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# Journal of Media and Social Development

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# Empowering Women in *Panchayati Raj* Institutions: Role of Media

SHRUTI I.L.

## Abstract

*The state of Karnataka has been a pioneer in engendering local governance. As early as in 1987, Karnataka was the first state in the country to implement the Panchayat Raj Act, which set apart 25 percent reservation for women. The 73<sup>rd</sup> and 74<sup>th</sup> Constitutional amendments set the stage for large scale entry of women into both rural and urban local bodies. In the very first round of elections held in 1993-94 nearly 80,000 women entered India's grassroot political decision making process. With effect from August 27, 2009 the representation for women in PRIs has been raised to 50 %, thus giving credence to the view that women must get their due share in politics. Giving representation is tangential. That means, mere increase in numbers per se does not empower either elected women representatives or influence their style of functioning. Support structures that constantly inform, sensitize and train them must be in place for ensuring an effective delivery mechanism. It is here that the role of media emerges as a critical input. This paper makes an attempt to review the role of print and electronic media in empowering elected women representatives in PRIs, with a special focus on Taluk Panchayat members in Bellary district of Karnataka.*

**Key Words:** Empowerment, Women, Panchayat Raj, Media

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## INTRODUCTION

The 73<sup>rd</sup> and 74<sup>th</sup> Constitutional amendments set the stage for large scale entry of women into both rural and urban local bodies. The provision of 33 % reservation of seats was the first major step at engendering at least grassroots level institutions of governance. In the very first round of elections held in 1993-94 nearly 80,000 women entered India's political decision making process. The rise of Indian women as *Panchayat* leaders is a spectacular achievement given that India has one of the worst records with respect to the way it treats the female sex.

Malnourished, suppressed, uneducated, violated and discriminated against, Indian women have the odds stacked against them. Even birth is a hurdle, thanks to widespread female infanticide in rural areas. But for every *Saroja* who will be married at 13 because her mother, a *Devadasi* (an orthodox social practice of converting women into prostitutes all in the name of God and is banned under the Law) in Chikanahalli Village, Karnataka, cannot afford to pay a dowry, there is a *Lakshmi*, who is serving her second term as the *Panchayat* leader of Kadinamala village in Kotagiri district. There is a *Kenchamma* of Nereleke Gram *Panchayat* in rural Karnataka, who survived life threats during her two terms as council leader. An illiterate *Dalit* (formerly called traditional low caste people. Now the law treats all citizens equal and are given fundamental rights with no low or upper caste categorization under law), *Kenchamma* could not read or write. Perhaps as a result of her personal travails, she made sure that she brought education to all the children in her village, including a disabled child, says researcher Shoba Narayan.

Since then there has been a steady increase in the number of women entering power politics, especially in *Panchayati Raj*

Institutions (PRIs). In fact in many states the number of elected women representatives has crossed 33%. Talking to these women is a lesson in humility. Instead of the outrage and anger that urban feminists project, these women *panchayat* leaders speak with clear-minded realism about opportunities and costs. For many women, attending a *panchayat* meeting means sacrificing a day's wage. It means assuming leadership for the first time in their lives and then subsuming it at home to serve in-laws and husband. For *Kenchamma*, it meant leaving her one-year-old son to other caregivers while she learned the ropes of politics, says Narayan. With effect from August 27, 2009 the representation for women in PRIs has been raised to 50 %, thus giving credence to the view that women must get their due share in power politics. But we have to quickly admit that increase in numbers per se does not empower either elected women representatives or influence their style of functioning. Support structures that constantly inform, sensitize and train them must be in place for ensuring an effective delivery mechanism. It is here that the role of media emerges as a critical input. This paper makes an attempt to review the role of print and electronic media in empowering elected women representatives in PRIs, with a special focus on *Taluk Panchayat* members in Bellary district of Karnataka.

### Engendering *Panchayati Raj* Institutions: Karnataka as a Pioneer

The state of Karnataka has been a pioneer in engendering local governance. As early as in 1987, much before the 73<sup>rd</sup> Constitutional amendment Karnataka was the first state in the country to implement the *Panchayat Raj* Act, which set apart 25 percent reservation for women. Today the state has emerged as a leader in its efforts at bringing women into mainstream governance, at least at the village level and

the study of how this initiative has translated into action assumes importance.

In Karnataka, the location for the present study, the *Panchayati Raj* functions as a three tier structure and have three components. The *Gram Panchayat* or Village *Panchayat* is the lowest unit, followed by *Taluk Panchayats* (also known as Block *Panchayat* in some regions) and the *Zilla Panchayat* or the District *Panchayat*. The *Gram Panchayat* covers a village or group of villages, the *Taluk Panchayat* an entire taluk and the *Zilla Panchayat* an entire district. The state has 5,628 Village *Panchayats*, 175 taluk *Panchayats* and 30 Zilla *Panchayats*.

### **Media as a Key Input for Ensuring Effective Participation of Women in Governance**

The way the media portray women and addresses issues of special concern to women has a major impact on women's participation in politics. "Even more important than the amount of media coverage devoted to women is the quality of such coverage. The media often perpetuates stereotypes of women in their traditional roles rather than conveying a positive image of women as political leaders. The quality of media coverage can have a major impact on the advancement of women as candidates and as voters" (see Ukrainian Women's Fund, 2011, pp.17-18).

Given the fact that most women who enter PRIs are first time entrants into the field of power politics and have virtually little or no exposure to the functioning of the political system, the media have a very crucial role to play in not only keeping them 'informed', but also training them to live up to the expectations of their positions. Since quotas for women in politics is not one of numbers only, they are

expected to empower themselves besides enhancing the quality of their lives, and those of their communities. However, such a goal can be addressed only if they are given an opportunity to understand the complexities that are part of both political and social life. It is in the process of building this understanding that media can play a decisive role.

Hitherto mainstream media have by and large not really addressed the issue of empowering elected women or their voters to handle their political responsibilities effectively. What is missing is a concerted effort to involve local communities in active governance. It is not that such efforts have not been made in this direction. Even as way back in 1991, attempts were made in Philippines to raise awareness, through media networking within local communities about their right to participate in local governance and also empower people to demand good governance. Advocacy networks were built through media intervention among local communities and their representatives to address issues that were of relevance to them. What was of importance was the realization that media are not simply communicators of facts, but they can influence public policy and also ensure effective governance (see United Nations, 2007: p 15).

The underrepresentation of women in governance institutions by the media is a stumbling block for their gaining visibility in the public space. Negative portrayals of women that highlight gender stereotypes often characterize media coverage of women in politics or with political aspirations. One of the key issues which influence women's decision to enter politics is the relative lack of role models, not just viewed in terms of women's physical presence but also in terms of their public presence in media discourses. Barring a few

exceptions, women's entry into politics is often determined by circumstances beyond their control and one can see that their political fortunes are controlled by either parties or those already in power. In such a set up, women need strong motivation to gear themselves up to break patriarchal as well as other barriers. It is thus very important to take a critical view of the role that media can play in strengthening women's political capacities. The present paper is placed in this framework.

### Field Realities

The data presented in this paper are based on field work carried out among elected women representatives of 7 *Taluk Panchayats* in Bellary district, one of the regions selected for my doctoral research entitled "Engendering Governance at the Grassroots: An Analytical Study of the Role of media in Empowering Women in *Gram Panchayats* in Karnataka". Though women in *Gram Panchayats* form the core group in the study, their counterparts in *Taluk* and *Zilla panchayats* have been chosen as an experimental group to facilitate a comparative analysis.

### OBJECTIVES

This paper addresses the following two primary objectives:

- Study the media habits of women members of *Taluk Panchayats* in Bellary district and their impact.
- Analyse the constraints in full scale political participation of women, and the ways by which media can help them overcome these constraints.

### METHODOLOGY

FGD- Focused Group Discussion method was found appropriate for this study. Survey method was also adopted to collect data from the respondents. Instead of a questionnaire, the researcher used interview schedule as a tool of data collection.

### Sample

Bellary is one of the districts in the Hyderabad-Karnataka region, which has recently been conferred with a special status under the provisions of article 371(1) of the Constitution because it is a region severely affected by regional imbalances. It has 7 *Taluk Panchayats* (Bellary, Hagari Bommaanhalli, Huvina Hadagali, Siraguppa, Sandur and Hospet) and the total number of elected women members from the seven *taluk panchayats* is 76. For the purpose of eliciting empirical data for this paper, a purposive sample of a little more than 55 % of the members (42/76) have been chosen. Data for the study were elicited through personal interviews and focused group discussions.

### ANALYSIS

#### Socio-Economic Profile

Since the socio-economic background (SEB) of women in politics has a close influence on their media usage pattern, we first took up a study of some of the key indicators of their SEB, which is briefly presented in this section. Compared to women members of *Gram Panchayats*, their counterparts in *Taluk* and *Zilla Panchayats* generally are drawn from a relatively higher socio-economic background. This is noticeable even in our sample of *Taluk Panchayat* members. From among these, only 7% are illiterate, and the majority (57%) has at least completed their high school education. Of these nearly one- fourth has obtained an undergraduate degree.

An age wise classification of members showed that nearly 70 % are in the age group 30-40 years. The remaining 30 % are between 40 and 60 years. As far as the caste composition of this sample, Scheduled Castes and Scheduled tribes constitute 45 %, Other Backward Classes 50 % and the remaining 5 % belong to other castes.

An examination of the marital status showed that 88 % are married and living with spouse. While about 5% are *Devadasi* women, 7% are widowed. When we collected data on the occupational background of women in the sample, it could be seen that 36% and 21%, respectively were involved in farming and petty trade, and the remaining 43% declared themselves as home makers. After presenting a brief profile of the SES background of our sample members, we first take up their media habits.

### Media Exposure and Media Consumption

From among the 42 *Taluk Panchayat* members nearly 71 % read Kannada newspapers. The remaining 29 % have said that they do not read newspapers. Given the fact that electronic media have now captured the imagination of audiences, and have thrown a serious challenge to print media, it is worth noting that the majority of women in our study sample at least read newspapers.

As compared to those who read newspapers, all the *Taluk Panchayat* members own colour TV sets in their homes and hence watch a wide range of TV programmes, telecast in Kannada channels. When we asked them about the type of programmes that they watch, majority (40 %) said that they watch news programmes and old movies. Only 3 % watch programmes with a special thrust on politics. The remaining members (57%) mostly watch programmes such as serials, family oriented discussions, crime stories or sports based programmes.

The fact that majority of elected women representatives read newspapers is to be seen as a positive factor. These women said that they had realized the need to keep themselves informed of what was going on around them if they had to understand their roles and

responsibilities. As for TV programmes, except the news items that cover political events, most of the programmes are entertainment centric and one has to admit that even if PRI members wish to strengthen their political orientation, they do not have much of a choice.

### Coverage of Issues of Importance to Elected Women Representatives in Media

While commenting on the media habits of women representatives, it becomes important to discuss the coverage of political affairs or efforts made at training or orienting women members by mainstream media. In our interactions with them, it became evident that those of our elected women representatives with a better educational level had taken to reading newspapers seriously because they had realized the need to stay 'informed' about day-to-day events. The others (except the illiterate members) browsed through newspapers but it could not be considered serious reading. As for TV programmes, with multi-channel television constantly beaming serials, and a virtual sense of addiction that has developed for these serials that are mostly family oriented, political aspirants or novices hardly get an opportunity for political socialization.

Women members interviewed for our study said that during election time, both print and electronic media gave some coverage to contestant profiles, their strengths or limitations, but once the voting was over, and the results declared, their performance or problems did not receive much attention. It was only when a certain issue in a given constituency attracted public gaze or created a controversy that media seemed to pay attention.

About 54 % of the members, however noted that media often covers development activities that are initiated by them, in their



constituencies such as road works, drainage, building repairs or other government schemes. But this coverage is limited to local newspapers or local stations of TV channels, if any. Also, media attention is bestowed when there are local members of State Legislative bodies or Parliament, and PRI members are generally sidelined. A regular coverage of activities of PRIs in national dailies or national TV networks is limited.

### **How can Media be Responsive to the Needs and Problems of Elected Women Representatives?**

During the course of interviews and focused group discussions, *Taluk Panchayat* members shared their concerns with us and also gave us their views on their expectations from the media. In a socio-political system dominated by patriarchal values and practices, setting apart quotas for women has not removed the constraints they face in using opportunities for their development. The most pronounced among these is lack of access to information about not only the world-at-large, but also about the rights and responsibilities associated with their roles. It is in such a situation that the media emerges as a crucial information source to women, especially in grass root level governance.

During the course of our group discussions it emerged that many elected women representatives expected the media to give a regular coverage to the developmental works they undertook in their respective constituencies, besides giving peoples' perceptions on the impact of these initiatives. From local to national level governance performance review of political parties is hardly done, and voters' responsibilities seem to end after elections. Given the enormous growth that has taken place in the field of the media in all languages,

it becomes very important for both electronic and print media to constantly monitor performance of politicians.

It is not out of place to mention here that many women PRI members in different parts of the state are not even aware of all the schemes and programmes that are entitled to implement through their *Panchayats*. Unless they are given a pre-orientation programme which gives them knowledge about their entitlements and expectations, their performance is severely hampered. It is true that both state and civil society groups are organizing training programs for PRI members, but not all of them get this exposure. In view of the above, it is very important for the media to constantly give updates about not only the goals of PRIs, but also critically review their functioning and its impact on development.

Besides desiring that media convey peoples' perceptions about their work, the *Taluk Panchayat* members whom we met also said that media programmes / writings must concentrate more on educational programs with a thrust on politics and health. Legal literacy was another input that they wanted from the media. A very important point that they brought forth was the need to not only educate PRI members about their responsibilities, but also let citizens know the obligations of *Panchayat* members towards them. This creates an interactive system of public governance.

Our study group also felt that commercials have started dominating the media, especially TV channels in the recent past. They felt that many of these had a negative impact on society, especially those that portrayed women as sex objects. Such programmes, according to them must be scrapped. By showing positive role models of women, our members felt that the media would not only help them

to derive personal inspiration, but also convey to society-at-large the message that women are capable of performing the tasks assigned to them effectively.

### **Media- Governance Interface-Few Experiences**

The provision of quotas has no doubt brought more than a million women into institutions of local self-government in India, but the path for entering these institutions is beset with hurdles for most women. Being politically inexperienced they require constant exposure to the ever growing demands of a world that is caught in the surge of an 'information revolution'. In fact there have been a number of experiments carried out in different parts of the world in using media for empowering women in governance and local communities to ensure that their representatives function effectively.

The efforts at creating a gender sensitive media dates back to the Fourth World Conference on Women held at Beijing held in September 1995. The participants decided on creating a [HYPERLINK "http://www.ipu.org/wmn-e/Planactn.htm"](http://www.ipu.org/wmn-e/Planactn.htm) Plan of Action, in which they included several resolutions that urged the media not to indulge in stereotyped representations of women, but also take concrete steps to instill among the public the idea that women's participation in politics actually strengthens the development process. The plan actually stated that any stereotyped presentation of the image of women by any media should actually be prohibited by law.

Following the Conference women in the Inter Parliamentary Union organized Round tables on Image of Women in Politicians in the Media and followed it up with a conference "Towards Partnership between Men and Women in Politics", in which both media representatives and politicians took part to discuss how mainstream

media could strengthen the capacities of women to function effectively and at the same time create a political environment in which women's political participation is recognized as essential for strengthening democratic process. Both the Round Tables and the Conference laid stress on the following points:

- Sensitizing personnel at all levels of the media to issues of gender and impress upon them that they should abstain from publishing/telecasting stories that reinforce gender stereotypes. In other words, they must abstain from portrayal of women in such a way that their political futures are jeopardized.
- Since women's access to financial resources is limited, they cannot seek many channels of gaining visibility. Good media coverage can compensate for this.
- Women politicians, on their part must understand that they must stay connected with the media to get their messages across. They must learn how to conduct media interviews, make presentations and press notes. The media, on its part must make conscious efforts to create opportunities for training women politicians to address these tasks.

In an action research study Women's Empowerment and Good Governance through Community Radio (Women's International Network, 2008) which was carried out in many African countries, the need for women to be more visible in public gaze was stressed and the role of media in ensuring the same was highlighted. The role of community radio, a simple tool for which even rural communities that may not have access to modern electronic media has been highlighted by these studies. The models indicated here are replicable in India.

In another study entitled "Women in Decision Making: The

Role of New Media for Increased Political Participation” (European Parliament's Committee on Women's Rights and Gender Equality, 2013) the possible ways by which new media can empower women in governance were discussed. Based on an inter-country study this research came out with the following recommendations (p108):

- Individual Members of European Parliament and others involved with supporting women in politics may learn from the good practice points of the case studies, including tips on design and usability but also engagement on Twitter and Face book.
- Individual MEPs and others involved with supporting women in politics should consider gaining professional advice from social media marketing agencies on how to build and engage networks of supporters.
- Political parties should actively search for women who may be interested in running for selection through social media networks.
- All new media projects including large institutional projects should avoid duplicating existing platforms and instead develop strategies for making the best use of existing ones such as twitter and face book.
- Direct projects with lean business models which support political activities in the field of women's rights and issues may be encouraged and supported through seed funding but should not be over-managed. Projects that address cultural and social barriers to women's involvement in politics would be suitable for initial funding.
- New media projects should be developed using a gender mainstreaming approach but this should avoid marginalizing women's online communication.

The studies cited here are only a few and give some leads as to how different forms of media could be used for both enhancing women's political participation and also empowering them to function effectively as peoples' representatives. What is actually required is a concerted action between the media agencies, state, civil society and the political machinery for putting a system in place for different forms of media to emerge as support systems for women in PRI institutions to discharge their new found 'power' and 'responsibilities' in true standards of democratic governance.

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# Religiosity and Crime: A Cross-Sectional Study on Tangail Jail, Bangladesh

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NURJAHAN KHATUN  
MD. MONOAR HOSSAIN

## Abstract

*The main intent of the study is to explain the nature of relationship between an individual religiosity and criminality. As, an issue of an inquiry 'crime and religion' are widely prevailed in criminological literature, the researchers tried to make a causal relationship between religiosity and crime in their context. Survey method was used to collect data from the prisoners of Tangail Jail, Bangladesh by using simple random sampling. The research finding shows that most of the prison inmates were the first offender and they belong to a specific religious group from their childhood. The results perfectly indicate that there is no relationship between religiosity and crime. Most of the offenders have committed crime not by the influence of their religious beliefs but by the other factors such as age, gender, poverty and education.*

**Key words:** Religion; Crime; Religiosity; Recidivist.

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## INTRODUCTION

The purpose of the study is to examine the relationship between religiosity and crime. Religion is, in a general definition, a set of values. These values influenced individuals to behave in accordance with those religious rules. There are important correspondences between these religious rules and other social and legal rules. On the other hand, crime is a kind of social deviance or a variation from a social norm, which is proscribed by criminal law (Gunes, 2003:01). First of all, the complex, vague and qualitative nature of the concepts 'religiosity' demands a clear definition. Roof (1979) defines religiosity as "an individual's beliefs and behavior in relation to the super-natural and/or high-intensity values" (Roof, 1979: 18). Moreover, Lenski (1961) have identified different dimensions or ways of being religious. According to Roof, dimensions of religiosity vary from 1 to 13, depending on the research problem. In recent work on the family, two major dimensions, private and public, were studied (Cornwall, 1988). Private religiosity refers to individual practices that are not seen by others, such as personal prayer, scripture study, attempts to live by religious principles, and personal commitment to religious ideals. Public religiosity includes attending church, praying in public and participating in other group activities and rituals.

The relation between religiosity and criminality in social research is well and long established tradition (Baier & Wright, 2001).

Arguably, the most infamous case of the study of religiosity and crime is that of Hirschi and Stark (1969). In their landmark study, Hirschi and Stark (1969) found a negligible effect of religiosity (measured through church attendance) on delinquency. The results of the quest proved to widen the debate as to whether a relationship between religiosity and criminality existed, and furthermore what are the nature of such a relationship was (Baier and Wright, 2001). Similar findings were provided by Chitwood, Weiss, and Leukefeld (2008) in their study on religiosity and drug/alcohol use and abuse. They found that, religiosity was negatively correlated with drug/alcohol use and abuse. Johnson, et.al (2001) sought to examine the importance of religiosity in reducing and protecting a youth from delinquency and to further add to the theoretical debate on the religiosity/crime relationship by incorporating social bonding and social learning variables. The authors found that religiosity had a significant, direct, and consistent dampening effect on delinquency. Johnson and Morris (2008) utilized the National Longitudinal Study of Adolescent Health (Add Health) to explain whether a juvenile's religiosity mediated increased levels of strain (as measured by exposure to violence and school troubles) and reduced violent and property criminality.

In the context of Bangladesh, though several literatures are available about religiosity but there is no academic study on religiosity and crime. Eminent professor O'Connell (2011) studied about the historical development of religious study in South Asia. Besides, Saaduddin (2011) studied about sociological approaches to religion from Bangladesh perspectives. He mainly emphasized on the bewildering variety of religious beliefs in Bangladesh. He cited that, there is no relation between crime and religious practice. Moreover,

Islam (2011) studied on historical overview of religious pluralism in Bangladesh. There were no attempts to study crime and criminal behavior by making a causal relationship with religion and or religiosity. Now a days, religious fundamentalism has been studied as a reason of criminal activities or terrorism in Bangladesh. But in this research paper the authors focused on the ordinary criminals and their religious belief. Fundamentalists or terrorists are not main focus of the research. Even though there is increasing agreement that religion is an inhibitor of criminality rather than a contributor, the nature of a relationship between religiosity and criminality/crime is still controversial and unclear.

In the present study, to find out the relationship between religiosity and crime the researcher highlighted on the social control function of religion and its effects on crime. Although religion and religiosity and their relations with different subjects are considered by a lot of social scientists from different dimensions, there are very few scientific studies on the social control functions of religion. There are a lot of studies on the relationship between religiosity and crime in the Western World, especially in the United States and European countries (Ellis, 1985; 501) but in Bangladesh, there aren't any comprehensive sociological studies on this subject. The study will help to understand the effects of religiosity on criminal activities in Bangladesh.

## **LITERATURE REVIEW**

Baier and Wright (2001) conducted a meta-analysis of 60 previous research studies examining religiosity and crime. The authors found that in general, religiosity has a significant, however modest,

inverse relationship with criminality over all studies, and that variance in this relationship between studies could partially be explained by four factors: sampling religious populations, violent versus non-violent crime as the dependent variable, sample size, and racial diversity of the sample (Baier & Wright, 2001). Similar findings were provided by Chitwood, Weiss, and Leukefeld (2008) in their examination of religiosity and drug/alcohol use and abuse. In a meta-analysis of 105 studies examining relationships between alcohol/drug use and religiosity, Chitwood, et al. (2008) found that in the vast majority of studies, religiosity was negatively correlated with drug/alcohol use and abuse. The authors further assert that religiosity was found to be a protective factor against drug and alcohol abuse, regardless of how religiosity was measured in a given study.

Though both Chitwood et al. (2008) and Baier and Wright (2001) have provided informative meta-analyses suggesting an overall consensus among researchers about religiosity and crime relationship, but neither provide universal theoretical foundations for why the relationship exists and how the two (religiosity and criminality) interact.

In an attempt to examine the process in which an individual's religiosity reduces his/ her delinquency, Johnson et. al. (2001) incorporated variables from two theoretic explanations: social bonding (measured by beliefs) and social learning (measured by delinquent peer association). The authors found that individual string belief on religion negatively related to delinquent peer association and it reduced delinquency.

The relationship between religiosity and crime also has been scrutinized through the paradigm of general strain theory (GST). This theoretical explanation posits that an individual's religiosity can be

relied upon to cope with various stressors and strain in one's life, and as such religiosity will serve as an inhibitor to criminal behaviors. Johnson and Morris (2008) found that, as expected, increased levels of strain were highly informative to increased levels of criminal behavior among the sample. However, the results of Johnson and Morris' (2008) research clearly show that religiosity was unable to reduce or eliminate criminal behavior in response to a juvenile's strain, leading the authors to question whether religiosity and other strain conditioning variables are at all informative to understanding strain coping strategies. Though Johnson and Morris (2008) were unable to find any direct dampening effect of religiosity on criminality, their findings are not universal.

From the data of National Survey of Black Americans, Jang and Johnson (2005) probed the relationships between gender, religiosity, strain, and criminality. The authors discovered that females were far more likely to be religious than men and that their religiosity was a vital tool in their reactions to strain and reduced their likelihood of responding to strain in criminal ways. The authors explain that the increased level of religiosity found among females in the sample altered their strain response by increasing their exposure to other religious individuals, who were in turn able to assist them through their stressful times. Furthermore, the authors argue that being female and religiosity both increase the likelihood of internalizing strain and reducing the likelihood of responding to strain in aggressive/antisocial ways.

On the other hand, there is a growing body of evidence that religious activity and religiosity tend to decrease the likelihood of adolescent drug use (Bahr et. al, 1998). In a longitudinal study over a 3-year period, Jessor (1976) observed that nonusers had high religiosity

and drug users tended to have low religiosity. Kendel (1980) observed that involvement in a religious organization had a negative association with alcohol and marijuana use. Burkett (1980) found that anti-drinking beliefs learned from religious groups tended to deter drinking among adolescents. A number of other researchers have reported an inverse relationship between religiosity and adolescent drug use (Bahr and Hawks, 1995).

The theoretical debate surrounding religiosity and criminality rages on. At this juncture in religiosity/criminality research, the only clear and universal agreement appears to be that no one theory has yet explained how an individual's religiosity interacts with criminality.

There are many empirical studies about the relationship between religiosity and crime. Lee Ellis examined the assertions about the relationship between religiosity and crime in the light of 56-research studies, paying special attention to how criminality and religiosity were operationalised in each study. These studies constitute three different groups. The first group of studies established the relationship between church attendance and crime rates. According to these studies, at least among church members frequent church attendees have lower crime rates than infrequent church attenders especially in victimless crimes. But these studies did not show a significant relationship between church attendance and criminality.

On the other hand, a group of studies about church membership indicate that it is positively related to criminality. There are eight relevant studies which shared a common methodology. They compared church membership for groups of prisoners with church membership of populations from which the prisoners came. But this approach has

been criticized and these studies are regarded as inconclusive because of their methodology (Ellis, 1985; 507).

The second group of studies examined the relationship between religiosity and crime on the basis of religious membership among the main western religions. Among the main western religions, membership in Judaism is associated with lower crime rates as compared to the Christian religious membership as a whole. Among Christians, Protestants have lower crime rates than Catholics. The explanations of these differences are mainly related with the factor that; some religions require a set of Orthodox beliefs from their members than other religions. To the degree that religion's group solidarity, belief in divine sanctions, obedience to authority help to prevent crime involvement, as a result, crime rates are lower among the more orthodox religions than among the members of more liberal religions. Rhodes and Reiss (1970) analyzed data separately by race and found that 'non-religious' whites had higher crime rates than any of the Judeo-Christian groups, and nonreligious black had next to the highest rates. Whites in other religions had the second highest crime rate, and blacks in other religions (probably mainly Moslems) had lowest crime rates (Ellis, 1985; 510)

The third groups of studies using 'belief in afterlife with divine punishment', at least among persons who consider themselves members of an organized religion were found to have lower crime rates. But using 'belief in a personal god' as a measure of religiosity has produced inconsistent results. Consistent results were found when the belief in an afterlife and divine sanctions are used as a measure of religiosity (Ellis, 1985; 508).

Stephen J. Bahr by using a national sample over 17,000 high

school seniors, examined the effect of the education level of parents, the employment status of the mother, the number of parents in household, religiosity, religious affiliation, gender and race on alcohol and marijuana use. The results showed that neither parental education nor the employment status of mother was related to the use of alcohol or marijuana. Although the differences were small, adolescents who lived with both parents were less likely to use marijuana than adolescents who lived in single-parent homes. But the level of religiosity had a significant association with alcohol and marijuana use among all religious denominations. Religious denomination, gender, and race were also related to drug use. This study shows that religiosity is a very important variable on alcohol and marijuana use. So, adolescents who were active religiously tended to use less alcohol and marijuana than those adolescents not involved in religious activities (Bahr, 1986; 53, 71).

Blackwell and Grasmick examine the issue of public support for random drug testing by focusing on the role of religion, specifically religious affiliation in shaping public opinion as a social control mechanism. Evidences from the data shows that conservative Protestants, compared to liberal moderate Protestants, Catholics and those with no affiliation, indicate higher levels of support for random drug testing. This study and other similar studies (Grasmick, Bursik and Blackwell; 1993, Grasmick Cochran, Bursik and Kimpel; 1993) suggest that there is a need for further research exploring the role of religion in the development of drug policies and social control policies in general. At the same time the role of religion in shaping public sentiment and policy concerning crime cannot be overlooked (Blackwell and Grasmick, 1997; 135-147).

## METHODOLOGY

The methodology of the paper was formulated based on the question that, “how an individual’s level of religiosity is responsible for being a criminal in her/himself?” Basically, it is an explanatory research in nature. To investigate the impact of an individual’s religiosity on crime, the present study was used cross-sectional survey research methods. Survey research encompasses a considerable methodological and substantive range, hence accounting for the broad appeal and wide use of survey research. Survey research has well defined advantages. Firstly, surveys can be used to investigate problems in realistic settings. Secondly, it is cost effective and thirdly a large amount of data can be collected with relative ease from a variety of people. Researchers have felt that survey research produces reliable and useful information.

The data which were used in the paper were collected by personal interview. Tangail Jail was selected as the study area. As it was emphasized on the study of religiosity of a prison inmate, so Tangail jail is convenience for data collection because of its location and heterogeneity of the samples. All the inmates of the Tangail Jail were selected as population of the study. All the convicted prisoners list of Tangail Jail is sampling frame. A pilot survey was conducted to know the number of prison inmates and to test the reliability of the questionnaire. Total number of population was 1058. The sample size is 29. Sample size was determined by using Fisher’s statistical formula of sampling. The formula is

$$n = \frac{Z^2 pq N}{e^2(N-1) + Z^2 pq}$$

Z= Standard variance at a given confidence level = 1.96  
(Standard variance at 95% confidence level)



$p$ = Sample proportion = 0.02

$q$ =  $1-p$  = 0.98

$N$ = Population size= 1058

$e$ = Acceptable error = 0.05

$n=29.28 \approx 29$

Each prisoner was interviewed separately from the others with a structured questionnaire. The questionnaire contained 5 dimensions with 31 items of the measurement indicator of religiosity of an offender. Scaling method was used against each item of the questionnaire and the range of the score is -2 to +2. Scores were given for each answer of a question and based on this the prisoner's religiosity were identified as High religiosity and Less religiosity. The total score against a prisoner was 62 and the prisoner who obtained 40-62 was treated as highly religious and who obtained below 40 was treated as less religious. Collected data were analyzed in such a way that the objectives of the study can be fulfilled. The response variables, Grievousness of the offence and Nature of the offender were coded as 'More serious or serious' or 'less serious or petty' and 'Recidivist' or 'First time' respectively. This categorization has been used in bivariate analysis but in the case of logistic regression analysis response variables were treated as dichotomous variable and it was coded as 1 or 0.

## FINDINGS

The socio-demographic characteristics and religiosity related information associated with Grievousness of the offence and Nature of the offender has been presented in the Table 1.

**Table 1** *Covariates and Their Categories*

Covariates	Categories
Gender of the respondents	1= Male, 0= Female
Age of the respondents	1= More than 30, 0= Less than 30
Religion of the inmate	1= Islam, 0= Others
Marital status of the inmates	1= Married, 0= Others
Educational qualification	1= Literate, 0=Illiterate
Social class of the respondents	1=Upper to Medium, 0=Lower medium to Lower
Monthly income of the respondents	1= More than 10000, 0= Less than 10000
Monthly expenditure of the respondents	1= More than 7000, 0= Less than 7000
Religiosity of the inmate	1= More religiosity, 0= Less religiosity

According to frequency of the offences the criminals can be classified into two categories and those are first time offender and the recidivists. In Tangail Jail most of the offender was the first time offender. From Table 2 it is observed that out of 29 offenders 25 (86.2%) were first time offenders and 4 (13.8%) were the recidivist. Most of the offences were less serious in nature and it is 13.8% and rests of the amount of serious offences were 86.2%. In the issues of religiosity, 79.3% offenders were highly religious and 20.7% were less religious in nature. The socio-demographic data also presented in Table 2 and it shows that 86.2% of the inmates were male and others (13.8%) were female. 89.7% inmates belong to the age limit of 30 to above and 10.3% belong to the age limit of less than 30. As Bangladesh is a Muslim dominated country so most of the inmate's religion was Islam (86.2%) and 13.8% inmates belong to other religion. On the ground of marital status, 72.4% inmates were married and they remained married after imprisonment, and other 27.6% inmates were unmarried or widowed or divorced. Out of 29 prisoners 12 (41.4%) had no educational qualification and 17 (58.6%) were literate.

72.4% of the inmates belonged to lower/lower medium class and rest of the inmates (27.6%) belonged to upper/medium class into the social boundary. Before the time of commission of offence and imprisonment 41.4% prisoners earned 10,000/more than 10,000TK per month and 58.6% earned less than 10,000TK per month and among the whole inmates 10.3% inmate's monthly family expenditure was more than 7000TK and rest of them (89.7%) were less than 7000TK.

**Table 2** *Distribution of Response Variable and Covariates*

Variables	Frequency	Percentage
<b>Nature of the offender</b>		
Recidivist	4	13.8
First time	25	86.2
<b>Grievousness of the offence</b>		
More serious or serious	4	13.8
Less serious or petty	25	86.2
<b>Gender of the respondents</b>		
Male	25	86.2
Female	4	13.8
<b>Age of the respondents</b>		
More than 30	26	89.7
Less than 30	3	10.3
<b>Religion of the inmate</b>		
Islam	25	86.2
Others	4	13.8
<b>Marital status of the inmates</b>		
Married	21	72.4
Others	8	27.6
<b>Educational qualification</b>		
Literate	12	41.4
Illiterate	17	58.6

<b>Social class of the respondents</b>		
Upper to Medium	8	27.6
Lower medium to Lower	21	72.4
<b>Religiosity of the inmate</b>		
More religiosity	23	79.3
Less religiosity	6	20.7
<b>Monthly income of the respondents</b>		
More than 10000	12	41.4
Less than 10000	17	58.6
<b>Monthly expenditure of the respondents</b>		
More than 7000	3	10.3
Less than 7000	26	89.7

### Bivariate Analysis

To examine and identify the nature of relationship between the response variables and covariates independently, bivariate analysis has been performed. The variables were categorized into two categories before statistical bivariate analysis and one group contains more frequency and other group contains less frequency. The results are summarized in the following tables.

**Table 3** *Bivariate Association between Nature of the Offender and Covariates*

Covariates	Nature of the offender		Chi-Square (P-value)
	Recidivist	First time	
<b>Gender of the respondents</b>			
Male	4(16.00)	21(84.00)	0.742 (0.533)
Female	0(0.00)	4(100.00)	
<b>Age of the respondents</b>			
More than 30	4(15.38)	22(84.62)	0.535 (0.629)
Less than 30	0(0.00)	3(100.00)	

<b>Religion of the inmate</b>			
Islam	4(16.00)	21(84.00)	0.742
Others	0(0.00)	4(100.00)	(0.533)
<b>Marital status of the inmates</b>			
Married	4(19.05)	17(80.95)	1.768
Others	0(0.00)	8(100.00)	(0.252)
<b>Educational qualification</b>			
Literate	2(16.67)	10(83.33)	0.142
Illiterate	2(11.76)	15(88.24)	(0.556)
<b>Social class of the respondents</b>			
Upper to Medium	1(12.5)	7(87.5)	0.016
Lower medium to Lower	3(14.29)	18(85.71)	(0.700)
<b>Monthly income of the respondents</b>			
More than 10000	2(16.67)	10(83.33)	0.142
Less than 10000	2(11.76)	15(88.24)	(0.556)
<b>Monthly expenditure of the respondents</b>			
More than 7000	0(0.00)	3(100.00)	0.535
Less than 7000	4(15.38)	22(84.62)	(0.629)
<b>Religiosity of the inmate</b>			
More religiosity	4(17.39)	19(82.61)	1.210
Less religiosity	0(0.00)	6(100.00)	(0.373)

The table 3 depicts that the association between nature of the offender and covariates are highly insignificant. The analysis has been performed at 95% level of significance. Here, it is clear that nature of the offender and the religiosity of the inmate is not correlated. In this section 82.61% respondents belong to high religiosity and they are the first-time offender and 4 of them (17.37%) were recidivist. The offenders, who are less religious in nature, are also the first-time

offender. In the section of demographic characteristics of the respondents it is asserted that there is less insignificance ( $p=0.252$ ) between marital status and nature of the offender. So, based on this result it can be assumed that there may have a negligible relation between marital status and nature of the offender. In married offenders, 80.95% of the offenders were first-time offenders. The other associations are highly insignificant.

**Table 4** *Bivariate Association Between Grievousness of the Offence and Covariates*

Covariates	Grievousness of the offence		Chi-Square (P-value)
	More serious or serious	Less serious or petty	
<b>Gender of the respondents</b>			
Male	21(84.00)	4(16.00)	0.742
Female	4(100.00)	0(0.00)	(0.533)
<b>Age of the respondents</b>			
More than 30	22(84.62)	4(15.38)	0.535
Less than 30	3(100.00)	0(0.00)	(0.629)
<b>Religion of the inmate</b>			
Islam	21(84.00)	4(16.00)	0.742
Others	4(100.00)	0(0.00)	(0.533)
<b>Marital status of the inmates</b>			
Married	18(85.71)	3(14.29)	0.016
Others	7(87.5)	1(12.5)	(0.700)
<b>Educational qualification</b>			
Literate	10(83.33)	2(16.67)	0.142
Illiterate	15(88.24)	2(11.76)	(0.556)
<b>Social class of the respondents</b>			
Upper to Medium	6(75.00)	2(25.00)	1.167
Lower medium to Lower	19(90.48)	2(9.52)	(0.300)
<b>Monthly income of the respondents</b>			
More than 10000	10(83.33)	2(16.67)	0.142
Less than 10000	15(88.24)	2(11.76)	(0.556)

<b>Monthly expenditure of the respondents</b>			
More than 7000	3(100.00)	0(0.00)	0.535
Less than 7000	22(84.62)	4(15.38)	(0.629)
<b>Religiosity of the inmate</b>			
More religiosity	20(86.96)	3(13.04)	0.053
Less religiosity	5(83.33)	1(16.67)	(0.627)

The analysis has been performed at 95% level of significance. Table 4 asserted that all the associations are insignificant. The association between religiosity of the inmate and grievousness of the offence is highly insignificant ( $p=0.627$ ). So, it can be uttered that there is no causal relation between religiosity and grievousness of the offence. The relation between demographic characteristics and grievousness of the offence are also insignificant in nature. But, the relation between social class and grievousness of the offence is less insignificant ( $p=0.300$ ) than the other demographic characters. There may have less relation between them.

### Logistic Regression Analysis

The logistic regression method has been performed to identify the effect of most important and significant factors which are associated with response variables (nature of the offender, and grievousness of the offence). In this section of analysis the binary logistic regression method has been used. The results are presents in following tables:

**Table 5** Logistic Regression Estimates of Parameters of Nature of the Offender and Some Selected Covariates

Covariates	Estimated Coefficient	Standard Error	Wald	P-value
Gender of the respondents	-20.172	40192.968	0.000	1.000
Age of the respondents	0.217	44089.646	0.000	1.000
Religion of the inmate	-20.265	15786.781	0.000	0.999
Marital status of the inmates	-20.638	11865.328	0.000	0.999
Educational qualification	-1.810	1.551	1.362	0.243
Social class of the respondents	-0.489	2.060	0.056	0.812
Monthly income of the respondents	-0.363	1.668	0.047	0.828
Monthly expenditure of the respondents	-20.942	20799.785	0.000	0.999
Religiosity of the inmate	-19.113	14074.390	0.000	0.999

The test was carried out at the 95% level of significance. The table 5 shows that all the relation between nature of the offender and all of the covariates are insignificant. The relation between religiosity and the response variable (nature of the offender) is highly insignificant ( $p=0.999$ ). So, it can be asserted that religiosity doesn't influence the nature of the offender. Gender and age is absolutely insignificant in relation to nature of the offender ( $p=1.000$ ) and religion, marital status, social class, monthly income and monthly expenditure in highly insignificant to the relation of response variable ( $p=0.999, 0.999, 0.812, 0.828$  and  $0.999$  respectively). But there is less insignificant relation between educational qualification and nature of the offender ( $p=0.243$ ). So, it can be assume that education influences the nature of the offender.

**Table 6** Logistic Regression Estimates of Parameters of Grievousness of the Offence and Some Selected Covariates

Covariates	Estimated Coefficient	Standard Error	Wald	P-value
Gender of the respondents	19.647	40192.980	0.000	1.000
Age of the respondents	0.134	45426.727	0.000	1.000
Religion of the inmate	19.354	18370.259	0.000	0.999
Marital status of the inmates	1.162	1.794	0.419	0.517
Educational qualification	0.836	1.508	0.307	0.579
Social class of the respondents	1.873	1.727	1.176	0.278
Monthly income of the respondents	0.883	1.544	0.327	0.567
Monthly expenditure of the respondents	20.902	22859.381	0.000	0.999
Religiosity of the inmate	0.169	1.603	0.011	0.916

The table 6 reveals the insignificant relations between the response variable (grievousness of the offence) and the covariates. Here, all of the relations are insignificant. This test was also performed at 95% level of significance. The calculated value denied the relation between religiosity and the dependent variable. The value ( $p=0.916$ ) asserted that religiosity and grievousness of the offence is strongly not associated to each other. So, it can be uttered that religiosity doesn't promote grievousness of the offence. Gender and age is absolutely insignificant ( $p=1.000$ ) in relation to the dependent variable. The relation of religion and monthly expenditure is highly insignificant ( $p=0.999$ ) to grievousness of the offence. Marital status, educational qualification and monthly income is moderately insignificant ( $p=0.517$ ,  $0.579$  and  $0.567$  respectively) to the relation of response variable. The above mentioned covariates have no relation to the dependent variable. But, the relation is less insignificant ( $p=0.278$ ) between grievousness of the offence and the covariate- social class.

## CONCLUSION

This study mainly tried to explain the link between religiosity and the nature of offences along with socio-demographic characteristics of convicted prisoners at Tangail Jail. According to socio-demographic characteristics of the convicted prisoners, most of them were male (86.2%), medium aged (89.7%) on 30 years scale, believed in islam (86.2%), lived in urban area, married (72.4%), literate (58.6%) and belongs to lower/lower medium class (72.4%). Most of the respondents (82.61%) belong to high religiosity and they are the first time offender and four of them were recidivist. They were situational offender rather than occupational or habitual. Generally sociologist tried to establish the negative relations between religious belief and their offences. All the inmates were religious. But here it cannot be concluded that, religiosity promotes crime. The result explains that, there is no relation between religiosity and crime. Though it is common and prevailing knowledge in national and international academic arena that religion promotes extremist ideology and terrorist activities in third world, but present study revealed that there is no relations between religiosity and crime particularly in ordinary crime. Most of the offenders are committed crime not by the influence of their religious beliefs but by the others factors such as age, gender, poverty and education. To understand the nature of relations between religiosity and crime in a comprehensive way, more research is needed under social sciences in future, which may open the door of knowledge on this matter.

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# The Role of Television in Developing the Slum Areas: A Case Study of Gulbarga Slum Area

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## Abstract

*A slum is a heavily populated urban informal settlement characterized by substandard housing and squalor. While slums differ in size and other characteristics from country to country, most lack reliable sanitation services, supply of clean water, reliable electricity, timely law enforcement and other basic services. Slum residences vary from shanty to poorly built, deteriorated buildings.*

*When one thinks of slums the picture that comes to everyone's mind is that of a dirty, unhygienic group of temporary living holes residing in unhygienic conditions lacking basic civic amenities with people spilling all over the place . Long lines of people waiting near the municipal water pump with plastic pots, wailing babies literally left on streets to fend for themselves and endless cries for help are features attributed to slums. According to the United Nations Settlements Program agency a slum is defined as a run-down area of a city characterized by substandard housing, squalor and lacking in tenure security. Due to rising population especially in urban areas the number of slum dwellers has increased manifold. All over world a billion people live in slums and the figure is projected to rise up to 2 billion by 2030. India is not an exception to this. The number of*

*people living in slums in India has doubled in the past two decades. According to 2011 Indian census, the number of people living in slums in India is 93 million constituting 7.7 per cent of the total population. In the age of media inclusiveness, television has occupied a prime place in slum dwellings despite poverty and lack of secured homes. In the 21<sup>st</sup> century media is accessible to urban slums in a large number. The present study aims to study television viewing habits of slum people in a Gulbarga slum. The paper focuses on the perception of television programs and their credibility in slum viewership. The study finds out how slum dwellers perceive television as a medium of entertainment and how they derive gratification by watching television.*

**Key Words:** *Development, Television, TV Viewing Habits, Slum*

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## INTRODUCTION

According to UN-HABITAT, around 33% of the urban population in the developing world in 2012 or about 863 million people lived in slums. The proportion of urban population living in slums was highest in Sub-Saharan Africa (61.7%), followed by South Asia (35%), Southeast Asia (31%), East Asia (28.2%), West Asia (24.6%), Oceania (24.1%), Latin America and the Caribbean

(23.5%), and North Africa (13.3%). Among individual countries, the proportion of urban residents living in slum areas in 2009 was highest in the Central African Republic (95.9%). Between 1990 and 2010, the percentage of people living in slums dropped, even as the total urban population increased. The world's largest slum city is in Mexico City. Slums are characterized by urban decay, high rates of poverty, illiteracy and unemployment or lack of personal/community land ownership. They are commonly seen as "breeding grounds" for social problems such as crime, drug addiction, alcoholism, high rates of mental illness, suicide, illegal relationship, multi spouses and violence. In many poor countries they exhibit high rates of disease due to unsanitary conditions, malnutrition and lack of basic healthcare. Rural depopulation and overpopulation with thousands arriving daily into the cities makes slum clearance an uphill struggle. Many of the people who live in slums originally came from small rural towns or villages living subsistence farming lifestyle but due to various social, political and economic reasons migrate to cities to live in slums. In many cases, poverty is worse in urban slums than it is in the rural towns and villages but cities generally provide people more opportunities for education and business.

Slums can be divided into two broad types: "slums of hope" and "slums of despair". The first type are a kind of settlements on an upward trend, largely made up of newer, usually self-built structures and that is in or has recently been through a process of development, consolidation and improvement. The second group comprises "declining" neighborhoods in which environmental conditions and services are in a process of seemingly inevitable decay. Unfortunately, the history of slums in Europe, North America and Australia have demonstrated that without appropriate interventions, slums of hope



can all too easily yield to despair, a self-reinforcing condition that can continue for a very long time (UN-HABITAT, April 2007, Nairobi, Kenya). In many poor countries slums have very narrow alleys with no space for motorable pathway. Open drainage systems, lack of infrastructure and unhygienic conditions in surrounding areas invite diseases like Cholera, Typhoid, Malaria and Food Poisoning. Many people of slums are engaged in informal economy. These areas are homes for street venders, drug dealers, domestic servants and prostitutes. In fact, there are slum dwellers that eke out a living through hard work without resorting to illegal and unethical means. Due to rise in population especially in urban areas the number of slum dwellers is increasing.

All over the world a billion people live in slums and the figure is projected to rise up to 2 billion by 2030. India is not an exception to this. The number of people living in slums in India is more than doubled in the past 2 decades. According to 2011 Indian census the number of slum people in India is 93 million constituting 7.75% of the total population. The Government has initiated many programs to develop slums and improve the quality of life. Deprived of formal education and secured source of income slum dwellers are living in a highly deplorable state of living. Number of initiatives has been launched by the government as well as the NGOs to improve their living conditions. Education can really serve this purpose but slum people are hardly educated. In such conditions, the media is the only role which can reach them with intense effect which lasts for a longer time. Media plays vital role in development. Among radio, newspaper, television and internet, television is the most popular media among slum people. The present study is to know to what extent the television has a role in developing slums.

## **SCOPE AND SIGNIFICANCE OF THE STUDY**

Lack of education, awareness, finance, status have made slum people to lead stingy life with filthy circumstances. Media is trying its best to develop every region of the nation. Developmental programmes are one of the important issues of media. This study will help to know the TV viewing habits of slum people. This shows their credibility on TV news and its advertisements. This study will help to know what the favorite programmes of slum people are and which kinds of programmes are popular among slum people. The results of this research can help televisions to modify their content for slum development and this study will also help the planners and policy makers in formulating development programmes for slum dwellers.

## **STATEMENT OF THE PROBLEM**

“The role of Television in Developing the Slum Area: A Case Study of Gulbarga Slum Area”. It was felt necessary to have an in-depth research study of this topic. Besides, these kind of studies have not been conducted yet in Gulbarga city. Hence, with this advantage the present investigation was carried out with the following objectives:

## **OBJECTIVES**

- To know the TV viewing habits of slum people in Gulbarga city
- To study what kind of programmes slum dwellers watch
- To check the credibility of TV news from the perspective of slums
- To know whether TV has influenced the life of slum dwellers
- To study the extent of awareness created by TV in slums
- To study the perception of TV programmes by the slum dwellers

## LITERATURE REVIEW

The present investigation was designed to study what kind of television programmes is popular in slum area. It was also intended to know to what extent the slum people believe TV programmes and news. Keeping in view the above aspects, the relevant literature has been reviewed and presented below:

Rasna Warah's, (2004) thesis highlights the divisive effects of ICT development initiatives in densely populated slums through an investigation into the mechanisms of access to media and information in the absence of ICTs in the slums of Nairobi. The thesis concludes with recommendations for improving ICT and media access and provides a report of best practices and lessons learnt in other developing countries.

Pankaj Raghav, Alok Kumar (2010), considers the role of community media play in promoting community development and democracy, especially in relation to young people living in the slums of Nairobi. The study reveals that community media and community radio in particular play an import role in the local youth's identity construction. By promoting a "slum identity" and ascribing to positive connotations they help the youth in strengthening a sense of pride in who they are and where they come from.

Robert E Simmons, Kurt Kent, Vishwa M Mishra, (2011), in their study assessed which media is popular in slums, while newspapers reach more of the ghetto dwellers than might be expected, radio has access to a far larger proportion, especially among women. In Indian slums, a listener regards radio as more believable than the press.

Sebastian Nyström & Anton Rosenblad, (2011), study how young Kenyan adults in Kibera perceive the local urban community radio and how it influences the community. The findings indicated that Pamoja FM has a great influence in the community as it is considered the most important source of news and information for the youth in this slum and provides a platform that meets their needs as active participating audiences to the content supplied by the radio station.

Nimmi Rangaswamy's (2012), study is about everyday mobile internet adoption among teenagers in a low income urban setting. It was found that adopting a narrow developmental lens of technology use may miss the actual engagements and ingenious strategies marginal populations use to instate technologies into their everyday life.

Gustafsson, Jessica's, (2012) study shows that since late 2006, several small media projects have emerged in the slums of Nairobi with the aim to counterbalance the ignorance from mainstream media and provide the slums residents with news, information and an opportunity to voice their needs and discuss relevant issues. These media are best labeled community media, since their main concern is to serve the interests of the community. It considers the role community media play in promoting community development and democracy, especially in relation to young people living in the slums of Nairobi.

## RESEARCH DESIGN AND METHODOLOGY

The research design of this study is based on the method of survey research. The use of sample surveys for observing the social and behavioral characteristics, attitudes, values and beliefs of large populations has been the major technique of data collection. Scientific

procedures for sample collection, questionnaire design and measurement are widely used in communication research. The study was conducted in slums of Gulbarga city. In this way a total of 150 respondents were selected for this study. Thus the size of the sample is 150 slum dwellers. The questionnaire was the major tool used for data collection in slums. Questionnaire is the potential tool for data collection. Questionnaire analysis can be subjective and judgmental. Before finalizing the interview schedule necessary precautions were taken through pretesting to ensure that the questions in the schedule were definite, complete and comprehensive. The data collected was analyzed with the help of percentage, average, ratios and weighted averages to make projections and to draw meaningful conclusions.

## FINDINGS AND DISCUSSION

In this chapter the findings of the study are presented and discussed on the basis of survey results.

**Table 1** Age wise Ownership of TV in Slum Dwellings

Sl.No.	Age Group	Frequency	Percentage
1	18-25	30	20
2	26-35	30	20
3	36-45	30	20
4	46-60	30	20
5	61 >	30	20
	<b>Total</b>	150	100.00

The above table reveals that the slum people of all the age groups have TV in their homes.

**Table 2** Age wise TV Viewership Pattern of Slum Dwellers

Sl.No.	Age Group	Frequency	Percentage
1	18-25	30	20.00
2	26-35	30	20.00
3	36-45	27	18.00
4	46-60	26	17.33
5	61 >	21	14.00
	<b>Total</b>	134	89.33

The interpretation of above table No. 2 shows that the majority (58%) of the slum viewers of TV constitute youths in the age group of 18-45 years followed by 17.33% in the age group of 46-60. Only 14% in the age group of 61 and above watch TV.

**Table 3** Frequency of TV Viewing by Slum Dwellers

Sl. No	Viewing	Frequency	Percentage
1	Daily	98	65.33
2	Leisurely	24	16.00
3	On Sundays	03	02.00
4	Occasionally	09	06.00
	<b>Total</b>	134	89.33

The above table-3 illustrates that 65.33% of the people watch the TV daily followed by 16.00% who watch leisurely whereas 6 % and 2% watch TV occasionally and only on Sundays respectively.

**Table 4** Time spent on TV Viewing

Sl.No.	Duration	Frequency	Percentage
1	Up to 1 hour	52	34.67
2	Up to 3 hrs	64	42.67
3	Up to 6 hrs	11	07.33
4	6 hrs>	07	04.67
	<b>Total</b>	134	89.33

Table 4 shows that nearly half of the respondents (42.67%) watch television up to 3 hrs daily followed by 7.33% who watch television up to 6 hrs and only 4.67% watch television more than 6 hrs a day and 34.67% second largest group watch TV up to 1 hour daily.

**Table 5** Shows the Preference of TV channels in Slums

Sl.No.	TV Channels	Frequency	Percentage
1	News channels	46	30.67
2	Entertainment channels	57	38.00
3	Film channels	65	43.33
4	Educational channels	10	06.67
5	Music channels	25	16.67
6	Devotional channels	43	28.67
7	Others	3	2.00

It is interesting to know that 43.33% of respondents watch film channels and 38.00% watch entertainment channels, 30.67% news channels, 28.67% watch devotional channels, 16.67% watch music channels, 6.67% watch educational channels and only 2% watch other channels.

**Table 6** Preference of TV programmes in Slums

Sl.No.	Programmes	Frequency	Percentage
1	Political	4	02.67
2	Crime stories	18	12.00
3	Sports	11	07.33
4	Business	6	04.00
5	Cine news	7	04.67
6	Human interest stories	4	02.67
7	Local news	23	15.33
8	Serials	50	33.33
9	Films	58	38.67
10	Film songs	17	11.33
11	Others	12	08.00

From the above table 6, it is very clear that slum people watch more films and endorses the fact that film is a major source of entertainment. Interestingly, 38.67% watch films followed by 33.33% who watch serials, 15.33% watch local news, 12% watch crime programmes, 11.33% watch film songs, 8% watch other programmes, 7.33% watch sports, 4.67% watch cine news, 4 % watch business programmes and only 2.67% watch political and human interest stories respectively. Significant percentage of slum dwellers watch crime based tv shows says the study throwing insight into the escalating of crime rate in slums.

**Table 7** Age wise TV News Viewing in Slums

Sl.No.	Age Group	Frequency	Percentage
1	18-25	14	9.33
2	26-35	12	8.00
3	36-45	8	5.33
4	46-60	5	3.33
5	61 >	0	0.00
	<b>Total</b>	39	26.00

It is very surprising to note that out of 134 TV viewers only 39 (26%) watch TV news. By the above table we can conclude that, 9.33% of the respondents in the age group of 18-25 years watch TV news followed by 8 % respondents in the age group of 26-35, 5.33% respondents of age group of 36-45, 3.33% respondents in the age group of 46-60 watch TV news and interestingly none of the respondents who are above 61 years watch TV news.

**Table 8** Utility of Information Obtained from TV

Sl.No.	Utility	Frequency	Percentage
1	Fully Useful	31	20.67
2	Partially Useful	06	04.00
3	Not Useful	97	64.67
	<b>Total</b>	134	89.33

Out of 134 viewers only 37 respondents (24.67%) actually use the information that they get from TV programmes. Among them 31 (20.67%) use it fully where as 4% use it partially. It is very interesting to note that a great majority (64.67%) of respondents do not use the information received from TV.

**Table 9** Shows Whether TV Helps to Get Basic Facilities in Slums

Sl.No.	Facilities	Frequency	Percentage
1	Food	8	5.33
2	Water	9	6.00
3	Shelter	5	3.33
4	Transportation	8	5.33
5	No facilities	104	69.33
	<b>Total</b>	30	20.00

Out of 134 respondents only 20% respondents i.e. 30 persons think that TV helps them to get basic facilities and a great majority of the respondents (69.33%) i.e. 104 persons think TV is not helpful in getting basic facilities. 6% of respondents think that they got water facility because of follow up by the TV channel followed by 5.33% respondents who think that TV helps them even in getting food and transportation. 3.33% feel that TV helps them in getting much sought after roof over their head, the life's token of security. Some of them though in small percentage believe that TV helps in getting their grievances with regard to food, water, shelter and transportation readdressed.

**Table 10** Does TV helps to Improve the Lives of Slum Dwellers?

Sl.No.	Improvement	Frequency	Percentage
1	Improves Life quality	40	26.67
2	Improves Development	42	28.00
3	Doesn't Improve development	52	34.67
	<b>Total</b>	134	89.33

From the above Table 9 it is clear that 54.67% feel TV improves their life whereas 34.67% respondents feel that TV is not at all helpful in their development. 26.67% think TV improves quality of life and 28.00% feel television's intervention in development has helped slums.

**Table 11** Shows the Positive Messages causing Behavioural Changes Among Slum Dwellers

Sl.No.	Positive Behavioural Changes	Frequency	Percentage
1	Communication skills	24	16
2	Life style	26	17.33
3	Language	27	18.00
4	Cleanliness	29	19.33
5	Food habits	23	15.33
6	Social behaviors	31	20.67
7	Confidence level	28	18.67
8	Others developments	14	09.33

Above Table 11 indicates that 20.67% developed social behaviors from TV programmes followed by 19.33% learned cleanliness, 18.67% developed confidence, 18% improved language, 17.33% improved life style, 16% developed communication skills and 9.33% developed other skills.

**Table 12** Shows TV Programmes Creating Awareness Among Slum Dwellers

Sl.No.	Awareness	Frequency	Percentage
1	Health	48	32.00
2	Government schemes	37	24.67
3	Life style	19	12.67
4	Climate change	40	26.67
5	Educational progarmme/institution	37	24.67
6	Safe sex/condom usage	25	16.67
7	Birth control	27	18.00
8	Others	24	16.00

It is interesting to note that nearly quarter of the respondents (24.67%) got health awareness from TV followed by 40 respondents (26.67%) climate change, 37 respondents (24.67%) educational programmes and government schemes, 27 respondents (18%) birth control, 25 respondents (16.67%) safe sex, 24 respondents (16%) other awareness and 19 respondents (12.67%) life style.

## CONCLUSION

The present study was to know the television viewing habits of slum people of Gulbarga slums. Most of the people in slums are uneducated and many of them are street vendors. It was interesting to know that everyone has a television in their home although they are poor. To get relief from their monotonous lives, the slum folks look at television for entertainment rather than development. This study reveals that out of 150 people 134 (89.33%) respondents watch TV. Among them 65.33% respondents watch TV daily, 42.67% watch TV

for up to 3 hrs a day. A total 43.33% respondents watch film channels, 38% watch entertainment channels, 38.67% respondents watch films and 33.33% watch serials.

Only 14 respondents of 18-25 age groups (9.33 %) watch TV news. In fact, 20% think TV helps them in getting basic facilities. 28% respondents think TV develops their life and 26.67% respondents think TV improves their life quality. Interestingly, 20.67% respondents feel TV has improved them socially. Whereas, 26.67% respondents feel they get more climate change awareness by TV. In slums, the main purpose of having TV is to have entertainment. A great majority of the respondents view TV for entertainment. It is important to create awareness among slum people about the importance of TV in getting education and development. This study recommends that further research can be carried out to ascertain how television can be used as a medium for education and development.

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# Restoring the Blue-Green Edge in Thiruvananthapuram in Kerala: An Initiative for Urban Waterways and Waterfront Development

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## Abstract

*Water bodies and associated ecosystems are some of the most important resources necessary for any human settlement. The most vital assets of cities with proximity to inland waterways and coastal areas are the waterfront, which manifest distinctive relationship between human and natural environments. With extensive network of waterways and water bodies, cities like Thiruvananthapuram in Kerala have tremendous potential for diverse waterfront developments. The pressures of urbanization however, are severely limiting these opportunities. In order to address the scenario in Thiruvananthapuram Urban Agglomeration Area (TUA), this paper looks at the importance of waterfronts, the 'blue-green' edge between water and land. Regarding urban waterfronts and their relationship with their natural environments, this paper takes note of the transformations and planning of waterfronts globally. This research identifies nineteen areas in TUA with significant waterfront development potential and discusses a few of those examples along with current plans and policies. This paper aims to demonstrate the importance of holistic developments,*

*environmental sustainability and quality of life for communities living in the waterfronts. Further, it is felt that public accessibility and economic development have to be articulated in integrated plans. This paper stresses on the restoration of waterways and development of the waterfront areas in TUA as long term benefits can be achieved only with a broad perspective vision.*

**Keywords:** *Waterfront development, public accessibility, reclamation, urban agglomeration, natural edge.*

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## INTRODUCTION

As one of the most important natural resources, water has conditioned the form and history of human settlements, public health, and access to other resources. Natural waters have in turn, been impacted by urbanization. Cities with waterways and waterfront urban areas have distinctive prospects to work with water; the designs of buildings and public spaces, the planning of land uses. The way development is managed can determine not only the long term economic development, but also public health and social equity. Most importantly, complementary attention to regional watershed and neighborhood water issues can ensure the health and vitality of water resources, on which the city depends for its very existence.

Water has been integral to the economy, identity and culture of



cities like Thiruvananthapuram in Kerala, South India. Inland waters, network of waterways and a long coast line interact with several rural and urban neighborhoods. Apart from water supply, sanitation and transportation, this rich resource also provides numerous opportunities for waterfront developments. However, urbanization has enormously strained the health of the water bodies and their environs. Along with water quality issues, future developments along the waterways and at larger water bodies could be constrained. There is an urgent need to investigate opportunities for holistic development of waterfronts and management of water resources in Thiruvananthapuram.

This paper draws attention to the importance of the edge between water and land in an urban context within a broad agenda of environmental sustainability. Global examples are drawn upon to understand the benefits of comprehensive initiatives. Focusing on the Thiruvananthapuram Urban Agglomeration (TUA) area, the jurisdiction of Thiruvananthapuram Development Authority (TRIDA), the paper examines issues affecting its natural water resources along with the developmental potential of its waterfronts. It formulates a vision for the future of Thiruvananthapuram's waterfronts and waterways. Information from primary and secondary literature on waterfront development, sustainable urban water management, and issues affecting natural water resources in TUA area are sourced along with primary surveys of the study area.

## THE BLUE-GREEN EDGE

In the process of meeting a myriad of human needs, water has also conditioned the culture, form and function of urban settlements (Shrestha et al., 2009), (Teh, 2009), (Zajac, et al., 2009) and (Dong,

2004). Built environments can be oriented towards or away from water, and their components built around a water body or along waterways, or even designed to withstand seasonal flooding events (Jumsai, 2009) and (Lusterio, 2009). Any of these patterns exhibit strong symbiotic relationships with the functional aspect of water in the lives of its inhabitants. At the same time, the natural edge, or the boundary where water meets land - the waterfront, is affected by human interventions.

Although the meaning of the term 'waterfront' may be self-evident as land adjacent to a water body, many definitions abound. The American Heritage Dictionary defines it as either land abutting a body of water or the part of a town or city that abuts water, especially a district of wharf where ships dock. Definition by Guo (1998) as cited in Dong (2004) defines the "*waterfront as the area in the city where land meets water, spatially, an area including 200m-300m from the interface to the water side and 1km-2km (that is about a 15min-20min walking distance) to the land side*" (p. 7). Wu and Gao (2002) as cited in Dong (2004) present that "*It is an integrated system consisting of multiple features, of which the water forms the centre, and enclosed by substantial objects*" (p. 7). A broad definition by the US federal Coastal Zone Management Act (CZMA) (Section 306A (a) (2)) as cited in Goodwin (1999) is "*any developed area that is densely populated and is being used for, or has been used for, urban residential, recreational, commercial, shipping, or industrial purpose.*" Goodwin (1999) argues that waterfront boundaries are difficult to determine and in some instances planning efforts might focus on a small part of a larger indistinct waterfront area. He presents that "*The concept of a waterfront district helps to identify distinct nodes of revitalization activity within long urban shoreline reaches*".

These varying definitions could also stem from specific characteristics of a particular site, jurisdictional limits and administrative challenges. Maybe due to such challenges, a range of examples can be seen in the history of waterfront developments.

As the focal point of urban activity, as a space for religious and cultural events, and as gateways for maritime trade and transportation, the waterfront has undergone many transformations. Wrenn's (1983) categorization, (Yassin, et al., 2010), and (Moretti, 2008) list four phases of waterfront transformations:

- Phase One: Establishment/beginning of waterfront areas/cities
- Phase Two: Growth of waterfronts and waterfront cities
- Phase Three: The decline/deterioration of waterfronts
- Phase Four: Waterfront awareness and rediscovery

The intimate relation in spatial and functional terms (Dong, 2004) in pre-industrial cities was interrupted due to huge ports, transportation and associated commercial and industrial activity (Timur, 2013). With changes in transportation modes and containerization technologies, many waterfront industries changed (et al, 2013) and waterfronts gradually underwent structural changes with isolation from the city, and deterioration and neglect (Shrestha et al., 2009).

Various terminologies are used in literature to mean 'waterfront'; these include city port, harbor front, riverside, river edge, water edge, and river front. The urbanized areas could also be cities and towns of various sizes and population densities. Additionally, *the water body may be 'a river, lake, ocean, bay, creek or canal' or artificial* (Timur, 2013, p.170). Although the waterfront is narrowly termed as the 'blue-

green edge' in this paper, from the various definitions and historic traditions about the waterfront, we can see that this edge has also been 'blue-brown' or 'blue-black'; this depends on urban activity, condition of the natural environment, or the deterioration/blight at the water's edge. However, terming it as a 'blue-green' edge is an attempt to draw attention to the waterfront as a growing need to (re)establish an ecological balance and reconnect the urban intervention with the natural.

## URBAN WATERFRONTS

Timur (2013) discusses the role of water as a planning element in an urban area. Citing (Wrenn et al., 1983) and (Al Ansari, 2009), Timur (2013) points out that cities located on the banks of adjacent rivers, estuaries and deltas, or on peninsulas, headlands or small islands benefit from long waterfronts, and lists five distinct categories of urban waterfronts:

- Urban area located on peninsula.
- Urban area located on a bay.
- Urban area located on the banks of a river.
- Urban area located on banks of joining or branching rivers.
- Urban area bordering on a large body of water.

The first two categories are related to ocean or sea, and the other three can be at inland waterways. For any of these categories, two major factors can be identified as being facilitating the planning and development of waterfronts. Gordon (1997b) as cited in Dong (2004) identifies these 'triggers' of *urban blight* and *economic development*. Another trigger could be public accessibility. Latip et al. (2012) discuss public accessibility at the waterfront in great detail, and note how it has become a vital urban design principle along with

environmental sensitivity. They quote Manley (1998, p.153) that *in the quest to achieve a quality environment, the agenda of urban design has increasingly shifted from the 'traditional concentration on the visual and functional aspects of design, to a position which reflects a concern for the social and environmental consequences of design decision'* (Latip et al., 2012, p.313).

In this context, it is important to note Mangor et al.'s (2008) discussion that waterfront developments have become artificial pieces of new nature. As human design interventions at the waterfront are also subjected to natural hydrodynamic forces after construction, they argue that a thorough understanding of natural processes is essential for creating attractive waterfront environments, which are lasting and harmonious with their natural marine environments. Therefore, it can be argued that another effect of water as a planning element in urban areas is the (natural) environmental effect. The quality of natural environments has an immediate impact on the aesthetic and functional effects of water, and public accessibility. Hence, this study recognizes that a range of issues, from a larger regional watershed feature to the local water environment and communities at the waterfront become essential for the development of a waterfront plan.

## GLOBAL EXAMPLES OF COMPREHENSIVE INITIATIVES

Apart from new developments, cities are rediscovering and regenerating the edges of their waters (Moretti, 2008). (The City of New York, 2011), (Dong, 2004), (Timur, 2013), (Shreshta et al., 2009) and (Moretti, 2008) discuss how many of these regenerations are fuelled by raising environmental awareness and an acknowledgement that the waterfront has to be accessible (physically and visually) to

the public as a place for relaxation, resting, and as a destination. These revitalization/ redevelopment/ regeneration projects work with a general broad scope. Waterfronts NL express this broad and perspectival thinking:

Waterfront development may include any combination of different land uses, and waterfront projects can be new projects or re-developments of existing waterfronts into new and transformed places. Some waterfront projects focus on industrial uses, such as industrial ports, and others focus on more recreational and tourism-oriented uses. It's important that a diversity of uses can occur along a waterfront, bringing in as many interests as possible to the waterfront, but it's not necessary that a diversity of uses occurs within each project. Each site has its own environmental, political, resource, climatic, and social contexts — there is no one solution for all.

Waterfront plans of many cities are also impacting the city-wide water management plan. These take into consideration storm water management, watershed issues, regional environmental issues, and demands on infrastructure and city facilities. Some examples of comprehensive initiatives are:

**Vision 2020 Comprehensive Waterfront Plan by New York City's Department of City Planning, USA.** This builds upon the accomplishments of the Comprehensive Waterfront Plan in 1992 and establishes policies for expanded use of the waterways for economic, educational and recreational purposes while maintaining ecological vitality. City-wide and neighborhood reach strategies have been formulated (The City of New York, 2001).

**The Central Waterfront Part II Plan for Toronto's waterfront**

aims to renew vacant and underused waterfront areas in Toronto, Canada. As a part of the watershed of six major rivers and a city-wide park system, the plan is organized around four core principles that emphasize public access, building a network of waterfront parks and public spaces, high levels of environmental health, and creation of new communities. Laidley (2007) discusses how an ecosystem approach to Toronto's waterfront development aimed to bring together economic recovery, healthy environment and livable communities.

**Planning for a sustainable Singapore**, the Urban Redevelopment Authority of Singapore (URA) prioritizes a '*far-sighted, holistic, and comprehensive planning, which enables...future development needs through an integrated planning process*' (Skyline, 2012, p.4). Some of the main features are decentralization or relocation accompanied by land reclamation; evolving sustainable water solutions for urban needs; and evolving integrated and mixed land uses for an environmentally sensitive development of Jurong Lake District and Marina Bay.

The **2005 Portland Watershed Plan** of the City of Portland, Oregon, USA, recognizes that all its waters (rivers, five watersheds and rain) and land are its icons. It seeks to reflect these icons and establish a vision for the city as a land of waters (City of Portland, 2006). Distinct strategies and actions are listed, and a watershed management system is detailed. American Forests (n.d) presents that the plan also informs other city plans by recognizing the interrelation of many city issues (like sanitary, storm water and transportation).

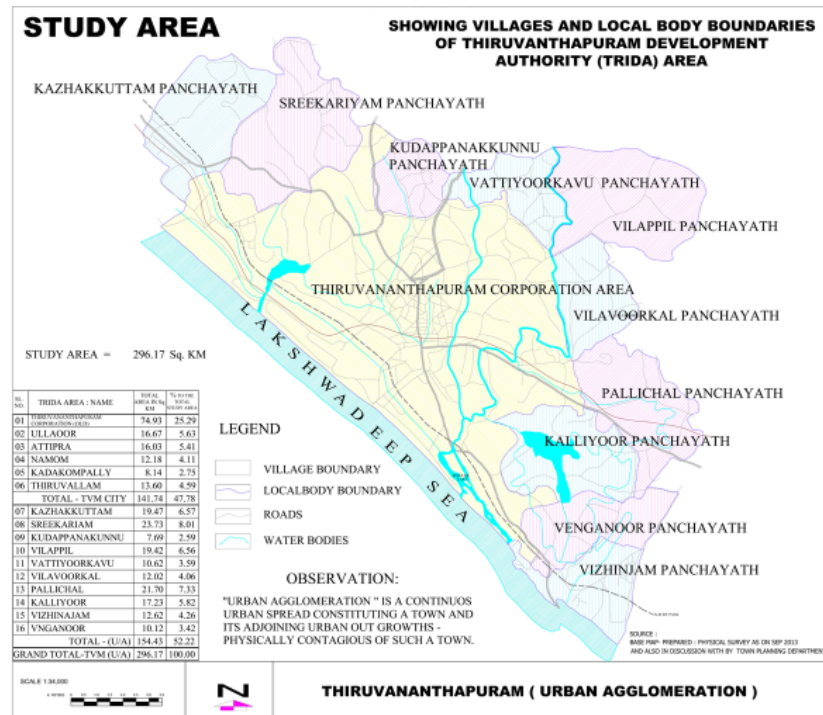
These plans recognize that the larger watershed affects the quality and tenability of any waterfront development. Many include guidelines for architectural design and neighborhood level water sensitive urban design features. Residential and commercial developments at the waterfront are required to follow rigorous guidelines, and be actively engaged with the city governments/ planning authorities.

## WATERFRONT AREAS IN TIRUVANANTHAPURAM

The shorelines and an extensive network of backwaters, rivers, lakes and canals in the cities of Kerala provide numerous waterfront development opportunities. According to Kerala State Industrial Development Corporation (KSIDC), Kerala has 41 navigable rivers with a total of 1687Km inland waterways in the State (KSIDC).

A focus on Thiruvananthapuram, the administrative capital of Kerala, juxtaposes the fragility of Kerala's water ways with the challenges of contemporary urbanization. The study area for this paper is the Thiruvananthapuram Urban Agglomeration (TUA) area. It comes under the jurisdiction of Thiruvananthapuram Development Authority (TRIDA) and consists of the major urban center, Thiruvananthapuram Municipal (TVM) Corporation and 10 surrounding *panchayats*. TUA has a total area of 296.17 Sq.Km and the total population as per 2001 census is 889,635 (Government of India). (See Note 1).

Fig 1 Showing Villages and Local Body Boundaries of TRIDA Area



Thiruvananthapuram has a distinctive geography; it is built on seven hills and by the side of the Lakshadweep Sea (See Note 2). The larger region can be divided into three geographical regions - the lowland is a narrow stretch comprising of shorelines, rivers and deltas, dotted with coconut palms; the midland region comprises of low hills and valleys adjoining the Ghats; and the highlands form eastern suburbs of the city. The major lakes of TUA are Veli, Akkulam and a fresh water lake at Vellayani. Karamana and Killi rivers from the north-east pass through the city and meet Edayar Island and water lagoons in the south-west. TUA has five major canals – Ulloor thodu, Pattom thodu, Vanchiyoorthodu, Thekkinakara thodu and a part of Parvathy Puthanar or the TS (Trivandrum-Shornur) Canal (See Note 3 for more on the TS Canal). Surface run-off flows into these canals and many

natural ponds. The major storm water drainages are the Veli and Akkulam lakes, and the Edayar and Vellayani lakes in the north and south respectively. Karamana River with Peppara dam and Aruvikkara reservoir is the main source of water supply for the city. 81% of the population depends on Kerala Water Authority (KWA) for their daily water, and nine water treatment plants are concentrated around the city of Thiruvananthapuram.

Physical survey for this study identifies 19 water bodies and their environs for waterfront development. They are Akkulam Lake, Charachira Pond, Edayar Island, Karamana River, Killiyar, Kovalam, Pattom Thodu, Padmanabhaswamy Temple Pond (Padmatheertham tank), Shangumugham Beach, Sree Varaham Pond, Thekkinamkar Thodu, Thiruvallom, T.S Canal, Ulloor Thodu, Vallakkadavu Boat Jetty, Vandhiyoorthodu, Veli Lake, Vellayani Lake, and Vizhinjam.

Fig. 2 Nineteen Water bodies and their environs in Thiruvananthapuram



Tsukio (1984) as cited by Dong (2004) has classified waterfront plans into three categories: conservation, redevelopment and development. Conservation reuses and restores existing or old waterfront properties by calibrated design and planning decisions. Redevelopment aims to convert and revive harbors into new facilities. Development creates new waterfronts for the present needs of an urban area and can include reclaiming land from the sea or surroundings areas without any earlier waterfront uses. The characteristics of the identified waterfront sites in TUA lend well to all these three categories of waterfront plans. Although, a detailed discussion of all these waterfront areas and potential waterfront development projects are beyond the scope of this paper, a brief note on the development potential of six selected water bodies is provided below. They have been highlighted in this paper due their current economic, social and cultural importance. This note also sets the stage for a discussion on the environmental issues facing TUA's waterways and water bodies in the next section.

**Trivandrum-Shornur (TS) Canal:** The canal has tremendous potential for water transportation and public access. TS canal can be joined with the National Waterway 3 to extend it till Kovalam. Canal-front walkways and trails, and other community spaces can be developed for use by residents of the surrounding neighborhoods.

**Veli-Akkulam and Vellayani Lakes:** The lakes offer economic and environmental benefits to the entire TUA. Along with STPs and water treatment facilities, lakefront development projects have to be planned carefully. As popular backwater destinations and picnic spots, Akkulam and Veli Tourist Villages (Kerala Tourism, n.d), and the District Tourism Promotion Council's Boat Club can be developed

into better destinations (Mathew, 2013a) and (Mathew, 2013b).

**Vizhinjam:** Despite a vast coastline with port facilities at Valiyathura and Vizhinjam, port activities require revival. Vizhinjam is a harbour with a light house, and is believed to have been an ancient port. An International Deep-water Container Transshipment Terminal at Vizhinjam has been proposed by various development plans (VizhinjamPort.org, and Kerala Ports). Vizhinjam can be developed as an important harbour front with supportive infrastructure, residential and commercial developments.

**Edayar Island:** Located 7 Km from the city, the island is home to 500 people and covers an area of 2 Sq Km (Kerala Travel Tourism, n.d). It is situated near the Poonthura estuary, is under Thiruvallam Corporation and is within the Coastal Regulation Zone (CRZ). The Karamana River wraps around the island and the TS canal ends into it. With its location and ambience, the presence of beaches and lagoons, the island has resort tourism potential.

**Padmatheertham Tank/ Padmanabhaswamy Temple Pond:** Located in the Sree Padmanabhaswamy temple complex, this tank is considered to be one of the oldest temple tanks in TUA. Efforts have been periodically made to revive and restore its waters (The Hindu, 2007). As the tank has considerable religious and cultural importance, waterfront development at this tank can add significant value. Along with cleaning the water, the tank can be architecturally restored and new developments can be planned to be non-intrusive and non-polluting.

**Kovalam and Shangumugam Beaches:** An internationally famous beach with calm waters, Kovalam has three adjacent beaches.

The beach complex includes budget cottages, Ayurvedic resorts, convention facilities, shopping areas, swimming pools and yoga centers (Kerala Tourism, n.d). Shangumugam beach is also a popular tourist destination. TVM Corporation (2012) recognizes a potential for sustainable development and eco-tourism in this area. It is worth noting that the international airport is located near the Akkulam-Veli lakes, Shangumugam beach, and is next to the TS canal and the NH4 (National Highway4) Bypass road. This unique location generates exciting opportunities like eco-tourism, sustainable development, and many types of community spaces related to water bodies.

### **NEED FOR COMPREHENSIVE INITIATIVES TO RESTORE THE BLUE-GREEN EDGE IN THIRUVANANTHAPURAM**

The waterfront development opportunities in TUA are limited by the quality of water bodies and their environs. These have deteriorated due to urban sprawl, urban pollution, inadequate sanitary and sewage infrastructure, inadequate sewage treatment and sludge disposal facilities, unplanned and unauthorized deviations from the master plan, etc. Physical surveys of the study area concur with TVM Corporation (2012) reveals that real estate development projects are taking over the low lying areas. This has created blockages to natural drainage basins, increased contaminants in the canals and waterways, and has reduced natural wetlands.

Despite a network of well-planned underground sewage system established in 1945, which was extended during different planning periods till 2010 to cover a total of 7 blocks, it has become inadequate to meet the current needs of the entire city (KWA) . A detailed

discussion by KWA (n.d) and TVM Corporation (2012) regarding the sewage issues faced by TUA shows an urgent need for an effective system. TMC, CDP (2006) and (TVM Corporation, 2012) discuss the continuing pollution of the rivers and poor management of water bodies. This is aggravated by dumping of raw sewage from individual plots and the City Sewage System occasionally, solid waste disposal, encroachment of river boundaries and valley areas, over extraction of ground water, and contamination of surface run-offs. Although, new Sewage Treatment Plants (STP) at Muttathara and Akkulam were constructed to prevent the city's waste from reaching the Akkulam Lake through the Amayizahanjan and Ulloor canals, Nair (2013) reports that the STP at Muttathara is already facing challenges in disposal of sludge.

Channel inefficiencies, inadequate sizes of tunnels at Varkala, and inadequate infrastructure including backwater port terminals have limited the potential uses of the TS Canal and other waterways for cargo and passenger transportation. With drainage of urban waters into the sea, health of marine life and quality of the coastal regions require periodic monitoring. Without an ecosystem approach to watershed planning and waterfront developments 78 km long coast line is in danger of developing dead zones and causing loss to marine dependent economies.

Under the circumstances, there is urgent need for water sensitive policies and plans. A number of existing services, schemes and plans in the study area aim to improve water supply and sanitation, conserve water bodies, and address numerous urban and environmental goals. Efforts to address water issues can be seen in city planning efforts from the first Master Plan in 1966, to the preparation of new

Development Plans for 2025 by the State Town and Country Planning Department (TCPD), TVPM Corporation and TRIDA. Theerapatham Urban Development Project in 2000 proposed cleaning the 16.5 km stretch of T.S Canal connecting two important tourist centers, Veli-Akkulam and Kovalm. It aimed at the ecological restoration of Veli-Akkulam Lakes and the canal, and developing waterfront areas. Water supply improvement and upgradation schemes were listed by TMC CDP (2006). The Master Plan (Draft) by TVM Corporation (2012) continues these goals, and in addition, suggests a Blue-Green network to conserve the ecology around waterways, combat drainage issues, prevent real estate encroachments and provide parks and open spaces for community use. It also suggests a number of proposals, which include acceptable land uses and infrastructure improvement with regard to water supply, inland water transport, sewage, surface water drainage, sanitation including solid waste management, urban renewal, tourism, etc. These projects were funded under the National Lake Conservation Program (NLCP) and the Jawaharlal Nehru National Urban Renewal Mission (JnNURM). Additionally, the National Policy for Inland Water transport, 2001 by the Ministry of Shipping, Government of India, the State Tourism Policy, Kerala Industrial Policy and Kerala Port Policy by the Government of Kerala provide government support and opportunities at the national and state levels for planning the waterways.

However, we have not found an integrated, comprehensive plan focusing on sustainable waterfront development although a number of studies and plans recognize such a need. TVM Corporation (2012) also calls for a comprehensive, integrated and sustainable development with community involvement for Thiruvananthapuram in order to

maintain a balance with the natural environment. In view of this, it is worth noting that the National Environmental Policy 2006 by the Ministry of Environment and Forest, Government of India has a provision to develop comprehensive initiatives. It aims to integrate urban plans and projects under the aegis of environmental protection and natural heritage preservation. The policy calls for the adoption of ‘...a comprehensive approach to Integrated Coastal Management by addressing linkages between coastal areas, wetlands, and river systems...for major cities for addressing water pollution...for treatment, reuse, and recycle where applicable, of sewage and wastewater...before final discharge to water bodies’. (Government of India, 2006, p. 36 & p.38). The policy also lists various actions including ‘...integrated regional development plans...with participation of the local community, to shift polluting activities or minimize pollution, to treat waste streams, to review transportation systems, and adopt building norms which maintain the overall heritage ambience of the area’. (Government of India, 2006, p.41). The Kerala Perspective Plan 2030 (n.d) also recognizes these interconnections and discusses sustainable management of water. Community-based water management is recognized as an important component of the solutions.

## CONCLUSION

The blue-green edge, or the waterfront, the space where water meets land is vital not only for the economy and development opportunities for human settlements, but also for the health of human and marine life, the quality of natural environments, and for issues concerning social and environmental justice. Pollution and



deterioration at this edge has enormous impacts on existing communities, future developments, and regional economy. Cities all over the world have recognized this and have evolved ecologically sensitive plans. Some of these plans provide applicable guidelines for the development of Thiruvananthapuram's waterways and waterfronts.

The extensive network of waterways and water bodies in TUA exhibit characteristics of the many definitions of the terms 'waterfront' and 'waterfront development'. Many of these waters have also undergone historic transformations similar to many waterfronts globally. An interest to regenerate and revive TUA's waterfronts can be seen with recognition of their economic, social and cultural benefits. However, the deterioration of these waters due to urbanization, lack of adequate urban infrastructure, and contaminated potable water can severely limit their development potential. The restoration of the blue-green edge in Thiruvanthapuram would require clearly formulated goals and a comprehensive vision for sustainable urban waterways and waterfront developments. An integrated waterfront development plan will have to include urban water management, and specific strategies that are ecologically sensitive. There is a need to consolidate the provisions and goals of all the existing plans.

Community support and project formulation become crucial to develop projects in the already developed areas. Support from institutions and community based organizations, which explicitly address issues impacting water in TUA have to be identified. Private business interests for the shoreline developments, port development, and developments in any brownfields around the lakes have to be provided with technological, economic and political support to ensure

water sensitivity in their developments. Specific urban design and planning strategies can then be identified based on the type of development (Greenfield/ brownfield/ infill), the type of water body at the neighborhood /ward level (canal/ lake/ river/ pond/ shoreline), and the population/land use it serves (tourist/ residential/ industrial/ commercial/ agricultural/ institutional). After this, appropriate urban design and landscape features can be proposed at the neighborhood level to encourage ecologically sensitive urban developments. These broadly include constructed wetlands, conservation of natural wetlands and marshes, bio-retention systems and bio-swales, architecture with designed systems for separate wastewater recycling and rainwater harvesting and urban planning that encourages alternative sources of potable water, minimized main water consumption and the development of bio diverse waterfront parks and river trails. Such water sensitive development and designs can ensure that the ecology of the waterfront areas can be maintained in the face of new developments. This will also promote the minimizing of fresh water use.

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# Status of Women in Masculine Product Advertisements: A Study of Indian Commercials

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## Abstract

*In India, the majority of the people have a disposition to think that Mass media in any form may reflect the society. Advertising is possibly one of the most important and influential products of media. Ads are characterized by their persuasive nature specially TV commercials, which are regarded as the most effective mass market advertising format. Advertising acts as a critical agent of socialization in modern developed societies and is employed as a means to keep up certain social structures. Male oriented consumer goods such as shaving cream, men's deodorant and perfumes have women in them just to raise the charm of those advertisements to the viewing audience. Many times these models are scantily dressed and used to seduce men in buying a product. Furthermore, there is an inclination to show women as secondary to men, as decorative objects or as alluring sex objects. The aim of this study is to explore how the female models are portrayed in Masculine Product commercials with reference to television advertisements. The findings point out that female models are most often misrepresented and they are needless and unnecessarily portrayed in these commercials.*

**Key Words:** Advertising, Consumer goods, Female Models, Masculine Products, Men and Sexual Objects

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## INTRODUCTION

*Good advertising does not just circulate information. It penetrates the public mind with desires and belief*

*Leo Burnett*

Advertisements have entrenched our routine life and opinions and it is a means of disseminating information to the consumer which facilitates the client to evaluate and select from the wares and services available in the marketplace. As Marshall McLuhan quoted advertising is the greatest art form of the twentieth century. We cannot think of dropping a day without reading a paper, devoid of listening to FM radio or watching television channels, which are laden with commercials. Now advertisements are both enlightening and developing, whilst being interesting and they have become more or less an indivisible piece of our everyday life.

In today's social order, advertising has an acute impact on how people comprehend life, the world and themselves, particularly in respect to their ideals and their ways of selecting and conducting. Advertising in the modern age has proved itself as the most imperative selling media (Khalid, 1990). Women are being employed in this medium of advertising as a tool to pull out the masses of viewers. With meagrely clad striking women are utilized as an entity to charge up the desires among the public. In advertisements women are mainly

used for their sex appeal and looks rather than the demand of the advertising. The media are evidently depicting these women as commodities and sex objects and many ads even promote sexism also.

The present work will study the characterization and the necessity of female models in ads meant for masculine products. Female mannequins are utilized in products like men's razors, men's wear, men's cream etc., which do not relate to them at any cost. In total, this featuring will harm and insult women's image. Earlier women were mainly portrayed as domestic attendants and now as sex objects whose main purpose is to seduce men in buying a product. Many beer and car ads all the same show half clothed women in evocative poses. Such ads mostly meant for men imply that consuming beer or driving the car is a symbol of maleness, a status sign that will be a magnet for women from whom they can gain sexual pleasure (Smith, 1988; Wolf, 1991). Male domination and female servitude are often promulgated through gender demarcation in advertising messages; such gender differences are then accepted as societal norms through consumer socialisation. (Serra & Burnett 2007: 147)

Pictures of women portrayed in media have confined woman's body, mind and soul to serve male aspirations. The older typecast is that of an obedient, house bound woman concerned about nothing other than her daily works and eccentricity. The updated stereotype is that of attractive object. The figures of chauvinist commercials which publicize the female anatomy to sell the products that bear no relation either to their physique or needs is mounting day by day.

In a research article Jean Mesquit describes that we are being divulged to the media from very early ages. The images brought out

through media enclose us and teach us the lesson about how the world should be regarded. Telly is the foremost channel for disseminating information to the today's youth. The ways in which women are presented through the advertisements confirms the existing tyranny of male chauvinism and the sustained thought that women are targets for male contentment.

The recurrent portrayal of women as sexual objects in all manners of the mass media can persuade men's perceptions of women and women's perception of themselves. Advertising symbolizes a flattered form of discourse, which concerns the modern society. They are created in such a manner so as to create a center of attention instantly. They tend to influence people of all ages varied of socioeconomic structures. Women have sex appeal and that female form is gorgeous, is cashed by the advertiser. Women are commodified and turns into the objects themselves in ads (Smith, 1988; Wolf, 1991). Moreover, when advertisers target women as prospective consumers, youth and beauty are often exaggerated in the ads.

The media and advertising plays a vast part in influencing what women see as beautiful. The image of women has undergone many makeovers and connotes an array of different meanings, from sex to erudition, and everything in between. Women have also been rendered as sex symbols and objects of lust. Currently, more and more ads are prepared to look sexual because the new axiom is "sex sells." Typically, the after shave, perfume and alcohol ads seem to have the most sexual content in them. This looks odd because these products actually have nothing to do with sex. Images of half naked women or their body parts are shown in advertising because their sexuality is helping to sell the product. Many ads tear apart a woman and only show part of

her or her body parts. One has to think whether these ads are selling the product or the woman. Advertisers know that sexy woman appeal to men, so they use their images to get the males to purchase certain products.

The intent of this paper in relation to theory of Uses and Gratification and Social Learning is to analyze how female models are depicted in masculine product advertisements. The purpose is to analyze the role women in these ads, their on screen time duration, the meaning conveyed and how the female models are clothed in these ads.

## THEORETICAL OVERVIEW

The present study will follow the theory of Uses and Gratification (Katz) and Social Learning (Albert Bandura). Uses and gratifications theory in a psychological communication outlook focusing on individual use and choice by stating that different people use the same mass media for very different purposes (Severin and Tankard 1997).

As per Uses and Gratifications theory, the mass media comprise a resource on which audiences draw to meet diverse demands. Crosier (1983) suggests through advertisements we get satisfactions like product information, entertainment, implied warranty, value addition, post-purchase reassurance, vicarious experience and involvement. Alwitt and Prabhaker (1992) have suggested that consumers' approaches to television advertising are related to the functions which it provides for them. Thus, as a part of the mass media, advertising may offer its audience various uses and gratifications.

Uses and gratifications theory attempts to study, what draws

and retains an audience to media and what content satisfies social and psychological needs. Stafford & Schkade (2004) provided a meta-categorisation of gratification factors in which they recognized three kinds of gratification sought by consumers - content gratifications, process gratifications and social gratifications. In the light of the many ways in which advertisements give satisfaction to respondents, in this study advertising seems at least as productive area for the application of uses and gratifications theory as any other portion of the mass media.

Advertisements are the most common examples of Social Learning Theory. Commercials suggest that using a specific motorbike or using a particular hair shampoo will make us accepted and win the esteem of attractive people. Depending upon the component such as attention or motivation we may copy the behaviour shown in the commercial and purchase the product being advertised. (Kearsley, 2007)

The social learning theory highlights the importance of observing and modelling the behaviours, postures and emotional reactions of others. Thus, it concentrates on learning by observation and modelling. Social Learning Theory is a pretty basic and very broad theory that basically states that people can learn from viewing others if they pay attention, later remember and have the inspiration and ability to imitate what they saw. It is a powerful theory to conceptualise how media images, such as advertising influence the way we behave and what we think.

## LITERATURE REVIEW

The women are portrayed in advertisements only as an object of beauty and sex by high lighting certain parts of their body, and this phony image of woman brings on other women in the society to buy

certain beauty products (Kilbourne, 1999). Today, the level of dress in advertisements varies from mere sexual suggestion to blatant depiction of sexual acts. However, sex in advertising can also include sexual imagery, insinuation, and paronomasia (Courtney and Whipple, 1983, p. 103).

The woman as a decorative pattern in television commercials is correlated to personal care products. In this part, the female in the commercial represents an icon that denotes allure and physical ideals. (Furnham et al. 2001: 24). Ouwersloot and Duncan (2008: 182) note that sex appeals are used to describe a female in a seductive condition relating to the sexual needs of the receiver of the message. According to these authors, women are depicted in this role for body care products “by merging a demonstration of the product with a sexual appeal in an evident, yet concealed way”. Many commercials, therefore, combine the two appeals, thus encompassing factual as well as emotional components.

Advertisements target diverse audiences depending on the product, but a great deal of it is focussed towards young adults. After being exposed to these, teenagers often feel self-conscious about their look, size or their dress. Thus, the benefit of advertising is that they target the insecurities and needs for acceptance, promising love and happiness the instant they purchase the given products. Ultimately the commercials are the imperative feature affecting the decisions, opinions and thoughts of their targets towards certain issues (Tatyana, 2005).

Women are being represented as tall and slender, with long legs, perfect teeth and hair and skin without blotch in sight. She is used to promote cosmetics, health products and anything that can perk up the

appearance of the body. Television can be said to replicate the shifting part of women, it seems to portray them in the light of approval and disapproval, positive or negative as per the roles. More vitally, women are represented as not being as intelligent as men, and having to rely on them. These portray of women have great effect on people (Helen, 1995).

Highly accessible information is more liable to be used when forming views than less accessible information (Shrum, 2002). Since exposure or repetition is a significant part that decides how handy a construct is, it makes sense that when people are frequently exposed to an idealized, sexualized image of the female body through the media, an actual world state would probably trigger the vicariously learned image. “The media are influential in budding the constructs that are existing in memory and in shaping those constructs which are constantly accessible” (Sanbonmatsu & Fazio, 1991, p. 57).

As Harris (1999) indicates, the mental reality practised through the media befalls the root for attitudes and demeanours. Shields (1997) explains, “These messages, used to sell the whole thing from cosmetics to cars to beverages, provide a prescription for how women should look and be looked at, how they should feel, and how they are expected to act. In short, these messages prescribe particular gender identities ... and how men should relate to women”.

Goffman gives a diverse dimension and analyzes commercials according to gender stereotypes of men and women. The male ideal is enforced upon women through advertisements. The typecast and dutiful roles are imposed not only from the regular daily lives, but are shown through this medium. Such acts subsist exclusively for the purpose of the male sexual fantasy at all levels. Goffman points out;

women are regarded as objects and must use their appearances to find value. Further, he conveys the idea that women have been oppressed in their role in society where they operate only to gratify men. Their roles are meant to give pleasure to men in their nudity, their purity and their body size as they act out in the advertising. He points out that adverts considered as “pictures”, are not deemed as unnatural, aberrant and weird.

For advertisements where women are end users of the product or service, it is highly defensible to use women. However, in many advertisements women may or may not be the target customers yet they are still used. In reality they are used in selling varied products from male shaving products to automobiles just because the media persons think that good looking bodies are fine for brand recall. According to Joseph and Sharma (1994), the rising influence of media both electronic and print and their increasingly commercial nature points out that the commoditization of women so apparent in the west in the 1960's is likely to transpire more virulent in India in the near future.

Gender relations influence the uneven power relations in society and these are reinforced in advertisements. There is an urgent call for to instigate changes in the existing portrayal of women in advertisements to make this medium more effective and positive as far as women's portrayal is concerned (Joshi, 1999).

## METHODOLOGY AND SAMPLING

The present study has undertaken both quantitative and qualitative methodologies to assess how the female models are presented in masculine product commercials. For quantitative study Content analysis and for qualitative study Semiotics is preferred. A

semiotic analysis will complement the quantitative findings and allow making a deeper and more understanding of the characterization of female characters in the sample of masculine products advertisements. The semiotic analysis of Barthes's (1972) has three degrees of meaning - the denotative, the connotative, and the ideological level of meaning. Each advertisement is separately transcribed and analysed for identifying themes and patterns.

For this study Non-probability sampling, particularly purposive sampling is followed. Ten nationwide telecasted television commercials of men's products which comprise at least one female character were chosen. The sample advertisements were Amul Macho Undergarments (2007), Raymond Clothing (2009), Desire Deo Deodorant (2011), Gillette Shaving Gel (2011), Emami's Fair and Handsome Fairness Cream (2011), VI John Shaving Cream (2011), Axe Blast Deodorant and Perfume (2013), Hero Glamour Bike (2013), Wild Stone Soap (2013) and Maxima Watches (2013). After the sample selection the present work concentrates on the three main objectives for analysis –

## OBJECTIVES

- To study how women are portrayed in masculine advertisements?
- To analyse what messages (both direct and indirect) are transmitted through these advertisements
- To understand the necessity for having a female in advertising men's products.

At first each commercial was coded with respect to the central figure. The central figure was coded as male or female who has a



major role in the advertisement by virtue of speaking or merely having a visual exposure. In addition, each sample advertisement was coded for the following categories:

**Table 1** *Variables used in Content Analysis*

<i>Variables which are coded for the advertisements and the characters</i>	<i>Operational definition of the variables</i>
Role	In what role is the woman portrayed?
Attire	If the attire of the female model in the advertisement is traditional or modern
Conveys the meaning of ads	How clearly the caption and the visualization of the ads conveys the meaning
Exposure of female models	How female models are exposed in the masculine ads
On camera presence	Screen time for both males and females in specific ads.

## ANALYSIS AND FINDINGS

For a more honest representation of female in masculine ads ten different men's products are incorporated in the study. **Table 2** shows the product categories of the ads were the products is collapsed into categories like Beauty Products, Clothing, Automobiles and Accessories etc. The common product category where the majority of female models were used was for Beauty products (60%). Two ads were related to clothing (20%) followed by accessories (10%) and automobiles (10%).

**Table 2** *Product Category*

<b>Product Category</b>	<b>Products</b>
Beauty products	Desire Deo Deodorant, Gillette Shaving Gel, Emami's Fair and Handsome Fairness Cream, Axe Blast Deodorant and Perfume, VI John Shaving Cream and Wild Stone Soap
Clothing	Amul Macho Undergarments & Raymond Clothing
Accessories	Maxima Watches
Automobiles	Hero Glamour Bike

Since 1980's sexuality in advertisement is increasing continually. Copious studies have been executed in the scope of advertisements and how they represent men and women differently. Four clear examples of female characters portrayed as sex objects and another four cases with a decorative role is clearly visible from the study sample.

The Deodorant, Perfume and Soap ads always have undue nonsense factor and all are made in similar modus operandi by girls running after boys in hunt of the scent. The Axe Deodorant and Perfume advertisement are prime examples of the objectification of women. The advertisement intentionally portrays the female character as a sex object. The overtly sexual nature of these ads makes it hard to believe that they're selling masculine products.

The new Axe Blast Deodorant and Perfume commercial "Score More with New Axe Blast" starring Ranbir Kapoor, records the number when he seizes the female attention using a clicker. He feels that he has done enough to win the competition (147 clicks), but he was totally astonished and stunned when another guy gets 2,375 clicks. Then a

subtext appears saying “*Blast Score More*” revealing the secret of the guy’s success is that, before beginning his day of competition he has used Axe Blast Deodorant spray.

The intended message of the ads appears to be that if men use these products they can attract sexy women and will crave for those men. By using these products men will feel better about their self image, have better relationships, and come out to be more successful in life, therefore be more happy and pleased. An ideological analysis of this advertisement reveals that there are unintended cultural messages ingrained throughout the ad, one such being the sexualisation of women.

In an earlier Axe ad “*Office Love*” the male and female characters are being cast down to body parts on the assertion that females notice “men’s hair first” while males notice “breasts first.” This is a typical example of sexual objectification in which “the image shows only part of a sexualized person’s body.” The Desire Deo and Maxima Watch ads depict female character in a scantily dressed appearance with an element of voyeurism. These ads insinuate that men look at women as objects of their own sexual desires.

The decorative role is more difficult to identify, but conducting a qualitative analysis it makes clear that female characters were used for fulfilling the decorative character in ads like Gillette shaving gel, Emami Fairness cream, Raymond and VI John Shaving Cream. In VI John Shaving Cream young women come along throughout the ad only to amuse the men while having the shave. Similarly the women’s presence in other product is not justifiable. In the masculine product ads mostly the featured women have no relation with the product, nor is she capable of inducing the men to buy the merchandise. Her character is put down solely to entertain the audience.

Each apparent female model was classified into four categories of dress (Soley & Reid, 1988). Dress differs principally by the amount of clothing worn by models in the advertisements and has four levels: Demure, Suggestive, Partially clad and Nude. Demure dress was defined as “everyday dress” which includes all typical clothing, including walking shorts. Suggestive dress included clothing that partially exposed the upper body, such as unbuttoned blouses showcasing cleavage, short-shorts etc. The models were considered partially clad if they were shown in underwear or bathing suits. Table 3 explains that the large percentage of the mens product ads with the female models are shown in suggestive dress (80%) followed by demure dress (20%). Though the study focuses on Indian advertisements partially-clad and nude dress was absent in the selected ads.

**Table: 3** *Clothing Worn by Models in the Advertisements*

Demure	Suggestive	Partially clad	Nude
1. Gillette Shaving Gel	1. Desire Deo	Nil	Nil
2. Amul Macho	2. Hero Glamour Bike		
	3. Axe Blast Deodorant and Perfume		
	4. Wild Stone Soap		
	5. Raymond		
	6. Maxima Watches		
	7. Emami’s Fairness Cream		
	8. VI John Shaving Cream		

Throughout these ads it is deemed that the solid purpose of women’s life is to make men happy and this is seen in the way women are groomed in the commercial. This makes the women in the ads as

objects for adult males to look at and desire, especially those men who regard the commercial.

In general, for getting an overall view of female representation in masculine product ads, the main representatives in each ad were analysed. The primary character was defined as the one with the greatest amount of on-screen time. From the study it is apparent that, albeit the ads meant for masculine products the on screen duration of female and male models exhibit slight variation. Table 4 details that the total ads duration was 414 seconds, in which 275 seconds cover female screen presence and 296 seconds for male screen length. In the case of Desire Deo ads the male screen existence is only for 06 sec and for Amul Macho men undergarment commercial male model presence is nil.

**Table: 4** *Duration of Male and Female Presence in Ads*

Advertisements	Duration of the ad	Male model screen duration	Female model screen duration
1. Desire Deo,	37 sec	06 sec	31 sec
2. Gillette Shaving Gel	36 sec	30 sec	06 sec
3. Emami Fairness Cream	40 sec	41 sec	27 sec
4. Axe Deodorant & spray	60 sec	53 sec	25 sec
5. Wild Stone Soap	60 sec	36 sec	20 sec
6. Amul Macho	40 sec	00	40 sec
7. Raymond	26 sec	26 sec	24 sec
8. VI John Shaving Cream	25 sec	22 sec	16 sec
9. Maxima Watches	30 sec	26 sec	28 sec
10. Hero Glamour	60 sec	56 sec	58 sec
<b>Total duration</b>	414 sec	296 sec	275 sec

While discussing the tag lines, voice over and jingles of the selected sample ads, it was observed that these ads were laced with double meaning and sexual elements. In Amul Macho ad the punch line “*Crafted for fantasies*” explicit yearn of the women. In Axe blast ad the caption “*Score More*,” indicates that men can grab attention of gorgeous girls by using Axe. Both Gillette shaving gel and VI John shaving cream advertisements show that women prefer smooth shaved men and after applying the product changes are visible and it pulls man towards the girls.

In the Maxima watch commercial woman is quick to seduce a man merely for the sake of a watch. With the caption of “*Let’s play dirty*”, the female models in Wild stone soap ads are advising the man to use the product so that they can play with him while taking bath. In the Hero Glamour bike ad, jingles are used to pass on indirectly the point that young women are eagerly waiting to sit along with the man who is having a Hero Glamour bike.

In the form of ideological analysis, these advertisements contain cultural standards and societal stereotypes through its depiction of the scene. The proposed message may be clear, but underneath the surface are unintentional cultural messages inserted throughout the advertisement that portray both men and women as sexually alluring beings. It typecasts women as sex objects, and men as whom always desiring sex.

## CONCLUSION

Female characters constantly dominate as sex objects and being portrayed in the decorative role. There were vivid cases where female characters are intentionally being objectified for the purpose of

communicating ideas that centered on male desire and pleasure. The indecent and improper portrayal of women in society's cultural norm in turn places a negative connotation on women.

This study was an exploration of how women are portrayed in advertisements allied to masculine products. The analysis of the data endorses the objectification, sexism and misrepresentation of the female characters, where the women were depicted in subordinate positions like sitting, leaning or lying down, in comparison to their male counterparts in mens product ads.

The prevalence of sexuality in advertising is escalating over the years and females run to be more sexually depicted in advertisement than the males. Most female models are being depicted as suggestively dressed over time. In addition, female models are more likely to be portrayed in ornamental roles than are men, and less likely to be featured in equal roles. Women are depicted in body care products by combining a demonstration of the product with a sexual appeal in an overt, yet masked way.

After examining the data it is concluded that the women are excessive, needless and unnecessarily portrayed in the commercials. The females are used as a striking and eye-catching element of the advertisement with the purpose of capturing the attention of viewers in general and male viewers in particular. Moreover, the results expose that the woman's bodily charm is used to promote ads concerning cosmetics. It also divulges that the portrayal of female in the advertisement is causing a certain shift in the cultural and social values and also influencing the dressing styles and language expressions of the viewers to some degree.

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# An Analysis of Public Expenditure on Elementary Education in India: Trends and Perspectives

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M. INDIRA**

## Abstract

*Education is one of the most important factors influencing the quality of human resources. Recently it has been made as a fundamental right of every child in India. Government has been playing a major role in providing education to all through expenditure on education since the first five year plan. The objective of the paper is to analyze the pattern, composition and changes in the allocation of public expenditure on elementary education and also examines correlation between public expenditure on elementary education and educational outcomes in India. The study is based on the secondary data during 1990-91 to 2009-10, which is collected from different government reports published by MHRD and Planning Commission. The study found that there is a strong intra-sectoral competition in resource allocation among different levels in education sector and the competition is stronger between elementary education and higher education. Moreover, the share of Centre in financing elementary education has increased. The correlation result shows that education outcomes are positively associated with the utilization of education funds. It concludes that the public expenditure is a necessary condition for improving the outcomes of the elementary education and reducing regional imbalance, but it is not a sufficient condition.*

**Keywords:** JEL I280- Government Policy, I22-Education Expenditure

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## INTRODUCTION

The development history of various countries clearly supports the argument that the expansion of production is just only a means to achieve the development and that alone is not development. Development is increased choices and welfare of the people. There is one to one relationship between the increased production and increased welfare of the larger percentage of the population. There is no doubt that the economic growth provides resources for human development. On the other hand increased human development also contributes to development. According to Sen, investing on education, health and social sector is essential for achieving human development.

Education is one of the most important factors in the promotion of quality of human resources. It makes workforce more productive factor. Without education and sufficient skills 'labour force' can't be recognized as a human capital. Endogenous economic theorists like Solow (1956), Romer (1986, 1991), Lucas (1988), Bergson (1991) and others argued that human capital is regarded as a factor of production and knowledge (education) plays central position which enhances economic growth. While education is considered as a merit good and elementary education characterised as purely public good

with associated large positive externalities and it has a major role in reducing inequality in the system. This justifies the government role in providing free compulsory education to all the citizens. With the above premise a number of empirical studies proved the positive relation between expenditure on education and economic development.

The formation of human capital of the country primarily depends on the effective educational policies at level of National and State; in terms of financial resources, planning, administration and accountability.

With the introduction of New Economic Policy in India, which emphasizes on privatization and globalization, two important changes have taken place in education sector, these are

1. Reduction in public expenditure on social sector
2. Encouragement of private participation.

These two developments have considerable influence on the education development in India. In this context, an attempt is made in this paper to analyze the trends in the public expenditure on elementary education in India during reform period.

## LITERATURE REVIEW

Many researchers made efforts to examine the public expenditure on education generally, elementary education particularly. Some studies have also empirically tested the determinants of expenditure on education, private expenditure on education. An empirical analysis of state level data on determinants of public expenditure on education has observed that the expenditure on

education is determined by a number of factors such as; economic reforms, income and demographic features (Chakraborti et al., 2006). It is observed that the reforms and demographic variables are significant and have negative impact on the expenditure on education.

Financing of basic education in India was examined through private solution to public deficiency (Mujumdar, 1999). The study argued that the country should undertake the effective education reforms and also join hands with private institution to reduce the problems of resource constraint, efficiency constraint and equity constraint to achieve the elusive goal of Universal Elementary Education (UEE).

An analysis of inter and intra- sectoral competence in the budgetary allocations for education and elementary education suggests that better management techniques and public support help in reducing the cost and enhancing the growth and development of primary schools in the country (Pandit, 1972).

A state-wise analysis of investment gaps in primary education (Ramachandran et al., 1997) using Colclough and Lewin methodology among 17 states has shown that only 1.2 percent of GDP was spent on elementary education in 1992 though it is required to double (around 3.1 percent) of that. A study on policy reforms in financing of Indian elementary education using state level data (Pradhan, 2000) has examined the links between the public spending on elementary education with enrolment. Initially, the association did not appear to be strong. But after incorporating efficiency and demand side variables, it has shown a positive relation between these two. The study found two important observations i.e. at first the share of public expenditure on elementary education in GDP peaked in 1990-91 but it never

achieved the targeted level of 6 percent of national income and secondly the reforms brought a break to growth rate of public expenditure on elementary education. After this reform shock, expenditure on elementary education has not recovered in many states.

Public expenditure on elementary education in India for the period 1990-2006 was examined by Reddy (2008). The study shows that the priority accorded to education in general and elementary education in particular has declined since the new economic policy was introduced. However, the study revealed that the liberalization policies were not carried out with a focus on human development through public expenditure on social sector.

With this background an attempt is made in the present paper to examine trends in the public expenditure on education and relate the education outcomes to the education expenditure.

## **OBJECTIVES**

The paper aims to examine trends and inter-state variation in public expenditure on elementary education during 1990-91 to 2009-10. The specific objectives of the paper are as follows;

1. To analyze the trends in public expenditure on elementary education
2. To analyze the inter-state variation in allocations and utilizations
3. To correlate allocations with outcomes

## **METHODOLOGY**

Data relating to state-wise expenditure on education and outcomes has been collected from the publications of MHRD and Planning Commission reports. To analyze the data some simple

statistical techniques such as average, percentage and coefficient of variation has been employed.

## ANALYSIS

### Expenditure on Education during Five Year Plans

Five year plans reflect the policy priorities and the strategy of the Government represent long term goals of the nation, which provide basic foundation to long term economic development of the nation. The priority given to education in five year plans represents its relative importance in nation building.

Table -1 shows the expenditure on education during five year plans i.e between 1<sup>st</sup> five year plans to 11<sup>th</sup> five year plan. It is clear from the table that the expenditure on education was only Rs.149 crores during 1<sup>st</sup> five year plan and it increased to Rs. 347338 crores by 11<sup>th</sup> five year plan period. During eleventh five year plan, higher priority is given to education as basic instrument for achieving the rapid and inclusive growth. However, the table represents the intra-sectoral competition among different levels of education. The total education fund allocated to different levels of education can be divided into three different stages. The first stage consists of 1<sup>st</sup> five year plan only, which represents higher priority given to elementary education followed by higher education and secondary education. While in the second stage represents the period from 2<sup>nd</sup> five year plan to 7<sup>th</sup> five year plans. During this period higher education replaced the elementary education from its top position. The third phase includes 8<sup>th</sup> five year plan to 11<sup>th</sup> five year plans, where the expenditure on elementary education regained its higher share. However, the expenditure at different levels of education clearly reveals the strong competition between elementary education and higher education in resource

allocation. From the data it can be noticed that the elementary education was not given much importance during initial planning period which resulted in higher levels of illiteracy after 60s. Later on the importance of spending on elementary education was realized and accordingly special attention to elementary education was given in remaining plan periods.

**Table 1** *Expenditure on Education in India during Five Year Plans*

Plans	Total Plan Outlay (Rs. in Crores)	Expenditure on Education in Total Plan Outlay	Share of Expenditure on Elementary education In total educational expenditure	%age of secondary education expenditure in total education expenditure	%age of tertiary education expenditure in total education expenditure
1 <sup>st</sup> Plan	1960	149	56	13	31
2 <sup>nd</sup> Plan	4672	273.5	35	19	46
3 <sup>rd</sup> Plan	8576.5	588.7	34	18	48
Annual plans	6625.4	306.8	24	16	60
4 <sup>th</sup> Plan	15778.8	774.3	30	18	52
5 <sup>th</sup> Plan	39426.5	1710.3	35	17	48
Annual plans	12176.5	263	...	...	...
6 <sup>th</sup> Plan	110467.3	2976.6	30	25	45
7 <sup>th</sup> Plan	221435.4	7685.5	34	22	44
Annual plans	123120.5	4915.5	37	22	41
8 <sup>th</sup> Plan	485457.2	21598.7	47	18	35
9 <sup>th</sup> Plan	813997.9	49838.5	66	11	23
10 <sup>th</sup> Plan	1618460	101364.2	66	10	24
11 <sup>th</sup> Plan	3644718	347338	50	20	30

*Source: Five Year Plans Documents*



## Public Expenditure on Education at Different Levels

Analysis of expenditure on education at different levels shows how relative priority is given among different levels of education in education sector. Logically, elementary education is expected to be given higher priority among other levels because of its nature of public good.

Table-2 and Figure-1 clearly explained the sector-wise expenditure on education by education departments in the selected years. The data shows during the first decade of reform period the share of elementary education has increased from 46.27 per cent in 1990-91 to 48.3 per cent in 1995-96 and reached 47.61 per cent in 2000-01 periods. While in the second decade the expenditure on elementary education increased remarkably from 47.61 per cent in 2000-01 and achieved highest point of 51.45 in 2004-05 and again decreased to around 50 per cent during 2009-10 periods.

However, on the other hand expenditure on the secondary education, adult education, higher education and technical education shows not much changes in their allocation though the expenditure on these sectors continuously decreased during 1990-91 to 2009-10 periods.

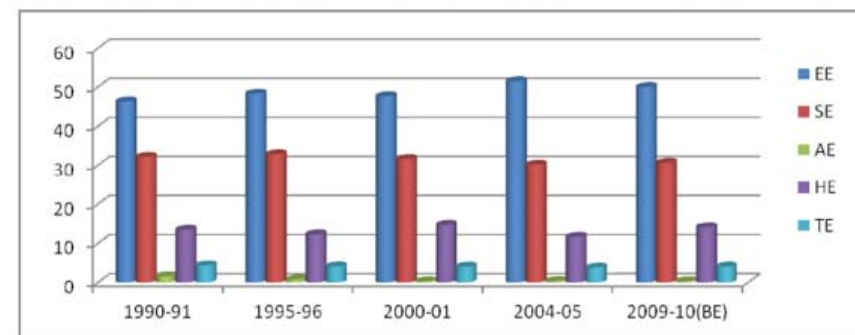
**Table 2** *Sector-wise Expenditure on Education by Education Department (Revenue Account)*

Years	Elementary education	Secondary education	Adult education	Higher education	Technical education	Total (Rs in Crore)
1990-91	46.27	32.17	1.59	13.45	4.38	17193
1995-96	48.3	32.80	0.82	12.29	4.10	31506
2000-01	47.61	31.59	0.36	14.71	4.04	62498
2004-05	51.45	30.13	0.43	11.67	3.82	85686
2009-10(BE)	49.97	30.67	0.37	14.11	4.07	194642

*Note: BE: Budget Estimates*

**Source:** Analysis of Budgeted Expenditure on Education, MHRD, GOI, various issues

**Figure 1** *Percentage of Sector wise Expenditure on Education by Education Department (RA)*



## Share of Centre and States in Public Expenditure on Elementary Education in India

The share of expenditure on elementary education by the Centre and the State governments is also another important indicator to evaluate the government's commitment to elementary education. The table-3 shows the share of centre and states in expenditure on elementary education. From the data it can be observed that the share of state has been declining after 2000-2001. It declined from 97 per cent in 1990-91 to 77.68 per cent in 2009-10 period. While the centre contribution to expenditure on elementary education was very little in 1990-91 (3.00 per cent) it increased to 22.32 per cent in 2009-10. This is due to changes in the education policy. There is a shift in centre's assistance to elementary education. Several national level programmes such as DPEP, MDM, Operation Block Board and SSA and others have been introduced.

**Table -3** *The Share of Centre and States in Public Expenditure on Elementary Education*

Years	Centre	States
1990-91	3.00	97.00
1995-96	8.00	92.00
2000-01	10.00	90.00
2005-06	23.42	76.58
2009-10(BE)	22.32	77.68

*Source: Analysis of Budgeted Expenditure on Education, MHRD, GOI, various issues*

### State-wise Expenditure on Elementary Education in India

Data relating to the percentage of expenditure on elementary education in the total expenditure on education by respective states is presented in table 4. . Allocation of sufficient funds is the first step in improving access. The data shows wider variations across the states. It varies from as low as 4.19 percent in Lakshadweep in 2003-2004 to 70 percent in Dadra & Nagar Haveli in 2008-09. The educationally backward states like M.P, A&N, Dadra and Nagar Haveli, Jharkhand, Chhattisgarh, Bihar, Assam and A.P have given higher priority to elementary education in their total expenditure on education. Though the mean percentage of expenditure on education has not improved much between 2003-04 and 2008-09 (around 30 percent) there is a considerable improvement in some states. The changes in the share of money spent on elementary education can be grouped in to three categories. In the first category, there are states which are already spending more (Arunachal Pradesh, Dadra Nagar and Haveli, Jharkhand, Karnataka, Nagaland) and continue to be spending the

same amounts. In the other category there are states where the share of expenditure has shown an increase. In states like U.P, Bihar, H.P there is an increase in the allocation. But in the case of the third category of states, there is a reduction in the allocations. For example during the first year of the introduction of SSA (2003-04), Madhya Pradesh, which is educationally backward state, has spent 80 per cent of the education budget on elementary education. However, this share has decreased considerably from 2004-05 onwards and it is 66.52 per cent during 2008-09. Same is the case with Tripura and Assam etc, it is disturbing to observe that out of the 35 States and Union Territories, 16 states have shown a decrease in share of expenditure on elementary education between 2003-04 and 2008-09. Six states have been maintaining same levels.

**Table-4:** *Percentage of Public Expenditure Education in Total Education Expenditure (Revenue Account)*

STATES & UTs	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
A & N	47.95	49.35	48.34	49.66	49.78	51.61
Andhra Pradesh	45.31	45.87	48.22	45.81	46.36	44.75
Arunachal Pradesh	64.02	64.36	63.46	67.41	68.18	65.28
Assam	60.44	60.96	63.38	57.03	60.06	54.99
Bihar	62.37	67.65	63.65	59.82	62.84	70.37
Chandigarh	26.75	35.82	29.43	26.38	26.96	26.93
Chhattisgarh	66.31	65.29	64.81	69.17	65.11	64.09
Dada& Nagar Haveli	69.21	72.77	69.63	68.13	68.52	69.85
Diu & Daman	43.00	59.97	41.01	42.28	42.3	41.06
Delhi	18.22	33.12	26.53	30.89	32.93	29.31
Goa	20.4	20.44	21.58	18.61	20.08	20.91
Gujarat	52.02	55.13	55.14	56.38	54.17	53.64

Haryana	47.76	48.06	50.31	47.62	45.63	47.55
Himachal Pradesh	55.46	56.27	53.68	60.23	64.24	63.57
J & K	48.23	47.02	46.36	38.48	55.29	47.24
Jharkhand	68.72	71.28	64.77	67.94	69.17	66.39
Karnataka	55.01	57.8	56.33	55.48	54.16	55.2
Kerala	42.45	43.09	41.19	42.42	41.34	38.9
Lakshadweep	4.19	2.67	3.1	2.21	5.25	8.77
Madhya Pradesh	80.66	67.38	68.96	68.69	64.14	66.52
Maharashtra	43.74	45.9	42.2	44.86	43.94	43.22
Manipur	45.91	43.34	45.5	43.28	44.22	44.4
Meghalaya	54.41	51.13	54.06	51.13	50.36	50.36
Mizoram	52.88	55.49	55.49	52.36	51.63	50.58
Nagaland	57.93	62.97	61.41	63.88	64.18	64.98
Orissa	58.21	57.93	55.12	55.18	58.25	57.34
Pondicherry	38.43	39.81	39.04	37.81	36.48	36.9
Punjab	24.96	25.13	25.17	22.82	21.73	23.51
Rajasthan	56.65	57.59	60.34	58.92	59.94	60.28
Sikkim	49.14	48.25	47.32	47.93	47.63	46.34
Tamil Nadu	42.64	42.22	40.86	44.00	42.99	43.59
Tripura	57.31	56.54	52.86	43.08	41.33	40.23
Uttaranchal	46.77	42.34	43.39	45.46	45.79	48.01
Uttar Pradesh	57.76	56.62	58.12	56.49	61.89	61.25
West Bengal	33.36	37.37	38.73	37.21	36.74	36.37
Mean	48.53	49.91	48.56	47.97	48.67	48.41
C.V	32.59	29.79	30.29	31.76	30.94	30.68

**Source:** Various Reports of Budgetary Expenditure on Education in India, MHRD

There is an increase in thirteen states. The increase is considerable in states like A&N, Bihar, Delhi, A.P, Lakshadweep,

Nagaland, Rajasthan and U.P. There is not much change in rest of the states/UTs.

The regional disparity across the states in expenditure on elementary education can be judged by examining the Coefficient of Variation (CV) among the states. The CV decreased from 32.60 per cent in 2003-04 to 29.80 per cent in 2004-05 and it increased at 30.68 per cent in 2008-09. This implies that through there is a greater variations among the states in the initial year of the introduction of SSA, it decreased in subsequent years.

### Utilization of Funds Allocated Under SSA

Allocations under SSA are made to different states/UTs based on the norms prescribed under the programme and they are expected to utilize the funds as programmed. Though the norms are uniform, there are large variations across the states/UTs in the utilizations. The actual amount of money spent on elementary education is more important than the allocation itself because that is the amount which has reached the target group. Percentage of money actually spent in the total allocation indicates this. The percentage of funds utilized out of the total allocation has been calculated for the allocations under SSA. It covers three important components such as Sarva Shiksha Abhiyan (SSA), NPEGEL (National Programme for Education of Girls in Elementary Level) and KGBY (Kasturba Gandhi Balika Yojana).

The utilization of education fund refers to that share of actual spending in the total funds allocated. It is the percentage of amount spent on different education programmes with respect to allocated amount under different heads.

The table-5 shows the percentage of utilization of funds under

SSA across various states. It indicates that there has been a substantial inter-state variation in utilization of funds. It varies from 16.38 per cent to 92.0 per cent in 2005-06, 3.49 per cent to 98.78 per cent in 2006-07 and 41.20 per cent to 97.22 per cent in 2009-10. However, the States like Mizoram, Nagaland, Rajasthan, T.N, Tripura, U.P, Uttarkhand, Karnataka, Gujarat, Himachal Pradesh and Arunachal Pradesh have reported substantially higher utilization than the average utilization during all the periods. On the other hand, Lakshadweep which utilized only 17.12 per cent in 2005-06 improved to 82.08 per cent by 2009-10. The data shows that there is a continuous increase in the utilization of funds in subsequent years compared to the initial year of SSA. Most of the States/UTs have reached above 60 per cent utilization except A & N, Bihar, HP and Manipur. In the state of Bihar only 50 per cent of the allocated funds are utilized during 2009-10 though utilization has improved from 24 per cent during 2005-06. In the case of A & N, there was a sudden increase in the utilization during 2008-09 but declined to 41 per cent during 2009-10. Himachal Pradesh is another State where the funds utilization was good during the initial years (82 per cent during 2005-06), but declined to 50 per cent during 2009-10. Same is the case with Manipur. Utilization of funds improved during the second and third years of implementation of SSA, but declined sharply from 2008-09 onwards. Manipur is the only state with 20 per cent of utilization. Due to improvement in the utilization of funds in subsequent years, the variation among the states in terms of utilization has decreased sharply. Coefficient of variation declined from 45.2 per cent in 2005-06 to 22.23 per cent in 2009-10.

The CV shows relative variation across the states and union territories in utilization of education fund. The CV has decreased

from 45.2 per cent to 22.23 per cent during 2005-06 to 2009-10 periods indicating that the regional differences with respect to utilization of funds is decreasing over a period of time.

**Table 5** *State-wise Utilization of funds under SSA*

States/UTs	2005-06	2006-07	2007-08	2008-09	2009-10
A & N	47.90	40.59	30.11	80.36	41.20
Andhra Pradesh	67.70	45.53	36.54	60.20	63.30
Arunachal Pradesh	84.49	85.01	74.46	93.00	76.09
Assam	56.55	42.15	88.15	89.46	83.34
Bihar	24.24	33.23	58.48	61.78	50.53
Chandigarh	39.44	53.87	67.31	56.35	74.84
Chhattisgarh	77.07	79.62	87.57	91.38	61.11
Dadra & Nagar Haveli	51.62	37.48	36.15	56.42	54.07
Diu & Daman	16.38	11.58	51.35	63.42	69.17
Delhi	28.20	47.62	56.81	63.98	61.64
Goa	40.61	52.10	75.59	76.27	69.03
Gujarat	78.58	71.99	73.43	68.15	72.27
Haryana	67.42	75.29	64.79	70.19	76.29
Himachal Pradesh	82.05	86.00	89.80	85.40	49.99
J & K	48.07	55.88	84.16	53.56	72.05
Jharkhand	34.21	48.33	64.78	73.28	76.65
Karnataka	82.04	70.84	99.41	92.41	78.40
Kerala	58.70	58.29	89.21	93.82	90.44
Lakshadweep	17.12	3.49	45.99	66.10	82.08
Madhya Pradesh	60.06	71.97	68.42	83.06	87.28
Maharashtra	72.16	96.44	85.72	89.98	90.36
Manipur	25.52	34.55	39.65	19.91	19.78
Meghalaya	58.93	53.76	69.29	65.47	60.94

Mizoram	63.28	98.79	98.63	77.82	97.22
Nagaland	85.01	61.97	89.10	56.02	87.21
Orissa	56.79	67.85	75.94	80.47	80.73
Pondicherry	43.64	42.85	67.05	86.92	90.23
Punjab	52.41	67.74	68.80	98.46	89.30
Rajasthan	88.42	84.36	85.59	90.50	92.20
Sikkim	48.39	34.28	36.32	78.75	83.08
Tamil Nadu	83.63	56.86	78.70	93.56	90.77
Tripura	92.02	84.73	89.60	92.89	80.49
Uttar Pradesh	84.72	76.91	86.52	88.41	74.02
Uttaranchal	86.91	76.12	74.20	80.98	81.51
West Bengal	46.09	63.66	71.03	71.58	75.48
<b>Average</b>	<b>61.29</b>	<b>59.26</b>	<b>70.25</b>	<b>75.72</b>	<b>73.28</b>
<b>Coefficient of Variation</b>	<b>45.2</b>	<b>37.28</b>	<b>26.97</b>	<b>21.71</b>	<b>22.23</b>

Source: [www.ssa.educaton.nic.in](http://www.ssa.educaton.nic.in)

### Educational Outcomes

Educational outcome is the most appropriate tool to evaluate the performance of education development of the states. Performance is measured in terms of outcomes index developed by NUEPA. Outcome Index is a composite index of

1. Gross Enrolment Ratio overall
2. Percentage of SC children enrolment
3. Percentage of ST children enrolment
4. Gender Parity index
5. Repetition rate
6. Dropout rate

7. Ratio of exit class I enrolment
8. Percentage of passed children to total enrolment
9. Percentage of appeared children passing with 60 per cent and more marks

Higher index better performance of the state.

### Financing of Education and Educational Outcomes

Educational outcome primarily depends on the utilization of funds apart from other factors. In order to understand the relationship between the utilization of funds and the outcomes, states are ranked based on the outcome index and the percentage of utilization of funds (Table 6).

The data shows that the performance is not uniform across the states. During the period from the introduction of SSA to 2009-10, some states have gained in their rank while some have lost. For example, Tamil Nadu which was ranking one, slipped to three in primary education and two in upper primary education. Same in the case with all the others three ranks. Himachal Pradesh slipped from 2<sup>nd</sup> to 7<sup>th</sup>, Karnataka from 3<sup>rd</sup> to 4<sup>th</sup> and A.P from 4<sup>th</sup> to 6<sup>th</sup>. Kerala is maintaining its status of 5<sup>th</sup> rank throughout. Uttaranchal is another state which lost considerably from 10<sup>th</sup> rank to 26<sup>th</sup> rank in primary education.

The data shows that compared to 2005-06, states like T.N, Himachal Pradesh, Karnataka, and Andhra Pradesh & Kerala have shown good performance. They have reached top five ranks. But in 2009-10 all states except Kerala slipped one or two ranks below compared to 2005-06 period. While Goa, Haryana, Lakshadweep, Diu & Daman and Bihar have shown least performance during 2005-

06, they have significantly improved their ranks over the period. Lakshadweep shows remarkable changes. Its rank improved from 32<sup>nd</sup> in 2005-06 to 1<sup>st</sup> in 2009-10.

In the case of upper primary education Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Pondicherry ranked top five positions during 2005-06. Except Kerala and Pondicherry remaining all three states slipped in their ranks. On the other hand Haryana, Goa, Bihar, Punjab and Lakshadweep which were in the lowest bottom have shown an improvement 2009-10, except Bihar. Both in primary and upper primary education Lakshadweep, which is the Union Territory, shows dramatic improvement. It ranked first position in 2009-10 from its 32 position in 2005-06. One of the important reasons for this is improvement is its utilization of education fund. Madhya Pradesh, Arunachal Pradesh, Chandigarh, Jharkhand, Manipur, Punjab are the other states which have slipped considerable ranks between 2005-06 and 2009-10. Madhya Pradesh slipped from 12<sup>th</sup> rank to 23<sup>rd</sup> rank in primary education and 16<sup>th</sup> to 27<sup>th</sup> rank in upper primary education. On the other hand, there are gainers. Pondicherry, ranking 11<sup>th</sup> reached 2<sup>nd</sup> in 2009-10 in primary education and from 5<sup>th</sup> to 3<sup>rd</sup> rank in upper primary education. The other gainers in both primary and upper educations are A&N, Dadra & Nagar Haveli, Diu and Daman, Goa, Haryana and Mizoram and Assam in primary education only.

The states which are ranking very low (Bihar, Meghalaya, Sikkim and West Bengal) in the initial years of SSA continue to be at lower ranking even after four years.

**Table 6** *Ranking of the States and UTs according to Outcomes*

States & UTs	Primary Education		Upper Primary Education	
	2005-06	2009-10	2005-06	2009-10
Andaman & Nicobar	28	20	32	12
Andhra Pradesh	4	6	2	7
Arunachal Pradesh	29	35	29	13
Assam	31	17	13	24
Bihar	30	31	33	35
Chandigarh	16	33	15	26
Chhattisgarh	8	11	9	11
Dadra & Nagar Haveli	24	9	28	23
Diu & Daman	33	27	24	18
Delhi	17	15	27	17
Goa	35	24	34	22
Gujarat	15	16	10	25
Haryana	34	18	35	16
Himachal Pradesh	2	7	7	5
J & K	7	8	12	14
Jharkhand	22	30	22	15
Karnataka	3	4	3	10
Kerala	5	5	4	4
Lakshadweep	32	1	30	1
Madhya Pradesh	12	23	16	27
Maharashtra	6	10	6	9
Manipur	20	28	20	20
Meghalaya	27	29	17	21
Mizoram	19	13	11	8

Nagaland	25	19	21	19
Orissa	9	14	26	33
Pondicherry	11	2	5	3
Punjab	23	34	31	28
Rajasthan	13	32	19	32
Sikkim	21	21	25	34
Tamil Nadu	1	3	1	2
Tripura	14	12	18	30
Uttar Pradesh	18	22	14	29
Uttaranchal	10	26	8	6
West Bengal	26	25	23	31

Source: Various Reports of DISE Flash Statistics

### Correlation between Utilization of Education Fund and Educational Outcomes

In order to understand the association between utilization of education fund and educational outcomes of the States Spearman Rank Correlation between the ranks of utilization of funds and the Outcome Index was calculated. . Ranks are assigned in each year based on the performance. The year wise ranks were aggregated based on the average ranking of all periods. The result shows positive correlation between utilization of education funds and outcomes in primary education. The correlation value is 0.393 and it is significance at 5 per cent. On the other hand, correlation between utilization of education funds and upper primary educational outcomes also confirms positive correlation (0.24 per cent) but it is less than the primary education. The correlation results supported the theoretical expectation of increasing utilization of education funds improves the educational outcomes.

### CONCLUSION

This paper analyses the trends in public expenditure on elementary education and examines correlation between public expenditure on elementary education and educational outcomes in India. It was found that there is a strong intra-sectoral competition in resource allocation among different levels in education sector. The competition is stronger between elementary education and higher education. In terms of shares of Centre and State in financing elementary education, the share of centre has increased.

As far as utilization of education fund is concerned, the decreasing coefficient of variation suggested that the regional disparities among the States/UTs have been coming down over a period of time. At the same time, it was found that still some states like Bihar, M.P, Rajasthan and other educationally backward states have been lagging behind; their performance is lower than the educationally developed states.

The analysis shows that allocations to elementary education have been increasing, this indicating the priority in resource allocation among other levels of education. The correlation results proved that education outcomes are positively associated with the utilization of education funds. With the introduction of SSA and RTE, funds flow to elementary education is likely to increase much more in coming years. But it is essential to improve the utilization levels as the utilization of funds has a positive impact on educational outcomes. However, the analysis also shows that the public expenditure is a necessary condition for improving the outcomes of the elementary education and reducing regional imbalance, but it is not a sufficient condition.

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# New Media as Fillip in Public Health Campaign: A Case Study of Youth

**PREMAVATHI. M**

## Abstract

*Media plays a vital role in changing the society in its entire spectrum. The digital revolution has shrunk the world and the quick messenger of this revolution is the New Media, without which it has become difficult to imagine the present scenario. The New Media bring the good, bad, worst, best and a wide variety of information in public mind. Thus, the New Media can play an active role in creating awareness about lot of issues that concern human development. Public health issues are one such dimension where New Media can be potentially used to create consciousness. Health communication campaigns are purposive attempts to raise awareness of, improve knowledge about or influence behavior related to health issues in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society. As seen New Media is vibrantly used by most of the population specially youths to connect with friends, disseminating information, knowledge sharing, exchange of photos, videos etc,. It is important to know how effectively the New Media is creating awareness about public health amongst the younger generation. In this direction, the current study conducted in Bangalore City of Karnataka tries to know the impact of the New Media in shaping youngsters' opinions about public health issues.*



**Keywords:** *New Media, Public Health, Information, Communication*

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## INTRODUCTION

Media plays a vital role in changing the society in its entire spectrum. They bring the good, bad, worst, best and a wide variety of information which have happened in and around of the world. Newspapers, radio and television are the major sources of information from the centuries ago. What is next? The world of information, quick messenger is the New Media without which the present world cannot be even imagined. New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real time generation of new and unregulated content. Most technologies described as “New Media” are digital, often having characteristics of being manipulated, networkable, dense, compressible and interactive. Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs, according to Wikipedia. Facebook is an example of the social media model, in which most users are also participants.

The media that are based on the use of digital technologies such as the internet, computer games, mobile phones, social networking sites, and digital television are called as the New media. The Internet is a public worldwide computer network system and it is a network of networks that consists of millions of private, public, academic, business and government networks of local to global scope. Computer games are video games which are connected to children's' health

issues. Mobile phones are playing both good and adverse role in communicating and connecting people around the globe. A tremendous change in the society can be seen after the introduction of social networking sites like Facebook, Twitter, Linked In, You tube, Orkut, Myspace etc. Digital Television (DTV) is an advanced broadcasting technology that has transformed the television viewing experience which enables broadcasters to offer television with better picture and sound quality and multiple channels of programming. They can create anything good or bad in the public mind. The New Media can play an active role in public health issues.

Public health as defined by C.E.A. Winslow, a leading figure in the history of public health is, “the science and art of preventing disease prolonging life and promoting health and efficiency through organized community efforts for the sanitation of the environment, the control of community infections, the education of the individual in personal health, the organization of medical and nursing services for the early diagnosis and preventive treatment of disease and the development of the social machinery, which will ensure to every individual in the community a standard of living adequate for the maintenance or improvement of health”.

The information about various diseases, symptoms, precautions, first aid, discussion, therapy, prescriptions and access to physicians and many other messages are given in the Public health campaigns. Advertisement through media, posters, announcements, street plays, doorstep information, health checkups in the work place, providing multi vitamins to school children are some of the health campaigns organized by government, non- government and various other sectors of the society.

## LITERATURE REVIEW

New Media, a medium of social communication is playing a vital role in moulding society. Today, it is the best tool to create awareness, be it social, political, economical, health etc.

*A study on “new media and social change”* done by The Hatcher Group found that the use of New Media technologies to advance social change is very much in progress. Organizations have an high interest in using new media tools but are still unsure about which work best for them, how much time they want to invest in this effort and how best to use the evolving technology. But this much is certain, the importance new media plays in helping communicate the message of nonprofits will only increase in coming years and organizations that intend to thrive in that environment should make a concerted effort now to stay ahead of the curve (2009).

Health communication campaigns are purposive attempts to raise awareness of, improve knowledge about or influence behavior related to health issues in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce noncommercial benefits to individuals and society opined Ronald E. Rice (Atkin & Rice, 2013b).

American Public Health Association (APHA) states that public health is the practice of preventing disease and promoting good health within groups of people from small communities to entire country. APHA further states it includes health professionals from many fields working together with the common purpose of protecting the health of a population.

## STATEMENT OF THE PROBLEM

New Media is vibrantly used by most of the population connecting with friends, disseminating information, knowledge sharing, exchange of photos, videos etc., It is important to know how effective role the New Media is playing in creating awareness about public health amongst the younger generation. Hence, this study has been undertaken with the focus on New Media as Fillip in Public Health Campaign : A case study of youth.

## OBJECTIVES OF THE STUDY

- To know the usage of New Media and understanding of the public health among youth.
- To study whether New Media is helping youth to develop the perception of health.
- To examine the effectiveness of New Media in providing health information to the public.
- To know the public involvement in public health campaigns.

## METHODOLOGY AND SAMPLING

The survey method was adapted for this study. Surveys are used in all areas of life. The use of sample surveys for observing social and behavioral characteristics, attitudes, values and beliefs of large populations has been a major technique of data collection. Scientific procedures for sample selection, questionnaire design and measurement are now widely used in communication research. To know the impact of the New Media in shaping youngsters' opinions about health a questionnaire was administered to the age group between 18-32 years in Bangalore City, Karnataka. The sample consisting of 120 students who were selected at random.

## FINDINGS AND DISCUSSION

**Table 1** Respondents by Age N=120

Age	Frequency	Percentage
18-22	60	50
23-27	28	23
28-32	32	27
Total	120	100

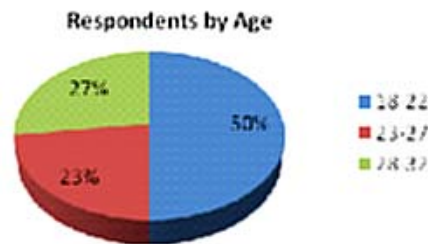


Table 1 presents the age wise distribution of respondents. As can be seen 50% of the respondents are in the younger age group of 18-22 while 27% are between 28-32 years. The remaining 23% are in the age group of 23-27 years.

**Table 2** Respondents by Education N=120

Graduation			Post-Graduation		
Education	f	%	Education	f	%
Technical	35	29	Technical	29	24
Non-Technical	35	29	Non-Technical	21	17
Total	70	58	Total	50	42

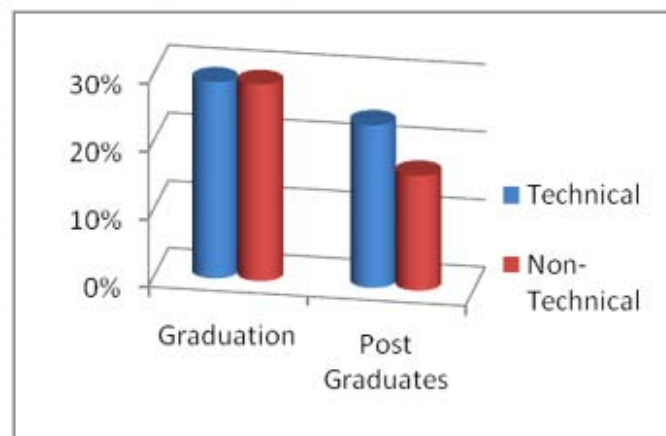


Table 2 provides data on the educational attainment of the respondents. As is evident from the table 58% of the respondents are graduates and the rest (42%) have post-graduate degrees. Among the graduates nearly half (29%) had technical education as against an even percentage of respondents having non-technical education. Similarly, among post- graduates more number of respondents (34%) had technical education as against 17% having non-technical education.

**Table 3** Marital Status of the Respondents

Marital Status	Male	%	Female	%
Married	13	11	21	17
Single	57	47	29	25
Separated	0	0	0	0
Divorce	0	0	0	0

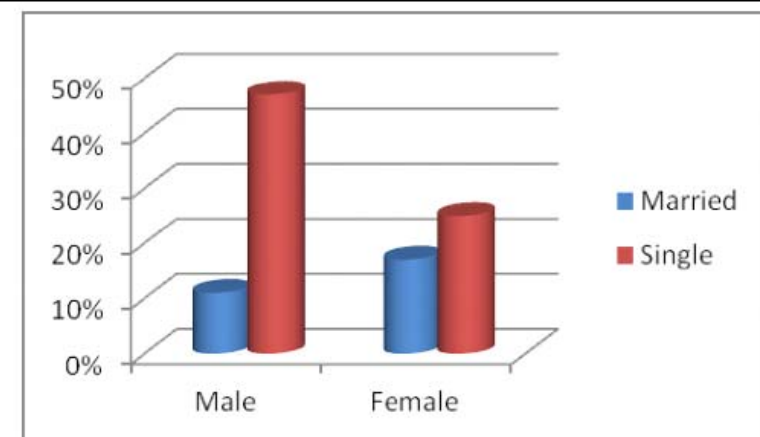
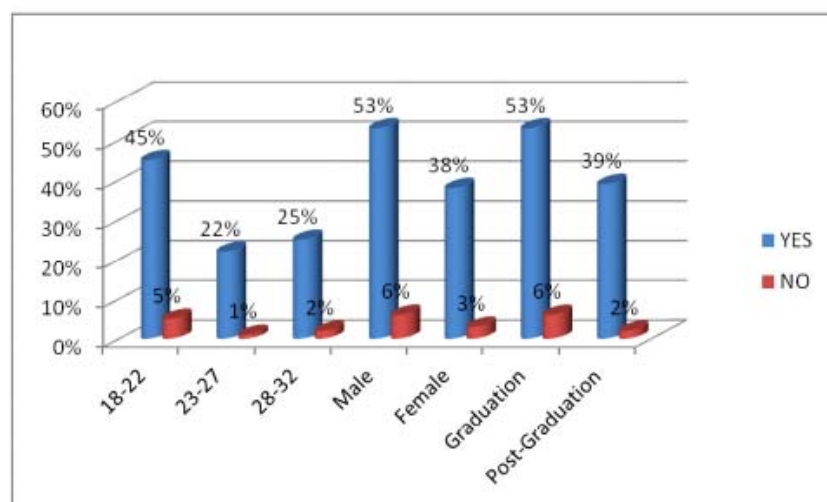


Table 3, envisages the marital status of the respondents. It is evident that majority are single while only 28% are married. Among the married female respondents (17%) outnumber their male (11%) counter parts.

**Table 4** Showing Demographic Distribution of New Media Awareness in Percentage

New Media Awareness	18-22	23-27	28-32	Total %	Graduate	Post-Graduation	Total %	Male	Female	Total %
Yes	45	22	25	<b>92</b>	53	39	<b>92</b>	53	38	<b>91</b>
No	5	1	2	<b>8</b>	6					
	2	<b>8</b>	6	3	<b>9</b>					
<b>TOTAL</b>	50	23	27		59	41		59	41	



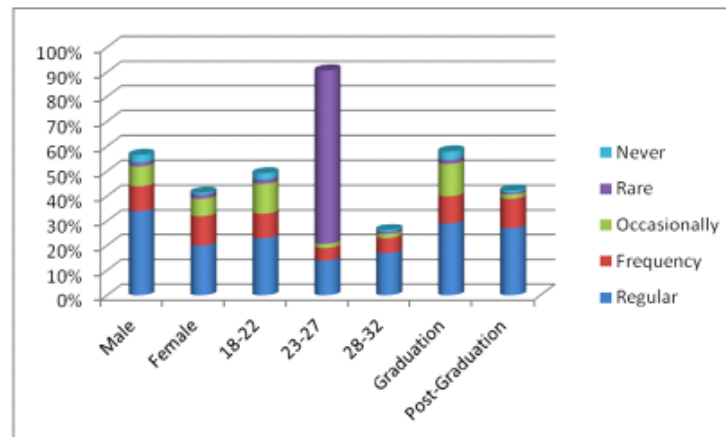
The above table 4 provides the data about the extent of awareness about the New Media among the graduate respondents as well as the post-graduate respondents. Awareness about New Media is highest at 92%. Similarly, a glance at the age wise distribution reveals that young respondents are more aware than other age groups. Awareness about the new media by age clearly has shown that more of young respondents (45%) are aware of the new media than other age groups. While the awareness in the age group of 28-32 years is 25%, the same in the other age group of 23-27 at 22%.

This concurs with the general expectation that the younger generation is more computer savvy. Similarly, the distribution by education between the graduates and post-graduates, the awareness about new media is more apparent among the graduates. This concurs with the earlier finding that younger respondents have better awareness about the new media.

Gender wise distribution reveals that awareness about new media is more among males (53%) than females (38%). A glance at the table shows that only 6% and 4% of the male and females do not know new media respectively. The percentage of the respondents who knows about New Media is very high.

**Table 5** Demographic Distribution of Frequency of using New Media in Percentage

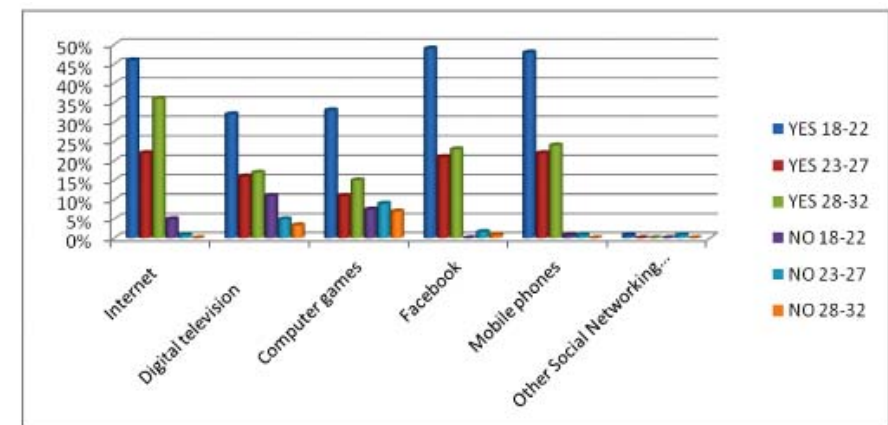
Gender	Regular	Frequently	Occasionally	Rarely	Never
Male	34	10	8	1.6	3.0
Female	20	12	7	1.6	0.8
<b>Total</b>	55	23	15	3.3	4.2
<b>Age</b>					
18-22	23	10	12	1.7	2.5
23-27	14	5	2.5	1.7	0
28-32	17	6	1.7	0.8	0.8
<b>Total</b>	55	27	16	4.2	3.3
<b>Education</b>					
Graduation	29	11	13	1.7	3.3
Post-Graduation	27	12	1.7	0.8	0.8
<b>Total</b>	56	23	15	2.5	4.2



According to the table 5, nearly two thirds of the respondents use new media regularly while 23% use frequently and another 15% occasionally. Those who never use new media are just about 4%. Among the regular users males outnumber the female. The corresponding percentage is 34% and 20%. By age, the percentage of regular users of new media is more among the younger group as compared to others. However, relatively more respondents in the age group of 28-32 years are using new media as against just 14% in the age group of 23-27. Education wise regular users are more among the graduates (29%) as compared with post-graduates (27%).

**Table 6** Demographic Distribution of Usage of New Media in Percentage N=120

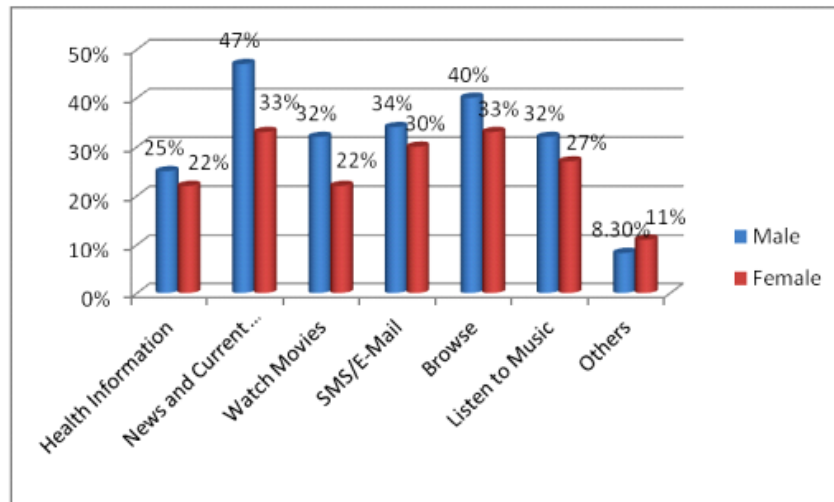
New Media Usage	YES				NO			
	18-22	23-27	28-32	Total	18-22	23-27	28-32	Total
Internet	46%	22%	36%	94%	5%	0.8%	0	6%
Digital television	32%	16%	17%	66%	11%	5%	3.33%	19%
Computer games	33%	11%	15%	59%	7.5%	9%	7%	23%
Facebook	49%	21%	23%	93%	0	1.6%	0.8%	2.5%
Mobile phones	48%	22%	24%	94%	0.8%	0.8%	00	0.8%
Other Social Networking Sites	0.8%	00	00	0.8	00	0.8%	00	0.8%



Data furnished in table 6 reveals that among various new media applications maximum number of respondents (94%) have been using Internet as well as mobile phones. Facebook is being used by a vast majority (93%) while computer Games and Digital Television are being used by 60-66% of the respondents. The younger age group respondents of 18-22 years have been using Facebook relatively more than other applications (49%). Mobile phones and Internet are used by 48% and 46% respectively. Similarly, in the 23-27 age group maximum users are for mobile phones and internet with 22% each followed by Facebook (21%). However, in the age group of 28-32 years internet is used by more respondents (36%) than mobile phone (24%) and Facebook (23%). It may be inferred from the above findings that Facebook, mobile phones and internet are popular new media among youth irrespective of the age and education.

**Table 7 Purpose of using New Media**

Content	Male	Female	Total
Health Information	25%	22%	17%
News and Current Affairs	47%	33%	80%
Watch Movies	32%	22%	53%
SMS / E-Mail	34%	30%	64%
Browse	40%	33%	73%
Listen to Music	32%	27%	59%
Others	8.3%	11%	19%

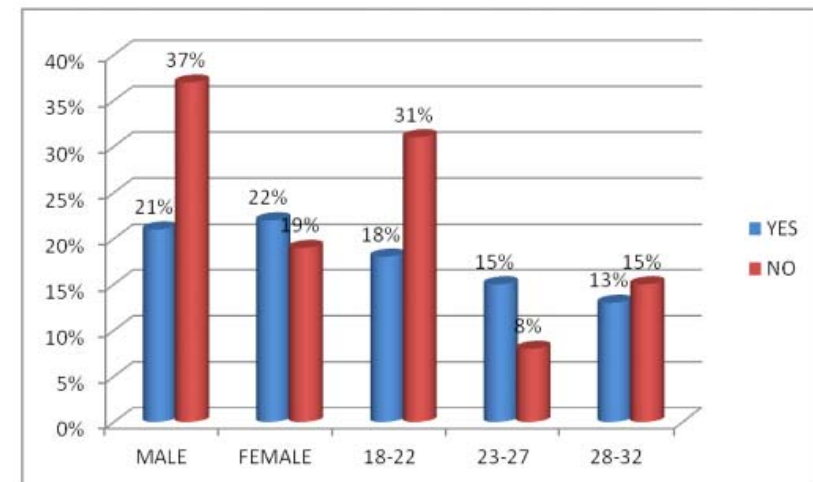


It is gratifying to note from table 7, that maximum number of respondents (97%) are using the new media for news and current affairs. Nearly 80% browse while 64% use them for sending SMS and Email whereas, 73% use for browsing. Listening to music is also a good option for 69% followed by watching movies. Gender wise distribution makes it obvious that men use New Media more for new and current affairs while women use it more for news and current

affairs as well as browsing. Both male and female use New Media for seeking health information is an important revelation. They seem to check health related issues first on Internet before consulting doctors or family members.

**Table 8 Demographic Distribution of New Media Awareness about Concept of Public Health Campaigns**

Awareness	Male	Female	Total	18-22	23-27	28-32	Total
Yes	21%	22%	44%	18%	15%	13%	46%
No	37%	19%	56%	31%	8%	15%	54%
Total	58%	42%		50%	23%	27%	



The findings furnished in the table 8, provides the extent of awareness about the concept of public health campaigns among the respondents. According to the gender, it was found that awareness is slightly more among females than males. However, the disturbing finding is nearly 56% of the respondents are not aware of health campaigns which illustrate lack of effort on part of the Department of Public Health to effectively promote the campaigns to the stakeholders.



Similarly, by age the awareness is between 13%-18% which is dismal whereas, the younger age group respondents (18%-22%) have better awareness. These findings point out that health campaigns need sustained efforts and multimedia approach.

**Table 9** *Media of Information on Public Health Campaigns*

Media	f	Percentage
Radio	18	15%
Newspapers	68	57%
Television	45	37%
New Media	27	22%
Other Outdoor Hoardings	22	18%

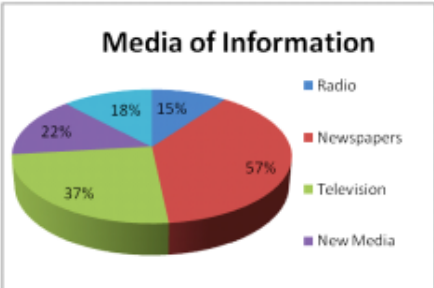


Table 9, provides the source of information about health campaigns. It is evident from the table that newspapers are the major source (57%) followed by Television(37%), New Media (22%), outdoor hoardings (18%) and Radio (15%). It is strange that the Radio being the most popular medium with widest range has not able convey health issues to the youth.. This is also a wakeup call for the programme administrators to make use of Television and Radio to make Public Health Campaigns more popular.

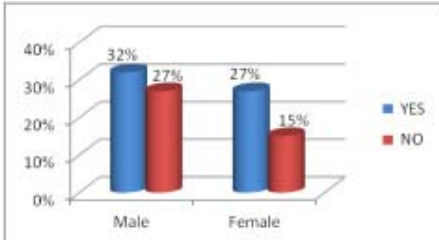
**Table 10** *Participation in Any Public Health Campaigns*

	18-22	23-27	28-32	Total	Graduation	Post-Graduation	Total	Male	Female	Total
Yes	11%	1.6%	2.5%	15%	11%	4%	15%	10%	5.8%	16%
No	39%	22%	24%	85%	48%	37%	85%	48%	36%	84%

The above table 10 further substantiates a very low participation in health campaigns by respondents who are in the reproductive age group. Only 15% participation is distressing as education did not have any impact on participation. This could be a pointer to the fact that these people use private health services rather than the government provided health care systems. Even the New Media influence has not let them to participate in the public health campaigns. The table shows that the contribution of both male and female respondents in the health campaigns. There are 17% of male respondents and 14% female respondents who haven taken part in different public health campaigns. 84% of the youth have not been part of any such campaigns.

**Table 11,** *Is New Media Creating Awareness about Health among Youth?*

Awareness	Male	Female	Total
Yes	32%	27%	58%
No	27%	15%	42%



According to the table 11, New Media is not creating awareness about health for 42% of the respondents while new media has created awareness among 32% male and 27% of female.

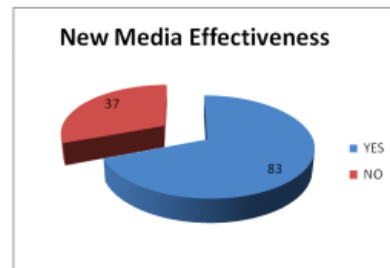
**Table 12** *New Media Coverage of Public Health Issues*

	f	Percentage
Yes	35	29%
No	85	71%

It is about coverage of the public health issues in new media. Only about 29% of the respondents concurred that New Media addresses all public health issues while a vast majority did not subscribe to this view.

**Table 13** *New Media is More Effective than Other Traditional Media*

	f	Percentage
Yes	83	69%
No	37	31%



More than two thirds of the respondents are in agreement while adjudging new media as being more effective than other traditional media in creating awareness about health issues.

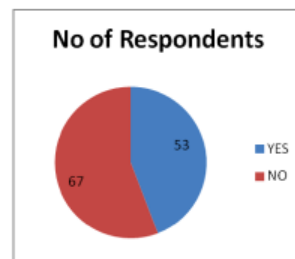
**Table 14** *New Media is doing well for improving the health awareness among the youth*

	f	Percentage
Yes	86	72%
No	34	28%

The positive observation of nearly 72% of the respondents about the role of new media being adequate in creating awareness about health is significant and only 28% opined that it is not adequate.

**Table 15** *Recommendation to Use New Media for Health Education*

	f	Percentage
Yes	53	44%
No	67	56%

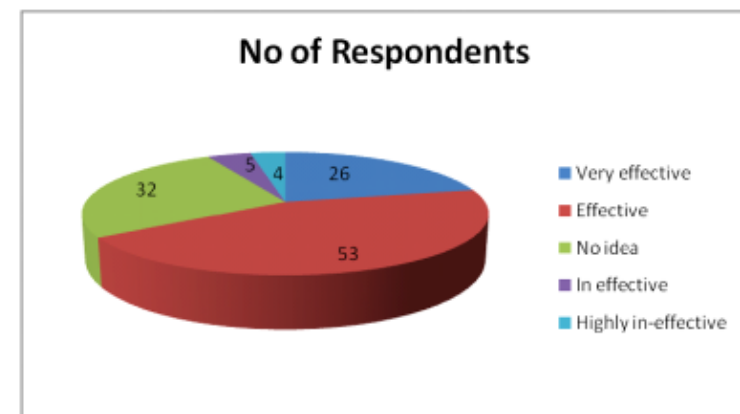


Nearly 44% (Table 15), recommend that the New Media should be used for promoting health education whereas 56% do not agree with this.

Almost 44% consider the role of the New Media in public health awareness as effective as against 22% adjudicating it as very effective while 27% do not have clear cut idea whereas a negligible 3%-4% consider it as ineffective and highly ineffective respectively.

**Table 16** *Ratings of New Media in Public Health Awareness*

	f	Percentage
Very effective	26	22%
Effective	53	44%
No idea	32	27%
Not effective	05	4%
Highly ineffective	04	3%





## CONCLUSION

This study was planned to examine whether the New Media intervention has helped the younger generation to be more aware of health issues. 120 students from Bangalore City were selected at random from different disciplines and were administered a structured questionnaire. The total questionnaires were distributed among 70 male and 50 female respondents. The findings revealed that the respondents are in the habit of using New Media more as well as reading the newspapers. The sample consisted of students between the age group of 18-32 years. The study has found that respondents have varied ideas about the public health campaigns and awareness. An important factor found was public health campaigns have not effectively reached rural India. Some of the health issues highlighted by New Media are health and hygiene, diet, drug addiction, breast cancer, keeping the environmental clean, garbage decomposition and female foeticide. Health campaigns which are popular among the respondents are AIDS awareness, polio, breast-feeding and eye donation. More than two third of the respondents agreed that the New Media is more effective than other traditional media in creating awareness about health. One may conclude that, New Media are seen as potentially valuable tools for implementing public health communication.

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# Understanding the Corporate Social Responsibility Enigma: What a Businessman Owes to Inclusive growth?

NANJUNDA

## Abstract

*Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business/ Responsible Business) is a form of corporate self regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. In some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered stakeholders.*

*The term "corporate social responsibility" became popular in the 1960s. It is found that Corporate Social Responsibility (CSR) has much bigger implications for development of the any country. It reduces dependency on the government for social expenditure and*

*helps for speedy inclusive growth. The scale of CSR emerged significantly in the last decade in India. Since business houses required doing business in the society only; it would be an obligation to share a small portion of their profit for betterment of society. To relate fundamental business philosophy to make CSR sharper, smarter and focused is what really matters and is the chore ahead. However, critiques are emerging on the recent Government bill on CSR which makes mandatory on the part of the companies to spend small portion of their profit for the social causes. Some of the big Indian corporates like Infosys, Wipro, Tatas have become role models in CSR activities in India. Some of them have really done wonders in the selected social sectors which help for speedy inclusive growth. Also some reputed companies are spending more than 15-20% of their profit for social service. Although various Indian corporates are involved in CSR activities, it is not enough when compared to their actual financial capacity. In addition, companies have institutional and other problems in having CSR policies. Further, some companies are doing CSR activities to escape from the different taxes to be remitted to the Government. Against this backdrop, this paper discusses the role of CSR for rapid inclusive growth of the country.*

**Key Words:** CSR, Inclusive Growth, Corporate Citizenship

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## INTRODUCTION

Corporate Social Responsibility (CSR) is referred to as the business responsibility and an organization's actions on environmental, social, ethical and economic issues of its surroundings. It is usually described in terms of a company considering, managing and balancing the economic, social and environmental impacts of its activities. A business organization cannot work in isolation and the extent to which a business organization should consider the environmental, ethical and social issues in its working foregoing a part of its profit for the betterment of the society as a whole, the constituents of which are its employees, environment, moral and ethical issues etc. A company which fails to do so is jeopardizing its commercial future. In India, the ethical and moral model initiated by Mahatma Gandhi during 1930s is well known which affirmed the responsibility of family-run-businesses conducting social and economic activities. Corporate social responsibility has no standard definition. However, we can generally define that it is a type of contribution/s from the corporate houses out of their huge profits to the various aspects of social development of the society. Whatsoever business houses function in the domestic and global economy they have to respond to the local social needs in which they are working. On other hand, they have to also address the needs of the shareholders' demands on time.

Corporate houses or business companies are basically aimed to make maximum profit out of their business. They are not the charitable institutions. However, sometime they may need to fulfill corporate accountability, responsibility and stewardship. In a most philosophical meaning we can say since corporates are working in the society they must address the social problems by sharing a small portion of their

total profit. Hence, through their social interventions corporates not only get social reorganizations but also good branding because it is widely found that any general decision of corporate will impact upon society & environment in one way or other. Good CSR increases reputation and branding of any business house. The world business council for sustainable development in its publication, "Corporate social responsibility: making Good business sense" defines, Corporate Social Responsibility as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" Richard Holme and Phil Watts (2010).

### What is corporate philanthropy or CSR?

"Corporate philanthropy (CP) refers to the practice of companies of all sizes and sectors making charitable contributions to address a variety of social, economic and other issues as part of their overall corporate citizenship strategy. Companies make philanthropic donations through either company-sponsored foundations or direct giving programs. These are different in their relationship to the company and it is important to understand the difference" (the Voluntary foundation). Business for Social Responsibility -

Even under global economic recession India's economy is fast growing at the rate of 8.3%. Indian market is an attractive center for many global companies for huge investment. India's recent economic reforms has attracted in increasing the foreign direct investments to the country. It has given an opportunity for more companies to enter

into India thereby we can expect more CSR in the days to come. In this globalization period, CSR is getting a new concept. CSR has given a new brand image to the companies for their market. However, it is generally felt that association with socially relevant causes should not be just for tax exemption exercise of the companies. Some study reports have revealed that CSR activities have increased consumer loyalty, company image and marketing. In a country having severe poverty, illiteracy and other serious problems, the government alone cannot solve these problems. Corporates should also join hands with the government. Companies must voluntarily get involved with strong social commitment. It is also found that a majority of the Indian customers would prefer the companies to involve themselves in social issues. Also consumers are ready to pay more for such products of companies involved in social causes (Gupta. S. & Sharma. 2009).

### The Modern CSR – The Strategies

STAGE	WHAT ORGANIZATIONS DO	WHY THEY DO IT
DEFENSIVE	Deny practices of outcome and responsibility	To defend against attacks to their reputation that in the short term could affect sales, recruitment, productivity, and the brand
COMPLIANCE	Adopt a policy-based Compliance approach as a cost of doing business	To mitigate the erosion of economic value in the medium term because of ongoing reputation and litigation risks
MANAGERIAL	Embed the societal issue in their core management processes	To mitigate the erosion of economic value in the medium term and to achieve long term gains by integrating responsible business practices into their daily operations

STRATEGIC	Integrate the societal issue into their core business strategies	To enhance economic value in the long term and to gain first-mover advantage by aligning strategy and process innovations with the societal issue
CIVIL	Promote broad industry participation in Corporate responsibility	To enhance long-term economic value by overcoming any first mover disadvantages and to realize gains through collective action

Source: *The Path to Corporate Responsibility* by Simon Zadek

CSR activities in today's India may be classified into two categories. First category is about CSR activities normally taken by the corporate giants and second one deals with CSR activities taken by the small and medium scale enterprises. This classification is based on commitment and transparency maintained inside the companies. Recently Central Government has issued a notification to all big corporate giants to spend 2 to 5% of the company's net profits on CSR activities. This bill evoked mixed reactions from many corporate giants across the country. Some of them have welcomed the decision while others have criticized the move. They opined that the Government should not make CSR mandatory. Even though the intention of the Government maybe good but before finalizing the bill the Government should consult the business people and seek their opinion. There should be no hurry to bring such a bill in the country. Also experts felt small and medium scale industries should be a part of the CSR in one way or the other. Strand (1983) argues that the 'three dimensions of responsibility, responsiveness and response are fundamentally linked to form a system of corporate social involvement for the social development. Social responsibilities are determined by

society and the tasks of the firms are: a) to identify and analyze society's changing expectations relating to corporate responsibilities b) to determine an overall approach for being responsive to society's changing demands, and c) to implement appropriate responses to relevant social issues'.

### Perspectives and Key Business Practices for CSR (Spiller, 2000)

Community	<ol style="list-style-type: none"> <li>1. Generous financial donations</li> <li>2. Innovative giving</li> <li>3. Support for education and job training programmes</li> <li>4. Direct involvement in community projects and affairs</li> <li>5. Community volunteer programmes</li> <li>6. Support for the local community</li> <li>7. Campaigning for environmental and social change</li> <li>8. An employee-led approach to philanthropy</li> <li>9. Efficient and effective community activity</li> </ol>
Environment	<ol style="list-style-type: none"> <li>1. Environment Policy</li> <li>2. Materials policy of reduction, reuse and recycling</li> <li>3. Monitoring, minimizing and taking responsibility for releases to the environment</li> <li>4. Waste management</li> <li>5. Energy conservation</li> <li>6. Effective emergency response</li> <li>7. Public dialogue and disclosure</li> </ol>
Employees	<ol style="list-style-type: none"> <li>1. Fair remuneration</li> <li>2. Effective communication</li> <li>3. Learning and development opportunities</li> <li>4. Fulfilling work</li> <li>5. A healthy and safe work environment</li> <li>6. Equal employment opportunities</li> <li>7. Job security</li> <li>8. Competent leadership</li> <li>9. Community spirit</li> <li>10. Social mission integration</li> </ol>

Customers	<ol style="list-style-type: none"> <li>1. Industry-leading quality programmes</li> <li>2. Value for money</li> <li>3. Truthful promotion</li> <li>4. Full product disclosure</li> <li>5. Leadership in research and development</li> <li>6. Minimal packaging</li> <li>7. Rapid and respectful responses to customer comments/concerns</li> <li>8. Customer dialogue</li> <li>9. Safe products</li> </ol>
Suppliers	<ol style="list-style-type: none"> <li>1. Develop and maintain long-term purchasing relationships</li> <li>2. Clear expectations</li> <li>3. Pay fair prices and bills according to terms agreed upon</li> <li>4. Fair and competent handling of conflicts and disputes</li> <li>5. Reliable anticipated purchasing requirements</li> <li>6. Encouragement to provide innovative suggestions</li> </ol>
Share holders	<ol style="list-style-type: none"> <li>1. Good rate of long-term return to shareholders</li> <li>2. Disseminate comprehensive and clear information</li> <li>3. Encourage staff ownership of shares</li> <li>4. Develop and build relationships with shareholders</li> <li>5. Clear dividend policy and payment of appropriate dividends</li> <li>6. Corporate governance issues are well managed</li> <li>7. Access to company's directors and senior managers</li> <li>8. Annual reports provide a picture of the company's performance</li> <li>9. Clear long-term business strategy</li> <li>10. Open communication with financial community</li> </ol>

*Source: Spiller, R.: (2000), 'Ethical Business and Investment: A Model for Business and Society'.*

## CSR and Inclusive Growth

The 11th Plan defines inclusive growth to be “a growth process which yields broad-based benefits and ensures equality of opportunity for all”. The ministry of corporate affairs and industry chamber, Confederation of Indian Industry (CII) had recently come out with a study on the Corporate Social Responsibility (CSR) in which the role of private sector in fostering inclusive growth and globalization has been recognized. Almost all major companies in India have a CSR programme in areas like education, health, livelihood creation, skill development, empowerment of disabled and woman ( Siloyam and Othes, 2008).

Inclusive growth basically means, “broad based growth, shared growth, and pro-poor growth”. It decreases the rapid growth rate of poverty in a country and increases the involvement of people into the growth process of the country. Inclusive growth by its very definition implies an equitable allocation of resources with benefits incurred to every section of the society. Even under global economic recession India’s economy is fast growing at the rate of 8.3%. Indian market is an attractive center for many global companies for huge investment ( Shetty, 2010). India’s recent economic reforms has attracted in increasing the foreign direct investments to the country. It has given an opportunity for more companies to enter into India thereby we can expect more CSR work in the days to come.

Business houses are also playing an important role in the overall social development process of the country. This is due to the policy adopted themselves by the companies. Many Indian Companies have grown in size and capabilities conducting development policy and innovative programmes in the field of health, livelihood, education,

micro-financing, and income generation programmers. These programmes have also made important contribution in the effort to eradicate various social problems as these are all closely intertwined with the rapid inclusive growth of the country. There are some reports showing rapid inclusive growth is possible with the more participation of the private sectors. However, unless big companies make significant improvement and constructive changes in promoting philanthropic behaviors their best efforts may not prove sufficient for ending various problems being faced by the larger section of the society. Meanwhile the companies have started focusing on the middle and lower income group markets and have embraced inclusive growth. Some of the big corporate like Infosys, Wipro, Tatas have become a kind of role model in CSR activities in India.

The Tata group is spending more than 40% of its profits for social service. They should be an example for other type of companies. Even though recent bill on CSR of the government is a good move we cannot completely depend only on corporate interventions in social issues. The Government cannot escape from its responsibility. Public enterprises in India have already begun spending 5% of its profits for social causes. Corporate can initiate their own social projects or join hands with NGO’s. The need of the hour however is to make the local business houses comprehend their obligation towards giving back to the society. The crack seems to lie in the understanding and positive reception of the importance of CSR in the overall scheme of things. Another broad comparative survey was conducted of 232 major corporations from among the *Fortune* 500 to determine how and to what extent they were involved in social programmes. This research indicated that the greatest involvement in social programmes

concerned quality control to meet consumer expectations, anti-pollution activities and employment and training. Motivations for social programmes were probed and the conclusion was that enlightened self-interest was the most important motive for social action in urban and consumer affairs.

The new economic era in India i.e. the post-liberalization phase of the Indian economy was a catalyst for the radical transformation in the corporate social responsibility related practices in the country. The change is twofold: transformation of the conceptual understanding of corporate social responsibility and innovations at the implementation level. 'At the conceptual level, there was a fundamental transformation from the charity- oriented approach to the stakeholder-oriented approach where the target group was seen as stakeholder in the community whose well-being was integral to the long term success of the company. However, the real revolution occurred at the implementation stages where companies have started committing manpower, expertise in addition to financial resources in order to provide a host of services, programs and schemes that are flexible enough to accommodate the needs of the target community' (Mahapatra and Visalaksh, 2010). The CSR approach has also seen better peoples' contribution at all stages and greater responsibility standards.

The development debate associated with FDI has now extended to CSR. The proponents of CSR generally hail voluntary initiatives as a pragmatic and innovative way of enhancing the contribution of MNCs to inclusive development. Many also regard such initiatives as an alternative to government regulation which is often seen not only as unfriendly towards business but also as difficult to implement,

particularly in developing countries. Major portion of criticism of CSR has centered on two main concerns: first, many CSR initiatives amount to "green wash", or attempts to disguise what is fundamentally business-as-usual; and second, that CSR is a indisputable effort on the part of big business to get better social, environmental conditions leading to inclusive growth (Utting, 2003).

Indian business houses have gained experience in the field of CSR and that is very much obvious from the range of CSR programs that have been undertaken in the last decade. CSR has moved beyond pure charity and philanthropy and has slowly crept into a professional phase demanding inclusion of CSR into company policy and strategy. The companies have started focusing on the middle and lower income group markets and have embraced inclusive growth. Hundreds of millions of low income groups will be ready consumers if the affordability and income and livelihood generating needs are fulfilled. Bringing products and services to remote parts of the country and to low-income people in both urban and rural areas has become much more than a way to fulfill corporate social responsibility. "Inclusive growth is now a business opportunity. The above mentioned cases of Inclusive growth are an excellent demonstration of the innovation that Indian companies can bring to help create inclusive growth domestically and another example for businesses operating in any market of how inclusive business models can have development impact and create commercial success" (Bhujbal and Sharma, 2011).

## CONCLUSION

Hence, it can be concluded that companies' social involvement plays a vital role for rapid inclusive growth and to eradicate social exclusion in the country. Companies' social presence will help the

company in increasing stronger financial performance, social accountability, reputation and branding etc. This is the time to think of involving small and medium scale industries to enter into CSR also. They can take-up small projects at local levels using their business presence and network. Also they can share their human and technical skills with the local NGO's. They can train the NGO's to eradicate various social problems. CSR needs to look at some untouched sectors including human rights, poverty eradication, rehabilitation, training, tribal development, etc which need more focus for rapid inclusive growth.

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# Coverage of Development news in Indian Press: A Content Analysis of Three Regional Newspapers of Andhra Pradesh, India

C. VANI

## Abstract

*The role of press is considered vital for a developing country like India in transformation of a traditional society to a modern society as modern day development is communication oriented. This article focuses on the development news published in the three leading newspapers—Eenadu, Deccan Chronicle and Andhra Jyoti—all being published from major cities in Andhra Pradesh, India. The Indian state Andhra Pradesh has 66 per cent rural population where dependency on agriculture at activity, lower wages that is lower than the minimum wages, lack of required skills and seasonal work are the main factors that are hampering the development and the progress in the rural areas. 20 per cent of the population live below poverty line and are backward both economically and educationally. As the fourth estate of democracy, press is expected to play a vital role in mobilizing and accelerating the process of development. In order to do so the press should give wider coverage to development issues thereby creating mass awareness. Content analysis of the three newspapers revealed that press in Andhra Pradesh, India covers less development news.*

**Keywords:** *Communication, development, opinion, press, responsibility.*

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## INTRODUCTION

Newspapers are required to provide information on local, state, provincial, national, and world issues. They are among the most widely read periodicals that are available and accessible to the vast majority of people of all ages and walks of life in India. Every category of reader can find some important, current, and interesting information in newspapers. Today's newspapers use design elements that make information easily visible to the reader. Important stories get special typographical treatment and are therefore set in large bold headlines, while rich graphics accompany the stories enhancing its readability. The most current analysis and criticism of politics, economics, health, sports, music, theatre, media, fine arts, and even comics find space in newspapers. Ola and Ojo (2007) reiterate that, "newspapers are important because they carry current information and they keep the readers informed of events and happenings within and outside their immediate environments. They are useful for education, recreation, entertainment and relaxation." News is written as a way of disseminating information to a large group of people. Reporters and editors are usually conscious of the language they use in news reportage to attract popular readership. In positioning newspapers within the news environment and establishing their academic and research viability, Cheney et al.(2006) insist that despite the growing presence of news on the Internet, radio, television, and so on, a library's current newspaper collection can continue to play a vital role in the academic community.

The history of modern times is the history of development. 'Development is a whole, it is an integral, value loaded cultural process, it encompasses the natural environment, social relations, education, production, consumption and well-being' (Narula, 2002). It involves a process of transformation of a traditional society to a modern society. The most important feature of development is growth. From a social point of view, development refers to the change in the social structures or in the functions performed by different groups and units within it. Today, press or media is widely considered important tool for development as modern day development is communication oriented. There is a very close relationship between the press and national development of a country. Press has an impact on society not only through the content of the message but also through the process. It plays a crucial role in creating awareness among people as well as in changing public opinions. It is the press which is always helpful in highlighting public grievances thus helping governments in preparing remedial measures. Press brings out many unknown things to the notice of the common man and as well as to the government. By press only the public comes to know about the development policies of the government. Thus it helps to understand each other. For better functioning of democracy press should be out of government control and the communicator should investigate, analyse and interpret the development plans of government and should not depend wholly on government organizations for information. Press should not try to make propaganda of the government proposals and plans. Development is a complex phenomenon and development communication is the systematic use of communication for national development (Lent, 1979).

As Singhal & Rogers (2001) mentioned: Development is a widely participatory process of directed social change in a society, intended to bring about both social and material advancement (including greater equality, freedom, and other valued qualities) for the majority of people through their gaining greater control over their environment (p. 33). Many countries justify government control over media in the name of national security, religious and cultural harmony, and in the name of the systematic use of media to promote governmental agenda for development. As McDaniel (1986) has pointed out, politicians in developing countries “wish to be seen as champions of development issues” and warned “it might undermine development as a responsibility of the whole population, picturing it instead as an activity of the influential and politically powerful” (p. 170). Development news is not public relations handout which presents list of success stories achieved by government in different areas (Gupta, 2000).

### **IMPORTANCE OF DEVELOPMENT NEWS IN ANDHRA PRADESH**

According to the Economic Survey, Andhra Pradesh 2011-12, despite abundant natural resources 66 per cent of population living in rural areas in the state are backward economically and educationally and 21 per cent live below poverty line (BPL). A basic healthcare facility is still a distant dream in the rural areas even after 66 years of independence. The state has more than 700 registered journals, magazines, newsletters and newspapers and among them 10 Telugu, Six Hindi and Eight English newspapers are running successfully along with other language small and medium newspapers.

### **OBJECTIVES OF THE STUDY**

- To determine the extent of coverage of development news in *Eenadu*, *Deccan Chronicle* and *Andhra Jyoti*
- To ascertain the role of regional print media in publishing development news.
- To find out the how these three regional newspapers differ in covering development news.

### **METHODOLOGY**

The research aims at studying the news published by *Eenadu*, *Deccan Chronicle* and *Andhra Jyoti* regarding the development news published in the three newspapers during the period March 2013 to August 2013.

### **RESEARCH DESIGN**

In order to fulfill the objectives of the study the researcher employed content analysis method of study. The researcher analyzed main editions of the three newspapers *Eenadu*, *Deccan Chronicle* and *Andhra Jyoti* published from Tirupati in Andhra Pradesh. The reason for selecting these three newspapers is based on the fact that *Eenadu* is the premier Telugu daily from Andhra Pradesh with highest circulation. The *Deccan Chronicle* is English daily which takes pride in describing itself as a regional newspaper with an aim for the development of the region and its people. The *Andhra Jyoti* is the oldest daily with moderate circulation figures.

### **SAMPLING**

The news reports, editorials, letters to the editor on the development issues were identified and selected from these three newspapers for the purpose of content analysis. The news reports between March 2013 to August 2013 were analyzed. The period of

six months was selected randomly. The newspapers were selected randomly with 3 issues dated 4<sup>th</sup>, 14<sup>th</sup> and 24<sup>th</sup> of each paper every month. A total of 54 copies from all three papers were selected for the study. While selecting the items, the researcher studied all the articles pertaining to the development issues with special focus on how the newspapers have covered the issue. The study was done based on three parameters, namely:

1. Importance given to the development news stories
2. Amount of space and location, page allotted for development stories
3. The presentation of stories using visuals and other graphic material.

## OPERATIONAL DEFINITIONS

The definition of development news used by John V. Vilanilam (2009) was adopted as an operational definition for this study. He defined development news as news relating to the primary, secondary, and tertiary needs of a developing country. Primary needs are food, clothing, and shelter. Secondary needs are development of agriculture, industry and all economic activity which lead to the fulfillment of the primary needs, plus development of education, literacy, health, environment, medical research, family planning, employment, labor welfare, social reforms, national integration and rural and urban development. Tertiary needs are development of mass media, transport, tourism, telecommunication, arts and cultural activities.

## FINDINGS

### Data Analysis of the *Eenadu*, *Deccan Chronicle* and *Andhra Jyoti*

The content analysis of the three newspapers showed Deccan

Chronicle recorded 16 articles, Andhra Jyoti recorded 10 articles and Eenadu recorded 18 articles for the specified period.

## Positioning of News

**Table 1** *Distribution & Analysis of Positioning of Development News in Telugu Dailies*

Sl. No.	Newspaper	Front Page	Editorial Page	Other Pages	Total
1	Deccan Chronicle	4	2	10	16
2	<i>Andhra Jyoti</i>	3	1	6	10
3	<i>Eenadu</i>	2	4	12	18
		9	7	28	44

Positioning of news determines the importance of news value in a newspaper. It reflects how the newspaper treats a news story. A lead story of the day will obviously find a place in the front page of the newspaper and competes only with advertisements booked for the day. The study shows that a total of 44 news stories were published during the study period of six months meaning there were 7.33 development stories each month across all three dailies. There were more development stories in *Eenadu* (18) than other two papers namely, *Deccan Chronicle* (16) and *Andhra Jyoti* (10).

**Table 2** *Positioning of News in Deccan Chronicle*

Page	Frequency	Valid percent	Cumulative percent
Front	4	25.0	25.0
Editorial	2	12.5	37.5
Inside	10	62.5	100.0
Total	16	100.0	

It may be inferred from Table 2 that news stories relating to development issue gets less importance in both front page with 25 per cent coverage and editorial page with 12.5 percent. The inside pages which included pages meant for state, district and city news has carried highest number of news articles with 62.5 percent in Deccan Chronicle.

In the case of *Eenadu* the analysis shows that over 66.67 percent of development stories were published in inside pages whereas front page published only 11.11 percent stories indicating the low priority given to development news. However, *Andhra Jyoti* tops all the three papers by publishing more number of development stories (30 percent) in front page. But, like other two papers, *Andhra Jyoti* has also accommodated more development stories in inside pages (60 percent) and fails to have more development stories in the sacred page of the newspaper, the editorial page (10 percent).

**Table 3** Positioning of News in *Andhra Jyoti*

Page	Frequency	Valid Percent	Cumulative Percent
Front	3	30.0	30.0
Editorial	1	10.0	40.0
Inside	6	60.0	100.0
Total	10	100.0	

**Table 4** Positioning of News in *Eenadu*

Page	Frequency	Valid Percent	Cumulative Percent
Front	2	11.11	11.11
Editorial	4	22.22	22.22
Inside	12	66.67	100.0
Total	18	100.0	

**Table 5** Positioning of Development News in Regional Press

Newspaper/ Positioning	Front Page	Editorial	Inside Page
Deccan Chronicle	25.0	12.5	62.5
<i>Andhra Jyoti</i>	30.0	10.0	60.0
<i>Eenadu</i>	11.11	22.22	66.67

### Priority of News

Allotment of space for a news article in a daily demonstrates the commitment of newspaper towards certain news. The news stories were therefore divided into two categories according to the importance given to them in terms of placement in a page and length of the story. On the parameters they were graded as high, medium and low.

**Table 6** Priority of Space and Placement in *Deccan Chronicle*

Importance	Frequency	Valid percent
High	5	31.25
Medium	8	50.0
Low	3	18.75
Total	16	100.0

In the newspaper Deccan Chronicle the development news stories found medium importance which is highest with 50 percent whereas the percentage of high prominence is 31.25.

**Table 7** Priority of Space and Placement in *Andhra Jyoti*

Importance	Frequency	Valid percent
High	2	20.0
Medium	5	50.0
Low	3	30.0
Total	10	100



The data of *Andhra Jyoti* shows that like the Deccan Chronicle, development news stories found medium importance with 50 per cent while the percentage of high prominence is 20 less than both the papers.

**Table 8** *Priority of Space and Placement in Eenadu*

Importance	Frequency	Valid percent
High	4	22.22
Medium	11	61.11
Low	3	16.67
Total	18	100

The data of Eenadu shows that like Deccan Chronicle and *Andhra Jyoti*, development news stories found medium importance with 61.11 per cent, highest of all three papers whereas the news stories that received high prominence is 22.22 percent.

### Pictures

A picture is worth a thousand words is a popular saying. A photograph in a newspaper gives factual credibility to the news story.

**Table 9** *Development Stories' Pictures in Deccan Chronicle*

Pictures	Frequency	Valid percent
Yes	2	12.5
No	14	87.5
Total	16	100

The Deccan Chronicle newspaper published only two pictures related to development news with only 12.5 percent.

**Table 10** *Development Stories' Pictures in Andhra Jyoti*

Pictures	Frequency	Valid percent
Yes	4	40.0
No	6	60.0
Total	10	100

The *Andhra Jyoti* has published four pictures during the period with 40 per cent of photographic coverage to development stories.

**Table 11** *Development Stories' Pictures in Eenadu*

Pictures	Frequency	Valid percent
Yes	4	22.22
No	14	77.78
Total	18	100

The *Eenadu* has published 22.22 percent of pictorial coverage to development stories during the study period.

### DISCUSSION

The content analysis of regional press has thrown light on various facts about the overall pattern of the news covered by the newspapers on development issues. One of the important categories in the analysis is the division of articles according to their page of publication. The newspaper Deccan Chronicle published 25 percent stories in the front page while *Andhra Jyoti* with 30 percent and *Eenadu* published 11.11 percent of stories. The analysis reveals that all the newspapers has its own agenda by not giving importance to the issue in the editorial page (Deccan Chronicle 12.5 percent, *Andhra Jyoti* 10 percent and *Eenadu* 22.22 per cent). Majority of the stories were published in the inside pages. The newspapers failed in helping shape public opinion on vital issues like development. The analysis

of 'Letters to the Editor' section of all the three dailies show there was not a single letter written by the newspaper reader on any issue of development in the study period of six months. It seems that there was nothing in the papers that motivated the readers to express their opinion on development stories. As far as the placement of news is concerned in terms of placement in a page and length of the story, the newspaper Deccan Chronicle gave only 31.25 per cent of its prime space while major percent of the news stories i.e., 50 per cent were published in non-prime space. The *Andhra Jyoti* and *Eenadu* published news on the subject with only 20 per cent of their prime space. It showed that the English language newspaper gave more importance than the language newspapers. It also showed that all the three sampled newspapers gave less importance to the development news with Deccan Chronicle providing 31.25 per cent, *Andhra Jyoti* and *Eenadu* with only 20 per cent. The analysis of the newspapers reveals that The Deccan Chronicle published only two photographs whereas *Andhra Jyoti* and *Eenadu* published four photographs each. It shows that *Andhra Jyoti* tried to highlight the issue more prominently than The Deccan Chronicle and *Eenadu* with better photographic coverage.

The fact that newspapers under study concentrate their attention more on political, governmental and soft news stories and there will be very little attention given to economic news of vital interest to national, regional or local development is corroborated by this study. Further it was found that *Eenadu* devoted comparatively more space than the other two newspapers to development news. Interestingly, it is proved that development news received more front page coverage in *Andhra Jyoti* but not in *Eenadu*.

## CONCLUSION

Media influence is immense in our lives and newspaper being the oldest form of media; plays an important role in our daily life. It not only gives news but also comments on them, criticizes the people and the government, deals with social and political questions. In fact there is hardly any public activity of man which does not come within the purview of newspaper.

The findings of this research has shown that judging by the performances of two widely read newspapers (*Eenadu* and Deccan Chronicle) in Andhra Pradesh, reportage, space allocation and types of development issues featured could not have played any significant role in the improvement of socio economic status of readers. Newspapers should endeavor to publish information more relevant to increasing socio economic status of the people. Perhaps, consideration should also be given to the inclusion of the importance of development reportage in newspapers in the curricula of the institutions of journalism. The study showed that all the three sampled newspapers covered less development news. Comparing to other news, development news got the lowest priority in the newspapers. Development news of vital importance to a developing country such as India in general and Andhra Pradesh in particular but the study shows that this news is very poorly represented in the newspapers. Developing countries have the primary responsibility of informing their readers, viewers and listeners about the social changes that are taking place or that ought to take place. Media can attract and influence masses more than anything else, so it can use its power for constructive purpose.

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# Shifting Mold of Media Technology and Content with Main Thrust on Pandora's Box

**VAGDEVI H.S.**  
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## Abstract

*“The modern media has converted the world in to global village”, says Marshal McLuhan. Rather than a global village, the world has transformed in to a streets of a vibrant market where all sorts of necessities and wishes could be fulfilled with the varied choices. That’s what modern media has been transforming the couch potatoes in to a receptive audience. With the interactive media avenues like of DTH, the viewers are able to have a programme menu to cater to their needs. This shift is not merely with the technology but also the designs of the content too. This is not only restricted to an elite urban class audience but spans across region. Though this trend is prevalent across the country, it is very difficult to quantify the data as it is cumbersome process. With the knowledge about the research domain (5 districts of Karnataka) the researchers could offer a window to the changing shift to perceive the overall change.*

*Rampant inclusive technology has offered media platforms wherever the air can reach. The media thus have broadened the narrow horizons. In a way, transformed the perception of people and has enhanced their understating about the things that surround them. TV*



*now has become avenues for information. Be it an entertainment or a social awareness spots. Over the period of time television has evolved as a major potential, prominent media platform which subjugated any other mode of media access. The identity which television is prompting for anonymous common natives is enormous and every viewer who witnesses this television impression would like to be part of such television created illusionary world. In a short span of time, television can make an ordinary, outlandish people to identify themselves as completely diverse from their peers and neighbors. This becomes further self indulgence psychological need rather than a prerequisite to be alive. One can witness this taking in to consideration of current television reality shows. Studies by researchers have shown that media and communication more so can alter the form and shape of our life style whether the impact is always beneficial or otherwise.*

**Key words:** *Television, DTH, Reality shows, Content, Changing Trend.*

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## INTRODUCTION

“The modern media has converted the world in to global village”, says Marshal McLuhan. Rather than a global village, the world has transformed in to a streets of a vibrant market where all sorts of necessities and wishes could be fulfilled with the varied choices. That is what modern media has been doing; transforming the couch potatoes in to a receptive audience. With the interactive media avenues like of DTH, pay per view, sharing options in Social networking sites, IP TV etc. The TV viewers are able have a programme menu to cater their immediate requests. A viewer can select the channels of his/her choice, which was not possible earlier with Conditional Access System (CAS).

The technology is ready to take up all sorts of experiments and exploring new avenues. Today, one can watch newly released film in a span of few days. For instance, an Indian ace director and actor, Kamal Hassan would have set a new precedent if things were allowed to happen his way. Being a director of a much raved about Tamil film *Vishwaroopam* Kamal Hassan wanted to release the film over Airtel DTH prior to Cinema halls in 2013. He even successfully sold DTH rights. However, he had to withdraw his plan after tremendous political pressure and boycott threat from Distributors and Exhibitors Association of Tamil Nadu. The veteran actor and a gifted Director Kamal Hassan admitted that, he was just a film investor looking always for new avenues to get back the profit. This clearly speaks about the changing perception of Programmers or filmmakers towards technology.

This technological shift tries to eradicate the intermediaries and sets a direct deal between the film investor/producer and the viewers.

Along with this, investors of DTH are looking to maximize the profit from already saturated market by catering to variety of tastes and also discovering the markets to penetrate. This change in trend is not merely with the technology but also with the designs of the content too. This is not only restricted to an elite urban class audience but spans across region. Though this trend is prevalent across the country, it is very difficult to quantify the data, as it is cumbersome process. With the knowledge about the research domain, five districts of Karnataka namely, Hubli-Dharwad, Bangalore Urban, Chennapattana and Mysore, the researchers could offer a window to the changing shift to perceive the overall change.

## OBJECTIVES

1. To understand the technological shift taking place related to Television
2. To analyze the extent of impact of technology on selected programme content
3. To study the changing design of programmes of different audience
4. To examine the reality of technological shift in deeper level envelope

## METHODOLOGY

This study is based on a survey carried on in five districts of Karnataka namely, Hubli-Dharwad, Bangalore Urban District, Chennapattana and Mysore. The study period is between 2010–2013. The driving force of this research is television and the change it has brought at various levels of society. If one research was carried on in rural areas of Hubli –Dhrawad region on the impact of DTH in rural

areas the other research was conducted in other three districts named above on the impact of television's Dance and Music based reality shows on children including parents.

The researchers used random sampling for selecting the sample in evaluating impact of DTH. Along with this, focus group discussions were conducted at different intervals. A sample of 300 respondents was chosen and questionnaire was administered and based on their responses conclusions are drawn.

The next series involves Bangalore Urban District, Chennapattana and Mysore area. Where, respondents were selected based on the criteria of sample's participation in at least one television reality show. The reality shows that are taken into account are regional ones that too only *Kannada* reality shows. Respondents are participants of reality shows broadcasted either in *Zee Kannada*, *Suvarna* and *Etv*. For the purpose of the research the researchers have confided themselves to these regional channels. The respondents are children and their parents. Both were interviewed with different set of questionnaires. The children selected for the study fall within the age group of 6-12 years. The majority of the parent's domain consisted of women, as they were present during the child's participation in reality shows. Almost the same number of parent's samples is also tried to accomplish.

## ANALYSIS

### Domino effect

Like other Indian industries, the media sector was transformed by the liberalization of the economy introduced in after 90's. The new economic policy encouraged privatization, dismantling state

controls and liberalizing media regulation, paving the way for the entry of global media conglomerates. For transnational media corporations, India became a key 'emerging market' with enormous possibilities for exploiting demand for their products. Many transnational media theorists say that the flow of information is majorly from North to South. However, as John Tomlinson, John Sinclair and others have argued, there is an emerging significant information flow from South to North. Sinclair identifies what he calls "geolinguistic regions" centered in developing countries around Mumbai for the Hindi film industry, Hong Kong for Chinese genre movies, Cairo for Arabic film and television, and Mexico City for film and television production in Spanish. However, these are the foci not only for contiguous regions where these languages are spoken but the cultural hubs for worldwide diaspora. This means that, in this age of multi-channel global television, the world is shrinking and the geographic barriers are being broken because of the evident flood of international television programmes throughout the world. India's growing economy, a rapidly expanding middle class, and a fast-growing advertising sector have made the Indian media market exceptionally attractive for transnational broadcasters. With its huge numbers of potential consumers, India provides transnational media corporations with unrivalled opportunities — it is one of the fastest growing and potentially one of the biggest markets in the world.

Over the period, television has evolved as a major potential, prominent media platform, which subjugated any other mode of media access. It is seen that television with 41.9% tops the major share of entertainment and media industry followed by print medium with 30.9%, films share is 19.3% and music, radio, live advertising, outdoor

advertising and internet advertising comprise 0.8%, 2.0%, 2.0%, 2.5% & 0.3% respectively reveals the study conducted by Yougesh Kumar Dubey on Sectoral Analysis; Media & Entertainment.

The main reason for the shift in technology can be understood through four 'R's, which sums in nutshell the prominence and inevitability to adapt to changing trends;

- Relevance
- Reliability
- Reach
- Reincarnate innovation

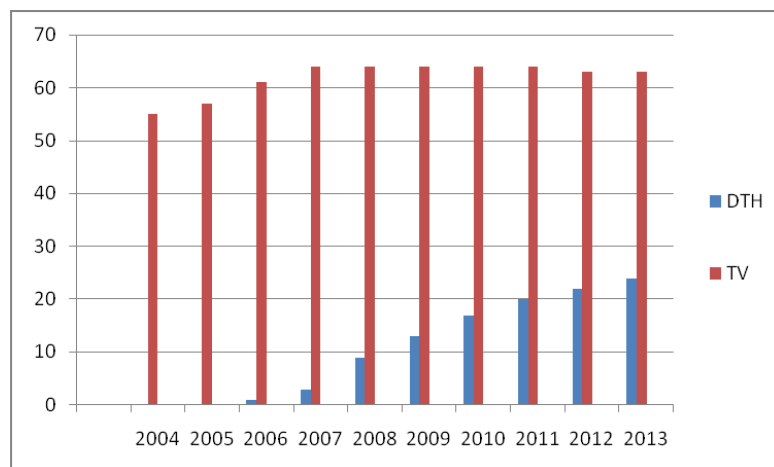
This part of the article will majorly thrust on the technological transformation and in relation, the impact of it on the research areas. Rampant inclusive technology has offered media platforms wherever the air can reach. The media thus have broadened the narrow horizons and in a way, transformed the perception of people and have enhanced their understating about the things that surround them. TV now has become avenues for information. Be it an entertainment or a social awareness spots or a round the clock news channels. The major technological shift in television is that of 'TV going digital'. Television is the fastest growing segment with the penetration of television sets increasing year on year. Terms which were once alien to Indians like DTH, Digital Cable, IPTV are suddenly finding presence. This became a key factor in getting TV to remote villages, where TV itself is a recent phenomenon. Especially so, in villages of Hubli – Dharwad where many respondents were equivocal in saying, TV is equal to DTH. DTH market in India is steadily growing. At present, DTH market penetrates 30 % of India's 148 million households and it is

predicted that 60 % of cable population will migrate to DTH platform with the implementation of compulsory digitization. The subscriber base for DTH has grown very rapidly in past 5 years. It is very evident from the fact that Dish TV was the only player in 2005 and now there are over 10 DTH service providers that have commenced their operations in DTH industry. India is expected to overtake Japan as Asia's largest Direct-To-Home market.

**Table 1** Speculated Growth of DTH Users in India 2010 -2020

Year	In millions
2010	22
2012	36
2014	45
2020	58

**Graph 1** Growth of DTH Households Over the Years



Source: *International Journal of Marketing, Financial Services & Management Research*,

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It is very evident from Table 1, that the DTH base is strongly growing in India. From 2010 with 22 million users it has double the users at present and is speculated to triple by 2020. Graph 1 depicts the growth of DTH very clearly. Where there was not a single household in 2004 has seen a constant increase and slowly there is a decrease in Conditional Access System (CAS).

The DTH is a service provided by a known sponsor for example, *Airtel, Reliance* or *DD* with their package of channels catering to niche audience. A package offered by Sun Direct may not be the same packages as offered by other service providers. The dominance of Sun network in South India would propel Sun Direct consumers with the distinct researched programmes according the choice of viewers. Hence, service providers in service providing point itself implement a kind of 'Gate Keeping' theory. Gone are the days when the consumer/ audience had no choice except generally offered channels by their operator. Today, they have their own menu fed and that too within one network alone. Therefore, the media has been segmented with particular audience. For a DTH provider it does not make any difference in transponder price to broadcast a combination of different packages without exceeding the number of channels allowed to broadcast actually, by the concerned Ministry.

This shift has brought about changes in the audience understanding of texts. If we consider media as 'Mobility multipliers' as Daniel Learner says or as 'Magic multipliers' as opined by Wilbur Schramm, then, it can be said that by sheer presence of media in remote places due to technology, in a way you are transforming the perceptive nature of the society and the way audience look at the broadcasted text and decipher its content. It may not be irrelevant to say that media

in that case have its impact. The influence of mass media is so large that Schramm, a social scientist calls them as ‘agents of social change’. He further argues that, “mass media could help accomplish the transition to new customs and practices and, in some cases, to different social relationships. Behind such changes in behavior must necessarily lay substantial changes in attitudes, beliefs, skills and social norms.”

**Table-2** Age group of respondents under study

Age-group	Percent
18-25	32.3
25 -35	32.0
35-45	21.3
45 >	14.3
<b>Total</b>	100.0
N = 300	

Looking at the age group of respondents it is clearly evident from Table-2 that in four class intervals 32.3 % of respondents are in the age group of 18- 25 years and 32.0 % of respondents in the 25- 35 years. Similarly, 21.3 % of them are in the age group of 35 - 45 years and 14.3 % more than 45years of age. The survey has tried to get representation from all age groups so as to get viewing habits, choices and perceptions under its purview.

**Table 3** Respondents Choice of platform

to watch TV N = 300

Platform	Percent
Cable	25.7
DTH	73.3
No cable connection	1.0
No DTH connection	0
<b>Overall</b>	100.0

**Graph 2** Respondents Choice of Platform to watch TV

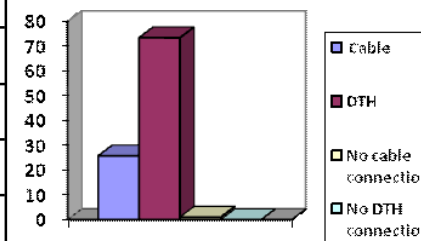


Table 3 & Graph 2 show that there is a clear increase in DTH connection in rural areas of Hubli – Dharwad region. With geographical barriers such as hillocks, distance from the city, there was no TV connection but with advent of DTH it has become easy for people in rural areas to have access to TV.

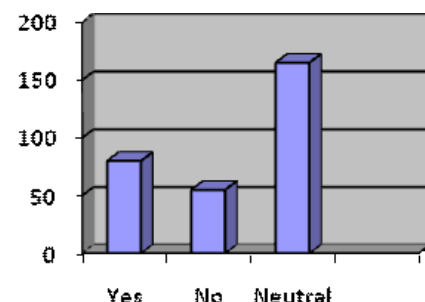
With the increase in reach and accessibility of DTH, the impact it is going to have on the viewers cannot be neglected. Applying ‘Social Learning Theory’ to Mass Media, with TV as chief focus it can be said that people learn through observation. In this regard, the programmes telecasted on different channels, which are viewed by people using DTH have its effect. The respondents do feel that they see the change in their lifestyle and there is some change in their perception of issues related to women empowerment and gender sensitivity.

**Table 4** *Impact of private channels beamed through DTH on gender sensitivity*

Yes	No	Neutral
80	55	165

$N = 300$

**Graph 4** *DTH v/s Gender Sensitivity*



Graph 4 shows that though, there are still a huge number of respondents who are neutral to gender issues, there is a ray hope where respondents have been positive in understanding the importance of such issues. Through survey it is learnt that, the promotions aired on gender issues though were more effective and regular of DD because of lack of viewing the DD channels, the message though not frequent on private television channels but were still identified. This goes to say that, people still believe national broadcaster in some issues but still rely on private channels for viewing because of its programming quality and entertainment factor.

In a very similar way, entertainment programs may or may not be profound. However, they are socially useful for many millions of people. The deeper question is about kind of issues that are handled. The mass media has huge potential to influence socio-political and cultural settings. Mass media is considered one of the principal agents for societal development, democracy and good governance. The researchers have also pointed out that mass media influence vary from country to country depending upon socio-political and cultural settings.

There are many different theories about how mass media influence people's attitudes, worldview, and their behaviour. In this background, it is interesting to understand that cultural tastes and habits of audience have become more complex. Cultural works be it serials, films, books, comics, images etc., have undergone transformation.

### Content in the Epoch of Technological Shift

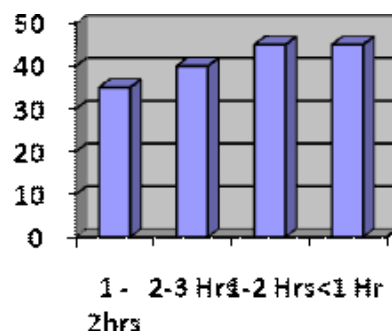
In this section of the paper, researchers like to present the data about changing content form over the TV. There are numerous studies on the impact of television on print and cinema. The identity which television is prompting for anonymous common natives is enormous and every viewer who witnesses this television impression would like to be part of such television created illusionary world. In a short span of time, television can make an ordinary, outlandish people to identify themselves as completely diverse from their peers and neighbors. This becomes further self indulgent psychological need rather than a prerequisite to be alive. One can witness this, taking in to consideration the current television reality shows. To illustrate this, we will restrict ourselves Kannada entertainment channels and children Reality shows telecasted. To name few, *Ede Tumbi Hadavenu*, (Etv), *Mummy No.1* (Zee Kannada), *Chota Champion* (Zee Kannada), *Putani Pantru* (Suvarna), *Sa Re Ga Ma Pa Little Champs* (Zee Kannada), *Ede Tumbi Hadidenu* (Etv Kannada), *Chinnara Chilipili* (Udaya TV), *Udaya Star Singer*. Children featured in other many elders' shows like *Dhee* (Etv Kannada).

380 children and all most the same number of parents were interviewed through a questionnaire. In addition, all these children participated in at least one reality show in course of or before the research process. Parents of these children were considered for the

research. During the course of research, it was the mothers who were present rather the fathers. The children spend 1-2 hours before television on an average per day. Most of the children under research strongly agreed to the question about the affiliation to TV's Dance and Music based programmes.

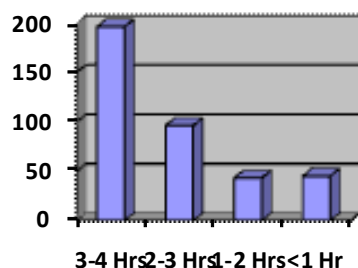
**Table 5***Parent's TV viewing habit*

Age	Hrs
30-35	1-2
35-40	2-3

**Graph 5***Parent's TV viewing habit***Table 6** *Total No of parents watching TV*

N=380

Hrs	3-4	2-3	1-2	<1
f	196	96	43	45
%	51.57	25.26	11.31	11.84

**Graph 6** *Total No of parents watching TV*

From the above table 6 it is evident that 52 percent of the parents watch 3-4 hours daily, 25 percent watch 2-3 hours and 11 percent watch 1-2 hours and 12 percent watch less than 1 hour per day. It is alarming that, the childhood filled with outdoor games are dwindling and most of them vanished. This is combined effect of other programmes but the effect of the loom of reality shows cannot be neglected.

**Table 7** *Type of programs watched by Parents (Based on First Favorite by percentage)*

Movies			Serials			Any Reality shows			Dance and Music Shows			Sports			Others		
m	f	t	m	f	t	m	f	t	m	f	t	m	f	t	m	f	t
9	7	16	14	31	45	1	3	4	9	9	18	7	3	10	5	2	7

N=380 m- males, f – females, t- total

45 percentage of the parents responded that they watch Serials whereas 18 percent of them watch Dance and Music shows. If 16 percent of them watch movies, 4 percent watch any reality shows, 10 percent of parents watch sports related shows and 7 percentage watch other programmes. Since dance and music shows are also part of reality shows, put together it amounts 22 percent of total viewing.

In the dance music based Kannada programmes, *Ede Tumbi Haaduvunu* (Etv Kannada), *Sa Ri Ga Ma Pa Little Champs* (Zee TV Kannada), *Sangeeta Maha Yudda* (Udaya TV) are the highly watched programmes and a portion of viewers are loyal even to non Kannada Music / Dance shows.

**Table 8** *Dance and Music based Kannada programmes watched by Children*

Programme	f of Viewers			Percentage
	Males	Females	Total	
<i>Ede Tumbi Haaduvunu</i>	96	73	169	44.5
<i>Sa Ri Ga Ma Pa Little champs</i>	46	30	78	20.5
<i>Sangeeta Maha Yudda</i>	56	61	117	30.5
Other Dance and Music shows	2	14	16	4.0

N=380



If 44 percent of children watch *Ede Tumbi Haaduvenu*, 30 percent of children watch *Sangeeta Mahayudda* followed *Sa Ri Ga Ma Pa* and other dance and music based shows.

In all these programmes children are the central characters. When contacted on a one to one interview of more than 380 children who participated in at least one TV reality shows/auditions, the researchers came to know that it was mostly the parents who brought the children to participate in reality shows rather the children opting for. Few children choose to come themselves who are mostly adolescents and in early teens. Out of 380 children, 356 children said they were asked to practice a bunch of songs or dance steps suggested by parents. Only 24 children under research responded that it's their wish to attend auditions.

Similar experiences can be observed in the programmes like *Putani Pantru*, *Chinnara Chilipili* (Udaya TV) where a toddler would be asked many questions or asked to play toy games with parents. A child which is less than 3 three years would play or speak as his/her mind understands the question with all the childish innocence. These two programmes completely rely on child's innocence. More the exploitation of innocence, maximum entertainment would yield.

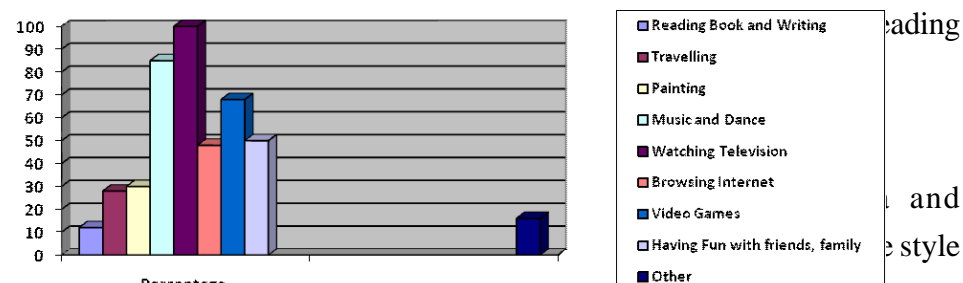
When asked about the academic performance of children under research, 28 percent of the parents opined that their children are showing poor response compared to before participation in a reality show. If 80 percent of the children do not have negative impact of their participation in a reality show, 20 percent do have certain impact. It raises a contrary debate about the academics is a priority or other. The percentage may be lesser but one cannot neglect the fact that

there is a negative impact of reality shows on children. All Children would not perceive the challenge posed by reality show as same.

### Graph 7 Shifting Pattern in Children's Interest

N=380

From the above table, one can understand the shifting pattern in children's interest. Most of the children do like to watch TV(100%), would like to Dance or Sing (85%), play video games(68%), Browsing



whether the impact is always beneficial or otherwise. It is well known that the future of television which is digital is here to stay. As often-stated future is now, what could not have even been imagined a decade ago is now an indispensable part of our television viewing experience. Often people support technology saying that it would create a democratic space. Yes it do; but a restricted democratic space. Since economic conditions and terms do matters in getting entry in to that space. The television's music or dance form content is mostly film based content, apart from *Etv* which includes light music occasionally.



Karnataka has a variety of dance and music forms, be it a classical or folk; *Carnatik Music*, *Light Music*, *Lavani*, *Chowdike*, *Geegi Paada*, *Sobane Pada*, *Dollu*, *Pattada Kunita*, *Kolata*, *Jogi pada* and so many. Is television programmes adding anything to these forms or expanding the expression for the traditional forms? Today's situation is rather cultural adulteration than culturally synergic.

In this direction, one cannot forget the prominence of the role of ethnic media in global communication flows that is steadily growing in importance. Sociologists and communication scholars have viewed ethnic media as serving what may appear to be two contradictory purposes - to contribute to ethnic cohesion and cultural maintenance as well as to help members of minorities integrate into the larger society (Riggins, 1992: 4). The Pandora Box is mostly filled with Cinema content. More than 70 percent of the entertainment channels based on cinema content or the forms derived from cinema. This may vary when it comes to News channels. However, 24X7 news channels do have a major content based on cinema. It is not bad to have programmes based on cine content but the larger picture is also to educate and inform public and create awareness.

It is believed that media plays a dual role in development aspects; one is of 'Transforming role' where, media brings in change in society through its various programme content and other is 'socializing role' this is important because it is here that media not only creates atmosphere to change but also initiates people to adopt to the change. This means that media consciously affects the choices that people make. However, the technology has brought immense change what really drives are the content broadcasted on TV. The technological change/shift may not always transfer into improvement/betterment.

The best would be to harness the full potential of this medium without messing the cultural identities or merging of our little cultures with the broad content thereby creating a need for both.

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# Impact of Social and Literary Movements on the Growth of Kannada Journalism in Karnataka

**N.USHA RANI  
SOWMYA K.B.**

## Abstract

*Documenting the history of journalism is important to understand the influence of political, social, economic and cultural factors in the growth of media in general and language media in particular. Language is a vital factor in multilingual society like India. However, the influence of colonial past and the British has given English press the pride of place in the industry relegating language press to the background. Herman Fredrik Moegling of Basel Mission established the first newspaper in Kannada in Mangalore called 'Mangalura Samachara' on experimental basis on July 1, 1843. This study is interdisciplinary in nature as it attempts to trace the history of mutual relationship between Kannada journalism and the great literary movement in Kannada literature whether it is the phase of ancient literature, Dalit literature or modern literature. Kannada journalism was built on the citadels of rich heritage of Kannada literature. The study reveals that the rebirth of Kannada literature in 19<sup>th</sup> century assumes importance due to two factors. Firstly, it reestablishes the supremacy of Kannada language and secondly, it lays firm foundation for the birth of Kannada journalism.*

**Key Words:** State reorganization, Dalit Movement, Literary Movement, Kannada press, Christian Missionary, Language Policy, Post modernization.

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## INTRODUCTION

The newspaper is the oldest medium surviving and competing with the most modern devices of virtual communication. Newspaper is regarded as the chronicler of history and therefore revered as a cultural institution and its history has been one of change and adaptation. Documenting the history of journalism is important to understand the influence of political, social, economic and cultural factors in the growth of media in general and language media in particular. Language is a vital factor in a multilingual society like India. However, the influence of colonial past and the British has given English press the pride of place in the industry relegating language press to the background. The language press perhaps has higher circulation and continues to grow than English press. There are more regional language newspapers and new newspapers continue to be added to the records. The language press is non-elitist, rural oriented and does not flaunt the page-3 culture of the English press. Professing Indian culture, language press however gets a raw deal in advertising revenue when compared with their English language counterparts. The Indian language press is characterized by the importance given to regional and local news published in over 100 languages. Unfortunately, Kannada press continues to play second fiddle to other language press like Malayalam, Tamil, Telugu and Bengali in terms of circulation and news coverage. Indian Press was

idealistic with editor exercising both managerial and editorial control even during the early days of post-independent India. Today (March 2013) India has a free and vibrant press boasting of 94067 newspapers and magazines and enjoys 8.43% of growth compared with previous year with a total circulation of 52.6 million. As far as national readership of newspapers and magazines is concerned circulation of Kannada press is 2.5 million (4%), Bengali 3.6 million (6%), Telugu 3.8 million (6%), Tamil 4.3 million (7%), Malayalam 6.8 million (11%), English 12.2 million (19%) and Hindi 21.6 million (34%) in 2014. In Karnataka according to RNI figures, there are 872 English and 4713 Kannada and a total of 6353 newspapers and magazines including Kannada and other languages in 2014.

There are very few books or research studies carried out on the history of Kannada journalism. Indian journalism began its long history with the establishment of India's first newspaper, the Bengal Gazette on January 29, 1780 by an Englishman, James Augustus Hickey. Indian press is 234 years old. The agenda of pre-independent press was to secure independence for India against British. The press was nationalist in character that fought for India's independence with missionary zeal. Indian press was a powerful tool in India's war against the British. The language press was influenced by the arrival of Christian missionaries who were propagating religion in India. The establishment of printing press to produce religious literature paved the way for the publication of regional language papers in different parts of India during pre-independence period. The *Srirampura* missionaries started the first Indian language newspaper, '*Digdarshan*' (*Samachar Darpan*) in 1818. The Kannada journalism too was greatly influenced and supported by the Christian missionaries. The religious

preachers who migrated to propagate religion were instrumental in the origin of Kannada press. The British learnt the local language, Kannada specifically to print Kannada literature to reach the common people. Unfortunately, the illustrious history of Kannada Journalism and the contribution of journalists have not been documented to the satisfaction of historians and researchers as the material is available in bits and pieces. Further many newspapers and magazines have been lost forever as expertise in Kannada journalism did not help in preserving them using modern technology. History of Kannada journalism has suffered due to poor documentation. Teachers, students and research scholars are finding it extremely difficult to study the Kannada journalism as adequate literature is not available.

### **Origin of the research problem**

There has been no complete documentation of the history of Kannada journalism and the research studies are far and few. The original work in Kannada journalism was started by eminent researcher Srinivasa Havanur who corrected many facts and provided leads while tracing the history but could not complete the work due to non-availability of literature. Further, the growth of Kannada journalism in post modernization period has not been done by researchers. Therefore, there is need to document the history by scientific methods and if necessary digitize the copies of such newspapers of archival value for posterity.

The history of Kannada journalism has been enriched by the contribution of researchers from Kannada literature. Perhaps the Kannada newspapers and magazines have been richly benefitted by the writings of the greatest writers of Kannada literature. No study

on Kannada journalism is complete without studying the influence of Kannada literature on its growth.

### **Significance of the study**

Indian language press of all hues and shades is a laboratory for research. It gives a powerful platform for social scientists and media pundits to produce analytical, theoretical and empirical research that contributes to public debate on social issues and process of communication in India. It is a matter of grave concern that the issue of growth and development of newspapers has not received the importance that it deserves in the journalism academia in India. There is dearth of studies and endeavours to document the history of Indian language press in general and Kannada press in particular. The growth of Kannada journalism is a potential area of study that requires a broader platform for continuous and consistent research to strengthen the institution of language press per se. The lack of research studies in this area has turned the subject of Kannada journalism into a virtual goldmine for researchers.

This interdisciplinary work encompassing the disciplines of Journalism and Kannada literature need to be harnessed and developed into a potential area of study. Perhaps the major contribution to the study of Kannada journalism has been done by the giants of Kannada literature. The interdisciplinary nature of the subject of journalism and literature calls for networking in the academic world.

### **LITERATURE REVIEW**

The study on the history of Indian journalism is incomplete without reference to the classic work done by Prof. Nadig Krishnamurthy. This book traces the history of journalism in India and gives insight

into the growth of newspapers in major languages including Hindi, Bengali, Marathi, Malayalam, Tamil, Telugu and Kannada. This study documents the history of Indian journalism during pre- independent India and early post-independent period. The study should have been followed up by similar research studies to document the growth of newspapers in different languages including Kannada Journalism. It was Srinivas Havanur's study *Hosagannada Arunodaya* that gives authentic information about the first newspaper in Kannada. Till then many researchers including Prof.Nadig could not give the evidence for the publication of the first newspaper in Kannada. Prof.K.V.Nagaraj, Dr.Niranjan and Dr.C.K.Puttaswamy and others have worked on different aspects of Kannada journalism namely special interest magazines and small newspapers in Kannada. However, there is dearth of comprehensive exploration of the history of Kannada journalism that has a history of over 150 years. It is in this perspective the study assumes significance.

## OBJECTIVES

1. To document the history of Kannada journalism in pre-independent and post modernization period.
2. To study the influence of literary movement in Kannada on the growth and development of Kannada journalism.
3. To evaluate the impact of social movements like Dalit movement and language movement on Kannada journalism.

## METHODOLOGY

The study is qualitative and exploratory intended to collect data of descriptive nature. Hence historical method of study was found appropriate for this study. The data would be gathered from primary

resources viz., government gazettes, newspapers, reports, books and articles from library, archives and museums.

## ANALYSIS AND DISCUSSION

### LITERARY MOVEMENT

The State of Karnataka was formed on November 1, 1956 as a result of implementation of States Reorganization Act 1956 on linguistic basis. The State earlier known as Mysore was the princely state ruled by *Wadeyar* dynasty – the Kings of Mysore, and it became one of the Indian States after India gained Independence as the *Wadeyars* of Mysore acceded the State into the Republic of India on August 9, 1947 consequent to unification of princely states of India. The mother tongue of the people, Kannada was recognized as the official language of the State and linguistic harmony required for balanced growth of the state was planned. The geographical parts of, Nizam's Hyderabad, Bombay Presidency, Madras Presidency and the Kodagu were integrated into the State of Mysore in 1956 to unify Kannada speaking people. The Mysore state was renamed as Karnataka State on November 1, 1973. The new state initially had 8 districts of erstwhile Mysore state (Mysore, Mandya, Bangalore, Kolar, Tumkur, Chitradurga, Chickmagalur and Hassan), 4 districts of Bombay-Karnataka region (Dharwad, Belgaum, Bijapur and Uttara Kannada), 3 districts of Hyderabad-Karnataka (Bidar, Gulbarga and Raichur), 2 districts of Madras-Karnataka (Bellary and Dakshina Kannada) and Coorg district. The new state was formed in 1956 with 18 districts. Interestingly, in 2014 the state has created 30 districts to reduce regional imbalances in development.

Kannada journalism was built on the citadels of rich heritage of Kannada literature. The history of Kannada literature dates back to

9<sup>th</sup> century with the creation of classic literature *Kavirajamarga* by King Nrupatunga. Kannada literature was enriched by ancient literature, *vachana sahitya*, modernist literature and *Dalit Banadaya* literature. The ancient literature heralded by poets like Pampa, Ponna and Ranna during 10<sup>th</sup> century produced some of the celebrated works in Kannada. These poets were great scholars of Sanskrit, the language of traditionalists. Ancient Kannada literature was immensely influenced by Sanskrit and therefore became the prerogative of learned scholars and Kings.

The growth of Kannada literature reached its zenith during 12<sup>th</sup> century which is considered as the golden era of Kannada literature. This is attributed to the creation of *vachana sahitya*. The *vachana* era heralded social reform, established spiritual revolution and created literature for the masses. The *vachana sahitya* bridged the gap between classes and masses as the social reformers aimed at creating a classless utopian society founded on equality, peace and communal harmony. The *vachana Sahitya* was propounded by medieval poets, saints and philosophers like *Basavanna*, *Akka Mahadevi*, *Allama Prabhu* and others who created niche in Kannada literature with the founding of *Bhakti* literature in Kannada during 12<sup>th</sup> century. The *vachanas* created by the philosopher *Basavanna* during 12<sup>th</sup> century is considered as one of the world's classic philosophies for humanity that is simplicity personified. The public discourse of *Basavanna* paved way for the birth of new social movement that cleansed not only the traditionally held beliefs and customs but it transformed Kannada language from its complex nature into a simple vehicle of literary communication. Therefore, 12<sup>th</sup> century social movement is a milestone in the history of Kannada literature because it created literature for the masses and

used literature as a spring board for social reform. 12<sup>th</sup> century witnessed the creation of progressive radical literature in Kannada that was simple, concise, terse and lucid heralding a new era in Kannada literature. The medieval period also saw the creation of classic works by poets like *Harihara* and *Raghavanka* that shaped Kannada literature through their innovative literary style, structure and format. Their works revolutionized Kannada language as they contributed to the growth of language by developing indigenous form and style. The experimentation with language created sea of literature enriching the literary world. The language underwent deep transformation and the simplified literature was produced by the greatest *vachanakaras* in the history. Poets and litterateurs contributed both religious and secular literature heralding the arrival of greatest thinkers and intellectuals in the medieval period.

The impact of *Jainism* and *Veerashiviva* poets and saints on the growth of Kannada literature between 10<sup>th</sup> to 13<sup>th</sup> centuries is historically important. The *Vijayanagara* empire during 14<sup>th</sup> century established by *Hakka Bukka* all over Deccan of India was responsible for the renaissance of Kannada art, culture and literature firmly establishing Kannada pride and identity. Kannada literature got an impetus with the arrival of *Dasa Sahitya* during 16<sup>th</sup> century when saints like *Purandara Dasa*, *Kanakadasa* and their ilk enriched Kannada culture with their devotional music. The *Bhakti* literature was in the form of metrical songs which were simple and easily understood by common illiterate people. One of the gems of Kannada history *Sarvajna* lived in 17<sup>th</sup> century. The influence of his writings on Kannada literary world is immeasurable. He scripted some of the greatest *vachanas* for the humanity and was an eye opener for the

society. *Sarvajna* will be remembered as poet, thinker, social reformer and intellectual creating poems for the masses rather than the elites. He invented new language structures like, *tripadi* meaning three line verses in 17<sup>th</sup> century on the lines of *Raghavanka* who during 12<sup>th</sup> and 13<sup>th</sup> century gave the world *shatpadi* meaning six line verse or hexa metre. These writers introduced flexibility in language and created indigenous metre tradition there by strengthening the usage of language. The fall of mighty *Vijayanagara* empire (1336-1646) in 17<sup>th</sup> century proved a death knell to the survival of Kannada art, culture and literature as new political, religious forces and Kingdoms began to destroy Kannada culture and literature. The growth of Kannada literature was scuttled during 18<sup>th</sup> century due to British onslaught and surge of Islamic rule that established new art, architecture, culture and language.

### ***Arunodaya* – The Era of New Kannada Literature (1809-1899)**

The rebirth of Kannada literature in 19<sup>th</sup> century assumes importance due to two factors. Firstly, it reestablishes the supremacy of Kannada language and secondly, it laid firm foundation for the birth of Kannada journalism.

The birth of printing press is attributed to the arrival of Christian missionaries in India who came with the purpose of religious propaganda. Earlier Portuguese priests began to introduce religious books on Christianity in regional languages in places like Goa as early as 16<sup>th</sup> century. The first printing press called London Mission Press in the state was established in 1827 in Bellary in Karnataka to print religious literature by the missionaries. Similar attempts were made to establish printing press in Bangalore in 1840, Basel Mission in

Mangalore in 1841 and Columbian press and Catholic Mission press in 1848 in Bangalore and Wesleyan press in Mysore in 1860. In 1851 Basel mission used innovative printing technique and by 1890 they started producing their own movable types in Kannada thus paving way for full fledged printing press in the state. This facilitated printing of Kannada literature in the state and diffusion of knowledge. In 1882 *Codialbail* press was established in Mangalore resulting in the spread of printing press in the state proclaiming the arrival of Kannada journalism. The advent of printing press in the state gave an impetus to the growth of Kannada literature that started a new era of Kannada literature called, *Arunodaya* and is traced to 19<sup>th</sup> century. According to Srinivasa Havanur, the growth of Kannada literature during *Arunodaya* is classified into three phases namely I phase in 1810-1840, II phase in 1841-1880 and III phase in 1881-1899. The Kannada language underwent major transformation and writers discovered new form, style and structure integrating prose and verse forms. Influenced by European literature, during 19<sup>th</sup> century writers experimented with new forms of literature like Drama, novels and poetry besides translation.

The I phase witnessed the arrival and expansion of printing press in Karnataka leading to the birth of Kannada newspapers in the II phase. The Kannada press was enriched by the establishment of printing press as well as the growth of Kannada literature. The history of Kannada press was written by the German missionary Rev. Herman Fredrik Moegling of Basel Mission who established the first newspaper in Kannada in Mangalore called '*Mangalura Samachara*', a fortnightly on experimental basis on July 1, 1843. This paper was shifted to Bellary in March 1844 and was renamed as *Kannada*

*Samachar*. Bhashyam Bhashyacharya (1833- 1884 A.D.) of Mysore started a weekly in June 1859, “*Mysuru Vrittanta Bodhini*”. This is considered as the first Kannada periodical. A monthly, *Kannada Jnana Bodhakahu* was started in 1861 in Dharwad which turned out to be the first newspaper in Mumbai-Karnataka region and *Arunodaya*, a monthly in 1862 in Bangalore was edited by Englishman Benjamin Rice, regarded as the father of Kannada epigraphy and who gifted Kannada language with his masterpiece, *Epigraphica Carnatica* (1886-1904) and *Mysore Gazetteer* (1876, 1897). This was followed by the bi-lingual fortnightly, *Illustrated Canarese Journal* in 1862 edited by J.Mac and Ferdinand Kittel who is revered as the father of Kannada dictionary. In 1865, *Mata Patrike/Kannada Shala Patra*, a monthly was started by Chennabasappa in Belgaum. The same year one of the greatest newspapers in Kannada journalism, *Karnataka Prakashika*, a bilingual weekly was established in July 1865 in Mysore by Bhashyam Tirumalacharya. Started as fortnightly, the paper became a weekly in 1873 and continued to publish till 1896. The first Kannada daily, *Suryodaya Prakashika* was established as a daily newspaper in 1888 by B.Narasingarao in Mysore. It was a daily for six months and became a weekly and continued to publish till 1908.

*Mysore Gazette*, the longest surviving journal was started as a weekly in April 7, 1866 in Bangalore by L.Rickett, its first editor. Basel mission started one more paper in 1868 in Mangalore called, *Christa Sabha Patra* which was a fortnightly but became a monthly later. In 1868, Ubaya Gopala Krishnaiah established a fortnightly called *Nayya Sangraha* in Mangalore. *Subodini*, a fortnightly was started on March 1, 1871 in Mangalore by the Basel mission. M. Venkatakrishnaiah fondly referred as *Tatayya* is revered as the father of Kannada

journalism. He published more than 10 Kannada papers between 1844-1933 and laid foundation for the growth of Kannada press with his first weekly, *Vrittanata Chintamani* in 1887 in Mysore.

Some of the important publications that saw the light of the day during III phase of *Arunodaya* are *Kodagu Chandrike* (1883), *Epigraphiya Carnataka* (1886), *Vrutanta Darpana* (1886), *Vrutanta Patrike* (1887), *Survodaya Prakashika* (1888), *Kannada Kesari* (1888), *Suryodaya* (1888), *Lokashishaka* (1888), *Budhajana Manoranjini* (1890), *Karnataka Vrutta* (1891) edited by Mudaveedu Krishnarao in Dharwar, *Karnataka Vybhava* (1892) by Savanur Gundurao in Bijapur bloomed amidst *Marathi* domination, *Karnataka Granthamale* (1893) edited by B.Subbarao, *Vagbhushana* (1896), *Jnanodaya* (1896), *Kavya Kalpadrumam* (1897), *Saadvi* (1899), *Lokabandu* (1899), *Karnataka Mitra* (1899) and others. A total of 136 Kannada papers were published during 19<sup>th</sup> century which period is also recognized as *Arunodaya*, the birth of new era in Kannada literature. Some of the stalwarts who took Kannada literature to great heights during 19<sup>th</sup> century and early 20<sup>th</sup> century are Sheshshagrirao 1827-1884 (*Shankuntala*- 1869), Basappa Shastri, 1843-1891 (*Damayanti Swayamvara*), M.S.Puttanna, 1854-1930 (*Hemachandra Raja Vilasa*), Panje Mangeshraya 1874-1937 (*Balasahitya*), R.Narasimhachar 1860-1936 (*Karnataka Kavicharite*). A total of 136 papers in Kannada were published during the period of *Arunodaya*. There was threefold increase in the number of Kannada papers in the last decade of 19<sup>th</sup> century which correlates with the increase in the publications of Kannada literary works (more than 1500) by the turn of the century.



Table-1

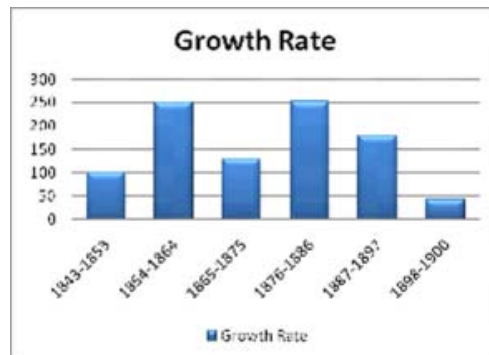
<i>Evolution of New era of Modern Kannada Literature- Arunodaya</i>	<i>Number of Kannada Newspapers/magazines published</i>
1810-1840	Establishment of Printing press in Mysore, Mangalore, Dharwad, Belgaum
1841-1880	29
1881-1899	107

*Kannada press in 19<sup>th</sup> Century*

Table-2

Sl. No.	Duration	No. of Newspapers	Percentage of growth
1	1843-1853	04	100
2	1854-1864	10	250
3	1865-1875	13	130
4	1876-1886	33	253
5	1887-1897	59	178.78
6	1898-1900	25	42.37

*Decadal Growth of Kannada Press in 19<sup>th</sup> Century*



*Decadal Growth of Kannada Press in 19<sup>th</sup> Century*

## **Navodaya- The Period of Beginning of Modern Kannada Literature**

The *Navodaya* recognized as period of innovations in Kannada literature shaped the growth of Kannada journalism till the first half of 20<sup>th</sup> century. Influenced by Shakespeare, Wordsworth, Shelly, Keats, Tennyson and others, Kannada writers discovered new genres in literature like narrative literature, lyrical poetry, prose and translation which widened the horizon of Kannada writings. Further, the literary world was influenced by the writings of Tagore, Leo Tolstoy, Vivekananda, Ramakrishna Paramahansa and others culminating in the creation of some of the greatest classics in Kannada literature. Novels, short story and drama publications received public recognition and dominated the greater part of post-colonial period. The erstwhile Mysore state saw the birth of newspapers and magazines. Kannada press began publishing special interest magazines on literature, art and drama along with mainstream news based publications. The period between 1925-50 is regarded as the golden era of Kannada literature.

B.M. Srikantaiah considered as father of modern Kannada literature used modern Kannada language instead of complex traditional Kannada and published his pioneering work, *English Geetegalu* (1923). His writing served as a model in literary writing causing paradigm shift in the history of literature. The term *Navodaya* was coined by none other than one of the pioneers of modern literature, Kuvempu who describes it as the period that saw the creation of literary works influenced by European literature as well as colonial culture and modern education in India. Similar transition period was experienced in the literary field of other languages of India.

The growth of Kannada press is attributed to the contribution of eminent Kannada writers who enriched journalism by starting newspapers and magazines during *Navodaya*. *Kannada Kesari* (1902), influenced by Tilak's *Kesari* was started by Bindurao Mutalik Desai in Dharwar, *Samachara Sangraha* (1907), *Vokkaligara Patrike* (1907), *Chandrike* (1908), D.V.Gundappa's *Sumati* (1909), *Dhanurdhari* (1910), D.V.Gundappa's *Karnataka* (1913), *Karnataka Nandini* (1916) by first woman journalist Nanjanagudu Tirumalamba, *Sampada-bhudaya* (1915), *Karnataka Sahitya Parishat Patrike* (1916), one of the stalwarts, Prof. A.R. Krishan Shastry's *Prabhudda Karnataka* (1918), doyen of Kannada Journalism M. Venkatakrishnaiah's *Poura Sammajika Patrike* (1918), *Saraswathi* (1921) by R.Kalyanamma, *Karmaveera* (1921), eminent writer Tirumale Tatachar Sharma's *Vishwakarnataka* (1921), *Sanmargadarshi* (1922), eminent Kannada writer Shivarama Karantha's *Vasantha* (1923), *Kodugu Bodini* (1925), *Kodagu Samachara* (1925), *Katha Loka* (1925), *Deshbandu* (1926), doyen of Kannada literature Masti Venkatesha Iyengar's *Jeevana* (1940), P.R.Ramaiah's historic *Tayinadu* (1927), *Vokkaligara Patrike* (1927) by H.K.Veerannagowda, the towering newspaper of Kannada, *Samyukta Karnataka* (1933) started by Mohare Hanumantharaya, *Mysore Patrike* (1933) by Tiramakudalu Narayana, *Vivek Abhyudaya* (1933), *Bharati* (1933), *Karnataka Vani* (1935), B.N.Gupta's *Janavani* (1934) and *Prajamatha* (1938), *Vinoda Chandrike* (1936), *Vishalakarnataka* (1937), eminent writer Betigere Krishnasharma's *Jayanthi* (1938), *Deshabandu* (May, 1939) edited by C.Hayavadanarao in Bangalore, *Pouravani* (1940) and others were instrumental in building Kannada journalism during pre independent period of *Navodaya*.

The greatest stalwarts of Kannada literature who created classics became journalists and contributed writings of very high order. The Kannada litterateurs set a benchmark for journalistic writing bringing great respect and recognition to Kannada journalism. Aluru Venkata Rao 1880-1964 (*Karnataka Gathavybhava*), B.M.Shrikantaiah 1884-1946, D.V.Gundappa 1887-1975 (*Mankutimmana Kagga*), Masti Venkatesha Iyengar 1891-1986 (*Chikaveerarajendra*), Da Ra Bendre 1896-1981 (Nakutanti), Shivarama Karantha 1902-1997 (Mookajjiya Kanasugalu), Kuvempu 1904-1994 recognized as the national poet (Ramayana Darshanam), P.T.Narasimhachar 1905-1998, V.K.Gokak 1909-1992 (Bharata Sindu Rashmi), G.P.Rajarathnam (1909-1979) (Rathanana Padagalu), genius of Kannada theatre T.P.Kailasam (1884-1946), not only created classics but also contributed and edited magazines. Alur Venkata Rao regarded as the "High priest" of Kannada and architect of unification of Karnataka edited number of periodicals. He was the editor of *Vaghushana*, *Karnataka Vritta*, *Karnataka Patra*, *Kannada Kesari*, *Rajahamsa*, *Karmaveera* and the popular *Jayakarnataka*. His papers not only published some of the best writings in Kannada journalism but also produced many eminent writers in Kannada. Kailasam's humour is legendary and Rajarthnam's lyrical poetry had sparks of radicalism and changed the Kannada language forever.

*Navodaya* was further categorized into progressive phase called *pragatisheela* in Kannada literature in 1940s. Kuvempu, D.R.Bendre (Da Ra Bendre) and P.T.Narasimhachar (Pu Ti Na) propelled Kannada literature to Himalayan heights with their world class creation of prose, drama, novels and short story. *Novodaya* period saw the advent of lyrical poetry that revolutionized art and music in Karnataka.

Influenced by the modernism of English literature the writers created new genre of writing setting a new literary tradition. Greatest writers like B.M.Srikantaiah edited *Prabhuddha Karnatka* whereas Masti Venkatesha Iyengar edited magazines like *Jeevana* and Shivarama Karanth edited *Vasanta* journal, D.V.Gundappa established and edited *Samachar Sangraha*, *Sumati*, *Karnataka* and *Suryodaya Prakashike* and used to write in *Mysore Standard* and he also worked in *Veera Kesari* besides writing in the then prestigious newspapers like the *Hindu* and the *Indian Patriot*. He also worked in *Mysore Times*. DVG is credited with contributing a string of publications to Kannada journalism and setting high standard by his erudite writings. Bendre too edited *Swadharma* and *Jaya Karnataka* periodicals. Kannada's genius novelists A.N.Krishna Rao (Anakru), T.R.Subba Rao (Tarasu) and Basavaraja Kattimani are identified with progressive literature reflecting the different thoughts and style of writing. They immensely contributed to newspapers and magazines besides penning best novels in Kannada inspiring both Kannada literature and Kannada journalism. In those days many of these Kannada writers used to write editorials in mainstream newspapers reflecting the significance given to their thoughts and literary skills. The newspapers and magazines used to be known by the litterateurs involved in its publication.

Table-3

**Eminent Kannada writers who Edited Kannada Newspapers and Literary Magazines**

Sl. No.	Litterateur	Newspaper/ Magazine	Period in Kannada Literature	Year of Publication	Periodicity	Place of Publication
1	Alur Venkata Rao	<i>Rajahamsa</i>	<i>Arunodaya</i>	1891	Weekly /Daily	Dharwar
		<i>Vagghushana</i>	<i>Arunodaya</i>	1897-1973	Monthly	Dharwar
		<i>Karnataka Patra</i>	<i>Arunodaya</i>	1907	Weekly	Dharwar
		<i>Kannada Kesari</i>	<i>Arunodaya</i>	1907	Monthly	Hubli
		<i>Karmaveera</i>	<i>Novodaya</i>	1921	Weekly	Bangalore
		<i>Jayakarnataka</i>	<i>Novodaya</i>	Nov 22, 1922	Monthly/Weekly	Dharwar
		<i>Karnataka Vritta</i>	<i>Novodaya</i>	1927	Weekly	Dharwar
2	Karki Venkataramana Shastri	<i>Hyvaka Suboda</i>	<i>Arunodaya</i>	1885	Weekly	Mumbai-Karnataka
		<i>Hitopadesha</i>	<i>Arunodaya</i>	1888	Monthly	Mumbai-Karnataka
3	D.V.Gundappa	<i>Suryodaya</i>	<i>Arunodaya</i>	1888	Daily/ weekly	Mysore
		<i>Prakashike</i>				
		<i>Samachar</i>	<i>Arunodaya</i>	1906	Daily	Bangalore
		<i>Sangraha</i>				
		<i>Sumati</i>	<i>Arunodaya</i>	1909	Weekly	Bangalore
		<i>Karnataka</i>	<i>Novodaya</i>	1924	Weekly/	
		<i>Janajeevana</i>			Fortnightly	Bangalore
		<i>Veera Kesari</i>	<i>Novodaya</i>	1928	Weekly/Daily	Bangalore/
						Madras/
						Mysore
4	Mudaveedu Krishnarao	<i>Karnataka Vrutta</i>	<i>Arunodaya</i>	1892	Weekly	Dharwar
5	Benegal ramarao	<i>Suvasini</i>	<i>Arunodaya</i>	1900	Monthly	Mangalore
6	Kadlemgodu Shankara Bhat	<i>Swadeshbimani</i>	<i>Novodaya</i>	1905	Fortnightly	Mangalore
7	Nanjanagudu Tirumalamba	<i>Karnataka Nandini</i>	<i>Novodaya</i>	October 1916-1920	Monthly	Nanjana-gudu
		<i>Sanmarga-darshi</i>	<i>Novodaya</i>	July, 1922-1925	Monthly	Nanjana-gudu
8	A.R.Krishnasastry	<i>Prabhudda</i>	<i>Arunodaya</i>			
	B.M.Srikantaiah	<i>Karnataka</i>	<i>Novodaya</i>	1918	Quarterly	Bangalore
9	Bolara Vittalrao/ Hurulu Bheemarao	<i>Kanteerava</i>	<i>Novodaya</i>	1919-1932	Bi-weekly	Mangalore
10	R.Kalyanamma	<i>Saraswathi</i>	<i>Novodaya</i>	October, 1921	Monthly	Bangalore
		<i>Makkala Bavuta</i>	<i>Novodaya</i>	1953	Monthly	Bangalore
11	Tirumale Tatachar Sharma	<i>Vishwa-karnataka</i>	<i>Novodaya</i>	1921	Weekly/Daily	Bangalore

12	Siddavanahalli Krishnasharma	<i>Vishwa-karnataka</i>	<i>Novodaya</i>	1921	Weekly/Daily	Bangalore
13	D.R.Bendre	<i>Swadharma</i>	<i>Novodaya</i>	1924	Monthly	Dharwar
		<i>Jaya Karnataka</i>	<i>Novodaya</i>	Nov 22, 1922	Monthly/Weekly	Dharwar
	D.R.Bendre	<i>Jeevana</i>	<i>Novodaya</i>	November, 1939	Monthly	Dharwar/Bangalore
	V.K.Gokak					
	RMSHri Mugali					
	Masti					
	Gopalakrishnarao					
	Siddavanahalli Krishana Sharma					
	Ha Pa Nagarajaiah					
14	Phagu Halagatti	<i>Shivanubava</i>	<i>Novodaya</i>	1926	Quarterly/Monthly	Bijapur
		<i>Navakarnataka</i>	<i>Novodaya</i>	Oct 1927	Weekly	Bijapur
15	Devudu Narasimhashastri	<i>Navajeevana</i>	<i>Novodaya</i>	1927	Daily/Weekly	Bangalore
		<i>Rangabhoomi</i>	<i>Novodaya</i>	1925-1932	Monthly	Bangalore
		<i>Namma Pustaka</i>	<i>Novodaya</i>	1936-1957	Monthly	Bangalore
		<i>Kannada Sahitya parishat Patrike</i>	<i>Novodaya</i>	1935-1936	Quarterly/Half yearly	Bangalore
16	K.ShivaramKaranth	<i>Vasantha</i>	<i>Novodaya</i>	1925	Monthly	Puttur
		<i>Vicharavani</i>	<i>Novodaya</i>	1930	Weekly	Mangalore
17	C.Ashwatnarayana	<i>Navajeevana</i>	<i>Novodaya</i>	1927	Daily/Weekly	Bangalore
18	Manjeshwara Anantarao	<i>Karnataka Kesari</i>	<i>Novodaya</i>	July, 1927-29	Monthly	Puttur
19	Mohare Hanumantharaya	<i>Samyukta Karnataka</i>	<i>Novodaya</i>	1929	Weekly/Daily	Hubli
20	A.N.Krishna Rao (Aa Na Kru)	<i>Vishwavani</i>	<i>Novodaya</i>	June 15, 1934	Monthly	Bangalore
		<i>Kathanjali</i>	<i>Novodaya</i>	July, 1929-1931	Monthly	Bangalore
		<i>Kannadanudi</i>	<i>Novodaya</i>	Oct. 4, 1938	Weekly/Monthly	Bangalore
		<i>Karnataka Sahityaparisat Patrike</i>	<i>Novodaya</i>	1919/1944	Weekly	Bangalore
21	Betagere Krishnasharma	<i>Jayanti</i>	<i>Novodaya</i>	May, 1938-1964	Monthly/Weekly	Dharwar
22	Basavaraja Kattimani	<i>Usha</i>	<i>Novodaya</i>	1940-52	Monthly	Bangalore
23	M.Sivaram-RaaShi	<i>Koravanji</i>	<i>Novodaya</i>	1942-1967	Monthly	Bangalore
	M.Shivakumar (Raa Shi's son)	<i>Aparanji</i>	<i>Novodaya</i>	1983	Monthly	Bangalore
24	D.Javaregowda	<i>Pustaka s Prapancha</i>	<i>Novodaya</i>	1946	Monthly	Mysore
25	Masti Venkatesha lyengar	<i>Jeevana</i>	<i>Novodaya</i>	May, 1944	Monthly	Dharwar/Bangalore

26	Niranjana (Kulla-kunda Shivarao)	<i>Janashakti</i>	<i>Novodaya</i>	1946	Weekly	Hubli
27	Kamaladevi Chattopadya	<i>Jagruti</i>	<i>Navodaya</i>	1947	Weekly	Mumbai/Dharwar
28	Ramachandrarao C.V.	<i>Nudi</i>	<i>Navodaya</i>	June, 1947-52	Weekly	Mumbai
	Kota Kasturi					
	Ramachandra Ucchila					
	N.VyasaraBallal					
29	G.Narayana	<i>Vinoda</i>	<i>Navya</i>	1951	Monthly	Bangalore
30	Patil Puttappa	<i>Prapancha</i>	<i>Navya</i>	1954	Weekly	Dharwar
		<i>Sangama</i>	<i>Navya</i>	1956	Monthly	Dharwar
		<i>Vishwavani</i>	<i>Navya</i>	Sept. 1959	Daily	Dharwar
		<i>Manorama</i>	<i>Navya</i>	1961	Fortnightly	Hubli
31	Pavem- Venkata-ramana Acharya	<i>Kasturi</i>	<i>Navya</i>	1956	Monthly	Hubli
32	Gopalakrishna Adiga	<i>Saakshi</i>	<i>Navya</i>	1962	Quarterly	Sagar
33	Poornachandra Tejasvi	<i>Lahari</i>	<i>Navya</i>	1964	Monthly	Mysore
34	Chandrashekar Patil - Champa	<i>Sankramana</i>	<i>Bandya</i>	1965	Monthly	Dharwar
35	M.N.Kamath	<i>Ananda</i>	<i>Navya</i>	1966	Monthly	Dakshina Kannada
36	Shantharasa	<i>Pratika</i>	<i>Navya</i>	1968	Quarterly	Raichur
37	G.S.Shivarudrappa V.K.Gokak	<i>Samanvaya</i>	<i>Navya</i>	1968	Quarterly	Bangalore
38	Chandrashekara Kambara	<i>Akavya</i>	<i>Bandaya</i>	1973		Bangalore
39	Buddanna Hinemere	<i>Dalita</i>	<i>Dalit literature</i>	1974		Dharwar
40	Shudra Srinivas	<i>Shudra</i>	<i>Dalit literature</i>	1975	Monthly	Bangalore
		<i>Panchama</i>	<i>Dalit literature</i>			
		<i>Shoshila</i>	<i>Dalit literature</i>			
41	G.S.Shivarudrappa	<i>Sadhane</i>	<i>Bandaya</i>	1975	Quarterly	Bangalore
42	H.M.Nayak Ke Ram Nagaraju	<i>Granthaloka</i>	<i>Bandaya</i>	1979	Fortnightly	Bangalore
43	P. Lankesh	<i>Lankesh Patrike</i>	<i>Bandaya</i>	July 6, 1980	Weekly	Bangalore
44	U.R.Anantamurthy	<i>Rujuvathu</i>	<i>Navya</i>	1982	Quarterly	Mysore
		<i>Manvanthara</i>	<i>Bandaya</i>	1962		Dharwar
45	Baraguru Ramachandrappa	<i>Bandaya Sahitya</i>	<i>Bandaya</i>	1983	Bi-monthly	Bangalore
46	Veeranna Dande	<i>Kavimarga</i>	<i>Dalit literature</i>	1987		Gulbarga
47	Arvinda Malgatti	<i>Sahitya Sangati</i>	<i>Dalit literature</i>	1989	Bi-monthly	Mangalore/Mysore

## Navya- Modernist Tradition in Kannada Literature

*Navya* period saw some of the pioneering works in Kannada literature guided by eminent poets. Gopalakrishna Adiga is revered as the doyen of *Navya* literature who brought change in language, style and formed an hybrid of pure and modern language that brought him closer to people. *Navya* witnessed the entry of new breed of poets consisting of K.S.Narasimhaswamy, G.S.Shivarudrappa and Channaveera Kanavi who took lyrical poetry to new heights. A galaxy of writers like Ramachandra Sharma, K.M.Rajagopal, Lankesh, Tejaswi, U.R.Ananthamurthy, Chandrashekara Kambar, Nissar Ahmed, Girish Karnard, G.P.Rajarathnam and others, enriched *Navya* literature and created history. They edited magazines and wrote columns in mainstream Kannada newspapers. Adiga edited *Saakshi*, Chandrashekara Patil edited *Sankramana* and Ananthamurthy's *Rujuvatu* established the impact of *Navya* period of Kannada literature on the growth of Kannada journalism. Gopalakrishna Adiga is the pioneer of modern Kannada literary movement. He is one of the greatest poets who propounded modern literature and inspired many writers to follow his style of lyrical poetry. *Navya* period also witnessed the birth of magazines that introduced column writing, essays, satire and humour in journalism on wide range of subjects. In 1956 the only monthly digest in Kannada, *Kasturi* was started by the *Lok shikshana Trust* known for pioneering work in Kannada journalism. Venkataramana Acharya popularly known as Pavem became the editor of this magazine. *Kasturi* magazine grew under the stewardship of Pavem and shaped magazine journalism in Kannada. A regular column penned by Pavem in *Kasturi* called *Padaartha Chintamani* gave a new perspective to the study of Kannada etymology. The column was

an analytical description of the relative meaning of Kannada words that enriched the vocabulary of readers. A poet and critic, Pavem has contributed voluminous works on literature and his celebrated work is *Manjusha*. In those days Kannada magazines edited by eminent persons of letters never took refuge under glossy newsprint, superior quality of printing and high standard of colour treatment but they generated content which moulded the taste and interests of the Kannada readers. Reading magazines was a feast for the readers and an experience of a lifetime.

**Table-4**

<i>Evolution of New era of Kannada Literature</i>	<i>Period</i>	<i>Number of Daily Kannada Newspapers published during that period</i>
Navodaya	1900 -1950	724
<i>Navya</i>	1951-1975	83
<i>Dalit &amp; Bandaya</i> literature	1976-1990	257
Post Modernization Literature	1991-2000	218
	2001-2013	423

*Kannada Press in 20<sup>th</sup> and 21<sup>st</sup> Century showing Newspapers and Magazines till 1947 and only Daily newspapers between 1948-2013*

## LANGUAGE MOVEMENT

Kannada as a language did not tread the path of significant growth due to apathy, indifference, dearth of resources and lop sided language policy in post colonial rule. The reorganization of states on linguistic basis was aimed at plugging regional imbalances by bringing all Kannada speaking people under one homogeneous geographic domain. The central government's policy to impose Hindi language

on Karnataka met with opposition in a multilingual society like India. Karnataka witnessed violent agitation against imposition of Hindi language in school education in 1960s. The language movement that is considered as the watershed in the history of state is Gokak movement. The controversial language policy of the Karnataka government relegated the supremacy of Kannada language in school curriculum to the background. As a result of agitation and opposition to language policy, the government established a committee with Dr. Vinayaka Krishna Gokak as chairman to examine the issue of making Kannada a compulsory language as per the three language formula in schools. Gokak movement launched in 1982 demanded sole first language status to Kannada. Basically, the committee was appointed to examine the status of Kannada in school education but new issues were added to the agenda when pro-Kannada agitators re-launched the agitation after government did not implement the Gokak report in full. The language movement in Karnataka in 1980s demanded supremacy of Kannada language in administration, education and media including cinema and preference for *Kannidigas* in employment which was dominated by *Tamils* and *Malayalees*. Thus language movement became a forum for public discourse on the neglect of Kannada language and injustice meted out to Kannada speaking people in their own land. The agitation was successful in forcing the government to implement the recommendations of the Gokak committee report that gave the first language status to Kannada in school education. Kannada writers became torch bearers of the society who gained visibility in the press through their powerful writings during language agitation. Kannada press became vehicle for the propagation of writers' thoughts and views on the importance of Kannada leading to new awakening and enlightenment in the

society. The movement vibrantly supported by the Kannada press shook the conscience of the State and posed a huge challenge to political powers that always took Kannada speaking people for granted.

### **DALIT MOVEMENT AND BANDAYA LITERATURE**

One of the banes of Indian society is the practice of casteism as the social hierarchy depended on the caste. India is caste ridden society where people were traditionally categorized into upper castes and lower castes. Caste created imbalances in the society frustrating the efforts of social reformers and government to create a level playing field in politics, education and employment for all classes. Historically, the lower castes suffered at the hands of upper caste as the former were subjugated, humiliated and harassed by the latter depriving them the basic rights to live. In the post colonial period, the lower caste could not reap the benefits of modernization due to the attitude of the caste *Hindus* which was clearly divided on caste lines. The frustration of lower castes manifested into assertiveness demanding restoration of human dignity, honour and rights on par with upper castes. Though Indian constitution granted fundamental rights to every citizen, it did not help contain discrimination and harassment meted out to the lower caste people in the society. In Karnataka, despite the influence of saints and social reformers like *Basavanna* as early as 12<sup>th</sup> century, the orthodox society was adamant in practicing untouchability and inflicting humiliation on lower castes branded as *Shudras* as per the *varna* system. The upper caste had privilege of English education and therefore dominated administrative posts but lower posts in government were obviously given to *Shudras*. The white collar jobs were cornered by *Brahmins* and low meanly jobs were meant for *non-Brahmins*. This imbalance in access to English education and

denial of government jobs frustrated the social thinkers who expressed serious concern about the kind of society that was evolving in Karnataka. Therefore, the intellectuals, thinkers, journalists and litterateurs initiated movement against this discrimination in the society that took the shape of *Dalit* movement in Karnataka. Historically, the *Dalit* upsurge was born at the turn of 20<sup>th</sup> century when Baba Saheb Ambedkar gave national and international visibility to the plight of *Dalits* and emerged as a leader of downtrodden earning recognition and credibility in political circles in British India. Despite many efforts made by leaders and organizations, the *Dalits* of Karnataka could not create a platform for asserting their rights. It was in early 1970s, academicians, thinkers and intellectuals among *Dalits* crystallized their efforts to take up *Dalit* cause under the banner of the *Dalit Sangharsha Samiti* (DSS). A forum was born in Karnataka to fight for the *Dalit* cause with a mandate to educate and lead *Dalits* against discrimination and exploitation. The founding fathers of DSS are B.Krishnappa, Devanoor Mahadev, Siddalingaiah, Devayya Harave, Chandra Prasad Thyagi, M.D.Gangaiah, Kolar Venkatesh, Muni Yellappa, Mangalore Vijay, Munivenkataswamy and a host of others (Yadav, 1998). DSS movement penetrated into every nook and corner of the state creating awareness about atrocities on *Dalits* and awakening about their rights in the society. The forum gave vent to the anger, frustration, disappointment and humiliation suffered by *Dalits* in the society for ages. Prominent *Dalit* writers like Devanoor Mahadeva and Siddalingaiah and others created literature which was labeled as *Dalit* literature as a mark of protest against atrocities that concretized around the larger issue, the practice of untouchability in Indian society. *Dalit* literature served as a weapon to pen and reflect the agony suffered by the community and their unfulfilled dreams

and aspirations. The literature created by these writers was powerful and radical piercing the heart and soul of readers leading to new awakening in the society. Literature became a spring board for the launching of social movement mirroring the struggle of *Dalits* and hurdles in the path to freedom. Poet Siddalingaiah's poems touched every *Dalit* heart and integrated *Dalit* activists and *Dalit* masses (Yadav, 1998). The writings brimmed with feelings and compelled the readers to apply rationale to the inhuman practices in society that segregated one part of its population for having born in a particular caste. The literature showed the path to the activists to demand equality in society and forced government to declare a war on the atrocities committed in the name of caste. Considered as pioneers of *Dalit* literature, Devanoor Mahadeva and Siddalingaiah gave an identity to *dalit* writings in the world of literature and made writers to treat it on par with the classic literature created by Black writers in Africa and America. Prominent writers like M.N.Javaraiah, Arvinda Malagatti, B.T.Lalitha Naik, Govindaiah, Chennanna Valikara, Satyananada Patrota, V.Munivenkatappa, Mulluru Nagaraj, Mogalli Ganesh, Geetha Nagabhushana, Indudhara Honnapura and others created a niche for *Dalit* literature in literary world. During late 1970s and 1980s magazines propounding the cause of *Dalits* were born that consolidated and took the *Dalit* movement to its logical end. "The multi-faceted subaltern culture of the land has been unraveled in *Dalit* literature by critiquing, debating, eulogizing and romanticizing. The voices are more authentic and will certainly influence the society in this transitional period of building modern India which dreams to have a casteless society" sums up eminent *Dalit* writer Mudnakudu Chinnaswamy (Mudnakudu, 2014).

Writer Shudra Srinivasa who established *Shudra* (1975) a monthly came to be known by the name of the periodical itself illustrates the pivotal role played by the paper for two decades in creating platform for *Dalits* and *Bandaya* writers. The periodical became home for *Dalit literature*. *Dalita* (1974) by Buddanna Hingamire, *Dalita Bandhu*, *Panchama*, *Andolana*, *Vimukti*, *Shoshita*, *Vimarshaka*, *Kavi Marga* (1987) by Veeranna Dande, and *Sankramana* magazines propelled the movement to the centre stage. Further, most of the writers contributed articles and columns to the mainstream Kannada newspapers and magazines. Many writers established publications to reach a wider audience. Arvind Malagatti started *Sahitya Sangati* (March 1989) that became a forum for discourse on *Dalits* by the *Bandaya* writers. *Dalit* literature has been interpreted by eminent writers like Baraguru Ramachandrappa as a kind of ‘writing by the *Dalits* reflecting their progressive perception of society and mankind. *Dalit* writings reflect their experience of subjugation since time immemorial and this writing is greater than those writers who are not *Dalits* but have written more eloquently about it. So *Bandaya* literature is a broad canvas that has been shaped by both *Dalits* and progressive writers. Therefore all progressive *Dalit* writers are *Bandaya* writers too but all *Bandaya* writers are not *Dalit* writers’ (Munishamappa, 2006). Arvind Malgatti interprets *Dalit* literature as independent body of writings on *Dalits* that has the potential to stand on its own roots and is stronger than *Bandaya* literature (Munishamappa, 2006). Thus *Dalit* literature has shaped into a genre of Kannada literature with an identity of its own and has become synonym for conscience keepers of the society.

*Bandaya* movement is an offshoot of *Dalit* movement wherein the writers who originated from non Brahmin caste background

rebelled against the domination of upper caste in literary world by producing brilliant literature. They challenged the *brahminical* tradition and demanded for a separate identity to get their creativity and thoughts recognized on par with conventional literature that was born out of sanskritization. At one point of time in 1970s these rebel writers representing *Bandaya* or rebellion literature joined hands with *Dalit* writers shaping a new movement called *Bandaya* literary movement. The movement succeeded in erasing walls between *Dalit* and *Bandaya* writers and activists. The *Dalit* movement triggered the educated among *Sudras* to mobilize and challenge the traditional path carved by writers who were predominantly from *Brahmin* or the upper caste in Karnataka. The educated among *Sudras* became radical thinkers realizing the injustice meted out to *Dalits* both at the hands of *Sudras* and *Brahmins* and expressed concern about inequality and called for the creation of a casteless society. One of the pioneers of *Bandaya* movement is Baraguru Ramachandrappa who established a literary magazine called, *Bandaya sahitya* (1983) a bi-monthly to create a forum for writers and thinkers who believed in *Bandaya* movement and to create a society free from prejudices of caste and creed. R.G.Halli Nagaraj started *Anveshane* (1984) to give voice to *Dalits* and help *Bandaya* movement to take roots in Karnataka. Many social movements like backward class movement demanding implementation of Havanur report in 1969 and the *Boosa* incident involving then Minister Basavalingappa and pro and anti protests following the incident were instrumental in raising the conscience of the *Dalits* and the educated among the backward classes to unite under one common shelter of *Bandaya* or rebellion.

‘*Bandaya* produced a plethora of literature mostly from those castes and communities who had no literary hierarchy. They were



writing for the first time. The content and the dialect were new and fresh to the readers' (Mudnakudu, 2014). One of the significant outcomes of *Bandya Dalit* movement is the birth of fearless journalists in Kannada who rebelled against market force driven kind of journalism. *Lankesh Patrike*, the Kannada tabloid never depended on advertisements for revenue and it ran the paper with the help of subscription revenue which itself is a challenge to newspaper economy. Kannada journalism witnessed a rare experiment in the publication of *Mungaru*, a daily established on September 9, 1984 by Vaddarse Raghurama Shetty in Mangalore. The paper assumes significance as it introduced a novel newspaper management model inviting readers to become shareholders by just contributing Rs.1000 and participate in its management. Vaddarse dreamt of editing a newspaper owned by readers and devised a social agenda for the newspaper taking up the cause of poor and downtrodden. The paper groomed some of the journalists like Dinesh Amin Mattu in secular tradition who went on to occupy seats of eminence in media. Vaddarse's *Mungaru* championed the cause of *Dalits* and earned recognition for sowing the seeds of progressive journalism in Kannada.

One of the eminent litterateurs born out of the burning ambers of *Dalit Bandaya* movement is P.Lankesh. He created milestone by establishing a tabloid called *Lankesh Patrike* on July 6, 1980 that brought paradigm shift in Kannada journalism. His weekly paper became the conclave of *Bandaya* writers known for rebel writing hitherto unknown in Kannada literature. He reinvented tabloid journalism and used his paper to fight against *Branhiminsim* and capitalism and called for the creation of progressive society promoting indigenous culture. His did pioneering work in Kannada and enriched literature with his publications namely, *Kallu Karaguva Samaya*,

*Biruku, Mussanjeya Katha Prasanga, Akka, Sankranti, Gunamukhi, Talemaru, Papada Hugalu, Dore Edipus, Gruhashthashrama* and *Hulimavina Mara*. He excelled in literary criticism, drama, short story, novel, essay, poetry and translation forms of Kannada literature. His writings in journalism as well as literature propelled *Bandaya* or rebel literature to great heights and gave platform for *Dalits*, *Bandaya* writers, Muslims, women and backward caste people to who wrote fearlessly in *Lankesh patrike*. For the first time in Kannada journalism two Muslim women writers Sa Ra Abubakkar and Banu Mushaq wrote about Muslim women in the tabloid *Lankesh patrike* bringing respectability and recognition to the voice of Muslim women.

The fact that the tabloid was perhaps more popular and enjoyed high circulation than mainstream Kannada dailies speaks volumes about the way it swayed the middle class as well as masses. The paper and Lankesh's writings created a forum for progressive and *bandaya* literary gaints like U.R.Ananthamurthy, Poornachandra Tejasvi, Baraguru Ramachandrappa, Devanoor Mahadeva, Chandrashekara Patil, G.H.Nayak, H.L.Keshavamurthy, Ravindra Reshme, K.M.Srinivasa Gowda, Shudra Srinivas, Agrahara Krishnamurthy, Kadidal Shamanna, C.S.Dwarkanath, Sara Ra Abubakkar, Banu Mushtaq and B.T. Lalitanayak. *Bandaya* writers have left an indelible mark in Kannada journalism. They embraced modernist movement that influenced Kannada journalism and created scholarship in Kannada literature.

## CONCLUSION

Media and movements have a mutually interdependent relationship. Movements depend on media to gain support, visibility and recognition. The history of Kannada journalism is also the saga of literary and social movements. It chronicles the impact of growth and development of Kannada literature on Kannada journalism. The

literature that brimmed with creativity made inroads into journalistic writings in Kannada accelerating the cause of social reform. Literary giants entered journalistic domain shaping the cultural transformation in Karnataka. The bold no holds barred experiments in Kannada journalism by P.Lankesh's weekly *Lankesh Patrike* and Vaddarase Raghurama Shetty's *Mungaru*, a daily reflects the reciprocal bonding between literature and journalism. The influence of modernist literature facilitated shaping many journalists in the mould of radical thoughts and ideologies. Journalism was given ideological succor by the journalistic literary persons impacting social, political and cultural domains in Karnataka.

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