores of intrinsic factors. The standard errors and margins of error are fairly low in both the scores. The confidence intervals show that in population also both intrinsic and extrinsic factors are given high importance, though the intrinsic factors are given more importance.

As seen in Table 3, all mean scores on satisfaction are positive for both the intrinsic and extrinsic sub components of job satisfaction. This indicates that the respondents are dissatisfied on all individual factors of their work. However, for some job factors such as challenge in job, personal accomplishment, prestige and status in the organisation responsibility, autonomy, opportunity to meet challenges, self-esteem procedure, additional income, supervision, and prestige and status outside organisation, the position improves towards satisfaction after accounting for the standard deviations.

In intrinsic factors, the job factor 'personal growth and development' has shown the maximum dissatisfaction (M = 2.28) followed by 'recognition' (M = 2.08), both of which incidentally have appeared as the facets with highest dissatisfaction among all job factors. The respondents are least dissatisfied on 'responsibility' (M = 0.69) and 'help to other people' (M = 0.85) among the intrinsic factors. If we arrange the mean satisfaction scores of other intrinsic factors, the descending order list would consist participation (M = 1.86), use of abilities (M = 1.74), access to important information involvement in decision making (M = 1.45), personal accomplishments (M = 1.45), self esteem (M = 1.39), opportunity to meet challenges (M = 1.26), and challenge in job (M = 1.11). Among extrinsic factors, the respondents are most dissatisfied on pay (M = 2.07) and additional income (M = 2.06) closely followed by working conditions (M = 2.03). The factors on which there is least dissatisfaction include rule and procedures (M = 0.83) and working closely with others (M = 1.13). Other extrinsic jobs factors, in the descending order of mean satisfaction scores, include fringe benefits (M = 1.93), advancement (M = 1.86), job security (M = 1.8), authority (M =1.74), supervision (M = 1.52), and prestige and status outside the organisation (M = 1.39).

To present a comprehensive view of the intrinsic and extrinsic job factors, the mean and standard deviations of the importance scores, for all individual job factors have also been shown in the Table 3, in addition to the means and standard deviation of their satisfaction scores. It is clear from the mean importance scores that the Indian Media Educators

Table 3: Mean and standard deviation of satisfaction and importance scores of intrinsic and extrinsic factors

Variables	Mean satisfaction scores	S.D. satisfaction scores	Mean importance scores	S.D. importance scores
Intrinsic factors				
Challenge in job	1.11	1.78	5.92	1.30
Personal accomplishments	1.45	1.53	6.08	1.11
Recognition	2.08	1.64	6.20	1.16
Prestige and status in organization	1.48	1.55	6.24	1.08
Responsibility	0.69	1.28	6.48	0.87
Involvement in decision making	1.45	1.49	6.03	1.24
Autonomy	1.48	1.63	6.25	1.05
Access to important information	1.66	1.42	6.13	1.11
Participation in goals	1.86	1.52	6.09	1.18
Opportunity to meet challenges	1.26	1.57	6.10	1.10
Use of abilities	1.74	1.58	6.29	1.07
Self-esteem	1.39	1.54	6.34	1.02
Personal growth and development	2.28	1.66	6.34	1.00
Help to other people	0.85	1.30	6.40	0.91
Extrinsic factors				
Pay	2.07	1.68	5.80	1.26
Security	1.78	2.04	6.30	1.03
Work closely with others	1.13	1.44	5.94	1.21
Fringe benefits	1.93	1.74	5.23	1.52
Working conditions	2.03	1.73	6.20	1.06
Rules and Procedures	0.83	1.94	5.85	1.23
Additional income	2.06	2.28	4.00	2.17
Advancement	1.86	1.82	5.49	1.83
Supervision	1.52	1.70	5.60	1.88
Prestige and status outside organization	1.39	1.57	6.13	1.15
Authority	1.74	1.77	5.71	1.37

give more importance to the intrinsic aspects of their work. The factors, given highest importance by the respondents include responsibility (M =6.48), help to other people (M = 6.40), self-esteem (M = 6.34), and personal growth (M = 6.34). From the extrinsic category, job security (M = 6.30) appears to be the factor assigned most importance followed by working conditions (M = 6.20), and prestige and status outside the organisation (M = 6.13). Additional income (M = 4.000) is the factor to which they give the minimum importance among the extrinsic factors.

Thus, the results show that the Indian Media educators are slightly dissatisfied on both the intrinsic and extrinsic factors. An interesting point observed from the Table 3 is that the variability, in both the satisfaction and importance scores, is least in two variables, namely responsibility and help to other people, both intrinsic.

Conclusion

Focusing on intrinsic and extrinsic satisfaction, the results show that Indian Media Educators are slightly dissatisfied on both the dimensions of job satisfaction. Comparatively, they are more satisfied with intrinsic factors and more dissatisfied with extrinsic factors. Responsibility, which they value the most, is also the factor on which they are most satisfied. However, the Indian Media Educators are most dissatisfied on personal growth and development, recognition, and participation, all of which are higher order factors. These are the factors, which they give highest importance and, therefore, need immediate attention to be improved. Results also show that the Indian Media Educators highly value 'help to other persons' and 'challenge in job', and are in fact, less dissatisfied on them. Among extrinsic factors, the Indian Media Educators are least dissatisfied on 'rules and procedures' and 'opportunity to work closely with others', both of which are assigned moderate importance by the subjects. Job security, working conditions, and advancement are the factors which are highly important to the Indian Media Educators and on which their dissatisfaction is also very high. Dissatisfaction amongst Indian Media Educators is also high on 'pay' and 'opportunity to earn additional income', though the factors are moderately important to them.

Considering the both the importance and dissatisfaction score, it may be recommended that

'opportunity for self development and growth' and 'participation' in the intrinsic category and 'job security', 'working conditions', and 'pay' in the extrinsic category should be given priority by the organizations to reduce job dissatisfaction among the Indian Media Educators. The findings that Indian Media Educators are moderately satisfied or are slightly dissatisfied on intrinsic and extrinsic factors or they value both intrinsic and extrinsic factors are not surprising considering that most people are driven by a combination of intrinsic and extrinsic job values and most do not experience satisfaction at extremes of high and low or only intrinsic and extrinsic. Rather, in general, people experience a mix of feelings in between these continuum.

Recommendations

On the basis of the findings, certain suggestions and recommendations are made to improve job satisfaction amongst Indian Media Educators. As the results indicated scope for further improvement in their job satisfaction, it has been suggested to organizations/ authorities to concentrate on more controllable situational or job factors, particularly the intrinsic factors, though the extrinsic factors should also not be avoided to keep the educators away from dissatisfaction. Opportunity for personal growth and development, recognition, participation, and use of abilities in the intrinsic factors and working conditions, income, fringe benefits, job security, advancement and authority in the extrinsic factors have been suggested as the specific areas, which demand special consideration of the management in this direction.

Areas of future research

The present study extends the knowledge on some of the important aspects of job satisfaction, particularly the antecedents of job satisfaction. However, there are still many crucial areas in which further research may be required. The following are some of the important areas on which the future research may concentrate.

1. Job satisfaction research, in future, may focus itself on the frameworks of dispositional traits instead of individual trait itself. Core self evaluation (including self esteem, self efficacy, locus of control, and positive affectivity), big-five personality traits (including conscientiousness, extroversion-introversion, agreeableness, emotional stability, and openness to experience) or PA–NA (including positive affectivity and negative affectivity) are examples of such frameworks or models, which may be investigated in individual basis

or for comparative analysis. The research in this direction may be extremely helpful for practicing managers and organisations as they prefer judging their new entrants in totality instead of being interested only in a single personality trait.

2. Another related area of research in this direction, keeping the practical utility aspect of dispositional or interactive research on job satisfaction in mind, relates to designing such instruments and scales which are practical as well as valid and reliable to assist managers in assessing the personality of the prospective employees while recruitment. Again, the preference here should be on the totality of the dispositions or personality rather than individual characteristic of an individual.

3. Existing research work in dispositional approach has focused primarily on importance of dispositions or identification of individual personality factors that may contribute to job satisfaction to the extent that there is little doubt about them in causing satisfaction. However, much research work is still required on how personality or dispositional sources affect job satisfaction or the process mechanism by which such construct influence job satisfaction. In future, the research may concentrate on the theoretical underpinning of the processes involved.

4. The present study may be replicated as a national level study incorporating 500 Educators from all over India.

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Non-verbal Communication in Cinema: A Study of the First Three National Award-winning Hindi Movies

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ABSTRACT

Cinema, for a very long time, has been an important part of Indian society. It has always been believed that it can bring about positive changes in society. Furthermore, cinema is also considered one of the most effective forms of communication and a medium with a broad audience. In a country like India, cinema is not just a medium of entertainment but an important part of our society and culture. Cinema, as a powerful medium, allows us to learn about diverse cultures, religions, and regions; and the content we watch stays with us for a very long time. Thus, it is important that the language of this medium be universally understood more easily. With the help of the internet and technology, we can now access movies from around the world, but their language can be a barrier to their audience. Consequently, if non-verbal communication is given more attention, more good movies can be enjoyed by audiences, and the medium of cinema can be used more widely to achieve its main purpose. This study examines the relevance of non-verbal cues in expressing the message and essence of the first three Hindi films that won national awards.

Keywords: Cinema, Communication, Hindi Movies, Music, Non-verbal communication

Introduction

Communication is the most important aspect of any form of life on earth. Without communication, the survival of living beings is very difficult. Communication can be defined as a process of establishing commonness between entities through transmission of any information in the form of message through one or more means, such as signs, symbols, words, pictures, and so on (Choudhury, 2014). When we talk about communication, it is not just the exchange of words or speech, but also the non-verbal aspects of it. Only 7% of human communication involves words, the rest 93% is non-verbal communication (Cummings, 2011). Indian society has always valued cinema as one of the most popular means of communication. Communication through cinema is also considered to be one of the most effective methods. In addition to entertainment, it provides information and self-recognition. In India, which is one of the biggest countries when it comes to people and dialects, there is a high probability that not everyone will be able to understand the language of every movie made here. As a result, many times, the people who are fond of good cinema miss out on good content because of language. The United States, France, China, India,

United Kingdom, Egypt, Iran, etc., all have different languages. Some countries even speak different languages within their own borders. For e.g., if we talk about India, films are made in many languages. Most films do not dub because it is impossible for one person to comprehend so many languages. It is for this reason that many good-made movies remain unwatched by a large number of people. In light of this, what can be done to resolve this issue? Non-verbal communication in cinema can be seen here as well as its use. In cinema, non-verbal communication may be understood by a larger audience if it is used more.

Cinema is said to be a mirror of society, but it also serves as a medium for inculcating new ideas into our lives. India is a country where cinema plays a very important role in many people's lives. In addition, if cinema, as a mass medium, uses more non-verbal cues, the message given through movies will be understood by many. This is one more reason why the usage of non-verbal communication in cinema holds importance.

Through this research, the researchers seek to examine non-verbal communication elements in the first three National Award-winning Hindi films, as well as the frequency and relevance of their use.

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Review of literature

Baranowski and Hecht (2018) discussed the influence of camera angle on audience interpretation. Camera angle has the power to create an impression of the actors on the minds of the audience and hence camera angles should be used properly and in sync with the context of the content. Reeper (2013) explains what signs, codes and conventions are, how they are used in movies, how they are decoded by the viewers and how the film makers make the viewers decode them according to their story telling. There are many universal codes and conventions which are used in the movies and this makes the non-verbal communication more effective in movies. According to Ewata (2016) non-verbal communication is a universal property of human beings and the non-verbal cues aid the interchange between characters in films and helps audience's comprehensibility in the multilingual and multicultural complexities portrayed in the film genre.

Thus, more use of these cues in movies can make the reach of films to even those audiences who do not understand the language.

Kumar (2019) studied the hidden meanings in the movie Bhuvan Shome based on Roland Barthers codes. Barthers has given five codes for the analysis of text or content to dig out the deeper meaning. These codes helped to understand the movie much better. The movie Bhuvan Shome has less dialogues and more of non-verbal cues and still has communicated the message in a very good manner. Considering *Natyashastra* as the oldest and most precise text of communication, Lohochoudhury (2014) discusses the importance of communication in human life and the need for Indian films to incorporate techniques of communication from this ancient text.

According to Murthy (2020), our cinema has been influenced a lot by the western culture and this directly influences our culture because we inculcate a lot of things by watching movies. Cinema plays a vital role in shaping the society and shaping our minds and therefore it should be made very mindfully.

Monaco (2000) attempted to explore not only the history and technicality of cinema, but also the interconnections of film with various art forms. He has successfully seen films from economic, political, and cultural perspectives, as well as from the perspective of the audience. According to Mascelli (1998) the camera angles, continuity, cutting, close-ups and composition are the elements which actually play a major role in making a film and help to make

the process of story telling smoother and easily understood by the audience. Camera is the equipment which is the direct connection between the audience and the movie. In a way it can be said camera shapes the way in which the movie can be perceived by the audience. Hopkinson (1971) makes a point by saying that in countries which lack a single common language the use of media to spread information and teach a common language is very important. Thus this medium can be used to spread awareness and the use of non-verbal elements makes this more effective. Lipscomb and Tolchinsky (n.d.) focused on the relation between the sound and the image and how sound or music enhances the communication in cinema. There are many components of film music such as, musical score, ambient sound, dialogues, sound effects, and silence. Thus the study of music in movies is important as music is also a good medium of communication.

Stratton (2017) stated that the success of any film depends on how much it can influence the audience and the audience gets persuaded by any film only when they feel a connection with the film. Non-verbal communication plays a major role here as actions and signs convey a lot more than what words can do. Lunenburg (2010) opines that non-verbal communication is done in many ways such as the way we stand, the distance we keep from one another, our eye movements, our facial expression, everything communicates something or the other non-verbally and at times is stronger than the verbal communication.

Objectives

1. To analyse the elements of non-verbal communication in the first three National Award-winning Hindi movies (under the feature film category).
2. To analyse the use of background music and sound to communicate non-verbally in the first three National Award-winning Hindi movies (under the feature film category).

Methodology

The purpose of this qualitative study is to explore how non-verbal communication is used in cinema. Using the content analysis method, movies are examined based on the elements of non-verbal communication as well as background sound and music. Content analysis is a systematic, quantitative approach to analyse the content or meaning of a communicative message and this process follows a specific process (Allen, 2017). The following parameters are used to analyse the content:

Kinesics					Haptics	Oculesics	Proxemics	Chronemics
Face Expression	Posture	Gait (manner of walking)	Head Movement	Any particular characteristic behaviour/ habit	Hand Movement	Eye Movement	Distance/ Space	The use of time in non-verbal communication

Analysis of Background Music/ Sound
Background music/ sound
Types of background music/ sound—its connection with the scene

Sampling

National awards are among the most prestigious awards in Indian cinema. Since 1954, it has been the most prominent film award ceremony in India. A national panel appointed by the government selects the winning entry each year, and the awards are presented in Delhi by the president of India (dff.nic. in). Golden Lotus Awards and Silver Lotus Awards are the two main categories under which awards are presented. In addition to these two categories, there are many subcategories. The universe of the sample for this research is the National Award-winning Movies (Hindi) under the feature film category. There have been 14 Hindi feature films to date that have won the National Award. The samples used in this study are the first three films selected through purposive sampling (according to the year the film won the award). The movies are:

1. Mirza Ghalib (1954) – 2 nd National Award
2. Anuradha (1960) – 8 th National Award
3. Bhuvan Shome (1969) – 17 th National Award

Findings and analysis

I. Mirza Ghalib

The film was directed and produced by Sohrab Modi in the year 1954. The lead actors of the movie were Bharat Bhushan and Suraiya.

Kinesics analysis: Mirza Ghalib's character's body language keeps on changing with the mood of the scene. The character's body is stiff and erect when he is performing poetry, indicating his seriousness towards it. On the contrary, his body is calm and loose when he is around *Moti Begum*, which indicates his ease and comfort around her. One more thing which has been noticed in his character is his gait; depending on the situation, his style of walking changes. If he is tense or hurt, he walks fast and if he is sad or confused, his walk is slow. The expression on *Mirza Ghalib's* face has been subtle throughout the movie. He was not very expressive through facial expressions. He communicated more through his body gestures and hand movements.

Mirza's body language becomes very humble when he is in front of any person who is either elder to him or has a high designation, which shows that he was a man who showed respect, but on the other hand, some of his body language in front of those who were submissive was a bit arrogant. In contrast to *Mirza's* character, *Moti Begum* has been shown to be very chirpy and bubbly. And, these characteristics have been very well portrayed even non-verbally. *Moti Begum's* body language was always very loose and free. The way she walked showed her confidence and made the fact very prominent that she was not scared of anyone. *Moti Begum* was time and again shown to cover her head with her *dupatta* whenever *Mirza Ghalib* was present which shows her respect (according to the era) towards him and shyness within her showing that she was falling in love with him. Towards the end of the movie, we see *Moti Begum's* character fall towards a decline; from here, *Moti Begum's* body language changes completely in the movie, from what it was in the beginning. The misery and guilt are seen in the way she carries herself. Her walking style becomes slow and her expressions become flat.

Haptics analysis: In most of the scenes, *Mirza Ghalib's* character is seen standing with both hands at his back, which might indicate his royalty and pride. Tight fist showing anger, hand on face showing shock, fidgeting fingers showing nervousness, and many such gestures have been observed in Mirza's character. *Moti Begum's* character is always seen using her hand movements to support everything that she says; this indicates that she was a very expressive person. Towards the end, when her health deteriorates, the hand movements stop completely indicating that her end is near and she has lost all her hopes from life.

Proxemics analysis: The movie uses proxemics many times to show relationships between the lead character, his life and the women he falls in love with. Initially, it was seen that *Mirza Ghalib* and *Moti Begum* stand at an appropriate distance from each other, since they are acquaintances. In one of the earlier scenes when *Mirza Ghalib* first visits *Moti Begum's* house, she is seen standing at a distance from him as he is a stranger, but as soon as she gets to know that he is a poet, she moves a bit closer to him since she herself loves poetry. The distance

Table 1: Kinesics analysis of Mirza Ghalib

Time	Face expression	Posture	Gait	Head movement	Any other particular behaviour habit
05:54			Walking steadily – shows nervousness of the character		
06:29				*Darwan* bows his head which shows respect/ greeting the king	
08:04	Kings smile when he sees the reaction of people on his poetry – shows he is content and happy				
13:25	Straight face/ no expression – while reciting the worse – shows disinterest/ not putting much efforts				
14:3			Walking fast – shows anger/ rage		
20:3			Female character walks with baby steps – shows her excitement		
20:6				Slightly bows her head – showing shyness and a bit of embarrassment	
21:12	Moti begum shows an expression of anger in response to negative description of Mirza, also showing disagreement				
24:15			Freely walking – shows happiness		
27:05			Walk becomes rigid and tight – hesitant		
27:21					One of the character throws things – showing anger
29:10				Wife keeps head on Mirza's shoulder – sadness	
3:5				Bowing head down – embarrassment	
6:23			Servant walks very fast – indicating urgency		
3:20			Jumping and running around in the house – excitement for something happy		
9:0	Sad expression of Moti begum – pity on herself				
46:5			Walking down the stairs slowly – nervous and scared		
47:26	Smile, shaking head – shyness				
5:3			Slow walk while reading letter – sadness		
4:3		Slowly gets up and goes away			
1:12:00		Money lender bows down while talking to police man – respect			
1:20:44			Walking fast – avoidance		
1:48:14			Servant running in haphazard manner – hurry		
1:5:13		Shoulder and waist bowed down – to show respect to the king			
1:5:17		Stiff shoulder and elongated body while sitting – showing confidence in what he is saying			
2:00:3			Moti begum walks slowly and in unsteady manner – indicating she is weak and miserable		

between them has reduced over time, indicating that their relationship has become closer and more intimate. At one point, *Moti Begum* even hugs *Mirza Ghalib*, (at 2 hr. 10 minutes in the movie) indicating that she now considers him as one of her own and indicates her love and trust towards him. On the other hand, Mirza Ghalib has been shown sitting close to his wife in the beginning and, later on, it can be seen that he keeps a little distance from her, indicating the growing distance in their relationship. As the movie involves kings and royal people, we can see the distance between the royal character and the normal people showing the class difference and how the common people had to maintain a distance from the royalties.

Oculesics analysis: Some common communication has been done with the eyes, such as *Mirza's* eyes have been seen moist indicating that he is sad and has given up hope in life. *Moti Begum's* eyes light up whenever something good happens, showing her happiness and excitement. The characters have been seen looking at a distance while talking to someone

Table 2: Haptics analysis of Mirza Ghalib

Time	Haptics
4:54	Fast movement of hand – expressing anger, then the movement slows down – realization that the other character is doing something important
5:36	Folded hands – character praying
6:40	All the people in the hall show respect to the king by taking palm towards head (salaam)
10:53	Movement of hand along with rhythm of the poetry – enjoying the poetry
23:42	Fidgeting with fingers (fast) – upcoming anger
25:5	Palm kept on face – shock
28:10	Mirza's wife places her hand on mirza's shoulder – support and concern
29:10	Mirza keeps his hand on wife's hand – support, connection between them
30:01	Mirza taps money lender's shoulder with both palms – assurance
37:00	Moti begum braids her hair – getting ready for someone she likes
38:28	Mirza's folded hand - shows confidence as moti begum praises his poetry
50:6	Mirza pulls up his sleeves – getting ready for game
59:46	Holding daughter with both hands-on shoulder – sympathy, love, console
1:00:00	Mother taping own face with palm again and again – feeling of regret
1:03:45	Mother's hand on waist – anger
1:22:33	Moti begum comes and holds mirza's fist – love compassion, support
1:43:34	Police man holds the stick in his hand tightly – determination
1:46:57	Policeman puts both hand on waist – arrogance, questioning, dominance
1:48:57	Moti begum holding police man's fist with both hands – pleading, begging
2:01:46	Moti begum's mother rubs her hand on Moti begum's shoulder and head – concern support
2:08:56	Moti begum holding the railing tightly – scared, panic, waiting for someone
2:09:53	Moti begum holding head with one palm – destroyed
2:12:10	Mirza does not let anyone carry moti begum in her last ritual – indicating his relation with her
2:13:23	Mirza's wife touch his shoulder – showing her support

Table 3 Proxemics analysis of Mirza Ghalib

Time	Proxemics
19:8	Moti begum was standing with the door between the Mirza, but when she got to know that he was a poet she came close and stood
25:23	Distance between the characters shows their formal relationship
27:59	Mirza's wife comes and sits very close to him – shows intimacy of their relationship)
8:20	Mirza and Moti begum stand at a distance nor too close nor too far – a growing relationship
1:00:00	Mirza and mother standing with both backs at each other – indicating differences between them
1:59:10	Distance between both the female character shows they are strangers
2:10:56	Moti begum hugs Mirza – indicating their closeness

Table 4: Oculesics analysis of Mirza Ghalib

Time	Oculesics
40:00	Teary eyes of mirza – showing sadness about life
41:00	Closed eyes of moti begum – shows enlightenment/ dream coming true

Table 5 Background music and sound

Time	Background music and sound
19:13	Fast music is used to show the happiness & excitement of Moti begum
24:06	Fast music to support the mischief done by Mirza
59:10	Mixed instruments playing – indicating some happy events is taking place (marriage)
1:02:14	Drum beats in barat – indicating victory of policeman
1:03:40	Mughal royal music – to indicate royalty
1:59:00	Fast music indicating Mirza's happiness on victory

depicting the marriage ceremony and royal music have been used wherever the kings or the royalty have been shown.

II. Anuradha

The movie was directed by Hrishikesh Mukherjee with Balraj Sahani and Leela Naidu in the lead roles. The year of release of the movie was 1960.

Kinesics analysis: The movement of the characters, their walking style, and their head movements all were in sync with the characteristics of the character. Anuradha is shown to be very talkative and active, which is also very well shown in her body language. In the flashback, her expressions, the way of talking to others and her body language all go with her character; but, in the present, her character

standing just next to them; this shows the feeling of loss and loneliness.

Background music and sound analysis: Background music has also played an important role in communicating the scenarios in many scenes. Fast music has been used to show the happiness of Moti Begum and a similar type of mischievous music has been used to show any kind of mischief done by the characters. Indian instruments have been used for

Table 6: Kinesics analysis of Anuradha

		Kinesics			
Time	Face expression	Posture	Gait	Head Movement	Any other particular behaviour/ habit
07:3				Anuradha turns her head with a jerk and close eye to show can't see pain	
10:44			Doctor walks slows down as he reaches his wife – scared		
12:19	Anuradha smiles at her husband – showing her love/ care/ generosity towards him				
16:19	Anuradha looks up then turns face to other side – showing anger and ignorance				
17:3	Anuradha smiles and looks and down – showing shyness				
5 41	Anuradha turns face down and smile – shyness and love				
46:9	Anuradha's daughter picks the audio record and asks to play				
5 27				Anuradha's head bowed down – sadness	
6: 9	Blank expression of new guy – showing shock				
9: 18				Dr. Nirmal sees Anu and fastly walks towards her urgency	
1:17:29	Guy looking at infinity – feeling lost				
1:3: 00	Anuradha smiles – indicates her happiness that her friend remembers everything				
1:8: 6		Anuradha's body language is tensed/ waiting for something			
1:9: 45				Anuradha walks slowly – shows sadness	
1:41:49		Dr's posture is that of urgency – bend down / holding railing with both hands			
1:47:49				Dr. runs towards his room – shows his excitement	
1:5 20		Anuradha –bowed head – showing respect to the elder			
2:02:23				Anuradha's head low – regret on what she has missed in life	
2:04:01				Dr. walks in the room slowly – sadness/ realization	

is calm. Here, Anuradha's body movements are slow and her expressions are calm. Dr Nirmal's character remains the same throughout the movie; he is a person who is very serious about his profession. His expressions and body movements are very calm and composed throughout the movie which complements his character in the film. Body gestures, such as, turning head away with jerk, showing anger, bowing the head down showing sadness, smile showing happiness, walking fast showing urgency, walking slow showing sadness and pain, have been repeatedly seen in the movie by various characters.

Haptics analysis: In the present time of the movie, Anuradha's hand movements are limited, which very well defines the change in her characteristics due to change in her life. The villagers are often seen holding Dr Nirmal's hand while asking for help and while thanking him, which clearly indicates that those people have a lot of trust in the doctor and are really thankful to him for his service. The character in one scene places his hand on his chin and moves his fingers, indicating that he is recalling the past. In one scene, Anuradha's father is seen holding Dr Nirmal's shoulder with both hands showing that he forgives him for his behaviour. In a scene, one of the characters is seen closing his fist very tightly indicating the feeling of revenge and then, just in the next moment, he opens his fist slowly indicating that he is giving up on the feeling of revenge.

Table 7: Haptics analysis of Anuradha

Time	Haptics
7:20	Patient holding hands in front of doctor pleading to not put injection
15:19	Hand in chin – moving fingers – recalling something
3: 6	Old doctor puts hand on mouth to stop what he was going to say – realization
1:00:04	Dr Nirmal holds Anu's hand – support, trust, love
1:11:3	Anuradha's father holds Nirmal's both arms – shows his love towards him and asks for forgiveness
1:20:47	Anuradha keeps hand over Dilip's head – showing their old friendship/ closeness
1:24:08	Fist tightly closed – to show rebel – then slowly fist open – give in to the situation

Oculesics analysis: Anuradha's character in the story has done most of the acting with her eyes and face. In the first portion of the movie, Anuradha's wide and sparkly eyes communicate a lot about her extrovert and smart character; as the story moves towards the present time, we observe that Anuradha's face and her eyes lose the charm that was once seen in young Anuradha. Wide eyes have been used for showing anger, lowered eyes showing shyness, looking at infinity showing that the person is lost or thinking about the good old days. Though, not much

Table 8: Oculesics analysis of Anuradha

Time	Oculesics
11:53	Anuradha's eyes widens – anger
43:00	Anuradha looks at doctor with shifting her eyes to one side – teasing
43:59	Doctor lowers his eyes – shyness – expression of new feelings for Anuradha
47:26	Anuradha looks at infinity – show her feeling lost

use of eye movements has been seen in the movie to do non-verbal communication.

Proxemics analysis: The story is all about characters and their relationships with each other, and this has been shown very well non-verbally through proxemics. Anuradha in her young age has been shown as an extrovert person but still she maintains a good distance from Dr Nirmal whenever they meet, as their relationship grows, they can be seen closer to each other in distance, in one scene, Dr Nirmal comes close to Anuradha and puts a flower in her hair. Anuradha is always seen sitting at a distance from her old lover, and, in many shots, they are seen facing one another's back; this indicates the distance between them. As the story proceeds, we can see that Anuradha and her husband are always sitting far away from each other, indicating the growing distance in their relationship.

Table 9: Proxemics analysis of Anuradha

Time	Proxemics
12:53	Little girl comes and hugs mother while asking for food – shows her closeness with her mother
49:47	Nirmal stands at a distance from Anuradha while telling about his past – signifying the difference and distance between them
6:49	Nirmal comes close to Anuradha – puts flower in her hair – shows closeness in their relationship
57:04	Anurdha and the new man stands at a distance without facing each other – distance in their relationship
1:13 01	Anurdha's father picks up Ranu in his lap – showing their love for each other
1:49:42	Position of Anuradha and her husband shows the distance between their relationship

Chronemics analysis: The story of the movie moves between past and present, and this has been shown very well with the use of editing techniques. Ripple effects were used to show the time lapse, and other effects were also used again and again to show a difference between past and present. In one scene, a flower bud is shown and this shot gets dissolved into another shot showing a full blossomed flower;

Table 10: Chronemics analysis of Anuradha

Time	Chronemics
00:03	Use of dissolve to show that some time has passed
14:22	Use of ripple effect / transition to go back in time – kind of shows time travel backwards
36:39	Dissolve between shot of flower bud to bloomed flower – indicating passing of time
37:53	Ripple effect to show come back from flash back
1:03 46	Cut from door to door – coming from past to present

this technique was used to show the passing of time. Many cuts have also been used from the same objects to jump from past to present and vice versa. Thus, to take the scene from past to present and vice versa, chronemics have been used very nicely and this non-verbally communicates the travelling in time.

Background music/sound analysis: As the music of the movie is given by Pandit Ravi Shankar, and the movie is also about a singer, background music and songs have been very well used. Every emotion, happy or sad, has been communicated through the use of different instruments. All the songs in the movie explain the situation and are never felt out of the place. Even the background music is very well placed and is apt in every situation. Fast sitar music has been used to indicate the realization of new emotions, disappointment has been shown with slow music, tension sounds have been used to indicate the upcoming anger, slow shehnai music has also been used to indicate the sadness of the scene. Thus, it can be said that music has been used a lot in the movie to non-verbally communicate many things in various situations.

Table 11: Background music and sound

Time	Background music/ sound
10:58	Simple music defining the ambience of the house and Anuradha
43:45	Sitar music – realization of new emotions
57 07	Fast music – showing happiness and excitement
59:56	Sad music showing Anuradha's disappointment
6:43	Music indicating shock
1:00:04	Fast music – happiness
1:00:21	Sound of temple bells – marriage in temple
1:00:56	Tension sound – upcoming anger
1:09:58	Music indicating happiness when Anuradha sees her father
1:40:41	Slow shehnai music – indicating sadness
1:56:3	Tensed music indicating the ongoing problem
2:09:00	Shehnai slow background music – shows sadness of the situation

III.B huvan Shome

The movie was directed by Mrinal Sen with Utpal Dutt in the main lead. There was also a child actress in the movie named Suhasini Mulay who played an important role. This movie was released in 1969.

Kinesics analysis: In almost the entire movie, we can see that Bhuvan's body language is very uptight, directly indicating his bureaucratic nature. He stands with head held high, and always has a serious look on his face, which shows that he is a strict person and this goes very well with his character. Towards the end of the movie, as he realizes the importance of human company and learns the values of relationship, we can see that his body language changes and is more relaxed. Similarly, the other main character, the young girl Gauri's body language also perfectly defines her characterization. She is a bubbly girl with a sense of love and compassion for every living thing around her, and this is seen in all her gestures.

In one of the scenes, during Bhuvan's journey in the bullock cart, a group of ladies are shown carrying water. Otherwise, a strict and uptight Bhuvan is seen again and again turning and looking at the ladies, showing his attraction towards the opposite gender, and his expression is shy and soft which is very rarely seen otherwise. In a scene where Bhuvan and the cart-owner face an angry bull, Bhuvan's body language becomes very loose and bent showing that he is very much scared. When Bhuvan meets Gauri, he is seen to walk ahead of her, indicating his ignorance. Many other actions, such as looking here and there showing shock, smiling indicating agreeing to something, Bhuvan looking in opposite direction while trying to tell Gauri the truth about her would-be husband indicating Bhuvan's hesitation and fear about talking on such a sensitive issue, Gauri leaning to bamboo while listening indicating her shyness, have all been very beautifully used to non-verbally communicate many deeper meanings. Towards the end of the movie, we can see a drastic change in Bhuvan's body language; it becomes very free and loose indicating that he has now changed his way of thinking about life and living it. It would not be wrong to say that Utpal Dutt's (actor playing

Table 12: Kinesics analysis of Bhuvan Shome

Time	Face expression	Posture	Gait	Head movement	Any other particular behaviour habit
21:59	Expression of the lady on road- pleasant, smiling to see the cart				
22:08				Bhuvan turns his face again and again to see the ladies of the village	
26:17		Cart owner's body language slows down-calmly handling the situation – fighting the bull			
26:59		Bhuvan's poster becomes bend and low – showing he is scared of the bull, he even hides behind the carts			
31: 48			Cart man runs with small steps – tensed		
34: 19	Bhuvan smiles awkwardly – discomfort at not understanding language				
39: 15			The little girl turns here and there searching for someone		
41:07			Bhuvan gets up and go – anger (when girl laughs)		
42:14			The girl keeps talking and Bhuvan keeps walking further – showing anger/ ignorance		
47:47	Gauri smiles when her father talks about her – She agree with what he say				
48:08		Bhuvan looks here and there – Shock			
51: 15	Subtle expression – agreeing to what Gauri was saying				
51: 56	Gauri smiles and keeps face down – shy hearing about husband				
52: 43	Bhuvan trying to say something to Gauri looking in opposite direction at a distance – having tough talks				
54: 09	Bhuvan looks at Gauri with calm face – looking at her innocence				
55 24		Gauri leans to the swing – sense of shyness – talking about husband			
57: 04	Bhuvan shows variety of expressions hearing about himself				
57: 10			Gauri stands up suddenly – Shock		
1:13 48			Bhuvan walks slowly – Shows his defeat		
1:14:38			Bhuvan sits down with head hung low – Sadness		
1:18:47			Bhuvan stands straight then bends down – feeling of Shock then defeat		
1:20:47	Sad expression on Gauri's face, with head hung low – Sadness of departure				
1:27:53		Jadav Patel's body language is stiff – shows his nervousness			
1:29:00		Bhuvan's body language suddenly becomes very free – he throws away his tie and coat- feeling of freedom and change in nature and character			

Bhuvan's role) eyes, facial expressions and gestures together communicate a lot more than his verbal delivery.

Haptics analysis: Common hand actions such as waving hands to say no or to stop something, putting finger on the lips to keep silence, showing direction by stretching hand have been used at various points in the movie according to the story by different characters. In one of the scenes, Bhuvan keeps his elbow on the shoulder of the cart-driver but suddenly he pulls it away and starts cleaning his elbow, clearly showing untouchability factor and since Bhuvan belongs to a higher class, he should not be touching that man. In many scenes, Bhuvan is seen putting his fingers on his chin while thinking, which has been repeated many times during the entire movie. In one of the scenes where Gauri takes Bhuvan to the palace, she shows him a corner where there was a swing at one time; the director has very beautifully shown the swing with just Gauri's hand and camera movement. In one scene, Gauri puts her hand on Bhuvan's shoulder, indicating her support for him. In the scene where Bhuvan is leaving for town and Gauri wants to talk to him about telling the boss to not fire her would-be husband, she fidgets with the

Table 13   Haptics analysis of Bhuvan Shome

Time	Haptics (Hand movement)
26:37	Bhuavan waves his hand in outward direction at the bull to say no to come towards him - shows he is scared to face the bull
0: 45	Bhuvan keeps his elbow on cart man's shoulder but quickly pulls his hand back – shows the class the difference between them and bhuvan's believe in it
3: 46	The cart man used his hand again and again - giving assurance
3 40	Bhuvan calls the man he sees towards him with his hand gesture
40:20	Both the characters put fingers on their lips – keep silence
41:20	Bhuvan keeps hand on chin – thinking what to do
42:5	Gauri showing direction of her house by stretching her hand towards that direction
46:3	Gauri moves her palm to say not to be scared of the bull
1:00:3	Gauri smiles and claps – shows her join
1:05 3	Gauri uses her hands to show various things in the palace - showing direction
1:11:09	Gauri calls bhuvan by waving her palm
1:12:8	Gauri keeps her palm on bhuvan's shoulder to give him courage and show her support
1:21:26	Gauri stands near the tree and fidgets with the trunk – shows her tension
1:28:23	Jadhav Patel takes the letter quickly but keeps in hand – nervous to read

tree trunk indicating her nervousness and hesitation.

Proxemics analysis: Proxemics plays a great role in the entire movie, since the movie is all about a person who has been living alone for a long time and also likes to maintain distance from people. Bhuvan is always seen to maintain physical distance from people, clearly indicating that he is a person who does not like company and prefers to be alone. In contrast, Gauri's character is shown as someone who enjoys talking and being around people. In a scene where Gauri's father introduces her to Bhuvan, she stands at a distance from him since at that point he is a stranger to him. As the story proceeds, we can see that the physical distance between Bhuvan and Gauri decreases as their friendship and bond increases. In one scene, we can see that Gauri keeps her bird very close to her body and rubs her head gently this indicates Gauri's love and care for the bird. Apart from the distance between humans, this movie also has many scenes in which birds are shown to fly together close to each other, indicating the unity in animals and their strength in unity.

Table 14: Proxemics analysis of Bhuvan Shome

Time	Proxemics
3 28	One cop brings his head close to the other cop while asking about any bad habits – decrease in distance between both the characters – secret talk
41:3	Gauri comes and stands at a distance from Bhuvan – showing they both are strangers
44:47	Bhuvan comes and sits near Gauri – distance between them decreases – showing increase in their friendship
8: 5	Gauri comes near Bhuvan to talk – showing that now she trusts him and considers him friend
1:26:43	Gauri keeps the bird very close to her and rubs her face to his head – shows her love for the animal and her affection towards it.

Oculesics analysis: Eye movements have not been used to communicate many things. Though, it would be wrong to say that Utpal Dutt's acting does not include using his eyes to express. Utpal Dutt, as Bhuvan, has given very apt expressions and used his eyes to add to the emotions in the movie. There is one scene in which the cart-driver catches Bhuvan while he is staring at the village ladies; in this scene, the cart-driver moves his eyes up and down again and again while looking at Bhuvan, indicating a sense of mischief. The scene does not include any dialogue by the cart-driver, his eye movements tell everything about the entire scenario. Apart from this, some common eye movements, such as big sparkly eyes

Table 15: Oculesics analysis of Bhuvan Shome

Time	Oculesics
23 29	The cart owner moves his eyebrows up and down – mischief as he catches Bhuvan watching the ladies

to indicate happiness, lowering of eyes to indicate shyness, moist eyes to indicate sadness and fast movement of the eyeballs indicating nervousness, have also been used in the movie by various characters.

Background music and sound analysis: Vijay Raghav Rao, the music director of the movie, has done a great job. Background music and sounds have been used to make the scenes more prominent and meaningful. In the scene where Bhuvan Shome is introduced, the background sound is a chaotic noise, indicating the chaos in his life. In many scenes, when the bullock-cart is moving very fast, the sound of a fast-moving train is used to compare it with the speed of the train. In many scenes which are tense, no sound is used to make the audience feel more uncomfortable. In the scene where the bull attacks Bhuvan and the cart, many different types of sounds are used to indicate all the feelings together, such as scared, powerless, will power, and strength to fight. Every character had been assigned a particular type of background sound, according to his/her characterisation in the movie. Other sounds, such as fast music to show happiness, slow music to show sadness, high pitch music to indicate hope, have been used at various points. In one of the scenes, a war-like sound has been used in the background of a close-up, indicating the war between the mind and the soul. Many types of funny music have also been used throughout the movie to add to the satiric touch. In the end, the sound of tearing of paper is heard indicating that Bhuvan now has learned to live and

Table 16: Background music and sound

Time	Background Music/Sound
1:11:46	Music of accomplishment of goal – fast sitar, drum beats
1:13 46	Music indicates nervousness – unsure towards something
1:14:54	Slow and sad music – indicating sadness of the situation
1:16:38	High pitch music, medium tempo – indicating hope
1:20:05	A pleasant music indicating end
1:22:57	War type sound – unsettled mind – war of mind and soul
1:23 35	Classical music – settled mind
1:28:53	Sound of tearing of paper – destruction

enjoy his life beyond the work life of his office and he has become a free bird.

Conclusion

Based on the analysis above, it can be concluded that non-verbal communication has been used very nicely to convey many basic things such as character characteristics, relationships between characters. It would not be wrong to say that every emotion cannot be expressed with words and many deep emotions have been expressed with the help of non-verbal cues in these movies. Be it Moti Begum's innocence and agile nature or Anuradha's calm and composed behaviour or Gauri's smartness with a tint of tenderness, have all been expressed beautifully with the help of non-verbal communication. The spaces between the characters (proxemics) have been very carefully decided to establish the intimacy between the characters or the differences between them. Basic hand movements communicating support, consoling, and help have also been used at various parts according to the scenes and demand of the story. Oculesics (eye movements) and chronemics (time) were not used much in these movies, especially eye movements. Overall, body movements were used to communicate a variety of messages.

Apart from the characters, the background music has also played a big role in communicating non-verbally. All the three movies had a musical sense; Mirza Ghalib being a movie about a poet used music and poems in many places to tell the story. Anuradha was a movie about a singer, thus it had many songs and the background music was used perfectly everywhere. Between the three movies, Bhuvan Shome used music best; it had very few dialogues and relied mainly on background music and sound effects. There was music or sound effects supporting every character, every action, every pun, and every between-the-lines message. Thus, music played an important role in communicating many things in movies non-verbally. It can be concluded from this study that non-verbal communication has been used very wisely in all these movies to convey the message and story. In addition to making the movies aesthetically pleasing and beautiful, the use of non-verbal communication has also contributed to their beauty.

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Role of Media in Sensitizing Masses on Water Conservation

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ABSTRACT

According to NITI Aayog Report (2018), about two lakh people suffer extreme conditions every year due to inadequate access to safe drinking water and about 60 crore people of the country face high to extreme water stress conditions. This shows the alarming water crisis in the country. Communication tools like social media, television, radio, newspaper, etc. play a vital role in disseminating information and sensitizing the masses on the water issues. The present study focusses on assessing the role of communication media on water conservation. Since the power of media's impact has been felt in an unprecedented manner in 21st century, it was targeted that power and impact of media has to be harnessed to address the issue of water stress. Most problems surface because of lack of proper communication and understanding of the same. The present study has taken care of all the aspects in order to acquire information from different stakeholders involved in creating awareness among masses like media personnel, academicians, researchers, and students. The study is significant because it has brought together two different disciplines, i.e. water studies and journalism and mass communication. All the important aspects relating to role of different types of media regarding water conservation were framed in the form of a questionnaire which was distributed Pan India using information and communication technology. A focused approach was adopted to include respondents from all regions and all walks of life. Rural responses have been given due attention as India is predominantly an agrarian state.

Keywords: Communication, Mass media, Sensitization, Social media, Water conservation

Introduction

Water is perhaps the most important natural resource for survival of humankind in the universe. Water has always played a dynamic role in developmental activities of the society through various governmental and social initiatives. It has direct and indirect impact on the human development which cannot be underestimated as our entire livelihood spectrum depends heavily on it. While we understand the crucial role of water resources and its management in 21st century, there is a consensual opinion that a well-coordinated approach at local, national, regional, and international levels is of paramount importance. It is also argued that the communication through social media and mass media is to be used effectively for perpetuation of the various techniques of water harvesting and conservation to the community. The present paper seeks to bring together the domains of communication, media and water conservation with a view to analyze and assess the methods and manner in which the media has projected the idea and value of water. Fundamentally, it is important to harness the power of media for the purpose of enhancing awareness and sensitivity to all dimensions of water. The formulations in the paper are founded on an empirical study conducted among people and stakeholders from all walks of life. The study was designed along the individual, social and governmental interventions with regard to water with a focus on setting the larger future agenda on water from the media perspective.

The context

Historically, water has been mainly available through rivers, lakes, underground and wetlands and we have begun to use it through a network of pipes in our modern-day developmental activities. The significance of water can be measured from the fact that the water component is not limited in one SGD, i.e., Goal No. 6 and it runs through various other goals such as Goal No. 11, 13, 14 and 15. In a larger sense, Goal No. 1 and 2 which relate to "No Poverty" and "Zero Hunger" cannot be achieved without having complete access to good quality potable water for every citizen. We may argue that water is the bottom line of all welfare and development agenda.

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Safe and clean drinking water has been a Human Right since 2010 as described by the United Nations (UN) General Assembly. Water has indubitably played an important role in social dynamics, economics and overall development of the society and country as a whole. However, there is a big pressure on water resources due to ever increasing population, globalization, urbanization, changing lifestyle, and the expansion of economic activities eventually resulting in a significant impact on the climate. It is clear from the various reports that developing countries are under enormous threat of freshwater scarcity than developed countries. Mesfin and Hoekstra (2016) reported that half a billion people in the world year-round face severe water scarcity while two-thirds of the global population (4.0 billion people) live under severe water scarcity condition at least one month in a year.

Many water consumers are unaware about the water related issues, and they do not understand the requirement of water conservation as few of them live in unaffected areas and do not feel the need to conserve water.

Community awareness refers to the general understanding about different topics of water conservation/management. Hence, generating mass awareness for water issues is a way to build a common understanding on different water conservation issues and to communicate its importance and values on how water should be optimally utilized and managed. Community awareness on questions surrounding water resources is increasingly seen as an important aspect and water related issues require broad community support and understanding. The governmental and non-governmental organizations have initiated many activities for water harvesting, conservation and management. The mass media including social media play an important role in disseminating information among the stakeholders.

In 2018, the United Nations declared the period 2018-2028 to be the "Water Action Decade" and its initiatives in this area are supported through several of the 17 UN Sustainable Development Goals, but primarily Goal 6 Clean Water and Sanitation which broadly includes (i) adequate and equitable sanitation and hygiene; (ii) improving water quality (iii) water use efficiency; (iv) integrated water resources management; (v) protection and restoration of water sinks and sources; (vi) alternative water sources; and (vii) local community approaches to improving water and sanitation management.

Rationale of the study

Water management (harvesting and conservation) is the burning issue in present time. As reported by several researchers, about two-third of the global population lives under severe water scarcity condition for at least one month in a year. This situation is mainly attributed to continuous decline in water level and mismanagement of this important natural resource leading to non-availability of good quality of water to the citizens of the country particularly living in the rural areas. According to NITI Aayog Report (2018), about two lakh people suffer extreme conditions every year due to inadequate access to safe drinking water and about 60 crore people of the country face high to extreme water stress conditions. This shows the alarming water crisis in the country. Therefore, the Indian Government has started many schemes and initiatives to manage water resources on sustainable basis. The media has important role in spreading information and sensitizing masses about important issues and creating awareness of different initiatives in this area. Keeping this in view, present study is planned to investigate the role of media in sensitizing the community about water conservation with the following objectives:

- To analyze the role of media in sensitizing the community about water conservation.
- To identify the media campaigns on water management.
- To suggest ways and means to enhance media's role in promoting water conservation.

Review of literature

Water conservation

Water crises is a global issue and the situation in the developing countries is much worse. Water level is continuously going down in many states of the country as a result of higher water withdrawal rates as compared to the recharge rates (Reba *et al*., 2013). In addition to decline in the water level, decline in the quality of groundwater is another concern. Monaghan *et al*. (2013) reported that water needs to be conserved and individuals must play a central role in water conservation. The attitudes of people towards recycling and changing water consumption patterns can help in saving water for the future (Syme *et al*., 2000; Fielding *et al*., 2013; Koop *et al*., 2019). Information related to water related issues and procedures to conserve water can facilitate water conservation and management. Research studies have shown that the residents are willing to support water conservation practices, and some are unwilling or unable to contribute in water conservation habits or behaviours (Delorme, Hagan, & Stout, 2010; Lamm, 2013).

Role of media in communication

The role of media is not only important in

communication but also very crucial in changing the behaviour of stakeholders on different aspects. Now-a-days, mass media and social media play a very important role in disseminating information not only in urban, semi-urban areas but also in rural areas as well. Lathiya *et al.* (2015) reported that internet is a conventional universal system of communication in present day scenario and getting more popularity with the growth of smartphones. In present day, social media has played a crucial role in everybody's life. WhatsApp, Telegram, Facebook, YouTube, etc. are the main social media platforms which are mainly used to disseminate information and collect information on different aspects. There is a rapid use of social media in agricultural promotion that is growing promptly these days. Iftikhar *et al.* (2019) reported that YouTube is becoming the part of culture in Pakistan and new media for learning and skill development. When we are discussing about water conservation and its management, the media particularly social media is an effective tool to sensitise large masses about its importance along with various schemes and initiatives of government and private sectors. Theodori and Fox (2009) suggested communicating conservation strategies such as employing best management practices, including installing water-efficient fixtures, avoiding watering or irrigating during drought periods or the summer, and minimizing shower durations. Additionally, many government and private organizations are implementing water conservation programs to provide individuals with the information about water conservation practices.

Methodology

In the present study, the survey method was employed, and google form was used for conducting the online survey.

Study design and instrument

A well-structured questionnaire was developed and used for descriptive research study which was undertaken through online survey method. The questionnaire contained different questions and was divided into two broad sections, viz., Section A and Section B related to personal profile and role of media in sensitizing the community about water conservation, respectively. Questions in Section A were related to the demographic data of the respondents, viz., name, gender, age, educational qualification, work experience, etc. Section B includes the questions of both open and closed ended types and aimed to collect data connected to the role of media in sensitizing the community about water conservation, media campaign on water conservation.

Sampling and data collection

The purposive sampling method was employed in the study. The prospective respondents were identified from different institutions like IGNOU staff and learners, journalists, academicians, media personal, officials of central and state governments departments, etc. The questionnaire link (google form) was sent through email to around 2,000 potential respondents out of which 129 responses were received.

Data analysis

Quantitative method was used to analyze the data and descriptive statistics such as simple frequency and percentages were applied to derive the overall trends. The results of this analysis are presented in the form of Tables and Graphs.

Results and discussion

The results obtained from the present study are discussed under two major headings, viz., Profile of the respondents and Water Conservation and Role of Media in Sensitizing the Community.

Profile characteristics of the respondents

The data related to the gender, age group, locality, educational qualification, employment status, and work experience of the respondents was collected. The analysis of data w.r.t. demographic information is presented and discussed under three sections, viz., distribution of respondents by sex, locality, age group, educational profile, and work experience under Tables 1 to 4.

The overall distribution of respondents with respect to gender is presented in Fig. 1. It is evident from the Fig. 1 that the survey generated response from 40.3 per cent female and 59.7 per cent male respondents. This participation from both the genders is fair and would bring about qualitative and representative feedback for the purpose of effective study outcomes.

The analysis of data of respondents with respect to the gender and area is presented in Table 1. It is clear that 26.3% and 13.9% male and female respondents belong to rural area while 31.78% and 20.15% male and female respondents were from the urban area. India being a predominantly agriculture-

Table 1: Distribution of respondents by area

Category	Male	Female
Rural	34 (26.3%)	18 (13.9%)
Urban	41 (31.78%)	26 (20.15%)
Semi-urban	2 (1.5%)	8 (6.20%)

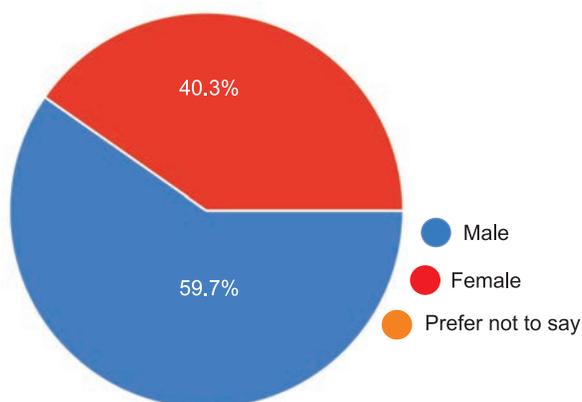Note: Figures in the parentheses are percentages of total

Fig. 1: Distribution of Respondents by gender

based economy, it is imperative to ensure the participation of respondents from the rural sector.

Educational profile of the respondents with respect to gender is presented in Table 2 which revealed that maximum (47%) respondents were post graduates out of which 31% male and 16.3% female participation. Total 20% and 24.8% had Graduate and Doctorate degree, respectively while the rest were with 12th pass qualification. This participation and profile of respondents amply suggests that more and more young and educated people are inclined towards development in agriculture sector and particularly water conservation. The other fact which cannot be ignored is that India has scaled new heights in higher education and the future appears to be very bright for the making of an advanced knowledge economy.

Table 2: Education profile of the respondents

Category	Male	Female
10+2	4 (3.10%)	6 (4.65%)
Graduate	9 (6.98%)	17 (13.18%)
Post-graduate	40 (31.01%)	21 (16.28%)
Doctorate	24 (18.60%)	8 (6.20%)

Note: Figures in the parentheses are percentages of total

The Table 3 which shows the distribution of respondents by profession reveals that there was quite good representation of employed (47.3%). However, maximum respondents were unemployed (45.7%) and only 6.9% respondents were self-entrepreneurs.

Work experience-wise distribution of respondents

Table 3 Distribution of Respondents by Profession

Category	Male	Female
Employed	41 (52%)	20 (25.97%)
Unemployed	27 (34.16%)	32 (41.56%)
Self-employed	9 (11.69%)	–

Note: Figures in the parentheses are percentages of total

Table 4: Work Experience wise Respondents Profile

Work Experience (years)	Male	Female
0-5	31 (24.03%)	30 (23.26%)
6-10	15 (11.63%)	14 (10.85%)
11-15	16 (12.40%)	3 (2.3%)
More than 15	15 (11.66%)	5 (3.88%)

Note: Figures in the parentheses are percentages of total

is presented in Table 4. The results revealed that majority of them (47.3%) were in 0-5 years' work experience among both male and female followed by 22.5% in the 6-10 years' experience, 15% were more than 15 years' work experience, while 14.7% were work experience 11-15 years. This table also suggests that quality feedback would emerge as respondents have sound academic background combined with suitable work experience.

Water conservation and role of media in sensitizing the community

Data was organized under mutually exclusive categories such as: awareness about the water crisis, need for water conservation, role and responsibility of media, media campaign on water conservation, involvement and impact of media campaigns on children and youth.

The analysis of data presented in Table 5 revealed that 100% male and 98% female respondents were aware about the increasing water crisis and need for water conservation while a negligible amount of respondents expressed lack of awareness. However, 92% male and 90% female respondents were familiar with water conversation practices. It is worth examining that despite having such awareness and concern, a social movement on water conservation is still not taking roots. The proposed study which is analyzing the role of media campaigns appears to be a step in the right direction. After analyzing the results, the study would come out with the detailed description of all pressing issues and challenges.

Table 5 Awareness about Water Crisis and its Conservation

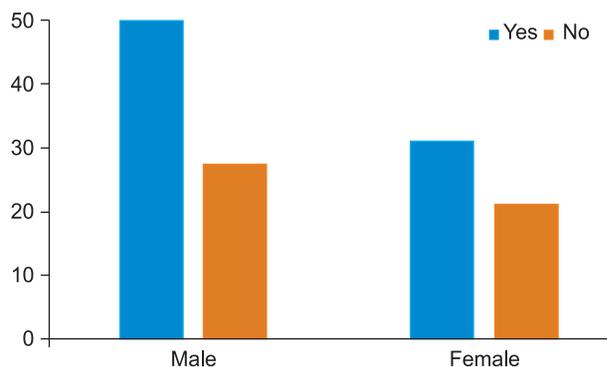| Question	Male		Female	
	Yes	No	Yes	No
Are you aware about the increasing water crisis and need for water conservation?	77	0	51	1
Are you familiar with water conversation practices?	71	6	47	5

Fig. 2: Media Campaign on Water Conservation

Figure 2 shows that majority (81) of respondents were aware about different media campaigns on water conservation. However, 27 male and 21 female respondents were not aware about the media campaigns on water conservation. A closer analysis of the data reveals that a considerable number of respondents (about 1/3rd) were not aware about the influence of media programmes or campaigns on water. This is not accepted in this era of media and suggests a gap between planning and its outreach to all the stakeholders.

In view of the awareness and impact of media campaigns, the study gathered response on the media programme which have caught the public eye and created an active public memory. The participants have expressed their awareness by citing popular programmes. Following are the names of the major campaigns which were listed by the respondents in the questionnaires:

- Save Water by NDTV
- Water campaign of my own village including Leharearwala pora village
- Re-using water, close the tap while shaving, brushing teeth, etc.
- Jal Shakti Abhigyan, Ganga Jal
- Aakhri Boond campaign by iTV
- Jal Shakti Campaign by Govt. of India
- WASH By UNICEF
- Namami Gangey National Water Mission
- Jal Jeevan Mission
- Kenya water and sensitization water services

- Har Ghar Nal Sai Jal
- Cleaning and dredging of River banks
- Jal hi jeevan hai
- Dal lake water campaign
- Narmada Bachao andolan by NDTV
- Save Water, Save Life
- Times Group Save Water
- Water Conservation Campaign titled Jal Hai to Kal Hai
- Jal Shakti Abhiyan: Catch the Rain
- Jal Samrakshan Abhiyan by Central Govt. and Various other States Govt.

The analysis of data presented in Table 6 revealed that 100% male and 98% female respondents were aware about the increasing water crisis and need for water conservation while a negligible number of respondents expressed lack of awareness. However, 92% male and 90% female respondents were familiar with water conversation practices.

In response to the question asked about media's significant role in creating awareness about water conservation, analyses of the responses are presented in Table 6. It is clear from the Table 5 that the 31.17% male and 19.48% female respondents Strongly Agree while 37.66% male & 33.77% female respondents Agree that media play a significant role in water related issues. However, 5.19% male and 3.1% female respondents Disagree while 12.99% male and 2.60% female respondents Strongly Disagree with the statement.

After closer analysis of the data, it can be argued that there is a great realization about the role of media as an agency in promoting sensitization about water issues.

The participants informed that the media campaign on the following aspects related to water conservation has been developed by them:

- Play on "Jal Hi Jeewan Hai" for school students.
- Newspaper reports on use of surface water, groundwater contamination in the Gangetic Brahmaputra belt, and injuries being caused in Delhi about the boring water from the aquifers.
- Cleaning River Banks as part of Environmental awareness among School children.

Table 6: Role of media in creating awareness about water conservation

Gender	Agree	Strongly agree	Disagree	Strongly disagree	Neutral	Blank
Male	29	24	4	10	10	
Female	26	15	3	2	5	1

Question	Male		Female	
	Yes	No	Yes	No
Have you developed any media campaign on water conservation?	14	33	9	42

- Environment Campaign.
- Sensitization initatives on save conserve every drop of water through posters
- Radio talk on 'Catch the Rain' and 'Save, clean, clear water'
- Conducted activities on implementation of rain water harvesting for students
- Save Water Campaign for College students

The research study tried to assess the responses from the respondents about the best media/platform for delivering the contents related to water conservation. The respondents have expressed that all types of media play an important role. It is clear from the Fig. 3 that the popularity of social media in this contemporary time attracts the imagination of people at large in a bigger way. It was observed that folk media and TV carry similar weightage which is 13%. Though print media was suggested to be the least preferred medium but it can be argued that all forms of media need to be employed to bring about desired sensitivity among the masses on the issue of water awareness.
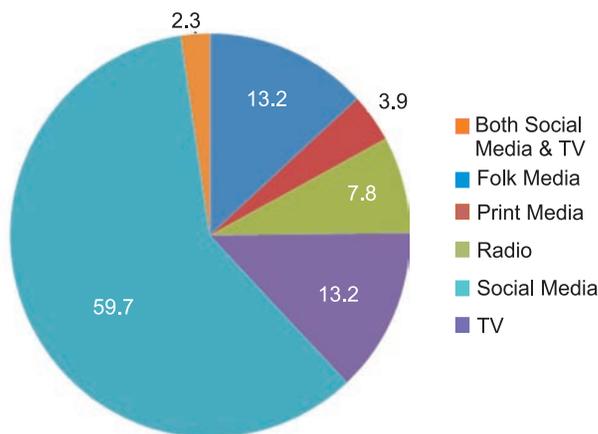

Fig. 3 Media/platform for delivering the contents related to Water Conservation

Conclusion

The study on impact analysis and role of media in communication on water conservation was undertaken with a purpose to assess and interpret the role of media in promotion of water management so that the larger issue of water stress we continue to face can be addressed. Best practices of sample study, data collection and interpretation have been employed. The study has a dual purpose: (i) the academic part is adequately covered; (ii) the social part is a very important point of consideration in the minds of researcher. The researchers has conducted this study with utmost academic sensitivity and

larger social responsibility so that the gap between academic world, society and policy making domain can be bridged and the enormity of the challenge we face on the water front can be overcome.

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Community Radio and Social Media Network: Pioneering a Paradigm Change in India

RINKU PEGU[1]

ABSTRACT

This paper seeks to explore and study the conjuncture of community radio station and social media networks in the Indian context. What import does this combination of different sets of media have for the practice and regulation of community radio stations in India? On one hand we have the static conceptualisation of community radio whose broadcast reach is confined to a geographical area while on the other hand social media network is a platform with no territorial boundaries or affiliation. This question assumes significance as the phenomenon is taking place amidst the backdrop of a globalisation, where global flows of information in the form of mediatised text and visuals has far outpaced material flows of physical goods and finance (Thussu, 2006).

Keywords: Community radio, Covid-19, Radio Brahmaputra, Radio Hajong, Social media

Introduction

In general terms, community media encompasses community defined through geographical and cultural ties as well those holding common interests. The common thread running through them is the effective participation of communities in all aspects of the organisations (Coyer & Hintz, 2010). The term community is not the exclusive preserve of community radio. However by dint of fore-grounding people it distinguishes itself as a distinct community medium with specific visions of communications and society.

The world of community radio is peopled by a physical community with their subjective conditions, interests and needs. Scholars like Kanayma have attached the word 'local' with community media by stating that 'communication must be within this group of local people' (Kanayama, 2007). India's conceptualisation and definition of Community Radio Stations (henceforth CRS) primarily fits into this description.

In contrast, Social Media Networks (SMN) can be described more on the lines of a digital communicative space rather than a real group of people running an organisation. The community is formed on the basis of media. In other words media based communities. An obvious fact is that Social Media Networks provide the wherewithal to amplify the content manifold at a faster pace across international boundaries.

Objectives

The study will try to shed some light on attempt to trace which aspects of media and communication are shaping this conjuncture and in what way? What are implications for the listeners tuning into the community radio space. What does it mean for the idea and practice of community radio stations as conceived in India as a people-centric media? Further to interrogate whether such organic collaboration between community owned media and private owned means of dissemination can remain thus unthreatened? Such practice has to take into account two pressing factors: (a) social network sites, being privately owned privileges commercial interests, and (b) will policy framework remain conducive for community radio since the policy guidelines were legislated prior to the advent of social media?

This paper seeks to explore the above-mentioned conjuncture in the context of emerging new digital technology that have powered the social media network and shaped the media ecologies in which people inhabit. To examine whether administrative regulations kept pace with the new outcomes and development in the digital media pace. In other words, whether the restrictions of territorial limitations imposed on CRS broadcast have any validity?

Methodology

This paper has adopted the case study approach to highlight new practices yielded from the convergence

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of community radio and social media networks. As a case study, focus is on community radio, Radio Brahmaputra operating out of Dibrugarh, a town in upper Assam, a region marked by diversity of people, language and culture. Notably Radio Brahmaputra, is the first civil society run community radio of North East India which has been chosen purposefully for the following reasons:

1. It operates in six different languages catering to communities which falls within the stipulated 20 Kms range and have traditionally experienced media darkness.

2. For serving marginalised communities like the Hajong's numbering a few thousands, speaking a dialect and lacking any form of mediatised presence in mainstream media be it public or private.

3 Additionally, members of these linguistic communities in sizeable numbers have migrated out of Assam to other parts of the country in search of wage labour. This aspect is critical for the proposed research.

Further the interview method has been used to glean perspective and descriptive information from the producers regarding the content in the CR programming under scrutiny. Both the larger operation of Radio Brahmaputra as well as the micro programmes that it encourages in specific languages of marginalised groups forms the larger material are the focus of study. For Radio Brahmaputra its weekly programme broadcast in Assamese during the pandemic about the Novel Corona Virus, popularly known as Covid-19 will be scrutinised as it was live streamed on its Facebook page. For the micro programs, half hour programme slot on a daily basis in Hajong language, also known as radio Hajong will be under scrutiny. This community has been chosen due to the prior lack of any formal mediatised presence except for CD's has taken to social media network via its community radio.

The social fabric of Assam has been largely informed by ruptures between 'native' communities and 'settler' communities. This discourse inherited from colonial legacy, in which the British government configured Assam as an unbounded landscape to be tamed for cultivation and as an inexhaustible store of mineral resources to be mined. Consequently, Assam witnessed the highest internal migration in colonial India (Census of India Reports, pre 1950). Dibrugarh district, from where Radio Brahmaputra operates, then a subdivision constituted the core of this capitalist integration with drives of tea plantation and mineral extraction in the form of coal and crude oil. Home to the first oil refinery in Asia, the district inherited a cosmopolitan sociality

in terms of people and language.

Across all its programmes Radio Brahmaputra is run effectively through a network of volunteers. Named as 'radio bandhu' these volunteers form the backbone of the community radio process and though educated are largely college drop outs. The network is fascinating as it taps onto local talents such as vocalist, musician and other artist and engage them to showcase their talent through the community media platform.

The spin-offs are tremendous as the community radio is charting its own trajectory through amplification via Social Media. Equipped with smart phones and packaged digital tools, a sub set of these volunteers not content merely with conceiving and producing radio programmes are charged with the excitement of cutting through immediate spatial location to start a dialogue across state and national borders.

Brahmaputra Live FM 0:   Garnering a national audience

The weekly Facebook live programme of community radio titled Brahmaputra Live aired during Sunday evenings garnered a national audience during the pandemic beginning 2020 driven by urgency of public information. Stranded mostly in southern and western India, Assamese migrant workers would tune-in with their pandemic-related queries, thankful for the interaction in their native tongue.

Due to the urgent implementation of lockdown measures brought on by the Covid-19 pandemic, many workers from Assam found themselves stranded in distant places like Kerala, Tamil Nadu and Maharashtra. Lockdown was implemented as a pattern of the dominant global response to the Covid-19 pandemic (Debraj & Ray, 2020) one in which everyone was restricted to the boundaries of the house except critical establishments like health, security whereas daily routine like transport services, travel schools factories offices came to a grinding halt. Migrant workers were doubly disadvantaged being stuck in a non-native place in a situation of a never before incident in living memory like the pandemic.

In Assam due to the slow burn disaster of land erosion the landmass has been shrinking every year bringing in its wake large-scale displacement of millions of people. Consequently, displaced people have taken refuge in camps, some temporary during the monsoon and others permanent such as Laika-Dhodia within Diburugarh district (The Week, 2021). An inbound migration area has now largely become an outbound zone with tens of thousands young

people labouring in affluent states provinces like Kerala, Tamil Nadu and Haryana.

For these migrant workers unable to return home, Covid-19 related programmes produced by Radio Brahmaputra in Assamese and streamed live on its Facebook page was the only source of authentic information as they were yet to become conversant in either Hindi, English or the local state language. In India, the first state to witness the outbreak of Covid-19 was Kerala and migrant workers from Assam are primarily engaged in plywood factories, construction sites, hospitality sector and pineapple farming.

This live streaming not only provided information but also brought clarity regarding Covid pandemic for the workers through the interactive characteristics inherent in social media networks like Facebook. It needs to be noted that Radio Brahmaputra conducted several awareness programmes not just in Assamese the official language but also in community specific language like Hazong, Mishing, Bodo, Deuri and Saadri. Does this collaboration means the advent of a new hybrid media meeting the needs of the global, mezo and micro local simultaneously? This dictates new meanings to the interpretation of the terms community, broadcast and reception.

Weekly programmes are uploaded and live streamed on Facebook through which interested listeners can participate from any location in the world. The micro level attempt to educate the villagers about the Covid-19 pandemic in the respective local languages was amplified many folds to reach audiences in far flung states like Kerala and Tamil Nadu. Through these initiatives clocking in the participation of migrants who are able to get their doubts and queries clarified for comprehension in their own tongue.

These programmes live streamed on FB page on Sunday could last anywhere between an hour to one and half hour. It got extended depending on the number of questions fielded. It was serialised under different Covid related topics of nutrition, protocol, keeping secure, safety measures, and mental health. Sponsored at times by Medicine Department of Assam Medical College, Dibrugarh and UNESCO these live programmes carried subject experts to comment, describe and answer any queries from the audience.

Apart from these, given the urgency of public information, Radio Brahmaputra's 300 odd community based volunteers, mostly women, armed with a smart phone through WhatsApp groups have kept the programmes flowing special programmes. They touched upon issues like how to wean away children from mobile and countering disinformation regarding Covid-19 including campaigning against vaccine hesitancy. Notably recent studies conducted in the USA points to the critical role essayed by local journalists in responding to information needs of marginalised communities (Wenzel & Crittenden, 2021).

Forthcoming programmes were advertised through video on the FB page which sported a banner containing programme details, names of the subject experts including their photos and produced in-house. This was as much to inform as to make the migrant workers come prepared with the relevant questions.

A notable aspect driving the migrant's engagement with Radio Brahmaputra was their familiarity with the CR station while still in Assam and therefore could tap it as a source of authentic information. Concern about their family members back in Assam was another reason for the migrants to tune into Brahmaputra live through Facebook. Some of their queries pertained to vaccines for pregnant wife, regarding old parents afflicted with health conditions like Diabetes etc.

This two-way engagement of Radio Brahmaputra with the new constituency of migrant workers forms a compelling narrative as this long-distance relationship was further cemented with a special series of podcasts featuring migrants' workers experiences during Covid, their coping strategies, maintaining familial relationship and information about their location. These worked to give the listeners a peek into their everyday life while making a living in distant places. Interestingly, the dedicated series on migrant workers from Assam was preceded by a large survey in Dibrugrah and Dhemaji district of families that had members working outside Assam as wage labourers, which was undertaken by Radio Brahmaputra volunteers.

What is notable is that this renewal was happening between media production and audiences at the backdrop of increasing trust deficit visa-à-vis media by the people. A recent study conducted by the Reuters Institute at the Oxford University to gauge people's perceptions about trust in news, spanning four continents has revealed that majority of respondents did not identify with professional practice of journalism be it editorial process or news sources as markers of authentic news and therefore trustworthy (Reuters, 2021).

Radio Hajong: Reaching across international boundaries

On ground within marginalized communities of Assam, community radio programmes are often referred to by community specific name. Thus, programme in Saadri is labelled as 'Aadivaasi Radio'

while programmes run in Hajong are called 'Hajong Radio'. The Hajongs made their Community media debut in mid-2019 through a programme called 'Janeg AI' that translates into come let us know in their dialect. Titled Phoole-Aagon Radio Brahmaputra 90.4 FM, the time slot of 2:00 to 2:30 pm is identified as Hajong Community radio in popular parlance.

One of the most marginalized in terms of media engagement their dialect Hajog has been left untouched by official or recognised media channels be it All India Radio or Private Channels. Community radio has given them an opportunity to shed their media darkness. Running for over two and half years Radio Hajong with a fresh episode added every week on Thursdays and buttressed though repetition of older programmes on other day.

Concentrated largely in the Jonai sub division of Dhemaji district, Hajongs are spread out in far flung districts like Nowgong and neighbouring state of Meghalaya. Given the plethora of communities inhabiting Assam it becomes difficult for the official medium like All India Radio to accommodate all and a slot where private FM channels would not encourage due to commercial reason.

As a hallmark of alternative media, Radio Hajong too functions on volunteering. Programmes in Hajong are produced by a team of Hajong Volunteers called as community radio *Mitra*. The core team of four members are responsible for gathering, documenting, editing and presenting content programmes every week. However, volunteering is not limited to this core team. Hajong village elders, people of social standing like teachers and youth are involved in the production process in various capacities.

Programmes produced by Hajong people for Radio Brahmaputra goes beyond its immediate audience, once community radio podcasts are uploaded and circulated through Facebook page titled 90.4, Hazong and Whatapp groups called Phoola-Aagon by the producers, recruited from within the community. These posts generate listeners among Hajongs living not just within Assam but scattered across adjacent districts like Dhemaji and Dibrugarh but far-flung ones like Nowgaon. Indeed, Hajong listeners from adjacent state of Meghalaya and across international boundaries in Bangladesh engage with these programs on a regular basis. Very little is known about micro communities the Hajong who have been victims of partition on the eastern front of then undivided Assam through creation of East Pakistan. Following India's independence, partition narratives about eastern front are dwarfed by the events on the Western front in Punjab in contemporary discourse and nation's memory.

In other words, this amplification through social media enabled technologies has brought in a whole new dynamic by transforming local spatial communities into networks of listeners crossing provincial border and international boundaries. Such communication help communities and groups scattered across a large spatiality to cohere together through the medium of mediated language. In the words of Gaytri Spivak enabling a collective voice for the subalterns, but who are the willing audiences in the post-colonial world? (Spivak, 2010).

The Facebook profile of community radio Hajong has nearly one thousand followers. The responses the teams' programmes upload, elicit are likes and reposts. The comments are in the nature of 'good to listen', 'learning about the past expressions', 'good to connect through these programmes', 'worth listening'. Listeners of Hajong Radio look up to the CR community radio medium not just to connect with the past but also to rediscover their shared history.

Both listeners and the production team agree that there has been positive outcome through the radio programme called Hajong Community Radio in generating renewed interest in the community. This has been achieved primarily through programme content one is the revival of lost Hajong words and the other is through folk contents like songs and lore. In this sense, community radio offering a platform for marginalized communities like the Hajongs to have a mediatised voice assumes special significance.

Technology and community radio

In this conjuncture of community radio broadcasting and social media network sites, the smart phone has emerged as the critical backbone for production, dissemination and reception, fitting in neatly to Goggin's elaboration on transformation of mobile phones from talking and texting device to a mobile media (Goggin, 2011).

Mobile handset has emerged as a critical input in this matrix of community radio Brahmaputra both in terms of programming, content production as well as reach. From the initial day mobile technology has had a symbiotic relationship with community radio. Replacing the traditional radio set, people had started listening to community radio through mobile handsets turning it into a reception device. Added to this the practice of a listening to single mobile handset by members of a family or at others where few families would crowd around a single handset converts the latter into a community device. There is sense of belonging in the collective act of listening to the airwaves. This act of collective listening is memoralized through terms like 'radio Hazong'.

The arrival of smart phones further implicated mobile phones in the process of community radio by

facilitating production process. For instance, when it comes to recording and editing of programmes apps are downloaded onto the phone for carrying out the specific task. Young volunteers responsible for editing programmes in local languages are self-taught in these aspects.

Participation of the listeners is solicited through phone-ins and through WhatsApp thus giving the mobile handset another important role to play. A survey on the reach and effectiveness of community radio commissioned by the Information and Broadcasting Ministry has averred that the phone-ins are a popular feature for attracting listeners to community radio.

In terms of technology, another important aspect is the broadband availability. Migrants tapping broadband connectivity are reflective of two major developments. One that migrants are accessing this connectivity through their mobile handsets and secondly this points to the potentiality of CR developing on the lines of 'ethnic media' as visible and practiced in the United States. Ethnic media used by low-income migrant workers and ethnic minorities communities in the United States are operated and accessed through broadband. Ethnic media is often cited as an example where individual capabilities and community contexts meet to provide the migrants an enabling environment (Katz *et al.*, 2012). The broadband connection becomes relevant to meeting one of the primary objectives of CR Station which is to inform and make people aware.

Catching up with the bandwagon of multimedia

Like the traditional media of newspapers and televisions, social media has become critical to the operation of CR stations in the recent past. This proved exceptional during the Covid pandemic, when CRS became crucial to reach out to the rural public. A casual glance on any of the search engines available on the internet throws up the social media network sites of community radio stations both India and abroad. The internet was mined much before the advent of social media, with CR Stations clocking their digital footprints though websites.

The very qualities of Social Media Networks like wider geographical reach, expanding audiences, faster response have also endeared medium to community radio stations like Radio Brahmaputra. The interactive opportunity through live-streaming on social media platform offered a real lifeline for migrant workers stranded due to lockdown. A first-time phenomenon in which everyone was restricted to the boundaries of their house, only exception being critical establishments like health services with daily routine like transport services, travel, schools,

factories offices came to a grinding halt.

Consequently, CR stations like that of news media have become multi–modal platform where audio is not the only format to engage with the audience. Though primarily audio, CR stations have switched to the audio-visual mode. These days CR stations though predominantly audio includes both web portal and social media network presence which is why broadband is so critical (Hermida, 2010).

Capturing this development of an emergent set of associative relationships not earlier envisaged through this intersection of community radio with social network sites is the Processual Media Theory. According to Rossiter through it 'things not earlier associated with each other to be brought together into a system of relations. He further asserts that in the emergent situation aesthetics is described 'as transformative iterations rather than discrete objects in commodity form' (Rossiter, 2003).

Discussion and conclusion

What happens when a networked mode of communication needs a media, i.e., territorially bounded? In the matrix of community radio station and social media network this study points to the emergence of a new paradigm on the idea and practice of community. One that community is no longer tethered to a particular locality breaking the shackles of geographical boundaries in two ways. First that communities can be reconfigured on the basis of culture spanning across different spatial regions which cohere around a specific shared trait like language. Second that communities can be static and mobile simultaneously. The instance of Assamese migrant workers settled elsewhere and their families back home in Dibrugarh district tuning into Covid related programmes of Radio Brahamaputra.

Fuelled largely by what Skogerbo and Krumsvik has described as something inevitable due to the sheer prominent presence of social media the conjuncture has led to hybridisation of public sphere (Skogerbo & Krumsvik, 2015). Indeed, this development has exhibited the potential of ethnic media taking roots in India via the community media route. In the case of Radio Brahmaputra more so as it organises programmes in a multitude of languages.

Radio Brahmaputra's experimentation and experience with Facebook page and live streaming their podcasts has yielded the benefits associated with social media like expansion of listening audience at a faster pace. As a result, Radio Brahmaputra could secure new publics not originally envisaged, like that of Assamese migrant workers stationed in different parts of India. What started as an initiative to reach local audiences living in remote locations has charted

a new trajectory overcoming territorial limitations to carve out a new relationship with people and spaces.

Through its groups of local volunteers combined with the participation of networked audiences in trans-local context be it the migrant workers or members of Hajong community scattered across the sub-continent, Radio Brahmaputra has been pioneering simultaneously both a diverse and singular subjectivities paving the way for what Guatarri had described as collective Assemblage (Deleuze & Guattari, 1987). Indeed, as a precursor to this collective Assemblage, a necessary condition was the accessibility to a low-cost community media like CRS.

So it begets the question what does this mean for extant regulation on community radio stations brought out by Ministry of Information and Broadcasting prior to the advent of Social Media? Does the paradigm shift call for revisiting the rules and regulations of community radio stations taking factoring in this combination of different modes of communication and media (media and communication) embedded in the regulation?

Strictly speaking while the concept of territorially bounded community has undergone transformation through the collaboration of Radio Brahmaputra with social media, it has not transgressed its mandate of community radio vis-à-vis content. CRS in India are tasked with disseminating content relevant to the community. Both health and culture-based programmes aired through Radio Brahmaputra has been able to garner unconventional audiences both national and international breaching the geographical limit of 25 kms, which form core of the community radio mandate. Nor are such programmes in violation of the mandated local language code.

The interactive nature inherent in social media networks has so far worked to enhance the participatory element mandated for community radio stations in India. Firstly, by expanding the audience base the possibility of more people interacting has increased and secondly diverse way of participation not merely audio but in a variety of formats like text, images and video. Additionally, through uploads on social media networks, audiences across different spatiality are in a position to access these programmes

as per their convenience, lending them a much longer shelf-life.

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Social Capital and Democracy: Role of Social Media

NISH A B AKSH I

ABSTRACT

The objective of the paper is to analyze the role of social capital in determining the levels of success and stability of democracies in the contemporary era of digitalized platforms of communication marked by the advent of social media. Social capital is generally considered as a set of shared values that encourages individuals to cooperate and coordinate together in a group in order to achieve common objectives and shared goals. While describing the concept of social capital that has recently gained prominence in the academic discourses of social science, particularly sociology and political science, the present research also seeks to explore various aspects of social media and their implications on social capital and democratic institutions. The study attempts to distinguish new media from traditional media and also examines their distinct capacities to influence public opinion, which acts as one of the notable elements in making democracies work.

Keywords: Civic E ngagement, New M edia, Political Surveillance, Social Capital, Social M edia

Introduction

As a powerful medium of communication, social media has become a phenomenon, having a wide-ranging impact on various spheres of life. While engaging various sections of society, cutting across the barriers of caste, religion, creed, sex, age, and region, it has emerged as a platform playing a significant role in coalescing divergent and convergent views on various issues. It is not only disseminating information; it is facilitating debate, forming opinions and even becoming a medium to launch campaigns on various social and political issues. It may be said that ever increasing traffic on social media platforms is making them a leading mechanism in the formation of social capital across the globe today. As social media facilitates the formation of more and more social groups while also facilitating the exchange of ideas, sharing of concerns, and even the outpouring of opinions, it has begun to effectively establish interpersonal relations in the virtual world, having a strong impact on the polity of any society around the world. It has sometimes led to anti-government protests, uprisings, and even armed rebellions on a massive scale. The series of protests across the Arab world in the 2010s, better known as the "Arab Spring" leading to violence, civil wars, insurgencies, and sustained street demonstrations, is said to have been generated by the activities on social media.

While even non-democratic polities seem to have experienced the impact of social media in the formation of social capital, it may be said that democracies need to be more adjusting with this new phenomenon in the society. In this context, US President, Joe B iden's statement appears relevant when he said, "D emocracy does not happen by accident. We have to renew it with each generation", while addressing the opening session of D emocracy Summit held on December 9, 2021 (Lakshman, 2021). His observation underlines the significance and relevance of democracy that started its journey since ancient times and gradually made its way to a large number of countries located in different continents.

In contrast to many ancient democracies that ran on simple majority and direct voting through popular general assemblies, emphasizing community autonomy over individual autonomy, modern democracies emphasize individual autonomy and liberty for a variety of practical reasons such as large population, modernization, and increasing socio-economic complexities at various levels.

In the contemporary era of globalization and modernization, when people are easily exposed to diverse world views and states often seem to overlook innate sentiments and aspirations of their own people, democracy, like other concepts and practices, has also come under people's scrutiny, thus

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gradually losing public trust and mass appeal.

Increasing social distrust and civic disengagement from formal and informal community life promotes political distrust, resulting into the weakening of democratic procedures and institutions disproportionately affecting poorer citizens more who face exclusion due to the decline of grassroots democratic connect (Parvin, 2017). Therefore, social capital, symbolizing connections and interactions among individuals through social networks, appears significant for enabling people, more particular the poorer people, to develop a sense of reciprocal social relations, trust and tolerance among themselves and also towards democratic structures.

Objectives of the study

The major objective of the present study aims to analyze how social capital impacts democracy in contemporary times, when online activism of people on various social and political issues results in increasing participation due to emergence of new modes of digital communications and more particularly social media. In addition to this, the paper also seeks to explore as to how social media is increasingly influencing the concept of social capital in democratic systems. The research also strives to unravel differences existing between 'New M edia' and 'Old M edia' to examine the reasons which encourage people irrespective of their diverse background and age groups to feel more connected with New M edia including social media.

Review of literature

Though there is a good number of academic works available on social capital, social media and democracy, very few discuss about these three concepts together. F or many years, the concept of social capital, which was discovered many decades ago, could not find enough recognition in the mainstream academic discussions until 1990s, when some scholars like Pierre Bourdieu, James Coleman and Robert Putnam, took serious efforts to bring the concept into the academic discourses and researches of social science. Available research materials on social capital seemed to have ignored the requi rements of distinguishing social capital from asocial capital and examining whether their interactions are mutually reinforcing or contradictory, thereby leaving enough academic space for ambiguities and scholastic polarization on identifying the boundaries of research concerning social capital (F ine, 2007). M ajority of scholars associated with the concept have underlined the importance of political contexts where social capital exist and thrive. H owever, the nature and the levels of social capital, according to

their observations, are said to be resting on the nature of political systems as government actions do have major impact on social resources, which constitute the crust and the nucleus of social capital (Smart, 2008).

So far research analyses on 'democracy' are concerned, one can have access to plethora of literary materials produced by scholars across the globe. Among research materials available on democracy, most of them have tried to discuss elements such as territory, population, government, sovereignty, elections, liberty, equa lity, etc., that support democracy as its building blocks but there are only a few, which emphasize the important role of social capital in strengthening and legitimizing democracy. Informal civil associations and voluntary associations, which also serve as important mediums for the growth of social capital, contributing to the strengthening and stability of democracy, have mainly been discussed under the theme called 'civil society' (Mansfield & Winthrop, 2002). In the recent past, a few scholars developed their research arguments on democracy and social capital while associating social capital with informal civil associations as they perceive social capital as a societal not an individual property of isolated citizens. According to their viewpoints, formal and informal associations through high density of social networks promote social and political trust, which ultimately lead to the deepening of social capital (Newton, 2001). Since people's inclination or interests towards joining associations as active participants are immensely guided by public opinion, which is determined by various variables existing in the social and political contexts, role of media particularly new media has also been widely recognized as a significant variable in influencing public opinion. The advent of 'New M edia' including 'Social M edia' has been seen by many scholars as powerful tools of democracy encouraging active civic engagements and making government accountable. Some have even called social media a battlefield where an intense fighting for hearts and minds through deception, disinformation and propaganda continues (B ialy, 2017). As found in the research materials accessible on social media, there is an absence of serious and direct debates over social media as a tool of digital communications impacting social capital and also democracy in the end.

Understanding social capital

Although the term 'social capital' was initially coined by the American novelist H enry James in his novel 'The G olden B owl' in 1904, it was further developed and explained by Pierre B ourdieu (1986) ,

James Coleman (1988), and R obert Putnam (1993). Among these scholars, R obert Putnam popularized the term and highlighted the link between social capital and the democratic process. According to Putnam, social capital implies features of social organization, such as trust, norms, and networks that can improve the efficiency of society by facilitating coordinated actions (Bjornskov & Sonderskov, 2013).

Social capital seems to be closely associated with activities such as civic engagement, participation in voluntary organizations, and social connections. An analysis of degree or volume of social capital available in the society can be discerned by probing the level of people's participation in the associations. Networks of civic engagement along with norms of reciprocity and trust play their vital role in promoting healthy collective actions, public good, and also the productivity of the individuals (Bhandari & Y asunobu, 2009).

Francis Fukuyama views social capital as a set of informal norms or values shared among the members of a group promoting cooperation and coordination among them. While underlining the significance of trust in the concept, Fukuyama also argued that the level and sphere of trust among the citizens of a country determines the nature of its national development and capabilities vis-à -vis other countries. E ven James Coleman stressed the significance of trust in social capital because of its capacity to facilitate the process of community building and coordinated human actions (Szkudlarek & Biglieri, 2016).

Symbiotic relationship between social capital and democracy

Since popular sovereignty constitutes the core of democracy, significance of people's consent and participation in democratic practices cannot be ignored because of the fact that it is mainly the people who act as the main source of sovereignty and authority for their government. Although democracy counts on people's role in the collective decisions of governance for making itself legitimate and resilient amidst challenges and vicissitudes freque ntly coming its way, the possibility of involving entire populace directly in the decision-making process at all levels seems inconceivable (M ishra, 2009). Therefore, citizens through various associations comprising civil society can be seen actively participating in domestic politics, thereby contributing to the consolidation of democracy. The civil society which is considered an autonomous sphere, independent of the state control, involving a range of organized associations and institutions, not only provides enormous scope

for people's participation and interaction with the government but also limits the untrammeled exercise of power by the political representatives and the state. G iven the fact that the associations do have astounding influence on democracy in magnifying its robustness, it becomes pertinent to identify different types of associations which facilitate deepening of social capital among individuals, resulting into increased levels of public trust towards fellow citizens, society and also the state. Associations can be formal or informal and voluntary or involuntary, each of them having their own objectives and directives drawing members of diverse background and capabilities (B hagat, 2013). In the context of discussions on social capital, the emphasis is given more on voluntary associations, which are generally understood as non-governmental membership-based organizations wherein membership is voluntary. The voluntary associations can be seen as playing significant role in building social infrastructure that supports political and economic growth of individuals and the state both, by producing networks of mutual trust which serves as the strength of democracy particularly democracy of heterogeneous societies. E ven renowned political scientist, Alexis de Tocque ville, noticed close connection between associations and democracy while studying Americans' participation in countless associations and its positive effects on the strengthening of American democracy (H offmann, 2003).

E ven among associations, all of them do not have similar effects on democracy, as some may support an effective and stable democracy, whereas many seem to contribute to the weakening of democratic structures and its principles. Although various theoretical concepts such as civil society, pluralism, mass society, and civic culture discuss the relevance and importance of associations, they focus on the attitudes of associations rather than the nature of associational relationships that determine the success or failure of democracy. H owever, the notion of social capital seems closer to democracy in describing reciprocal relationships between democratic viability and associations, as it strives to think beyond associational attitudes and captures associational content, networks, and ties based on social trust (Paxton, 2002).

Ideals and objectives of democracy cannot be truly achieved until citizens give credence to democratic institutions and engage themselves with various processes of governance and legislation.

Active political participation of ordinary citizens in any democratic country seems to have facilitated them in getting their demands better represented at the policy making level and also influenced the

government to become more accountable to the public. The social capital that binds community members together into collective actions in the democratic settings seems to work as one of the significant variables impacting levels of citizens' political participation and thereby determining the success or failure of democratic systems. As it has been observed by eminent scholars examining relations shared between social capital and people's civic engagement in democratic societies, the efficacy of social capital in strengthening or weakening public participation in democracy is greatly influenced by the nature and capacity of various mediating agencies, including political parties, NG Os, media, pressure and interest groups (Krishna, 2002).

Social capital, consisting of trust, solidarity, and cooperation among members, can be good or bad, both depending on variables and factors available in the society. G   ood social capital contributes positively to the development of the nation by impacting its national security, economic growth, political culture, democratic processes, and civil society among others, whereas bad social capital found in dissenting and subversive groups stokes violence and hatred by promoting closed group solidarity and exclusion of others.

As observed in a maximum number of countries, interpersonal trust, a major feature of social capital seems to be contingent on the flow and exchange of information in determining its nature and capacity. With the advent of information communication technologies (ICTs), social media and various networking sites in recent times, the nature and range of communications and information has also got transformed, leading to improved social connections and freque nt interactions among people at various levels. Among other factors or variables influencing social capital, the growth of social media over the last decade, which has obliterated limitations of time and space and also created new online spaces for people's active engagements with wider audiences and public discourses of various types, appears to have revived high levels of social capital by promoting interpersonal trust through unrestrained online interactions among individuals and communities (M   atthews, 2016) .

Impact of social media on social capital in democratic societies

In an ever-changing world where everything is in flux, democracy as a concept and political system has also been dynamic, continuously reinvigorating its forms and approaches in order to defend itself from all sorts of assaults and propaganda. New forms of communication and media, to a great extent, also seem to have influenced democratic procedures and precepts as popular opinion and consent, on which democratic institutions rest, comprise of views, attitudes, and beliefs of individuals gathered through different segments of society, including the media.

The media, the fourth pillar of democracy, contributes extensively to the development of public opinion and thereby promotes people's participation, which is one of the major aspects of democracy. Unlike old or traditional media, which appears to be characterized by high production and distribution costs and relies more on physical modes of communication than digital modes of communication, new media reflects distinct features such as digital nature, wider accessibility for the general public, and low production and distribution costs.

The term "new media "synonymously used with "social media", was conceived by media expert Paul Levinson, who advised to not to see 'new media', and 'social media' as equi valent concepts while firmly supporting the popular belief that media also contains a social aspect (Lee & Zolotova, 2013).

Social media, including networking sites such as Facebook, Instagram, Twitter, and LinkedIn, got popularized during 2003–2013 and it was widely recognized as a subset of new media by many, focusing more on the broadcasting of information or news and reaching out to a large number of people.

New media, an umbrella concept involving new modes of media—w ebsites, blogs, emails, social media platforms, video sharing platforms, Wikipedia, podcasts, vlogs, webinars, online newspapers, and forums, etc., has attained more attention and popularity than traditional media due to the fact that it has been mostly free and faster to reach even the farthest and remotest parts of the world. Given the new networked environment where news instead of being solely the exclusive domain of big media houses deciding everything from news content to selection of viewers and readers has now started reaching larger audiences through new media particularly social media where people can easily add their personal observations or recommendations and also re-share news or information through their social networks (Bowd, 2016).

Larry D iamond, one of the eminent experts on democracy, even called social media an 'accountability technology', which provides numerous platforms for tracking government's performance to ensure greater accountability and transparency at various levels of governance. With the extensive and freque nt application of social media by different sections of the society including ordinary people, citizens are seen to reflect a great sense of empowerment and

activism in raising their concerns and voice against cases of injustice concerning their civil and human rights. (D agres, 2022). The contemporary expansion and popularization of social networks giving priority to freedom of expression and communications without any hierarchical pressure, has added vigour also to social movements and resistance culture, which are recognized as notable attributes of democratic arrangements where people are perceived to be the main source of governmental legitimacy, by underpinning the continuity of virtual campaigns and uprisings across the globe (Shaw, 2016) . Among various instances of social media enabling social change, discussions over the Arab Spring can hardly be given a miss as it was a series of pro-democratic public protests against autocratic regimes of several M uslim countries, including Tunisia, E gypt, Libya, B ahrain, Syria, and Y emen, bringing down authoritarian governments by helping activists to build extensive social networks and develop social capital in consolidating democracy and reclaiming their rights as citizens (Smidi & Shahin, 2017). The well-known *"# Me Too movement"*, which drew global attention towards sexual harassment and violence perpetrated against women within private and public spheres both and also generated serious debates on gender discrimination and inequa lities being practiced at various levels, can also be seen as a classic example of social media movements. M any women including female celebrities and ordinary women from different parts of the world who had silently endured sexual harassment and violence caused either by their partners, co-workers or so called influential bosses, could finally muster courage to freely share their harrowing experiences on social media platforms, thus creating more awareness about women rights and social justice (Shukla *et al.*, 2020).

The success of contemporary protests and social movements operating through numerous social networking sites in strengthening democratic features seems to clearly demonstrate the ability of social media in bringing people together on the issues of common interests and also encouraging greater social trust along with civic engagements. The increasing popularity and significance of virtual sociability through social media cannot be seen as an alternative to traditional sociability as face-to-face meetings and interactions have always been found more effective in enhancing social capital among the people. The emergence of virtual sociability and social networks rather appears to supplement traditional modes of communications and serves to reduce spatial and psychological constraints that people experience in building their social ties and networks (Penard & Poussing, 2010).

Individuals of all age groups have found their voice and medium of expression through social media platforms, and majority of them feel empowered and confident enough to build and share their opinions on personal and public subjects, including the economy and politics of their countries. D espite positive observations of many scholars made on social media managed through internet or digital networks impacting social interactions and social capital, there has also been a great deal of anxiety and apprehension expressed by some observers over the negative impact of internet-based media on social capital. New media, particularly social media, which provides new platforms to people for accessing information and developing opinions in democracy, is also accused of riding on the proliferation of false news and distorted reports, causing fragmentation, extremism, and polarization, thereby threatening the stability of democratic structures.

With the advent of new digital networking sites directing people towards an age of "big data" where vast digital traces produced by online communications and activities can be easily stored for future purposes, governments seem good at effortlessly procuring both, online and offline data to discern behavioural and associational patterns for thwarting security threats and also surreptitiously monitoring persons or associations indulged in anti-government campaigns and projects (Wong, 2015).

Political surveillance through digital platforms can be good or bad, depending upon the merit of the content and context of opinions and information shared among individuals and groupings through digital agencies or new media. Concerns are often expressed against governments, including democratic authorities, inspecting or scanning social media or other new media to track politically active citizens on the pretext of promoting public welfare and safeguarding national security (D umbrava, 2021). G overnments while countering the critics for calling their surveillance as unlawful acts of political repression and curtailment of individual freedom defend their surveillance activities as being legitimate and necessary in the name of promoting national security against disruptive force. Academicians and human rights forums have still not been able to find an exact virtual location where a congenial line can be drawn between people's personal digital space and governments' obligation to monitor citizens' digital data for safeguarding public interests.

There are also apprehensions over the possibility of people falling into a cascade of information due to the availability and free flow of personalized content on social media, which might preclude them from developing mutual trust and accessing authentic data

to develop their independent opinions or viewpoints with proper accountability, which has got a direct bearing on democratic stability.

Social media channels which enable citizens to freely participate in democratic deliberations and processes via online social networks seems to have contributed substantially to the consolidation of democratic structures in many countries, upholding democratic precepts and practices in unforeseen manners. D espite being constructive and favorable towards democracy in many ways, social media networks also serve as political tools used by political parties and leaders to affect favorable electoral outcomes through unscrupulous maneuverings of online data manifesting their political image and agenda (Metaxas & Mustafaraj, 2012). Critics appear to be dissatisfied with excessive frenzy and fuss created over social networking sites and point out at their concerns over the possibility of people being insulated from diverse perspectives and meaningful interactions with individuals of diverse backgrounds due to excessive diversity of opinions. They also seem to be worried about the practice of people having similar beliefs or opinions forming their close coteries and thereby causing social and ideological polarization, which can be detrimental to democratic institutions and ethos.

The advent of digital communications through new media and social media has also produced a new terminology or trend called "fake news," defined as news articles or content artificially and intentionally created to manipulate readers' perceptions or viewpoints by distorting truth or social reality, which seems to cause a depletion of social capital among citizens and their trust towards the government (Yerlikaya & Aslan, 2020).

What lies ahead?

One of the major goals of democracy has always been to promote an inclusive social, political, and economic life for the nation, ensuring sufficient scope for societal trust, cooperation, consensus, and tolerance among its citizens. Therefore, the significance of social capital in democracies seems inexorable for encouraging people's civic engagement and trust towards political institutions, thereby driving them to think of contributing to democratic processes of governance.

Case studies of various democratic political systems have shown numerous positive implications of the increasing role and uses of social media on social capital in facilitating people for forming public opinion and also making them politically aware and active participants despite their socio-economic and educational inequa lities and imperfections.

People also find internet-based media or social media economically convenient as it reduces the expenses of costly phone calls and facilitates better and prolonged communications through internet-based audio-video apps while they are physically distant from each other. The advantages of audio and video conversations have also made communications easier for those who find difficulties in reading and writing, because of which the majority of citizens are able to effortlessly connect with public discourses concerning public legislation and governance (Spyer, 2017).

In addition to this, the media, including social media, also ensures accountability of democracies, which is an inherent requi rement for democratic governments' survival and popularity by helping people in their scrutiny and monitoring of government policies and promises.

G iven that political systems, including democracies, in the modern world cannot afford to ignore the existing proximity between media, particularly social media, and social capital, which consists of people's trust and capacities regarding social interactions and cooperation, it becomes important for citizens and democratic governments both to make constructive use of media agencies for strengthening political structures and processes of governance. G overnments while leveraging social networking sites for their administrative purposes and political advertisements, are therefore expected to take extra caution to contain spread of false and insensitive online information on their part as distorted data or information transmitted online can be potentially damaging, spawning serious socio-political complexities (M olina *et al* 2021). In the light of growing anxiety and unrest over fake news, social media posts and toolkits, fashioned for causing social and political disruptions, the citizens also need to refrain themselves from sharing information containing divisive and inflammatory content on social media as social sites are now being accessed and used by a large number of people, all of whom may not to be able to sensibly segregate between fabricated and genuine information available online (Rogers & Niederer, 2020). Even social media firms ought to be accountable for the content shared on their platforms and they also need to be stringent over not allowing their sites for the dissemination of toxic stories and offensive judgments (The E conomic Times, November 25, 2021).

Proposals for the formation of rules to regulate media content appear insufficient in setting limits on users of media, particularly social media, located in different geographical and political locations and also on media or digital companies located all over

the world. The possibilities of conflicts between domestic media rules and international digital rules always act as obstacles in the formation of universal rules for media and broadcasting applicable to everyone irrespective of their geographical, political or cultural associations.

In the contemporary world, which seems more globalised and technology driven, one cannot gloss over the existing proximity between media, particularly social media, social capital, and democracy, despite the fact that their mutual interactions or engagements produce some conundrums and liabilities that are too complex to be resolved comfortably. G overnments and citizens need to have a holistic view of the media, including social media, as both of them are equal stakeholders in democracy. They can use social media platforms to effectively promote or express their viewpoints as long as they avoid posting or hosting irresponsible and insensitive information on digital platforms. There is an emergent req uirement to understand the fact that the advent of new media and social media has pushed us into a new communications landscape wherein formation of legal norms, the conventional method or techniq ue alone is never going to hold the new digitalized communication networks accountable and responsible in impacting people's public opinion and perceptions, thereby their social capital and its bearings on democracy.

The recent global health crisis caused by a pandemic called 'COVID -19', which made mercilessly took many lives including small children and old people, also demonstrated social media's ability to promote community leadership and culture of 'caring and caring' of communities. Almost all the concerned parties of the society including governments, organizations, communities and ordinary people sincerely strived to reach out not only to COVID patients but also poor, elderly and needy persons by mobilizing economic and medical support through various hashtag campaigns on social networking sites. Given the all-pervasive presence of social media in almost all aspects of human life, determining people's perceptions and approaches towards public and private spheres, it seems difficult to escape the temptation and necessity of using social media (Das & Ahmed, 2020).

As rightly said by a famous American author, Erik Qualman, "We don't have a choice on whether we do social media, the que stion is how well we do it." Integrity, which is the reflection of one's beliefs and values, can be practiced in posting news or information on social media.

Conclusion

The emergence of social media has unleashed new dynamics of social capital which are today defining new contours of the world's polities. It has become more influential in democracies where the culture of debates and discussion is considered essential in making the democratic system work effectively. While promoting platforms for free exchange of ideas, sharing of views and expression of opinions in democracies, it may sometimes be instrumental in misleading society through fake news, doctored videos and distorted stories to sabotage the democratic system from within. B ut this cannot be an excuse to discourage social media platforms; rather, there should be mechanisms to optimise their positive role in the democratic system.

It may be said that social media, despite exhibiting its positive and negative characteristics, represents a new space for transmitting information, including political opinions, and it also facilitates civil society and states in preventing the decline of social capital and civic engagement. Therefore, political systems, particularly democracies with some level of caution, need to accommodate new modes of digitalized communications or social media in order to promote social capital among people, as increasing interpersonal trust or social capital, to a great extent, encourages people to engage in active political participation, which is the most significant feature of democratic societies. As democracies become more attuned to social media, develop new mechanisms to maximise its positive output, and promote it as an effective platform for democratic empowerment of society, social media can become a powerful medium for strengthening social capital, and thus it may become instrumental in giving new momentum to democracies around the world.

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Media in J&K and the Indian Freedom Movement

PRAMOD KUMAR[1]

ABSTRACT

Since 1867, when the first newspaper of Jammu & Kashmir (J&K), '*Bidya Bilas*', was started from Jammu in Urdu, to 1947, when India achieved Independence, and the state of J&K was acceded to the Dominion of India, many newspapers were published from J&K in Urdu, English and Hindi. However, a very few of them carried the content in support of the country's freedom movement. Majority of them had the agenda of targeting the regime of Maharaja or provoking one community against the other. They did not even focus on the local issues of the people. Prior to 1947, Lahore was the hub of political, economic and socio-cultural activities, and due to its geographical linkage with Kashmir, it affected J&K as well. Particularly, the newspapers patronised by Muslim Press of Lahore had a single point agenda to provoke the Muslims of Kashmir against the Hindus. Among the prominent newspapers of Lahore, which were somehow pushed to J&K secretly then included '*Muslim Outlook*', '*Siyasat*', '*Zamindar*' and '*Inqilab*'. Broadly there were three types of press in Lahore in those days. First was the Anglo-Indian press patronised by the British, and which mainly promoted the British Raj. Second was the nationalist press owned by nationalist freedom fighters. Third was the Muslim Press, which supported the Muslim League agenda. However, '*Ranbir*', started in 1924 from Jammu, had some content on the freedom movement, and it had to face the brunt for supporting it. The present study shows that the media in J&K did not play as active role in the Indian freedom struggle as was done by the other newspapers of India. As the country celebrates 'Azadi ka Amrit Mahotsav' there is a need to study in detail the content of '*Ranbir*' as its copies from 1924 to 1963 have been preserved in Jammu University. The year 2022 has another significance. This year marks the 200th year of Urdu media in India. During this year, if sincere efforts are made to study the content of Urdu newspapers published from Lahore before 1947, the country will be aware of some unknown facts about the media of undivided India and its role in the freedom struggle. It will help in understanding the role of media in the context of J&K to a great extent. Another significant fact is that instead of acting as an instrument of the vested interests and anti-India forces, the media of J&K should act as a real watchdog in democracy and voice the real concerns of the people of the state.

Keywords: Al-Rafiqi, Bidya Bilas, Dharma Darpan, Hamdard, Jammu Gazette, Martand, Ranbir

Introduction

As India celebrates 75 years of Independence and the role of media in the country's freedom struggle is being assessed, studied and discussed across the country, it is relevant to understand the role of media in J&K during the freedom movement. Though the printing press reached India in 1556 at Goa, and it took almost 300 years to reach J&K, which was then ruled by Dogra ruler Maharaja Ranbir Singh. Further, Maharaja Gulab Singh ruled the region from 1846 to 1856 and then Maharaja Ranbir Singh reigned from 1856 to 1885 The foundation of journalism in J&K was laid in 1858 with the installation of first printing press, which offered composing and printing in Urdu and Devanagari scripts. Later, in 1866, two printing presses were installed in the state by private persons—one Bidya Bilas Press in Jammu and the other Salegram Press in Srinagar. It was in 1867 that the first newspaper from J&K, '*Bidya Bilas*', was started from Jammu in Dogri with Pandith Gopi Nath Garto as its editor. This eight-page weekly was published both in Hindi and Urdu. The early history of media in J&K has been recorded in an Urdu book, '*Urdu Akhbarata ki Auleen Sonhi Umari*', published from Lucknow in June 1896. The book was edited by Haji Sayd Mohammad Ashraf Naqvi (Chandan, 2007).

In 1877‑78, the Government of J&K started a fortnightly '*Dharma Darpan*', an official newspaper from Jammu. It was a 16-page newspaper, which mostly published the Government announcements. In 1876, an Urdu weekly newspaper, '*Tohfa-e-Kashmir*' was started from Srinagar by Harsukh Rai. It was edited by Munshi Jamuna Prasad and was an

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eight-page weekly published every Saturday. Later, '*Jammu Gazette*' was started in 1884 (Chandan, 2007). In 1896, a Kashmiri Muslim and Sir Syed Ahmad Khan's associate, Abdul Salam Rafiqi, started a monthly Urdu newspaper '*Al-Rafiqi*' from Srinagar. The paper was highly critical to the administration of Maharaja Pratap Singh. Following the publication of some articles, which hit the regime of Maharaja hard, the newspaper owner Abdul Salam Rafiqi was exiled from the province soon after the publication of the second issue of '*Al-Rafiqi*' (Ahmad, 2018). Post this the newspapers in the state stopped publication leading to a long gap. A report sent by Resident Commissioner of J&K to the then Viceroy of India in December 1905 records that all newspapers of the state had been closed down. In 1904, Mohammed Din Faud sought permission from the Maharaja to start a newspaper from Srinagar, which was declined. However, in 1906, a quarterly newspaper, '*Halaat-e-Darkhe Dorartho Kashmir*', was started by Anjuman Mushrat-e-Islam, headed by the then Mirwaiz Maulvi Rasool Shah (Chandan, 2007).

Research methodology

The objective of the present research paper is to study and understand the role of J&K media in India's freedom struggle. Since it is historic research, the data for the paper have been gathered from different historic records, books, research articles and research projects, including a study conducted by ICSSR under the supervision of Prof. Govind Singh, through Central University of Jammu. Furthermore, interviews with some scholars and authors who have studied the media and the history of J&K deeply were conducted. Interviews of some of the senior journalists who have been keeping a watch on the state's media for many years were also conducted. One among them is Pushp Saraf, the grandson of legendary journalist of J&K Lala Mulk Raj Saraf, who started the publication of '*Ranbir*' in 1924 from Jammu.

Advent of '*Ranbir*'

The mainstream journalism in J&K was started by Lala Mulk Raj Saraf who had the experience of working with '*Bande Mataram*' and '*Pratap*' in Lahore. He started '*Ranbir*' in 1924 from Jammu. Prior to that some newspapers published from Lahore were dispatched to J&K secretly as the Dogra rulers allegedly were not in favour of their circulation in the state. The main reason of this 'ban' by Dogra rulers was the venomous tirade carried out by Urdu newspapers of Lahore against the Maharajas. Articles were flooded with the demands of freedom of press, establishment of socio-religious

and political associations, and the foundation of Constitutional Government. Some scholars claim that those newspapers were mainly carrying forward the agenda of Muslim League and the focus of their content was heavily divisive. In those circumstances, '*Ranbir*' was started from Jammu in Urdu. During the massacre of Jallianwala Bagh, young Lala Mulk Raj Saraf was studying in Law College of Lahore. In those days he attended the Congress Convention in Amritsar in December 1919, where he met top nationalist leaders of the freedom movement including Mahatma Gandhi, Nehru, Sardar Patel, etc. (Saraf, 2004).

Influenced by the spirit of freedom movement, Saraf left his law studies and started working with Lala Lajpat Rai's Urdu daily '*Bande Mataram*' in 1920 at Lahore. After gaining experience of journalism there, he returned to Jammu and wrote to the Maharaja to permit him publication of a newspaper from the state. Three of his applications were rejected, but he continued to write. Then Maharaja Pratap Singh was convinced by one of his ministers arguing that a newspaper would prove helpful for the administration. This is how the permission to publish '*Ranbir*' was granted and the first issue of the paper was published on June 24, 1924. Right from the beginning, '*Ranbir*' focused on abolition of forced labour, eradication of corruption, removal of rural indebtedness, industrial progress, development of means of communication and improving the health conditions of people. However, due to this confined approach '*Ranbir*' faced harsh criticism from Sheikh Abdullah, who mentioned in his autobiography, '*Atish-e-Chinar*', "In those days freedom of speech and expression was a dream. Muslims of Jammu and Kashmir had no newspaper. However, from Jammu, a Hindu newspaper called '*Ranbir*' was published that survived by praising the Maharaja and his autocratic rule" (Abdullah, 1983).

The editorials of '*Ranbir*' were extremely energetic and fearless. The editorials brought about an awakening among the masses. Pages of '*Ranbir*' were full of political, socio-economic, morality, educational content and emphasised upon literary works (Parey, 2018). Despite that all was not well. The declaration of '*Ranbir*' was cancelled in 1931 reportedly for supporting the agitation of Mahatma Gandhi. On May 7, 1930 '*Ranbir*' published a special edition on the arrest of Mahatma Gandhi. In Jammu, there were protest rallies in which students and common people participated with enthusiasm in support of Mahatma Gandhi shouting slogans like '*British Imperialism Murdabad*', '*Maharaja Hari Singh Zindabad*' (Sharma, 1956). However, the paper was revived in 1932. During the same year in 1932,

'*Vitasta*' was started by a group of Kashmiri Pandits from Srinagar. They also started '*Martand*'. Both these newspapers championed the cause of Kashmiri Pandits and also the freedom movement. However, media in J&K was politicised after 193 . To counter '*Vitasta*' and '*Martand*', the Muslim Conference launched '*Hamdard*' and the National Conference started '*Khidmat*'. These papers were basically backed by Mirwaiz and Farooq Abdullah groups of Muslims. At the same time, many daily papers also started publication from J&K in Urdu including '*Amar*', '*Pashban*', '*Sadaqat*', '*Aparadh*', '*Hiadait*', '*Khalid*' and '*Insaaf* (Sharma, 2019). Contrary to the previous Dogra rulers, journalism in J&K reportedly received a big boost during the rule of Maharaja Hari Singh, who allowed a large number of newspapers to flourish independently. Maharaja Hari Singh ruled the state from 1925 to 1952. '*Vitasta*' might have survived only for a year, but Prem Nath Bajaj's efforts encouraged many others to take the plunge. During 190s 40s , newspapers published from Kashmir included '*Jahangir*' (1932), '*Haqe eqдt* (193), '*Rehbar*' (1933), '*Islam*' (1934), '*Sadaqat*' (194) , '*Hamdard*' (1935), '*Martand*' (1935), '*Quomi Dard*' (1935), '*Kaisri*' (1936), '*Millat*' (1936), '*Tawheed*' (1936), '*Hidayat*' (1937), '*Vakil*' (1937), '*Khalid*' (1938), '*Islah* (1938), '*Albarq*' (pre-1940), '*Khidmat*' (1940), '*Khalsa Gazette*' (1942), '*Roshni*' (194) , '*Noor*' (1946), '*Jyoti*' (1948) and '*Kashmir*' (1948). During this period, some English newspapers like '*Kashmir Times*' (not the one published and edited by Ved Bhasin in 1934) and '*Kashmir Chronicle*' (199) were also published. Most of these newspapers had a short life, some few months only (Ahmad, 2018). The content of these newspapers mainly focused on Hindu-Muslim issues and not much related to the national freedom movement.

Dogra Sadar Sabha

The Dogra Sadar Sabha, in 1906, started a monthly journal, '*Dogra Gazette*' in Urdu. It was started mainly due to the efforts of its Secretary Lala Hans Raj Mahajan. Day Krishan Gardish was its editor and it was printed at Pratap Prakash Press in Jammu. The initial circulation of the paper was a hundred, which in the year 1909 rose to two hundred copies. It not only proved helpful for the Dogra Sabha to promote its programmes and activities but also was helpful in creating awareness among the people of the state. This newspaper was soft towards the Indian freedom movement. The Dogra Sabha acted as the initiator of media movement in J&K. However, the publication of '*Dogra Gazette*' had to be stopped in 1916 due to the fact that the Sabha found it difficult to deposit a huge security deposit of Rs 200 as required by the

Press Publication Act of 1914. This Act was imposed by the state government under the instructions of the British Government due to the outbreak of First World War to prevent the circulation of seditious literature. The main reason for the censorship on the press was to prevent the inflow of 'revolutionary' and 'extremist' ideas in the state from Punjab and the rest of India. By the 1920's, a drive was intensified in J&K against the anti-press policy of the Government. Lala Mulk Raj Saraf, who started '*Ranbir*' in 1924, was also a prominent leader of Dogra Sadar Sabha. Fact is that Saraf got permission to start a newspaper from the state majorly due to the efforts of the Sabha. '*Ranbir*' also popularised the programmes of Dogra Sadar Sabha and brought about a great deal of social and political awareness among the people. It also gave wider publicity to the activities of the Indian National Congress and supported a public strike on the arrest of Mahatma Gandhi in May 190 , which provided a chance to GEC Wakefield, the Maharaja's Chief Secretary who had then become Foreign and Political Minister, to get the paper banned. He took a copy of '*Ranbir*' and went to the Palace. Immediately, the ban order was issued on May 9, 190 which read: *"My attention has been drawn to the account in the special issue of the Ranbir dated May 7, 190 of disgraceful demonstrations which lately took place in the city of Jammu in connection with the arrest in British India of Mr Gandhi… I have all long held the views that it is not for me, my Government or my people to interfere in the affairs of British India and it has been a cordial article of faith with me to observe scrupulously my treaty obligations is not a countenance or permit any political demonstration within my territory against the British Government…* I hereby direct that the permission accorded to the publication of Ranbir be immediately cancelled and its further publication stopped*"* (Shodhganga, 2018). However, this ban was removed on October 5 193 and '*Ranbir*' restarted publication from November 13 193 .

The restrictions on the press were relaxed through the Press and Publications Regulation of 193 . The first paper to be published after it was '*Paswan*' by Munshi Mirajuddin Ahmad from Jammu on July 1, 193 . After this, many newspapers were published from various parts of the state. Prominent among them were '*Vitasta*' by Prem Nath Bajaj in October 1932, '*Hamdard*' and '*Khidmat*' by Shaikh Mohammad Abdullah. '*Ranbir*' was also converted into a daily. Later on, in 1939, '*Chand*', an Urdu weekly edited by Nargis Dass Nargis was started from Jammu. Similarly, papers like '*Raj put Gazette*', '*Kashmir Vernacular*', '*Municipal Gazette*', etc., too were started. By 1942, about fifty newspapers

and periodicals were published in the state. Hence, the crusade started by Dogra Sadar Sabha started bearing fruits in making the press democratic and independent. The growth of the press movement in J&K led to the considerable growth of socio-political awareness among the people (Shodhganga, 2018). After the publication of '*Dogra Gazette*' by Dogra Sabha, a very significant change happened in the media history of J&K. Many people migrated from Kashmir to Punjab and Uttar Pradesh following the famine that hit Kashmir around 1884. One Pt. Shalegram Kaul, who was one among the migrants, started a paper '*Kharkhvah-e-Kashmir*' from Lahore. Another significant fact not known to many is that in the year 1906, an organisation, 'Kashmiri Muslim Conference', was formed in Punjab and its general secretary was Allama Muhammad Iqbal. In those days, one Mohammadin Moqof started many papers from Punjab. Those papers were mainly dedicated to the propagation of Islam and they mostly focused on how the Muslims were being targeted in Kashmir by the Dogra regime. They also started a magazine '*Kashmiri Magazine*' in English.

Radicalisation of media in J&K

Initially, the media in J&K was state-sponsored. As Muslim organisations became stronger, the Kashmiri Pandits started getting united to counter their mobilisation. Thus, the media divided into two groups—Muslim and Hindu. Practically, that division still continues. Sheikh Abdullah in his autobiography, '*Atish-e-Chinar*', admitted that they started '*Khidmat*' and '*Hamdard*' to prominently project Muslim point of view on different issues. The slogans that used to be shouted in the meetings of Muslims in those days led to the communal riots in Srinagar, and the houses of Hindus were looted and Hindu women were raped in 1931. During those riots, 22 people were killed. After the division in Muslim Conference in 1932, slogans were raised at the Sopore Session demanding 'Muslim Sultan' in Kashmir. Sheikh Abdullah was even coronated as Muslim Sultan of Kashmir at the Conference. After that coronation, a feeling of becoming independent ruler of Kashmir germinated in the mind of Sheikh Abdullah. To fulfill this desire, Sheikh Abdullah, after coming to power, tried to come closer to Jinnah. But the differences among both widened when Jinnah put the condition that Kashmir would be part of Pakistan. Sheikh Abdullah was not ready for that, as he wanted to be independent ruler of Kashmir. Then the group opposed to him led by Mirwaiz Yusuf Shah, Sardar Ibrahim Mohammad, Ghulam Abbas, entered into a pact with Jinnah. Finally, Sheikh Abdullah had no other option but to join hands with Jawaharlal Nehru.

The major role in that friendship was played by BPL Bedi, the father of film actor Kabir Bedi. BPL Bedi was basically a communist. Then the new idea of '*Naya Kashmir*', which was basically communist sponsored idea, was floated. Without understanding this whole background, it is difficult to understand media of J&K," says senior journalist Manmohan Sharma who worked with '*Punjab Kesari*' and '*Hindusthan Samachar*' multi-lingual news agency for almost five decades (Sharma, 2020). He believes that the media in J&K prior to 1947 was bias. He says: "The Maharaja had to ban the Muslim press in the state. Hence, the Muslim-backed newspapers of Lahore started covering J&K. Sialkot is hardly 8 km from Jammu and the distance between Ranbir Singh Pura border and Sialkot is hardly seven km. Prior to Partition, Jammu was famous as 'Bada Shahar'. Hence, the newspapers used to be published in Lahore and were easily distributed in J&K. Basically, the discourse in those days was controlled by the Muslim Press of Lahore. However, the news was supplied by the correspondents stationed in Jammu. That news was 'coloured' in Lahore as per the agenda set by the radical Muslims there" (Sharma, 2018). Senior Journalists Jawaharlal Kaul who had a long inning in Hindi daily '*Jansatta*' in New Delhi opines that during the freedom movement '*Khidmat*' and '*Daily Martand*' represented the bulk of the media in Kashmir. National Conference and Muslim Conference (headed by Maulvi Yusuf Shah) also started their own small newspapers. The purpose of those papers was mainly political propaganda" (Kaul, 2018).

Former Vice Chancellor of Central University Himachal Pradesh, Dharamshala, Prof. Kuldip Chand Agnihotri, who has authored many books on the history of Jammu & Kashmir, says: "When we look at the role of J&K media in Indian freedom movement, we need to understand some basic facts. During the freedom movement, the main centre of media in the region was Lahore, and lot of newspapers, mostly Urdu newspapers, published from Lahore were clandestinely sent to J&K. In those days, Jalandhar, Amritsar and Jammu had no significant presence of media. However, in Jammu, some newspapers used to reach through Punjab. The newspapers, which were somehow sent to Kashmir were basically the Urdu newspapers, which had a set agenda to provoke local Muslims. '*Zamindar*' was among the Urdu papers, which were published with the same agenda. However, Maharaja Pratap Singh, who ruled J&K from 1885 to 1925, had made some efforts to ensure that some newspapers should be published from his state also. A magazine was published from Kashmir by some Kashmiri Pandits, which focused more on

the issues of Hindus than the political matters. But '*Ranbir*' published by Omprakash Saraf in Urdu from Jammu was more a political paper, which carried the news of freedom movement than all other newspapers. *Ranbir's* focus was also more on Mahatma Gandhi and freedom movement. It used to criticise the Maharaja also, but the Maharaja was happy that no matter at least a newspaper is being published from his province. The old issues of '*Ranbir*' are still available in Jammu University and they need to be studied thoroughly to understand the role of media during freedom movement. The newspapers coming to the state of J&K in those day mostly had the content which provoked Muslims against Hindus. '*The Civil and Military Gazette*' published from Lahore was highly pro-British. Some copies of The Tribune were also dispatched to J&K. It was a liberal newspaper. When it was obvious that the British are now leaving India, '*Pratap*' published from Lahore had started publishing lot of content about Kashmir particularly arguing that J&K should be part of India. It took this stand at the time when a section of pro-Pakistan media of Lahore had started building a narrative that J&K should be part of Pakistan. It was also noticed during the 190s that some newspapers were started from Lahore only to fuel the agitation, but when the agitation was called off, those newspapers vanished. Another important fact about the media in J&K during freedom movement is that the British authorities also wanted the newspapers should reach J&K, as they wanted to destablise the Maharaja regime" (Agnihotri, 2022).

Mahashay press of Lahore

While discussing Lahore media, the fact that needs to be understood clearly is that the entire press of Lahore was not divisive. During the freedom movement, there were three broad categories of press. First was the Anglo-Indian press patronized by British, dedicated to the promotion of British Raj. It lasted until the British left India in 1947. Second was the nationalist press promoted by the nationalist freedom fighters. The third was Muslim Press, which supported the Muslim League's demand for Partition of India to bring about an independent Islamic state (Shabir & Khakan, 2005 . The nationalist press of Lahore was led by mainly the Mahashay Press. The owner of Mahashay Press was Mahashay Krishna and his son Virendra. They were among the pioneering Urdu editors in Lahore who had started '*Pratap*' to vocalise the sentiments of India's freedom movement. The trigger point for Mahashay Krishna to start '*Pratap*' was basically the seizer of a book that carried details about how General Dyer executed the Jallianwala massacre in 1919. Later,

'*Pratap*' was published in Hindi as well. The paper had a picture of 'Rana Pratap' very prominently on the masthead. Mahashay Krishna was staunch soldier of the freedom movement and he joined the Indian National Congress plenary session in Lahore in 1929. The session was held on the banks of River Ravi and was addressed by Jawaharlal Nehru also. That motivation laid the foundation of *Pratap's* lasting contribution to the India's freedom movement. Mahashay Krishna and his son braved many British censorship laws of the day and continued to write pro-independence articles in Urdu and Hindi through '*Pratap*'. Virendra, who was known as Veerji, was also jailed during the Quit India Movement. Copies of '*Pratap*' were dispatched to J&K as well (Vaidy , 2021).

Muslim press of Lahore

The narrative which is promoted in present Pakistan about the evolution of press in undivided India begins with the rule of Aurangzeb, who had created a network of news writers known as '*W aka-i-nawis*'. The media in present day Pakistani Punjab finds its origin with '*Lahore Chronicle*' appeared in 1844 and the second, '*Koh-I-Noor*', started by Munshi Harsukh Rai in 1850 from Lahore. '*Lahore Chronicle*' later incorporated into '*Civil and Military Gazette*'. In 1873 the total strength of newspapers in Punjab was 41 (Feroze, 1957). During 1875–76, Maulvi Fateh Din started '*Akhbaron Ka Qiblagah*' from Lahore. '*Rehbar-e-Hind*' was also brought out by Munshi Nadir Ali Saifi on April 1, 1875. "In 1876, 13 English, 46 vernacular and 3 Anglo vernacular newspapers were being published in undivided Punjab" (Feroze, 1957). The newspaper that deeply widened Hindu-Muslim divide in the then Panjab was '*Z amindar*' started by Maulvi Siraj Din in 1903 from Karamabad, a village near Wazirabad. In 1909, his son, Zafar Ali Khan, took up its editorship and brought it to Lahore in 1910. The single-point agenda of '*Z amindar*' was to provoke Muslims against Hindus. Later, its venomous style was followed by many Urdu newspapers of that age in Punjab. The other important newspaper of Lahore in those day was '*Siyasat*' which was started as a daily in 1919 from Lahore by Maulana Syd Habib. Similarly, '*Inqui lab*' was started by Maulana Ghulam Rasool Mehr and Abdul Majeed Salik on April 4, 1927, as an Urdu daily from Lahore. In the beginning, it was inclined towards pan-Islamism. It continued till 1947. '*Ahsan*', started in 193 from Lahore, was also highly pro-Muslim League. '*Saadat*' started in 193 from Faisalabad by Imam Bakhsh Nasikh Saifi also supported the Muslim League agenda. Muhammad Ali Jinnah was believed to be an advisor to this paper.

It is published even now. '*Nawa-e-Waqt*' was started as a weekly on March 23, 1940 by Hameed Nizami. It was converted into a daily on July 22, 1944 as part of the Muslim League's campaign known as 'Create Muslim Press' for popularizing its cause. It was an extremely anti-Hindu paper. During the elections of 1946, '*Zamindar*', '*Ahsan*' and '*Nawa-e-Waqt*' openly supported Muslim League's divisive agenda. '*Pakistan Times*' was also started on February 4, 1947 as an English daily from Lahore, to promote Muslim cause in Punjab (Shahzad, 2019). In 1947, Lahore, Lyllpur (Faisalabad), Sialkot, Rawalpindi and Bahawalpur were major centres of media in undivided Punjab. A total of 19 English, 217 Urdu and 16 papers of other languages, besides, 13 dailies, 95 weekly and 95 monthly magazines were published from Punjab at the time of Partition (Feroze, 1957).

'*Zamindar*', '*Ahsan*' and '*Nawa-e-Waqt*' were prominent Urdu newspapers that were patronised by Lahore Muslim Press and circulated in Kashmir to create a pro-Pakistan narrative. The content of those papers was highly provocative. The February 16, 1934 issue of *Siyasat* published an appeal of Sheikh Mohammad Abdullah who said that atrocities were perpetrated upon Kashmiris. He urged the Kashmiris to remain firm and steadfast and not to rest without sheltering to pieces the iron claw of the oppression by laying down their lives for the honour of the Holy Prophet (PBUH). He called upon the educated youth of Kashmir that the struggle was being carried out to get from the slavery and asked them to give up the studies and jump into the field and bring it home to the Durbar that Muslims will know no rest until they attain religious freedom (Parey, 2019). The Lahore Press instigated Kashmiris against the Maharaja of J&K claiming that there was educational backwardness among the people of State. Particularly, '*Inqilab*', '*Al-Fazal*, *Siyasat*', '*Al-Aman*', '*Sun Rise*', '*Eastern Times*', '*Muslim Outlook*', '*Zamindar*' and '*The Light*' were the dailies and weeklies, which played a key role in provoking Kashmiri Muslims against Hindus. After the killing of 22 persons in front of Central Jail, Srinagar, on July 13, 1931, the Muslim press of Lahore intensified the tirade against Maharaja. In early 1920s some Muslim youth had established Reading Room Party in Kashmir and soon there were a couple of 'reading rooms' in Srinagar. The reading room established in 1922 by G.A. Ashai had Sheikh Abdullah also as a member. In 1930, Sheikh Abdullah became secretary of one such Fateh Kadal Reading Room Party. The Reading Room Party members were in contact with the newspapers of Lahore and they regularly provided information to them about political and economic developments of J&K. The Wahabis, during 1930s formed Anjuman-i-Ahl-i-Hadis, under Maulvi Ghulam Mubarak and Maulvi Nur-uddin. The Anjuman's official organ was '*Muslim*'. Similarly, Ahmediyas started their own newspapers like '*Al-Fazal*' and '*Sunrise*'. They were mostly pro-British and supported the intervention of British government in Kashmir politics (Ganai, 2003).

Conclusion

The study shows that no significant work has so far been done to understand the role of J&K media in the Indian freedom struggle. Since Lahore was a major centre of press in the region before 1947, a study of the newspapers published from Lahore and circulated in J&K in those days, is recommended. A project to this effect needs to be taken up by some Urdu knowing scholars. There is a need to study the content of Urdu newspapers and magazines published from Lahore both by Muslim Press and Mahashay or pro-Congress press. '*Pratap*' was a major Urdu paper owned by Mahashay Press. Also, the content of '*Ranbir*' started from Jammu in 1924 needs to be studied by Urdu-knowing scholars. The original copies of '*Ranbir*' from 1924 to 1950 have been preserved in Jammu University. There is a need to study all the issues of '*Ranbir*' to understand the role of media in J&K. The content of '*Ranbir*' can hugely help the present generation of media professionals to understand the role of media particularly in the context of freedom movement in J&K. Apart from it, there is a need to systemically study other newspapers and magazines published from Jammu and Srinagar from 1867, when '*Bidya Bilas*' was started to 1947 when J&K was acceded to the Dominion of India. As 2022 marks the 200th year of Urdu Press in India, sincere efforts should be made to study the content of Urdu newspapers published from Lahore before 1947. The academic institutions and research bodies should come forward for such studies. It will hugely help in understanding the role of media during freedom movement in the context of Jammu & Kashmir. Today, the media is very strong in J&K but it seems a big section of the state's media, particularly the media from Kashmir Valley, has failed to use its power of press for national integration and addressing genuine issues of the people of the state. Instead of acting as an instrument of the vested interests and some anti-India forces, the media of J&K should act as a real watchdog in democracy and voice the real concerns of the people.

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Emerging Technologies Changing the Shapes of Print and Digital Communication

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ABSTRACT

India is a country of diverse culture, multiple languages, varying climatic conditions, diverse food habits and social rituals. It is a country of over 1.27 billion population where even colloquial languages change every eight kilometers. In such a diverse and varied situation, any media in only one or two languages cannot be an effective medium of communications. The medium of social and rural communication has to be not only regional, but also localized in the matters of language, content and methods of putting across the message. The content along with main message should also include local folk songs, highlights of the importance of local festivals, local rituals and talks in local language, intelligible to the local community and population. It is true that the age of electronic communication is growing at a rapid speed; however printed information is and remain omnipresent. It is also true that the increasing power of electronic media (especially internet) will increase competitive pressure on the print media and partially replace print products while at the same time creating new print jobs. Despite strong growth in electronic media, the market for print media remains large and attractive since a high proportion of the ever-growing advertising expenditure flows into print media.

Keywords: e-Books, Electronic media, Mass media, Print media, Web publishing

Introduction

As the Internet continues to grow, the sale of goods and services via data networks is increasingly regarded as a new method of generating sales by many businesses. The customer is able to choose from an almost unlimited range of goods 24 hours a day. All that is needed is a personal computer/mobile which the customer uses to connect via modem to the internet. There are large global differences as far as online connections and internet is concerned. Whether and at what rate the Internet is utilised depends to a considerable extent on the acceptance of the new technologies by a broad population base.

In India, of late, the planners have realized the value of communication as an input in the overall developmental approach to the rural sector. The real problem is of tailoring media which may fulfills the aspirations of the people, and mobilizing media for development keeping in mind that illiteracy is the major barrier to communication. The radio and television has a wide coverage of agriculture and rural change programs in Indian Languages and dialects. The Hindi films are solely a means of entertainment for the masses, reinforcing existing values, projecting fatalism, fantasy and mythology. Now, the reach of the process which was earlier limited to urban and sub-urban areas has now reached to every corner of rural population with the application of new media.

Earlier scenario of mass communication

An extension worker brings changes for the masses by teaching and creating desirable behaviour through the mass media. For agricultural sustainability in India, the mass media have to be rural oriented, as about 70% of the population lives in rural areas. Earlier, the reach of mass media was limited, especially in the rural areas and not amongst the weaker sections of the society. This was mainly due to five mutually reinforcing factors like, low literacy rate, language barriers, low purchasing power, poor means of transportation for timely delivery of newspapers or maintenance of radio or TV sets and lack of relevant information if purposive communication is the aim of media policy.

Radio and Television technology offered great potential for the communication of anything which a person can hear or see, in a quick an inexpensive way to a large audience at one time. Similarly, the

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print media also served as a basic communication tool for the total population. Still there were lot of anonymity and lack of feedback. To realize the potential of mass media for social progress and development, (*i*) the media personnel alter their approach to suit the acceptance level of the people; (*ii*) new communication policies which sufficiently localize in content decentralisation in a set up giving scope for upward articulation of feedback; and (*iii*) integrated approach to communication where the planners should consult at the beginning of the planning stage, and continue to guide the planners (Wilson, M.C. and Gallop, G. (1955).

Scenario of print communication

Topical surveys on the significance and use of print media prove that the need for printed publication is growing worldwide. This is indicated by the fact that at the end of the millennium Time Magazine acknowledged the socio-cultural significance of the invention and utilization of book printing and elected Johannes Gutenberg's work as the most crucial event of the millennium. It is true that the age of electronic media has started; however, printed information is and remains omnipresent. The market for printed products offers more variety than ever before. Usually, printed products are categorized into commercial printing and periodicals. This classification differentiates printed matter with regard to its frequency of publication. Since the production process also depends largely on these basic conditions, print shops usually specialize in one or the other market segment. Commercial printing refers to print products that are produced occasionally (e.g., catalogs, brochures, leaflets, business cards, etc.). Periodicals are printed matter that appears periodically (e.g., newspapers, journals, magazines). Publishing houses and companies are the typical clients for periodicals printing. There are number of agricultural based journals, magazines, periodicals, bulletins, newspapers are being published in India in a dispersed manner by the government and many private publishers and agencies. These are being published in an unorganized manner without considering the demand of the clients which are going to be benefited from the information published. Another way of categorizing printed products is by splitting them into special product groups. These individual groups are:

Books: Gutenberg's work and his invention, printing with movable lead type, in the middle of the fifteenth century triggered a revolution in book production. A much greater proportion of the population had the chance to acquire education, culture, and information than had ever been possible with hand-written books. Consequently, illiteracy

decreased in the following centuries.

For over 500 years letterpress was the dominant printing technology for publishing books. Only when phototype setting and lithographic printing became widespread in the 1970s did the printed book turn into a low cost mass medium. It was not only more efficient production processes but also the availability of inexpensive paper that were decisive reasons for the breakthrough of books as mass media. The number of new book titles produced has grown continually since Gutenberg's invention. Even today, in the age of electronic media, annual growth rates in book production are still recorded. With close to eighty thousand titles produced annually, India is one of the biggest markets for books in the world today. Only China and Great Britain produced more titles (Kippan, 2001).

The extensive range of books is classified on one hand in terms of content; on the other, it extends from high-quality, thread-stitched leather volumes with a gilt edge to simple perfect-bound pocket books/ paperbacks. Books are offered both in one color (book printing) as well as in top-quality multicolour art publications.

Magazines: The range of magazines consists mainly of periodicals, including trade magazines, journals, and illustrated magazines. Trade magazines cover a limited field, thus attracting a limited specialist readership. Unlike books, production costs for magazines are not paid for, exclusively by the final consumer. Often more than half of the costs are financed by advertising. Magazines are usually published by publishing houses just like books. Unlike books, magazines usually have a shorter lifespan. This is due to the content and it is a major characteristic of the periodical. Since magazines have a limited length of use and differ from books greatly in terms of content, their external form also differs from that of books. Magazine production differs considerably from book production. Magazines are generally multicoloured booklets with a flexible cover. They often have a high circulation and are bound using simple binding processes (e.g., wire-stitching, perfect binding). Depending on the circulation, magazines are printed with sheet-fed offset or web offset presses, but rotogravure presses are also used for magazines with a very high circulation. The Indian Council of Agricultural Research is the biggest publisher of agricultural research information in India.

Newspapers: The newspaper is still one of the most significant mass media today. The first newspapers were published at the start of the seventeenth century. Pamphlets in the sixteenth century were the precursor of the newspaper. Most newspapers are produced daily and have a high circulation. Some daily papers

even appear a few times per day, to ensure that their content is up-to-date. The two most important categories of newspapers are daily and weekly papers.

The external appearance of newspapers differs considerably from that of magazines. Newspapers normally consist of large-size loose sheets. Several of these loose sheets are combined during production and form an individual section of the paper. A newspaper consists of several sections/parts with varying content called "newspaper books." Generally, newspapers are produced on special newspaper printing presses. These presses are highly productive web presses, which can print on uncoated paper, at low cost. The traditional newspaper used to be black and white. Modern printing presses are able to print in colour economically. This has created the opportunity to adapt the newspaper's appearance to today's expectations (colour photographs, colour TV), but also to conform to the wish of many advertisers that their advertisements be published in colour. The production of a newspaper is mainly financed by advertising inserts and advertisements. For this reason the ultimate consumer price for a newspaper is relatively low (Kippan, 2001).

Brochures: Along with advertising inserts, which we come across every day in newspapers and magazines, there is a large market for leaflets and product descriptions. Such printed matter is referred to as brochures. Unlike magazines and newspapers, they are not published periodically. Brochures are commercial print work. Another significant difference from newspapers or magazines is the usually low print volume of brochures. Today, brochures are generally printed in colour and are available either as folded individual sheets or bound copies. They are of better quality than newspapers. Brochures are mainly used to describe something particular (e.g., company, product). Brochures are mostly used for advertising; therefore production costs are normally borne by the advertisers and not by the readers.

Other printed media: Packaging represents another important group of printed products. It can be made of very different materials such as paper, cardboard, plastic, metal, glass, and so on. In the first place, packaging is used to protect the actual goods inside, but it also makes for an attractive presentation. At the same time packaging is also printed on to provide information about the package content. All the major printing technologies are used for printing packaging—often in a combination of several technologies (Kippan, 2001).

Scenario of electronic communication

Electronic media were developed in the twentieth century and together with print media became important for communicating information in every sphere of life. This trend continues today and is characterized by the use of computers and the Internet. In addition to the latest developments in the Internet and World Wide Web, electronic media also include the more conventional radio and television along with the corresponding forms of storage such as video and audio recordings on CD-ROM and DVD-ROM as well as animations. Electronic media, as is the case with print media, also involves a chain of creation and transmission which depends on the specific form of the media. The first stage in this process consists of generating the contents, for instance, for recordings onto audio or video tape. In some cases, information is converted from one medium to another, such as from conventional film to video. In the case of web pages though, content can also be computer-generated, thus allowing for the use of content from both the real and the virtual worlds. The description of an animation can be considerably more compact and efficient than the transmission of the video sequence. Therefore, the actual animation may only be executed on a final output device such as a powerful presentation computer (Sapru, 1998).

In the case of electronic media products, the specific demands on the presentation must already be taken into account in the design stage. The reasons for this include the low local resolution (in comparison to print products) and the restriction of the output format (e.g., the size of the monitors or even windows within the overall monitor display). Distribution may be in a saved form on data media (CD-ROM, video tape/audio tape, and storage medium for sound) or be live, for instance, for transmission of a concert or sports event. In both cases, an attempt is made to restrict the volume of data because of the limited capacity of the storage media or because of the limited and width of communication channels. Compression techniques play an important role here. They permit the reduction of data without a noticeable loss of quality. The underlying transmission technologies may be varied, ranging from Internet connections via dedicated switched connections, such as satellite routes, or high-speed links via cable or glass fibre, to private or company networks, also with various technologies (company television, intranets). The presentation systems, for instance, computer monitors, television screens, projector devices, audio reproduction systems (loudspeakers, headphones) are generally at the end of the transmission chain. Before these systems can respond through coding and compression processes might have to be reversed with corresponding components (software and hardware) to represent the transmitted data. In

the place of presentation systems, memory can also be found which records the data transmitted, for instance, to reproduce it at another time. The use and dissemination of electronic media can be regulated with protection rights which are, however, relatively easily infringed; this applies particularly to digital data where the copy is just as good as the original (Green, 1996).

In a broader sense, electronic media also include in particular interactive applications: media which appear differently depending on user intervention. These include computer games, interactive simulations, or virtual reality applications.

Multimedia

The term multimedia is closely connected with today's computers and output devices such as monitors, loudspeakers, and printers and their capacity for reproducing various types of information (text, images, sound, animation, etc.). Multimedia systems do not just output these different types of information; these systems make it possible to simultaneously create multimedia information and interact with other multimedia documents (data files on data storage units, such as a server and CD-ROM). Multimedia means nothing more than making use of several types of information (text, images, graphics, animation, video and audio sequences) in one publication. Human communication is multimedia as humans transmit information, for instance in a conversation, by talking and gesticulating simultaneously. The technical application of using several media together to reproduce content is not new either. Thus, for example, television can simultaneously transmit information using text, image, and sound. The addressing of several sensory organs combined with the advantages of using individual media has synergetic effects making the multimedia product an attractive option.

The success of the multimedia concept becomes clear with television and the new electronic media such as the Internet or CD-ROM publications. CD-ROM publications are not multimedia documents as such. A CD-ROM is merely a medium on which various types of information (such as text, sound, video, etc.) can be stored. Only if, for example, text, sound, and animation are combined on a CD-ROM, could one speak of a multimedia CD-ROM. Types of information (text, sound, image, video) must not be confused with medium (data carrier, e.g., paper, CD-ROM, disk, etc.). The same applies to Internet publications; here too, different types of information have to be linked with one another before you have a multimedia presentation. Hypertext as an additional type of information is in itself not a multimedia

document; only when hyperlinks point to multimedia contents does a hypertext become a multimedia hyperlink document (Bernard *et al.*, 1994).

Trends and scenario for future

As far as printed matter world-wide is concerned, packaging and label printing shows strong growth while the other product segments such as advertising and commercial printing, newspapers, catalogues, magazines, and books show a moderate increase. There is an enormous variation in growth between individual regions or countries. Hence, the greatest future growth rates are expected in India whereas the highly developed economies will show only slight increase. The printing industry as a whole has been undergoing enormous structural and technological change for several years. Apart from the changes affecting the traditional printing sector, the integration of new media (e.g., CD-ROMs, online services) into existing product offers represents the greatest challenge to the graphic arts industry in the years to come (Green,1994).

The technological impact of book publishing right through the editing, production, promotion, storage and distribution of books, technology has added both efficiency as well as complexity to the business of book publishing. In the new technology, at its leading edge, the medium coalesces into the content seamlessly and, inseparably, which seems to point toward a clear convergence between publishing through the print and electronic media. Regarding cost of production of books, it is revealed that as rapid technological advances replace traditional methods of book composition and design, the international publishing houses are able to lower their cost of book production dramatically (Kaula, 2002).

The computerization has entered in publishing industry. Typesetting, data storage and processing have numerous applications in publishing business as in any other business. Communication technology continues to advance rapidly and person active in book publishing must be on a constant alert to developments in this field that affect or could in near future affect the book publishing industry (Israel, 1983).

Changes in the publishing sector

The trend towards the "one-man press" as a result of increasing automation of all the steps in the process of a printing house will create an enormous potential for innovation in the field of machinery and equipment but also in processing in the coming years. The best example of this is in the area of prepress, where technological developments mean that the average expected product life cycle of the equipment

is only eighteen months. Printing processes are being increasingly controlled and adjusted electronically, which leads to consistent high quality and greater productivity. Digital workflow also means that productions are completed more rapidly. Hence, more than half of the orders for commercial printers arrive in digital form. This is the only way of shortening delivery times for print products and meeting the high customer demand for quality.

All printing companies are expected to offer greater flexibility in the processing of a large variety of substrates, inks, and methods of print finishing. This means that there is a visible trend for all print products to employ multicolor as well as decorative and special colors. In addition, run lengths are getting shorter since experts believe that the greatest chance of growth lies in the market for small, color work with a fast turnaround time. The information and communication sector is expected to provide a positive impulse for the whole printing industry. Recently, electronic publishing has revolutionized the world of prepress. The use of computer to film, computer to plate and computer to press systems is already widespread and is undergoing continuous growth. In order to achieve a smooth flow of digital data from prepress via press to post press, the integration, networking and digitalization of all processing steps is essential.

Conclusion

Besides the classical areas of activity – the production of print media – other services are becoming more important. Hence, the design of print media, the creation of multimedia products (CD-ROMs, Internet sites, print media in combination with electronic media, etc.), consulting services, and individual training are being requested more and more by the printing and publishing industry. The increasing power of electronic media will increase competitive pressure on the print media and partially replace print products while at the same time creating new print jobs.

The majority of the population expects to be making at least as much and possibly even more use of print media. This positive correlation in the use of new and old media has been established by several studies. The combined use grows proportionally with the level of education.

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The Decolonial Turn in Media Studies in Africa and the Global South
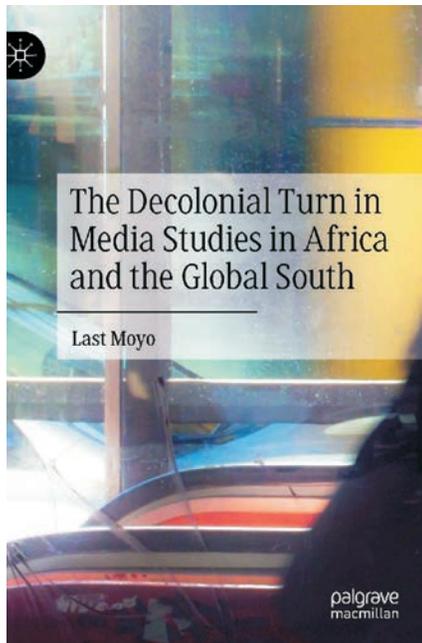
Last Moyo. *The Decolonial Turn in Media Studies in Africa and the Global South.*
Palgrave Macmillan, 2020, XVI+08 pp.,
Rs. 936.80 (hardcover) and Rs. 796.82 (eBook).
ISBN:978-3 00 -583- 4 (eBook).

Last Moyo's book titled The Decolonial Turn in Media Studies in Africa and the Global South is a significant addition to the dialogues happening about and around the question of dislocating the Eurocentrism in the discipline of media and communication and transforming the theoretical landscape of the field informed by histories, knowledges, struggles, bodies, and experiences of the subalterns in the Global South. The author of the book, Moyo, whose works engage with global media, critical political economy, digital media, African media theory, and Southern critical media theory, is a lecturer in the Department of Communications and the Multimedia Design at American University, Nigeria. The content of the book has been structured in eight chapters that flow from one to the other, which in doing so builds the crux of his arguments and reveals a closer look at the themes he brings to the forefront of the discussion.

The book offers a critical lens to understand the inherent problems of the Western locus in media and communication theory, and it spills out the lack of emancipatory energy in the alternatives that emerge from Imperial locations because they are, in the end, tied to the episteme of the empire. While the aspiration of the project charted out by the author is to emphasize the epistemic break integral to the future of the discipline, it does not call for a total negation of western critique of its universalism. The objective remains, in Moyo's words, "to contribute to the North-South dialogue" from his standpoint as an African, black, male scholar.

The first chapter, which sets the introduction to the book, offers a nuanced account of the discourse of multiculturalism that has been dominant in the field of media and communication. According to the author, it is instrumental to liberate the idea of multiculturalism from the shackles of globalization and must think of it as a conceptual horizon that acknowledges the diverse way in which individually and collectively people understand the world around them. It leads us to explore the question of theoretical possibilities in the field informed by the subaltern experiences and world views that take us to the evolving landscape of southern theory of media, which requires us to imagine a new being that finds intellectual resources at home, in South, to fight erasure, the author notes. The second chapter presents an overview of how the internationalization of the media and communication field masks its geopolitical, cultural, and historical roots that keeps the unjust global order intact. The author goes on to suggest that Global South must embark on a journey to collectively build transformative media and communication theories that reflect its historical, cultural, and epistemic locations. Uncritical celebration of technological panacea presented by the globalization narrative is a trap that had to be vindicated by asking tough questions regarding its agendas and motives.

In the third chapter, the author demonstrates how reviving the concept of the Global South provides the possibility of a resistance imaginary to rethink the global flows in the field of media

and communication. Starting from outlining a brief history of the concept, the chapter goes on to discuss the emancipatory grammar it is able to open up and how as a geopolitical and epistemic location Global South manifests a socio-cultural resistive locus. Moyo writes that as a geopolitical imaginary, Global South refers to the struggles of oppressed population who rejects the hierarchies constructed by the west which trivialize their being. In the realm of media, it uncovers the capitalist monopolies that perpetuate matrix of global colonial power relations. On the other hand, as an epistemic location, Global South offers resources to critique the present media theories and build on and around an episteme that is both ideological and experiential. The chapter also provides short overviews of different Southern epistemological turns like Afrocentric, Afropolitical, and Postcolonial and Decolonial.

The fourth chapter discusses the challenges and demands of shaping a Southern theory rooted in decolonial aspirations of the Global South. In charting out the background to this discussion, the author reflects on the ways in which influential media and communication theories emanate from "Euro-American ontologies, histories and intellectual movements" which in essence distant to the Global South experience. The author also demonstrates his argument regarding how the western critique of the west faces stagnation in the intellectual arena and location of new hopes being South. Drawing on the concept of Cognitive Justice, Moyo notes that decoloniality in the field of media and communication is an epistemic project of resistance against western hegemony. According to the author, Southern theory building meets three key challenges as an epistemic project. One, decentring the epistemic locus from the west, two, building on a normative foundation that does not perpetuate self-defeating myths like globalization and internationalization in the Global South, acknowledging the project not just as uncovering of global coloniality but also as a counter-hegemonic project liberated from vicious hold of capitalism and various forms of racisms.

In the fifth chapter, the author talks about academic and epistemic freedoms, illustrating a nuanced perspective on the possibility of a broader intelligentsia. The critique of academic freedom offered at the beginning of the chapter is not about a total negation of the concept, but to foreground how academic freedom predicated on the western historical, cultural, and episteme does not extend a possibility of decolonial thinking since the

intellectual has long been disciplined within the dominant syntax. Though academic freedom can be a valuable framework to go about political economy in the Global South, epistemic freedom transcends this discourse and denotes the possibility of thinking, theorizing, and critiquing without the west dictating the norms, writes Moyo. In media and communication, epistemic freedom refers to reclaiming the Southern contributions, which were unacknowledged, erased, and devalued through various epistemic racisms. In this spirit, epistemic freedom is about sovereign Southern consciousness for the author.

The sixth chapter talks about decoloniality and research methods in the field. From the inception, the media and communication field dominantly works with Euro-American methodologies, which innately carry the cultural perspective of the West, Moyo writes. Since our locations are essential in coming to terms with the theories at hand and methodologies we resort to; it involves complex layers of actions than just non-partisan selection. In other words, the author says, a research design is culturally, ontologically, and epistemologically loaded. He then goes on to elucidate how bringing decoloniality to the picture is only possible through a resistance imaginary which the Global South is committed to building.

Further, the chapter discusses three research methodologies and their decolonial possibilities, including Participatory Action Research, Indigenous Research Methodology, and Decolonial Ethnography. In the seventh chapter, the author talks about the significance of the status quo of pedagogy in media and communication classrooms. He views pedagogy as an instrumental part of questioning the coloniality that exists even after the physical extermination of colonies. He starts by critiquing dominant readings of multiculturalism which, in his words, "become a neoliberal ideological hoax" that results in astounding failure to emancipate the field. Further, the chapter points at the issues innate in widely celebrated critical pedagogy because of the overemphasis on class over race. Decolonial scholars, the author argues, are then confronted with a problem of rejecting economic determinism and finding ways to acknowledge the different layers of oppression that constitute the Southern subject. Chapter devotes several paragraphs to clarify the border, a space shaped by struggles that act as a resource to overwrite and rewrite the South in pedagogy. He brings Paulo Freire to the discussion to demonstrate the offerings of decolonial pedagogy in a class. From all these, the chapter gets concluded with

a move from talking about pluriversalism in media education that stems from critical multiculturalism, among many things. Chapter eight concludes all the arguments throughout the book, reasserting the need to transform the field that relocates the center from universalizing west and white knowledge order.

The author argues that finding a new normative path for the theoretical locations is indispensable in the context where the search is to fundamentally reject the social death of the Global South underpinned by western projects and epistemicide. Throughout the book, although he talks about subverting the western location, he tries to maintain a practical attitude of not entirely rejecting the contributions from the west. The author also pays attention to the imperial South and native elites who unconditionally follow the dehumanizing lines exemplified by the west. In another sense, the book offers a comprehensive outline of the media and communication field, its theories, and its practice from a Southern lens. Moreover, it illustrates how necropolitics is fundamentally epistemic to the Global South.

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Indian Media Giants
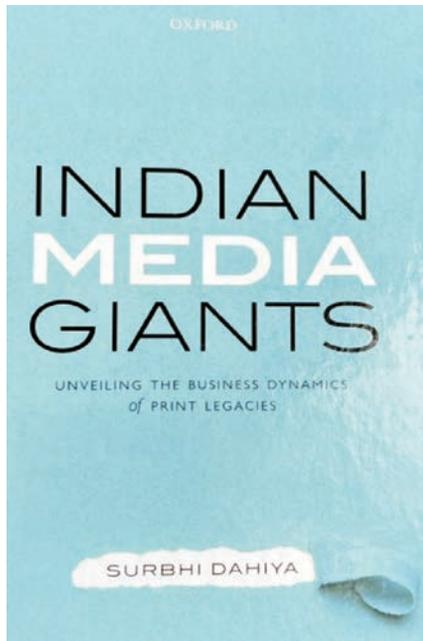
Indian Media Giants: Unveiling the Business Dynamics of Print Legacies
Prof. (Dr) Surbhi Dahiya
Oxford University Press, 2022
Pages 1040

It was on 29 January 1780 that the first newspaper in India (and in whole of South Asia) was published. It had two titles: 'Hicky's Bengal Gazette or the original Calcutta General Advertiser'. The title showed the emphasis accorded to the advertisements. In other words, the commercial aspect of the venture was thought of. It is a different matter that it folded within two years of its publication and the editor-publisher James Augustus Hicky, 'a wild Irishman seeking fame and fortune' was deported back to England, as his "endeavour threatened to lay bare the murky underside of the early British empire." (Read the fascinating book: The Untold Story of India's First Newspaper by Andrew Otis for more).

Although short-lived, Hicky's Bengal Gazette marked the beginning of newspaper-publication though it took close to four decades for the first vernacular language newspaper to be published.

From early decades of the nineteenth century newspapers began to be published in many languages across the country. Most of the newspapers were published not as business ventures, but as means of service and vehicles of positive change. There was an altruistic streak behind the publication of most of the newspapers. Consider the first editorial of *Udant Martand*, the first Hindi newspaper, in which the editor proclaimed that it was published for the benefit of the countrymen (*heetkehetu*). As the country gradually strived for freedom from alien rule, many newspapers were published to aid the freedom struggle. They were driven by passion to further a mission. Business considerations took a back seat. Most of them died an untimely death.

However, some newspapers survived, grew with time and eventually became media giants. This book is about some such media giants and more. It attempts to explore why some newspapers even as they started as humbly as thousands other did, became media giants. In the process of exploring, it focuses on the theoretical framework of media management, looks at the changing media management practices from one era to another. Thus, it takes the readers through the history of media management in India and also offers valuable management lessons.

As quoted in Dr Dahiya's book:

"...the first idea of the primary product is where it all begins." Most of the stories that follow begin with a vision or idea – not necessarily an idea or intention to become a major media success, but to simply offer a unique or under represented voice in the marketplace. Once offered, however, the marketplace – shaped by the historical, social, political, and economic moment – was particularly suited to reward that primary product. The product gained a foothold and success follows. The media empire that eventually came to be was, in many cases, an unintended consequence. Hence, individual free will and creativity play a necessary, but nevertheless insufficient role, in the media firm's success. Agency and structure both play a role in understanding the mystery."

The book traces the metamorphosis of the Indian media, the birth, phase-wise contours of growth and development, travails and trajectories, organizational structures, editorial policies and business dynamics of five print majors in India. It analyses how innovations

have been brought in the management policies of these print businesses, with respect to production, distribution, consumption, while accrediting the visionary leadership that drives each organisation forward in its endeavours.

The book also details the changing media landscape in India and also underlines the efforts of media giants to keep pace with the emerging technology and attempting a convergence amalgamating the best features of the old and the new. In view of the fast moving and changing external environment and the shifting of goals of media organisations, the author tries to map the changes and innovations in managing media organisations in India by identifying the factors responsible for initiation and sustenance of these changes. Apart from tracking the evolution and growth trajectory of the largest Indian media conglomerates with core competencies in Print Media, the changes and innovations that the respective managements brought in response to the external policy environment are also highlighted. Organisational structures, editorial policies, business strategies and changing business models of these organisations are also discussed. Further, the technological innovations of production, distribution and consumption**,** analysing the role of 'visionary and change leadership' in developing the competitive edge of media and entertainment-based business organisations are also studied and analysed. The author also tries to measure the role of strategic intent enunciation in the vision and mission statements in stimulating the growth, phase-wise development from pre-independence to post-millennium era, in the context of product line and life cycles, product development, diversification and explore the role of product-development and diversification in strategic positioning. Furthermore, the author examines the role of market penetration and enlargement in its transformation into a multinational business organisation, printing and technological leaps forward, role of strategic alliances, mergers, acquisitions, joint ventures, and takeovers. The author also attempts to study the distribution and market management in enhancing the market share and the consolidating revenues and revenue generating model in terms of profit maximization.

This book, well over 1000 pages is divided into ten chapters. The first chapter details how Indian media business had changed and groomed over time. The second chapter discusses the growth of print media from 1780 till independence and beyond. It divides the growth story into several time frames: from 1947 to 1990 and then from 1991 to 2000 during liberalisation. The chapter also details the impact of digital technology on media from 2011 till the present times.

In the next six chapters it discusses in the beginning growth and status of some of the existing media companies with a strong focus on legacy media: Times of India Group, Hindustan Times Ltd. (HT Media Ltd.), The Hindu Group, Indian Express Pvt Ltd., Jagaran Prakashan Ltd., and DB Corp.

The ninth chapter discusses the business dynamics of print media. It provides glimpses into the strategies that different companies adopted and executed. The tenth and concluding chapter talks about the present state of media in India and its future.

Not many books on Indian Media Business have been published. From this perspective this is an important book. But it is much more than an academic discourse. It is to the credit of the author, that she has made it an interesting read for common readers as well. Full of interesting tit-bits and little-known facts, it is a fascinating book.

Like an interesting film or web series, it has the scope for more, a part-II. This book tells the story of six print majors who mostly publish in English and Hindi. There are several others especially in regional language media, for example *Ananda Bazar Patrika* in West Bengal or *Matrubhumi* in Kerala or *Samaja* in Odisha. Then there are television majors and digital start-ups who would be clamouring for their stories to be told.
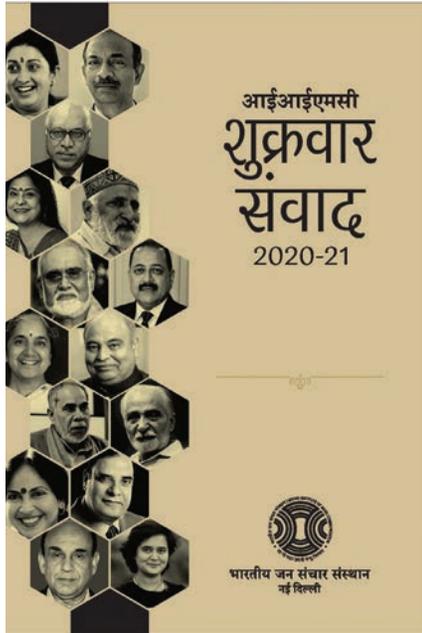
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Peculiar Collection of Intellectual Lectures

IIMC Shukrawar Samwad 2020–21
Prof (Dr.) Sanjay Dwivedi &
Prof. (Dr.) Pramod Kumar
Indian Institute of Mass Communication
Pages 370
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At first glance, the book titled 'IIMC Shukrawar Samwad 2020–21' appears to be a collection of lectures given in the seminar. However, this book is more than just a collection of lectures; it is a meticulous compilation of the knowledge and experiences shared by veterans from various fields during the IIMC's series of seminars. Usually, the knowledge shared orally in seminars fades with time, but, with this effort of IIMC, an archive of all those important lectures has been presented which can prove to be very useful for media students.

The *Shukrawar Samwad* has become a popular discussion platform for IIMC. It provides an opportunity to learn about the skills, experiences, achievements, trends, and history of diverse fields. As an important volume, it is concerned with new experiments which are much broader than the knowledge gained in the classrooms. Divided into ten parts, it comprises forty chapters which covers major topics like media and culture; media and Right to Information; folk culture; women's discourse and democracy; election reform and democracy; water culture of India; new media; corona phase and outcomes; challenges of print media and limitations; journalist's credibility; code of ethics; professional integrity; Hindi journalism and the need of digitalization; and need of media education and council.

The book comprises detailed lectures on important topics like Swami Vivekananda as a wonderful communicator, Impact of Mahatma Gandhi as a communicator, Atal Bihari Vajpayee's journalism, Contributions of Netaji Subhash Chandra Bose, Baba Saheb Ambedkar's vision of New India in the constitution, Madan Mohan Malaviya and his contributions, and National consciousness of Madhav Rao Sapre in his journalism, to name a few.

The first section of 'Shukrawar Samwad' contains fifteen articles. IGNCA Member Secretary Dr. Sachchidanand Joshi states in an article on Media and Culture, "We cannot move forward without communication. Dialogue or communication had great importance even in the ancient era. Our classics are also based on dialogue. Bhagavad Gita is also based on Krishna–Arjun dialogue." Dr. Nivedita Raghunath Bhide has termed Vivekananda as a communicator of Indianness. Banwari has evaluated Gandhiji as a communicator.

In her article titled "Netaji was ahead of his time," author Renuka Malaker emphasizes how Netaji was a communicator and ahead of his time. Kuldeep Chand Agnihotri has evaluated Deen Dayal Upadhyaya as a communicator. Malini Awasthi has written on the necessity to save folk, while JB Irani on women's empowerment and Gajendra Singh Shekhawat on water culture.

"Reinventing Marshall McLuhan is because 2020 is the year of Covid-19, and during this year, everything happened the way McLuhan imagined it in the 1950s, 1960s, and 1970s," writes Ajay Upadhyaya in his article titled "Reinventing Marshall McLuhan." The first section also includes contributions from Ramesh Chandra Bhardwaj, Megha Parmar, Alok Mehta, Dr.

S.Y. Quraishi, and Sanjay Kamble.

Various contexts of journalism have been discussed in the remaining sections of the book. Ram Bahadur Rai wrote about Madan Mohan Malaviya's cultural nationalism, and Ashok Tandon assessed Atal Bihari Vajpayee's contribution to journalism. Ramesh Patange has explained how Baba Sahab's vision for a new India was reflected in the Constitution. Shashi Shekhar has focused on journalism innovation, while Dr. Alpana Mishra has focused on the reading culture. The Udant Martand section contains five articles on Hindi journalism written by Snehasis Sur, Dr. C. Jaya Shankar Babu, Dr. Sonali Nargunde, Vijay Dutt Shridhar, and Vishnu Prakash Tripathi.

About journalism in Assam, there are four articles. In his article titled "Signature of the Time," Union Minister of State for Science and Technology Dr. Jitendra Singh claims that "print journalism in India has always been the signature of the times. And, as far as the Northeastern region of India is concerned, it has a rich legacy."

Samudra Gupta Kashyap, Information Commissioner, Assam, in his article states that, "Rev. Nathan Brown of the American Baptist Mission, and his associates, Rev. Miles Bronson and Rev. Oliver Cutter, had set up the first printing press in Assam within a decade of the erstwhile Ahom Kingdom being annexed to British India, and also brought out Orunodoi Sambadpatra, the first Assamese newspaper, a monthly publication, way back in January 1846." Prasanta Jyoti Baruah, Executive Editor, Assam Tribune, has written about the Sentinel of the North East. Vashishth Pandey has also contributed to this section.

Umesh Upadhyaya, Jaideep Karnik, Raj Kumar Singh and Jayanthi Rangarajan have written on post-corona journalism. Amit Khare and Baldevbhai Sharma have focused on media education. Prof. Sanjay Dwivedi, Hriday Narayan Dixit, Indu Shekhar Tatpurush, Jaya Jadwani, and Dr. Tara Dugar have evaluated the creative contribution of Madhav Rao Sapre.

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ABOUT 'COMMUNICATOR' JOURNAL

Launched in 1965, *Communicator* is a peer reviewed journal of the Indian Institute of Mass Communication (IIMC) that publishes original research on Communications. The flagship journal of the IIMC endeavours to publish the best literature available in the field of communications and its related branches for the greater benefit of scholars, practitioners and policy-makers. It is the oldest communications journal published from India. The *Communicator* also has a book review section. In order to maintain its high standard of scholarship, *Communicator* follows a rigorous procedure of blind peer review. The main aim of *Communicator* Journal is to focus on communication theory, research, policy and practice. It is especially interested in research which is interdisciplinary and based on the experience of South Asia and other developing countries. This UGC-CARE listed Journal is published on quarterly basis. *'Communicator'* journal is now being indexed in the Indian Citation Index.

The *Communicator* Journal includes the following category of papers for publications:

- **Original Research Papers:** Papers in maximum 4000 words (excluding abstract, keywords, all references, tables, figures, appendices and endnotes) typed in double space, in Times New Roman 12 point font can be submitted for publication. The papers should present a connected picture of the investigation and should not be split into parts.

- **Short Research Communication** not more than 2000 words (about 4-5 pages, typed in double space), which deals with (a) research results which are completed but do not warrant comprehensive treatment, and (b) descriptions of new material or improved techniques, with supporting data. Such notes require no headed sections. Summary (not more than 80-100 words) is to be provided at the end of the text.

- **Critical Research review:** These review articles besides containing introduction, exclusive review of literature, must point out lacunae in research carried out so far and suggesting possible lines for future work.

- **Book Reviews:** Communicator also has a book review section. Reviews of books published on journalism and mass communication and related subjects can be submitted (Word limit: 1500) for publication. However, reviews of books published on other nomenclatures such as social sciences and humanities, social work, anthropology, art, etc. can also be sent if their title is related to media study or at least 40 percent of their content is related to media, mass media or journalism or related subject. Book reviews should be sent along with their complete details such as publisher, year, price, page number etc.

Contributors are requested to ensure that the research papers or notes submitted for publications have a direct bearing on Journalism and Mass Communication.

PUBLICATION ETHICS AND PLAGIARISM

- Authors should obtain necessary permissions for using copyright material in terms of artwork, adaptations etc.

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PEER REVIEW PROCESS

All submitted papers are subject to rigorous double blind peer review process. The Editorial team undertakes initial screening of the papers before sending them to the reviewer. This process generally takes 6-8 weeks. The peer review is based on six stages:

- Screened by editorial team and send to reviewer;
- Paper accepted as suggested by the reviewer;
- Paper can be accepted after minor revision suggested by the reviewer;
- Paper can be accepted after the moderate revision suggested by the reviewer;
- Paper which needs major revision suggested by the reviewer is liable for second review;
- Rejected

EDITING STAGE

If the paper is accepted for publication, it has to go through at least two editing stages. It may also be noted that all the accepted papers are subject to the modifications/alterations required by the Editors at any stage of the editing.

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