

University with Potential for Excellence of University Grants Commission was awarded to the University of Mysore in the disciplines of Science and Social Science. In social science, the focus area of study is '*Media and Social Development: A Case Study of Karnataka*'. The project aims to study the different paradigms of media and social development; Analyze the nature, forms, levels, phases and consequences of media intervention in the process of social development; Study the development "deficit" and its implications on social categories; Assess how media intervention can transform the State; Develop new social development indices to greatly disadvantaged groups; Based on the findings of this study, design an alternative Model of Development for Karnataka.

The Journal of Media and Social Development is an initiative to create scholarship in the area of media and social development by encouraging scholarly work by the academicians in interdisciplinary areas of social sciences. The Journal is a platform for publishing high quality original research and experiments in the significant areas of economic, political, social, cultural and media perspectives of development.

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Journal of Media and Social Development

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The Role of Historic Monuments in the Development of Towns - A SWOT Analysis of Srirangapatna Town in Karnataka
UMA S.

Discourse Analysis of Newspaper Editorial on Higher Education
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1. *Journal of Media and Social Development* publishes contributions of original work on any aspect of Development and Media in India and South East Asia. It covers interdisciplinary research in social science encompassing Media, Communication, Political Science, Economics, Sociology, Social Work and Development Studies. Minimum word length is 3000 and maximum is 7,000. Submit original unpublished works only.
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Activities of the Project

The Project has established Centre for Area Studies. The Centre has started M.Phil in '*Area Studies - Karnataka Studies*' for the first time in the state of Karnataka. The Project has established state of art infrastructure in the Department of Studies in Communication and Journalism, University of Mysore to make media education more relevant and meaningful. The Project has ventured into publishing a Quarterly Newsletter, *ABHYUDAYA* (meaning Development) to create awareness about human development and its indicators among Research scholars and students.

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| 1. An Analysis of the Impact of Media Orientation Workshop on Journalists | N. USHA RANI
VAGDEVI H.S.
SHIVAPRASAD B.M.
SRINIVASAD. |
| 2. The Status of Women Journalists in Kannada Press | MANJUSHREE G NAIK |
| 3. Cultural Impact of Internet on its Users in Karnataka | SUKANYA MALLOLI |
| 4. Socio Cultural Implications of TV on Youth in Anantnag District of Jammu & Kashmir | ASHAQ HUSSAIN DRENGY |
| 5. Role of Public Service Broadcasting in Health Communication in Rural India – A Historical and Functional Perspective | HARISH KUMAR
SHRUTI GOEL |
| 6. The Role of Historic Monuments in the Development of Towns - A SWOT Analysis of Srirangapatna Town in Karnataka | UMA S. |
| 7. Discourse Analysis of Newspaper Editorial on Higher Education | MUKESH CHANDRA DEVRARI |

An Analysis of the Impact of Media Orientation Workshop on Journalists

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Abstract

Media plays a constructive role in any society. It is rightly dubbed as the catalyst in social transformation. This social transformation is only possible with awareness and proper education. Mass media as rightly pointed out by Marshall McLuhan are 'extensions of man'. This is true because media as a tool, transfer information, ideas to its viewers, readers and listeners and there by enhance humans ability to communicate messages and spread knowledge which are pivotal for any society's overall development. The study assumes significance for the fact that it aims to study how media can play a role in performing the role of a catalyst in the society where poverty and unequal political power influence the lives of the common people. In this direction, it becomes imperative for the journalists who are steering the responsibility to spread awareness to understand the various perspectives of Right to Education to create awareness about universalization of education in India. Through this survey analysis the researchers trie to evaluate the impact of orientation cum workshop held in Tumkur in Karnataka on rural journalists. The study is an impact analysis of workshop on journalists to perceive the level of awareness and sensitivity on issues like RTE- Right to Education to achieve universalization of education to reach the children of poor and underprivileged in the society. Further, the study throws insight into the potentialities of journalists working for rural media to increase media intervention in promoting social agenda.

Keywords: RTE, Media orientation, Sensitization, Media, Development, Media Intervention.

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INTRODUCTION

Mass media as rightly pointed out by Marshall McLuhan are 'extensions of man'. This is true because media as a tool transfer information and ideas to its viewers, readers and listeners and thereby enhance humans ability to communicate messages and spread knowledge which are pivotal for any society's overall development. It will not be an exaggeration to tell that mass media disseminates information and thereby, creates awareness by enhancing the knowledge and providing a dais for a healthy debate. It can be thus said that mass media do not operate in isolation but within the society and hence shoulder a huge responsibility towards the same. Societal goals are nurtured and made a reality through mass media in the today's context. Media is commonly referred as one of the most powerful instruments of communication. It can help to promote the right things on right time. For instance, communicating about health or education is easy and can be done on a broad canvas thanks to mass media like newspapers, radio and television. Therefore, mass media perform certain key functions in society in the context of preserving cultures, educating, shaping public relations, and advocating for a particular policy or point of view. So, media as an educational tool not only will impart knowledge, but also can be and should be a part of larger efforts to promote actions having social utility.

The media plays a constructive role in any society. It is rightly dubbed as the catalyst in social transformation. This social transformation is possible

only with awareness and proper education where education being one of the primary requirements in this process. It has been appropriately stated by former president of South Africa, Nelson Mandela that "Education is the most powerful weapon which you can use to change the world." Education emancipates individual freedom and empowerment. It is the foundation of society which enables economic wealth, social prosperity and political stability. If we look at holistic development then education no doubt will be at the beginning of this process. Education therefore, in today's world is being viewed as a right not just in India but across the globe. Education empowers and endows individuals with scientific temper and analytical capabilities. "The whole purpose of education is to turn mirrors into windows" says Sydney J. Harris. It, therefore, plays a pivotal role in improving the overall socioeconomic condition of any nation. So, it can be said that, any country aspiring for a holistic development, it is imperative that it has in place a strong formal school driven education system.

Communication is part of development. Information is a pre-condition for development. Media should help articulate the grievances and local problems of the marginalized classes. Unfortunately, poverty and rural development are not the priority issues of the media. Further media is urban centric and elite and have no social agenda. The fruits of democratization of media are not reaching the people at the grassroots level. The broad aim of media should be to give greater participatory role to the neglected and marginalized people. Unfortunately, this has not happened. The study aims to address the current tension between media and development. It intends to examine the role of media in development and the application of communication as potential means of solving the problems of development. The study assumes significance for the fact that it aims to study how media can play a role in performing the role of a

catalyst in the society where poverty and unequal political power influence the lives of the common people.

Significance of Media Orientation Workshop

Journalists need periodic training and orientation to do full justice to the development issues that are relegated to the background due to lack of social commitment on the part of the mainstream media. Despite education and training in Journalism coupled with professional experience, there are at times when one feels wanting in giving priority to social issues. It is in this perspective that the media orientation programs initiated by the Universities, government and NGOs Institutions assume significance. The impact of training initiatives will help establish credible journalists who develop greater degree of sensitivity towards social issues. Many international organizations like United Nations have been organizing media training for working journalists, stringers, freelancers and media writers to help disseminate development-oriented information to the stakeholders. The aim of most of such initiatives is to increase the level of media intervention in development. In democracies like India, privatization of media has not helped to change the attitude of media towards development issues. Mobilising journalists working in the media around non-priority issues like RTE is the main purpose of the workshop. To prevent such stories from being marginalized society requires cooperation not only by journalists but also by their editors. Beijing Conference even resolved that 'civil society should mobilise for progressive reporting by existing media to ensure that rural development and community activities in which women carry more than their fair share, becomes newsworthy. Women should empower themselves to access media so that they are active participants in the transformation of media. (Thorne, Pillay & Newman, 1996). In the present circumstances, Media is not forthcoming to train its journalists but it is not

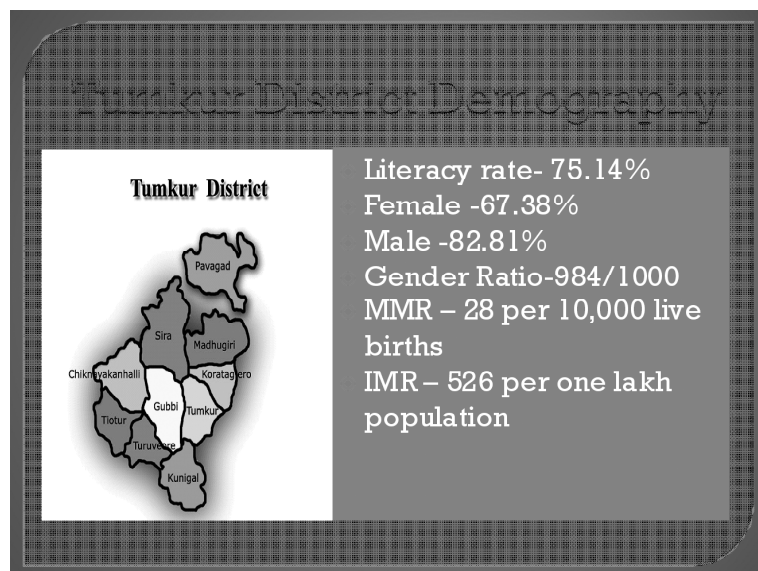
preventing them from attending workshops. The workshops focussed on marginalized issues of development are helping journalists to sharpen journalistic skills besides convincing them about the need to take up the challenge of changing their stereotypical mindset.

In this workshop, journalists were encouraged to be more proactive and gain knowledge about RTE - Right to Education, which aims at universalization of education. The workshop aimed at motivating journalists to accept the challenge of reporting stories on social issues against the preference of the media houses to focus on politics, sports and crime than on development. The workshop consisted of lectures and report writing on RTE by the experts who gave practical training to hone their skills in writing meaningful and relevant stories. The participants consisted of reporters, correspondents, freelancers, editors and stringers working for newspapers and TV channels. Besides RTE, the participants were given exposure to significant issues like media ethics, code of conduct, child rights, human rights, gender equity and social responsibility of journalists, public interest and social service. The journalists were given opportunity to share their field experience and explain the barriers in covering news pertaining to RTE. The journalists discussed about the problems and solution in publishing and mainstreaming such development stories.

In this direction, it becomes imperative for the journalists who are steering the responsibility to spread awareness about the Right to Education in proper perspective to improve the access of primary education in good schools to the poor and underprivileged children. A workshop was organized to impart reporting skills and to create sensitivity among journalists about RTE in Tumkur district in the State of Karnataka in 2014.

The workshop was held for journalists who work for media in Tumkur district in Karnataka. The district has a literacy rate of 75.14% with Male literacy of 82.81% and Female 67.38%. The district has an

Graph-1 Profile of Tumkur District



alarming gender ratio of 984 females for every 1000 males. Mortality rates describe the state of public health administration and is an indicator of human development. In Tumkur district, Maternity Mortality Rate (MMR) is 28 per every 10,000 live births where as Infant Mortality Rate (IMR) is 526 per one lakh population denoting the need to improve health care and literacy among women and girl child.

The workshop was an initiative to bridge the gap between educationists and journalists in the news coverage of vital issue like RTE that deals with the education of underprivileged children by providing level playing field in the society. The workshop proposed to bring in a fresh insight into development journalism by focusing on Education. It aimed to sensitise and encourage the journalists to give more space and time for articles and programs with development perspective in the media. This endeavour was to strengthen the understanding of journalists about the significance and distinct features of Right to Education. It also intended to help journalists develop a point of view on RTE to produce news stories

and features for print and broadcast media. The workshop proposed to provide not only the guidelines but also make the journalists aware of benefits by writing articles on RTE.

Education Scheme under Government of India

Ever since independence it has been a major task upon government to make education available and affordable to all its citizens. Elementary education in free and independent India is provided by the Constitution. In other words, education is a fundamental right in India. In this direction both the Central and State governments have been chalking out programmes over a period of time towards attainment of total literacy.

Right to Education

The Right of Children to Free and Compulsory Education Act or Right to Education Act (RTE) 2009 was enacted in 2009. The act provides free and compulsory education to children of socially and economically disadvantaged sections of the society through reservation of seats in schools. The Act has made elementary education a fundamental right of every child. Children in the age group of 5-14 years have the right to free and compulsory education in neighbourhood schools. Under the Act, private schools have to reserve 25% of seats in their school for the children of weaker and socially backward class in the society. Government will bear the expenses incurred by children in these schools. Based on the Act, respective state governments including the state of Karnataka has evolved rules and regulations for the implementation of the RTE Act, 2009. The children's admission to private schools is based on economic status or caste based reservation. The Act makes provision for special training of school dropouts to bring them up on par with students of the same age.

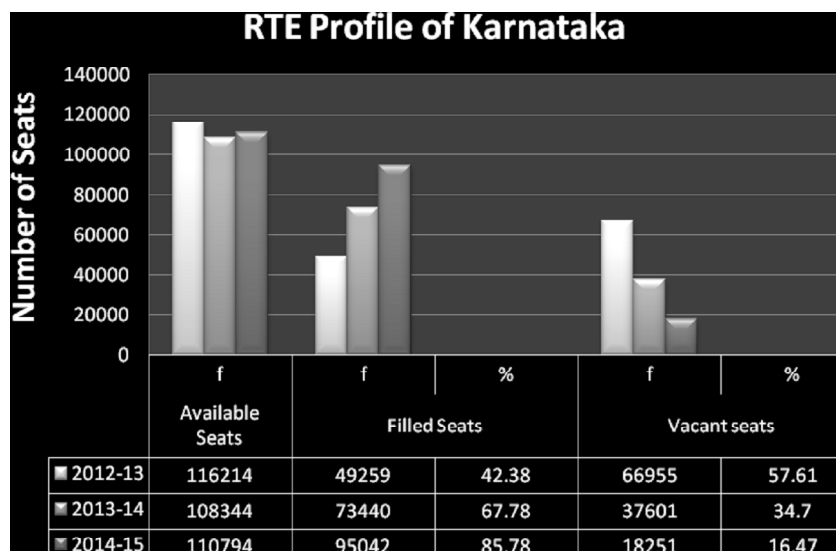
The Government of Karnataka has issued a detailed notification defining eligibility. According to which the disadvantaged groups include;

Scheduled Caste, Scheduled Tribe, Backward Class, Category I, Category II A, Category II B, Category III A, Category III B, Orphan, Migrant and Street Children, Child with Special Needs, HIV infected/affected. Apart from this, various caste/tribes constituting categories shall be prescribed by the Social Welfare Department from time to time. The Weaker Section include; Other castes and communities whose parent's/guardian's annual income is less than Rs. 3.5 lakhs (or the socially and educationally creamy layer as prescribed by the social welfare department)

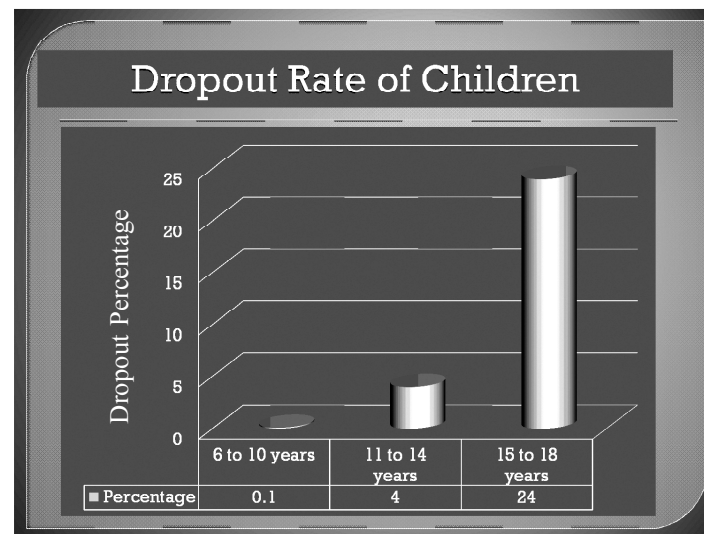
Out of the earmarked 25% of seats: 7.5% have been allocated to Scheduled Castes and 1.5% to Scheduled Tribes. The balance of 16% seats are provided to other categories of children belonging to disadvantaged group and children of weaker sections living in the neighbourhood.

The other significant features of the Act states that schools are banned from charging donation or capitation fee from the children at the time of admission. Further, neither children nor parents are subjected to entrance or admission or interviews as a requirement for admission.

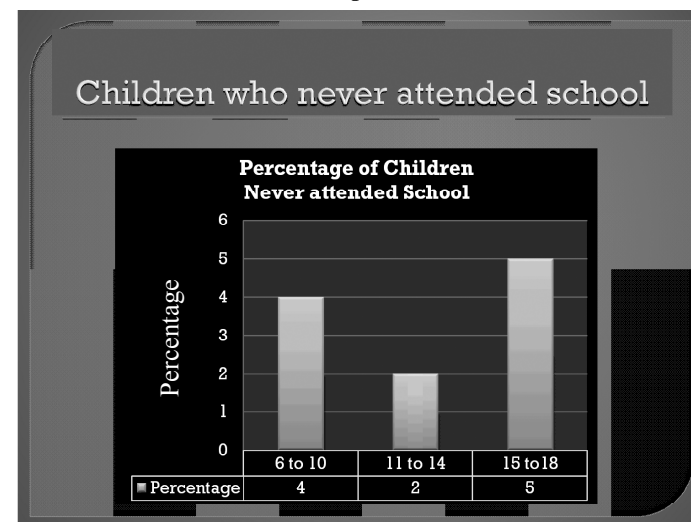
Graph - 2



Graph - 3



Graph - 4



Compared to previous year, there was marked improvement in 2014-15 where over 85.78% of seats under RTE were allotted to children from disadvantaged sections of the society in Karnataka. In 2013-14 and 2012-13 over 34% and 58% of seats were left vacant respectively, due to lack of awareness and litigation by the private school managements. As a result

of RTE, the dropout rate has declined considerably to 0.1% but there are still 4% of children who have never attended a school and continue to remain outside the purview of elementary education.

RTE Act of 2009 provides free and compulsory education for all children in the age group of 6-14 years. Though the government claims to have achieved 98% primary school enrollment owing to RTE Act, among children aged 6-14, the dropout rate is still high among girls. Girls constitute 62% of those who dropout in primary school level, thus adding to illiterate females in 15-24 age group.

The Indian Right of Children to Free and Compulsory Education Act, 2009 in its clause 12(1)(c) states that *"(private schools) shall admit in class 1 (or pre-primary), to the extent of at least twenty-five per cent of the strength of that class children belonging to weaker section and disadvantaged group in the neighbourhood and provide free and compulsory education till its completion."* This clause will open 1 million seats each year in unaided private school classrooms for children from socially and economically disadvantaged sections of the society. In the state of Karnataka, the Act is known as the Karnataka Right of Children to Free and Compulsory Education Rules, 2012.

LITERATURE REVIEW

The review of studies related to conducting workshops or orientation programs as part of making journalists understand and work towards social causes revealed few studies. There have been many initiatives to train and sensitize journalists to understand issues related to gender based violence and sex trafficking. It is felt that 'when editors and journalists do a good job of communicating messages on issues of importance to their communities – such as women's human rights, gender-based violence and social justice- these issues are better understood, better accepted, and better represented in public policy debates contributing to the overall goal

of development, human rights and democracy' (Abdela, 2007). UNFPA Workshops were organized to both male and female journalists and editors from six African countries in Senegal. The organizers evolved a strategy to tag the workshop with a film festival on gender-based violence to optimize media coverage in participating countries. (Ibid). Science writing is another area where journalists have received good opportunities in workshops to hone their skills of science writing. Science is one field that requires better understanding of complex technology and facts and there is dearth of science writers in the media. By and large, journalists working for media suffer from lack of training in writing science stories.

Many workshops continue to be held for the benefit of journalists to improve science coverage in the media. One such workshops organized by Lehigh University on Science Writing in June 1979 prepared reporters on the techniques of reporting science as most of the small newspapers do not afford to hire specialized science reporters to cover science stories. From healthcare to nuclear power science offers a broad range of subjects to cover requiring adequate skills and ability to comprehend technical details. The evaluation of the workshop done a year later showed that workshop had an impact on the reporters who participated in the program. By and large the workshop improved the awareness level of the participants and their performance in the media. 'The reporters credited three major factors for this improvement: recognition that science-related stories needed more and better preparation than other topics they routinely handled; their increased awareness of sources that could be used for science articles; and their increased knowledge of possible stories in the region' (Sharon, 1981). The workshop helped journalists to understand the fundamentals of reporting science like checking on facts and technical information and technical jargon. Many reporters claimed that the workshop gave reporters a psychological edge in dealing with technocrats, enabling them to translate "jargon" more accurately and to know about more reference materials, increasing confidence and changing their attitude toward scientists. As the

effect of the workshop, the reporters found the scientists and engineers involved in the workshop much more approachable and cooperative than they had expected; this appeared to make them more comfortable when dealing with other scientists. Besides the workshop gave the reporters an opportunity to view the human side of the scientists changing their general perception of scientists as unapproachable experts working in ivory towers.

Journalism is all about reporting specific stories but the basic journalistic skills in covering science calls for improvisation to produce specialists. As a result, there has been a void between journalists and scientists consequently impacting science reporting. One of the training cum workshop programs held in Japan focussed on the impediments in science communication namely differing communication styles and skills, professional jargon, mistrust, time constraints, and orientation to knowledge types and “facts.”

Communication Researchers have developed successful model to improve science reporting by imparting media skills to scientists after a 12 year study in Australia (Metcalf & Gascoigne 2005). This training has been imparted in South Africa, New Zealand and Philippines with success illustrating that the workshop module works in all cultures among scientists and journalists working in different kinds of organizations. Both scientists and journalists have endorsed the need for workshops to overcome the barriers between them to reach more people through media.

Journalists tend to sometime highlight statistics when reporting development or healthcare rather than educating the readers about the programs. This has happened with HIV AIDS all over the world in general and African countries in particular where health issue like HIV AIDS spread was quantified that scared the population to develop many misconceptions. In a survey conducted among journalists in Nigeria, it was found that over 74.8% had no training about reporting HIV AIDS. One of the reports has recommended workshop for Journalists after it was found that knowledge of AIDS is not satisfactory. In a survey of journalists to know

their HIV AIDS sensitivity it was revealed that ‘the journalists’ overall mean AIDS knowledge score was 10.6 out of 14 points. About one third (29%) believed that the bite of a mosquito could transmit HIV and 28% thought that AIDS could be cured if detected early. Although 75.2% agreed that the rights of PLWAs to employment should be protected, 49.6% believed AIDS patients should be detained in hospital to prevent the spread of HIV. About a quarter (25.2%) had received training about HIV/AIDS, while 74.8% had not. The majority (65.4%) had never written any report on HIV/AIDS-related issues, while 35.6% had done so. Journalists in Ibadan do not have adequate knowledge of AIDS, and many of them show negative attitude to PLWAs, thus undermining their potential ability to educate the public about AIDS. Advocacy and training workshops are recommended to address this problem’ (Isibor and Ajuwon, 2004).

Workshops have been periodically held to instill professionalism and improve the quality of journalism across the world. In a ethnic conflict torn country like Sri Lanka, an initiative by BBC to conduct workshops for those journalists who are second-in-command in media organizations has underlined the need for more such interventions (Miller Sam, 2006). Training journalists in different media like print, TV and radio in three languages namely Sinhala, Tamil and English in Sri Lanka, the workshops had both theoretical and practical exercises in reporting local specific issues like environmental damage, tourism and transport. There was a clear difference in the quality of the journalistic work of the trainees as a result of the workshop. The outcome of the training was tangible and one could see the vision and confidence among the trainees about their profession and their role in Sri Lankan society. Even freelance reporters from eastern Sri Lanka, felt that since they had been trained, not a single story of them had been turned down by the media. (Ibid). The Sri Lankan experience that gave journalists exposure to some of the best trainers in BBC led to the widespread acceptance in Sri Lanka that training for working journalists is essential. (Ibid).

Covering Psychology and psychologists who deal with mentally challenged people is a challenge for the journalists. A collaborative curriculum consisting of workshops among other programs has been experimented involving journalism students and psychiatric residents. The study has found that 'Psychiatrists should be familiar with the relationship between media and stigma. Focusing on psychiatrists and journalists in training may change attitudes between disciplines to promote future collaboration, and innovative curricula within residency training may increase the comfort level between physicians and the media' (Campbell et al, 2009).

An experimental study in Africa to motivate journalists to give adequate priority to reporting of reproductive health issues has recommended similar initiatives to garner media attention to research on health issues. Scientists need media skills to reach the journalists and journalists need technical assistance in interpreting technically worded research reports which contain valuable information that benefits the general public. Adopting a case study method, this study has underlined the need for 'establishing and maintaining trust and mutual relationships between journalists and researchers through regular informal meetings between journalists and researchers, organizing field visits for journalists, and building formal partnerships with professional media associations and individual journalists' (Oronje, 2011). An exploratory analysis to qualitatively describe barriers that health journalists face when covering health disparities in local media has revealed that though most journalists had a lot of freedom to choose the stories, 'they felt that one way public health researchers, practitioners, and community organizations can play a role is by helping to remove barriers that health reporters and editors face in using health disparities frames and angles in their reporting on public health and medical science. Journalists felt researchers and public health practitioners can assist them by translating complex information to simpler language for their audiences. Journalists also felt that they needed help to identify persons impacted by a particular issue in order to "put a face to the story." Several

journalists indicated that they had attended special trainings and workshops regarding covering issues around healthcare reform and health disparities, with academic researchers, journalists, and community members also participating. These journalists indicated that these types of trainings improve partnerships between community groups, researchers, and journalists, and improve journalists' access to current and understandable information about health disparities' (Wallington, Blake & Clark, 2010).

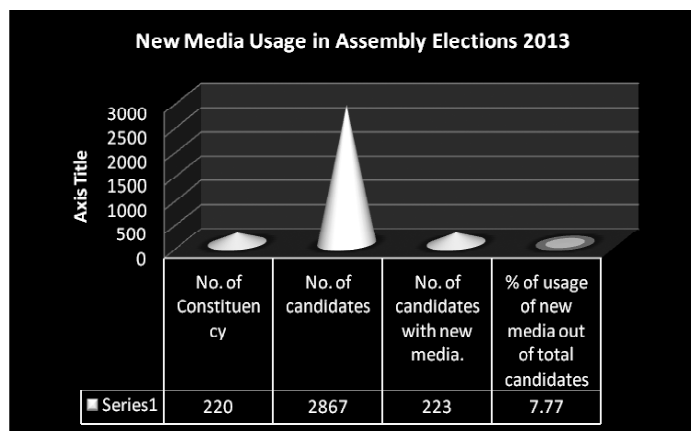
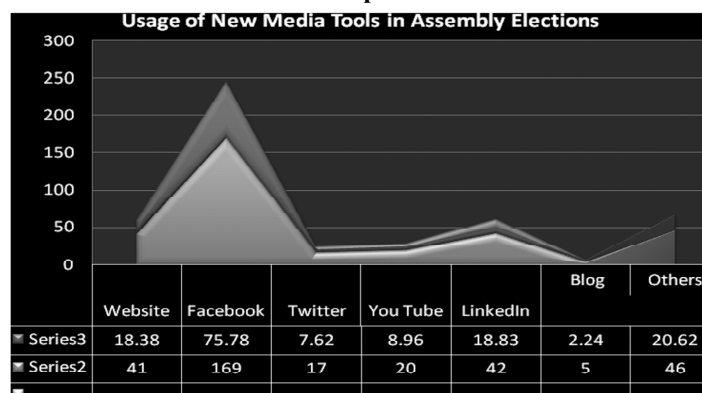
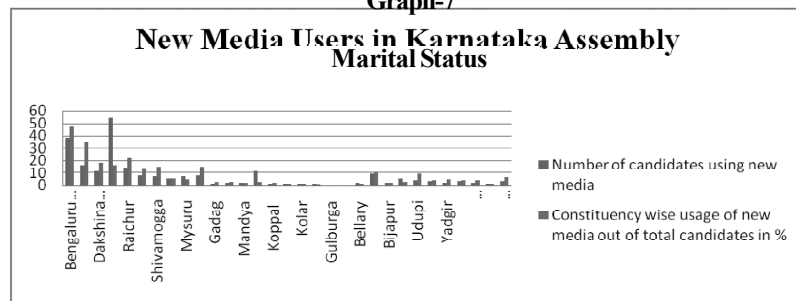
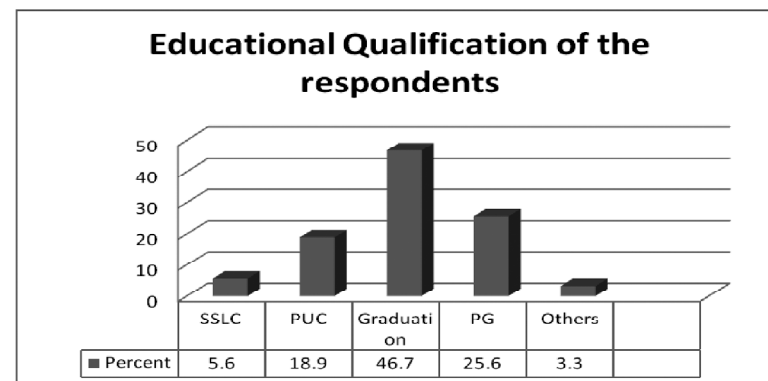
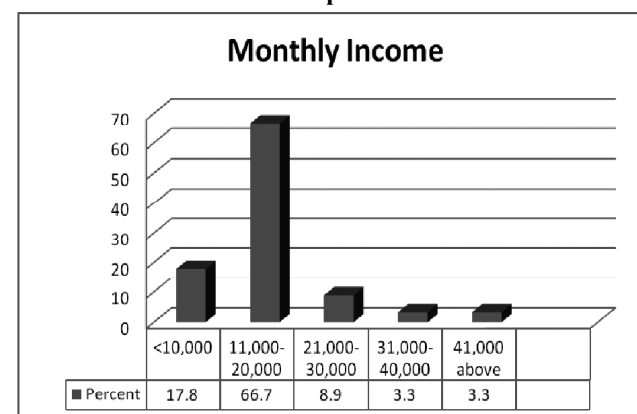
OBJECTIVES OF THE STUDY

1. To study the impact of orientation through the workshop on journalists
2. To analyze the level of awareness and sensitivity on issues like RTE in journalists.
3. To study the potentialities of rural media based journalists to give more visibility to RTE in mass media.

METHODOLOGY

The current study is a Quantitative Analysis where in survey method of research was found more appropriate. Questionnaire as a tool was used to understand the impact of the workshop on journalists. The workshop participants included active journalists, by which we mean, journalists who are currently working in print and electronic media. The sample for the study is a composition of 90 respondents of which 85 are male and 5 female who were the participants of the workshop.

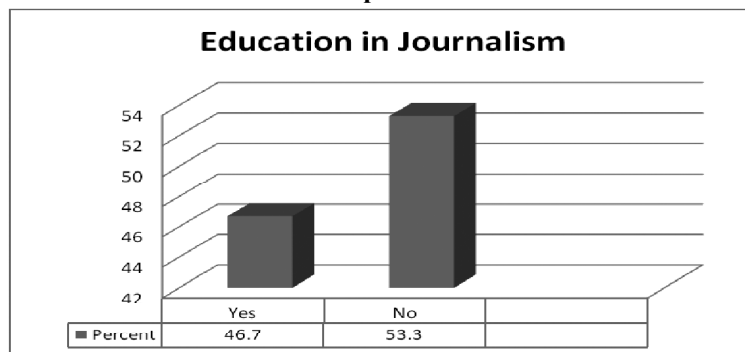
The participants were administered questionnaire. The questionnaire consisted a total of 28 questions comprising three sections. Where, Part-A focused on Socio Demographic and Economic profile of the participants. Part-B focused on the participant's knowledge and awareness in relation to RTE and Part-C dealt with information related to the effectiveness of the workshop. Data has been analysed on the basis of percentage analysis.

DATAANALYSIS**Graph-5****Graph-6****Graph-7****Graph-8****Graph-9**

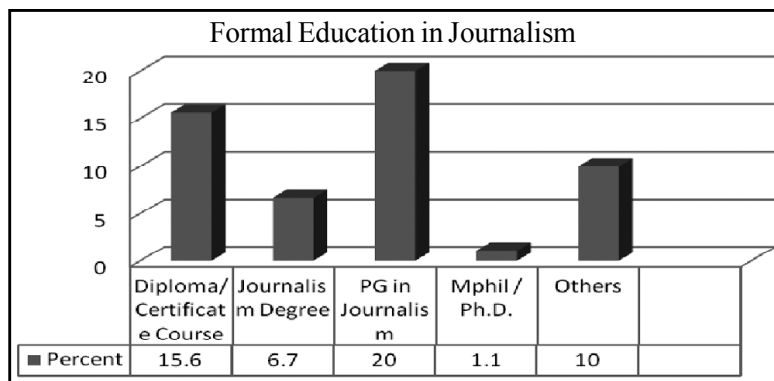
The sample consisted of overwhelming representation of male journalists with 94.4%, which was higher than the female counterparts (5.6 %). All the female journalists were purposively included in the sample as the gender ratio in the workshop was not representative. 27.8% of the respondents in the workshop are in the age group of 20 -30 years which has maximum number of participants followed by 25.6% in the age group of 31 – 40 years. Put together, this shows that maximum number of active reporters/ journalists in the workshop is young. 32.2% of respondents are in the age group of 41–50 years which is maximum when individually taken into account. A percentage of 7.8 and 6.7 fall in the age group of 51– 60

and more than 60 years respectively. The marital status of the respondents reveals that, married respondents (81.1%) outnumber the unmarried ones (18.9%) . Obviously, age play key role as most participants in the workshop are in the age group of 31-50 years. The educational qualification of the respondent journalists reveals that 46.7% are graduates followed by 25.6% of postgraduates. 18.9% have PUC and a small percentage of them (5.6%) have studied upto SSLC. Income of journalists reveal that majority (66.7%) of the respondents come under lower middle class with a monthly income of Rs.11000 – 20000 whereas 17.8% earn less than Rs. 10,000. However, 8.9% and 3.3% come under middle class with Rs. 21000- 30000 and Rs. 31000 – 40000 respectively. A meagre 3.3% of respondents have reasonably good range of income above Rs. 41000.

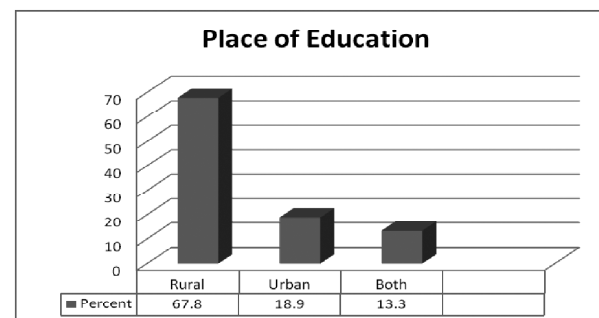
Graph - 10



Graph – 11

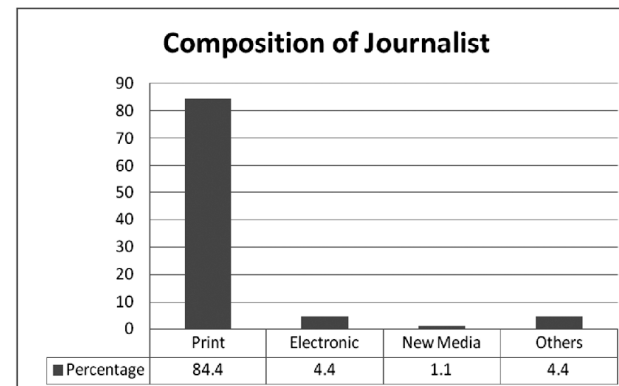


Graph – 12

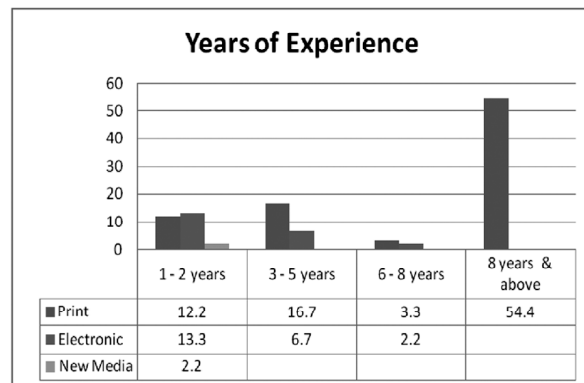


It should be emphasized at this juncture that, Journalism is regarded as a professional course but there are a good number of active journalists who lack any professional education or training in journalism. Only 46.7% of the respondents are professionally qualified with a degree in journalism whereas, majority of respondents (53.3%) lack any professional education in journalism. Of those who have studied Journalism, 20% have masters degree in journalism followed by 6.7% Bachelor degree holders in journalism whereas 15.6% have done diploma/certificate courses in Journalism. Interestingly few journalists (1.1%) have M.Phil / Ph.D degrees. Majority of the respondents (67.8%) belong to rural areas and therefore received education in schools located in rural areas whereas 18.9% had their education in urban areas and 13.3% of them were educated in both rural and urban areas.

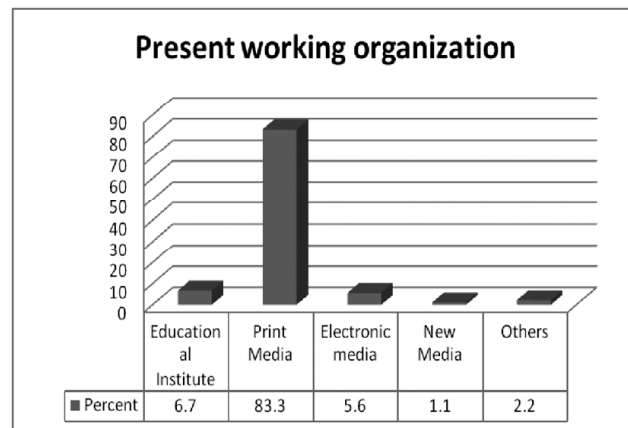
Graph – 13



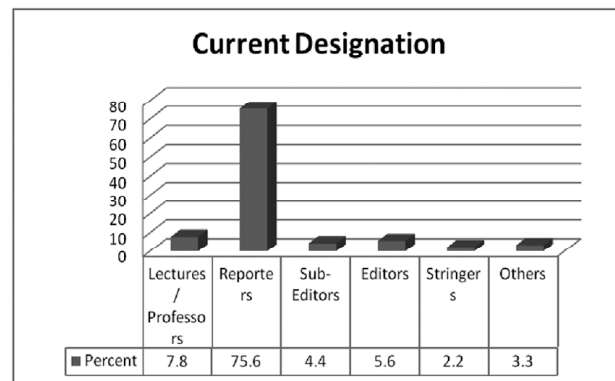
Graph 14



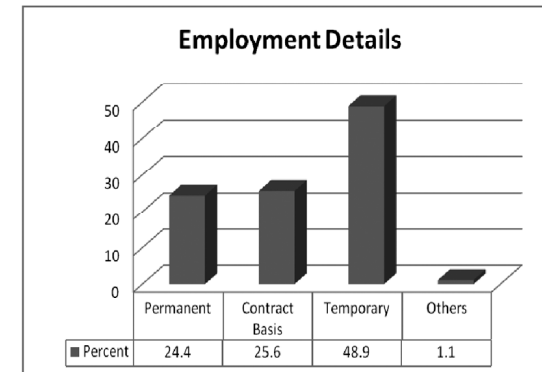
Graph 15



Graph – 16



Graph – 17

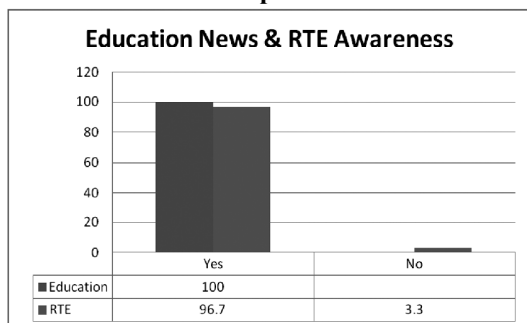
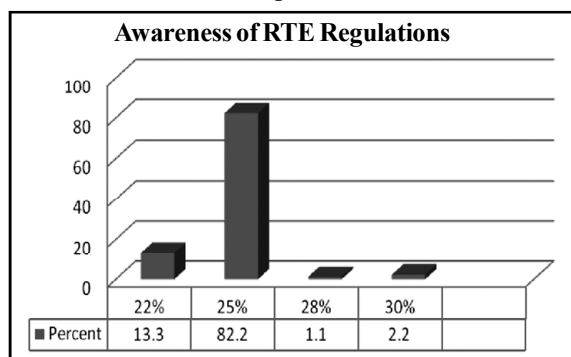
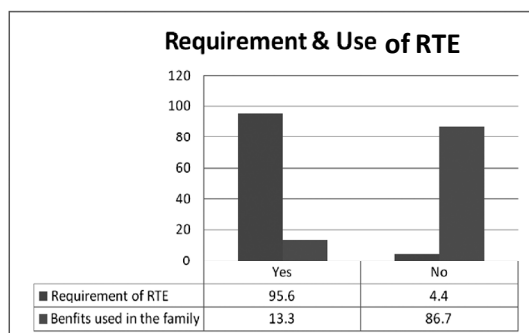
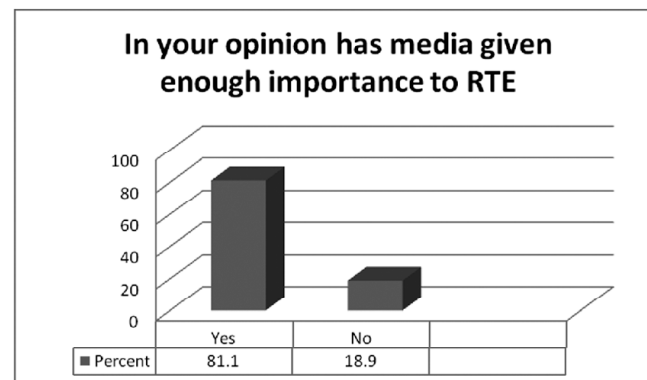


The placement of journalists in media reveals that majority of respondent journalists i.e.84.4% work in Print media followed by a very few in electronic media like radio and tv (4.4 %) and 1.1% work in new media like online editions of print and tv.

As far as professional experience of journalists is concerned 54.4% have experience in print media for more than 8 years followed by their counterparts in electronic media and new media at 13.3% and 2.2% spanning 1–2 years respectively. 16.7% and 6.7% have experience of 3 – 5 years in print and electronic media respectively. 3.3% in print media and 2.2% in electronic media have a experience of 6 – 8 years. None in electronic media or new media have experience of more than 8 years. New media being a new phenomenon is also impossible to find any with such experienced journalists. Of the respondents 83.3% are presently working in print media, 5.6% in electronic media and 1.1% in new media. A percentage of 6.7 are journalism educators besides practising their profession in the media.

Most of the journalists (75.6%) are reporters working for print, electronic and new media whereas 4.4%, 5.6% and 2.2% are sub editors, editors and stringers respectively. 7.8% work as lecturers / professors. Thus, among the respondents majority are working journalists in the true sense of the term but 48.9% of the respondents hold temporary jobs

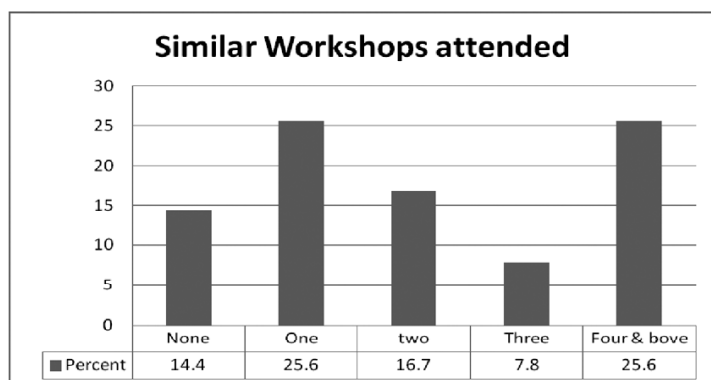
which means to say that they can be removed from their jobs at any point of time. Further, 25.6% work on contractual basis who again suffer from lower wages and job insecurity whereas only 24.4% hold permanent positions earning perks, privileges, regular salary and pension or gratuity or provident fund facilities.

Graph 18**Graph 19****Graph 20****Graph-21**

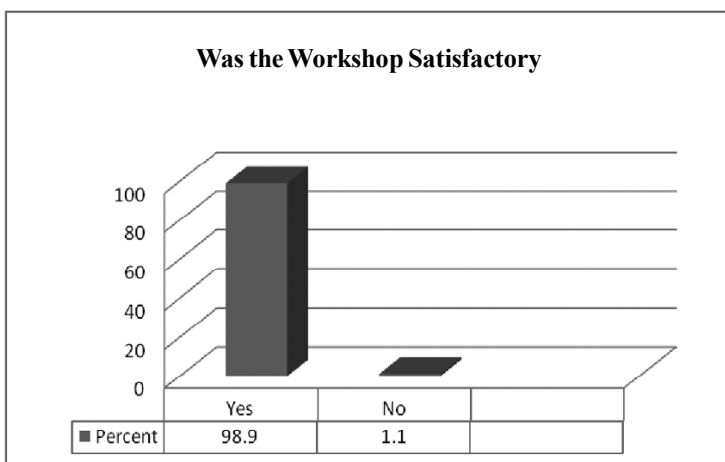
All the journalist respondents (100%) read news related to education. It was shocking to know that a 3.3 % of the journalists are not aware of implementation of RTE in private/aided and government schools. However, majority (96.7%) of journalists are aware of Right to Education rules and the government policy to make elementary education accessible to poor and underprivileged children by reserving 25% seats for these children in reputed private and government aided schools. The survey reveals that at least 82.2% meaning most of them are knowledgeable about RTE and have correctly said that 25% of seats are allotted for children from weaker sections whereas 16.6% lack specific information about RTE.

When posed with the question of the need of RTE majority (95.6%) endorsed the policy of the government to extend best education facilities to the children of poor families. Interestingly, 13.3% of the journalists hailing from socially and economically weaker sections of the society said that their family members have availed the benefits of RTE. Regarding the role of media in creating awareness about RTE among general public 81.1% of the journalists feel that media has given enough coverage to RTE in the form of news reports, articles and programs in print, electronic and new media. Journalists attribute high awareness among public to high media coverage and 18.9 % still feel that it could have been better had media given much more space and time to RTE.

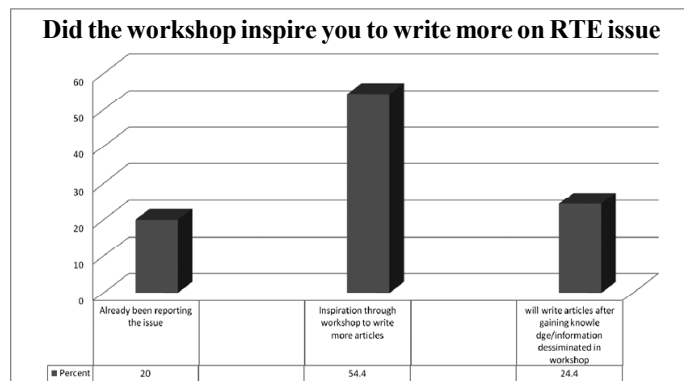
Graph 22



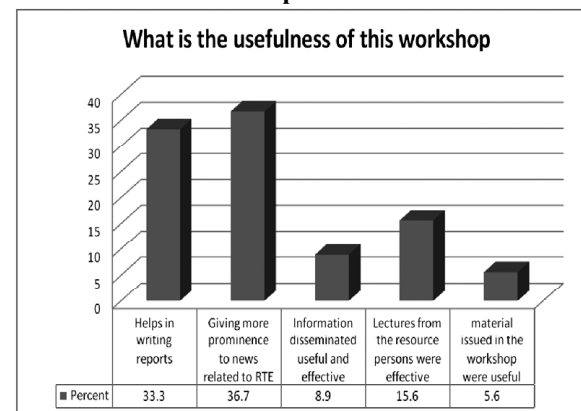
Graph 23



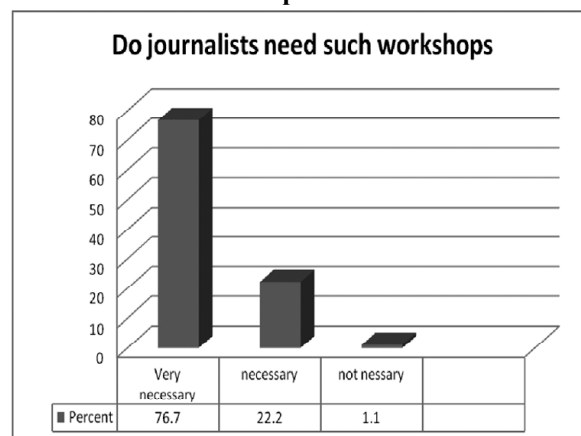
Graph 24



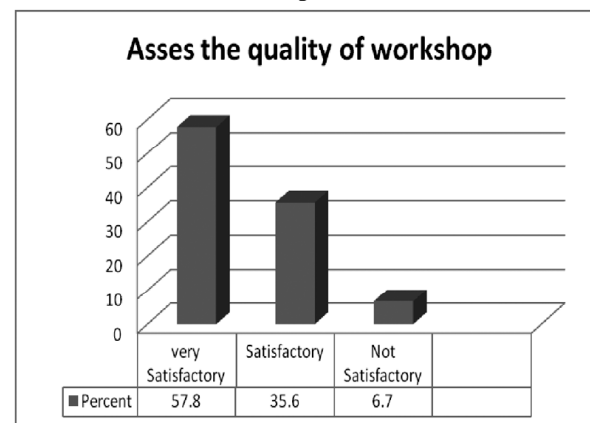
Graph – 25



Graph – 26



Graph-27



Survey of workshop participants reveal that 75.7% have attended similar kind of workshops and 25.6% have attended more than 4 such workshops in their career, 25.6 %, 16.7% and 7.8 % have attended one, two and three workshops respectively. 14.4 % have never attended any such workshop and the RTE workshop was their first experience. Though majority of the respondents (98.9%) agreed to the fact that information and the study/background materials and other related things in relation to workshop was satisfactory a mere 1.1.% felt that the information was not satisfactory. 54.4% of the respondents feel that the workshop has inspired them to write more articles for their respective media organization. 24.4% said that workshop has given them knowledge and information to write more and 20% of the respondents said that they have already written articles on RTE and continue to do so. 36.7% of the respondents opine that workshop has been useful and has created awareness about the need to give more visibility in media. 33.3% feel that the workshop has helped them to write reports on RTE. 8.9% feel that information that was disseminated through the workshop was not only useful but also effective. 15.6% said that, the lectures from the resource persons were effective and thus helped in increasing the knowledge and 5.6% felt that, the materials that were given in the workshop in relation to RTE was informative and relevant. The premise that journalists need training in workshops to hone their skills and knowledge is endorsed by 76.7% who felt that such workshops are 'very much necessary', whereas 22.2% say only 'necessary' in creating awareness and disseminating the knowledge and almost negligible 1.1% said that such workshops are 'not necessary'. More than half of the respondents (57.8%) believed that the quality of workshop was 'very satisfactory' and 35.6 % said it was 'satisfactory'. Overall, 93.4% endorsed the effort behind workshop to train journalists in RTE and felt that it will help overcome barriers in reporting educational issues involving the weaker sections of the society.

FINDINGS

The study shows that majority of the participant journalists felt that the workshop was very helpful. The workshop has influenced the journalists to write/report more on the related issue. Though, journalists expressed that the articles on RTE related issues are good many of them said that there is scope to allot more space in the media for RTE related issues. According to the journalists, the information provided in the workshop has helped them to write articles/reports in a better way. The journalists felt that the content of the workshop and the materials distributed was very satisfactory. Since most of the journalists (67.8%) are from rural background and 53.3% do not have any background degree in journalism, the workshop helped them gain knowledge and thereby helped them to think and write more innovatively and professionally. This also helps the journalists who are from non-journalism background. It is seen from the analysis that most of the journalists have no formal education and have been in this field for many years now. Workshop like these that is addressed by professionals, the ones who are and who have been part of the media helps participants to address the issues more professionally and also assist in learning the shades and nuances of journalistic writings.

The workshop also oriented them to new trends in development journalism. Media and journalists more so, who are behind news value look for commercial considerations are the ones who should be sensitized towards news with social significance and their responsibility. It is in this direction that workshop like this will come as savior. In any society, children and women comprise the most vulnerable populations in relation to all socioeconomic activity that is multi faceted. More so, when we consider children and look at them as the dividends for our future it becomes priority that they are given all the basic amenities. In this direction, education plays a prominent role. "Education is a human right with immense power to transform. On its foundation rest the cornerstones of freedom, democracy

and sustainable human development,” says Kofi Annan. Therefore, the objective of this workshop was to sensitize the journalists to cover articles/news related to RTE and related issues which is requirement of the day. The necessity of such workshop comes out from the fact that, journalists who are from the same place will be able to obtain the desired result by disseminating the information required to its maximum effect by which we intend physical proximity which translate in socio –cultural proximity and enable effective delivery of the information. Overall, the workshop was a successful initiative with more and more participants being vocal about their views. These kind of initiatives will definitely help in bringing the journalists together and making them understand the gravity of issues that are so inter connected with development but are getting raw deal at the hands of journalists.

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The Status of Women Journalists in Kannada Press

MANJUSHREE G NAIK

Abstract

This is a survey of women journalists working in Kannada newspapers and magazines. The study assumes significance as more and more women are opting for journalism as a profession and continue to fight discrimination. In a predominantly male dominated industry, women are slowly making inroads into the profession accepting the challenges and struggle against many hardships. The study reveals that majority of women in this profession are young but overwhelming percentage of them are on contractual basis suffering from job insecurity. Invariably, women get to work on fashion, education, arts, lifestyle and gender, the traditional beat reserved for women illustrating stereotypical mindset of the editors.

Keywords: Women Journalists, Kannada Newspapers, Beat, Discrimination, Maternity leave

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INTRODUCTION

The worth of any civilization can be judged from the position the women enjoy in that particular society. The condition of women in India over the years has undergone many changes. There is no denying the fact that women in India have made considerable progress in the last few decades, but yet they have to struggle against many handicaps and social evils in a patriarchal society. As journalism became a profession in India, women were restricted by customs and social laws from access to journalism as an occupation and faced significant discrimination within the profession.

The first major flood of women poured into the press from mid-1970s onwards (Joseph, 2005). Fifty years ago journalism was exclusively a male bastion. Nevertheless women operated as editors, reporters, sports analysts, film analysts and journalists even before 1890s (Tomar, 2009). Women have not gained parity with men in terms of participation and decision making. Top editorial and management are still entirely male oriented with a negligible number of women holding high ranking positions. Women entering the field of journalism are deep rooted in the social and political struggle for equal rights. The answer to “what is the difference between a man and woman” might seem obvious in Indian scenario.

The reconstruction and representation of gender issues is dealt within patriarchal discourse of the media. The question of gender touches almost every aspect of the media-culture relationship. Van Zoonen (1991) writes that ‘the meaning of gender is never given but varies according to specific cultural and historical setting and is subject to ongoing discursive struggle and negotiation’. Here the important issue is professional inequality which is embedded in media and is strongly based on social differences between man and woman. The most consistently expressed doubt about the ability of women journalists stemmed from a belief that they were too emotional to be trusted with serious news that required an objective approach. The struggle of women journalists to achieve equality in the newsroom begs the question of whether editors were reflecting social mores or practicing a more virulent form of male supremacy.

The evolution of the woman journalists, in the nineteenth century involves questions about authority, professionalism, and entry into the public sphere. Despite significant advances in women’s education and employment, the modes of entry into journalism for women and the roles that are available to them up until they are bound within prevailing concepts of gender. Media plays a significant role in shaping perceptions and

understanding of gender and gender relations in any society. Media representations can either create new stereotypes or further popularize existing ones about a specific gender. The term 'gender' does not replace the term 'sex', which refers to biological differences between men and women, but is used to generally refer to the social differences and relations between men and women which are learned and transformed' (Chakarova 2003: 6). In fact women report that, too many times, their goals are stifled long before they even have a chance to flourish. Despite this the growing number of women entering the media profession and continuing to pursue careers, demonstrates their determination to be heard. The Gallagher's report (1995) presents the countrywide statistics for the period 1990-95. According to the report, women's share of media employment in India is only 12 percent although women make up more than 25 percent of the labour force in the country. Most women who entered prestigious professions like the media in the early days came from reasonably affluent and liberal socio-economic background.

The first major flood of women poured into the press from the mid 1970s onwards in India. A magazine boom followed in the early 1980s which vastly improved and expanded the job market for women journalists. Gallagher says the stereotyped beliefs and attitudes about the qualities required for certain jobs and about how work should be handled, often hinder women's progress in the media. In a survey covering ten countries, writer Kate Holman (1992) found that over half the responding journalists- both male and female- agreed that women are directed towards "soft" topics like human interest, social affairs and culture rather than hard areas like business, economics, crime or foreign news as cited in the article "Reporting on Gender in Journalism, Why do so few women reach the top" by Margaret Gallagher.

Women responding to the International Women's Media Foundation

survey as mentioned in Kavitha Shetty's (2006) *Changes and Challenges, Women in Newspapers in South Asia*, reported that despite their areas of expertise and interests, many women find themselves assigned to soft topics like fashion and entertainment. Further many women believe that their male colleagues usually get the best assignments covering the most visible, controversial and newsworthy stories. They also think women journalists are ultimately denied access to opportunities that could further develop their careers.

In case of women journalists, no specific provisions are laid out in international humanitarian law. They are entitled to the provisions without making any gender distinction. Women journalists encounter obstacles irrespective of their place of work be it urban or rural. The list of hurdles faced by women wanting to pursue careers in journalism include stereotypes and negative cultural attitudes, inequality of employment conditions and social and personal obstacles in a global environment of denial and discrimination. Besides stereotyped attitude, unfair treatments in assignments and promotions, traditional gender hierarchies and lack of support mechanisms are some of the obstacles.

A key issue of particular importance to linguistically diverse societies such as India is the great gap that exists between women who work in English media and those in local and other language media. Across the region the wide disparity in opportunities and benefits for women working in other language newspapers as opposed to those in English language dailies is an issue of particular concern. The women journalists in English media are given better beats to cover like politics and crime. There is a big gap in terms of differences in facilities that are being offered to women journalists in English and those working in other media. Women journalists in English media are better paid and have good working conditions unlike working women journalists in other language media. By and large women

in the English language media do not have the same problems as their sisters in the language press. To a large extent, there is equality between the sexes in the English media in terms of opportunities, promotions and salaries. They are better paid and even if on contract, have better facilities at the work place.

LITERATURE REVIEW

A number of studies have been carried out on women journalists in various languages both in India and other countries. All these studies point to certain common issues which women as journalists face in the profession.

Rama Jha (1992) raises the point that despite women being at helm of affairs and decision making positions, why there is inadequate follow up on the issues related to women. With the citation of interviews of prominent women journalists, it came to light that development issues are vitally linked with political issues, but it is unfortunate that the kind of reporting done, establishes no link between the two. All interviewed journalists in Ram Jha's (1992) study are from well-known English newspapers. Ammu Joseph's work "Women in Journalism Making News" (2000) is one of the most widely discussed study that describes the plight of women work force in print media while covering experiences of women journalists and their professional challenges. Rama Jha's work covers earlier decades of women journalists struggle while Ammu Joseph's (2000) study deals with the period when large number of women were working in the print media. It also deals with the practical aspects of the profession in the form of limitation and discrimination.

She argues that most women in journalism in India belong to upper caste and class and other relatively privileged communities. She also clarifies that more women from disadvantaged communities -*Dalits*, *Adivasis*, religious and ethnic minorities should be enabled to participate in the profession. However both the volumes fail to give a concrete structural

idea about women journalists working conditions especially in language media in comparison with their counterparts in English media.

Poornima writing about regional media in "Changes and Challenges: Women in Newspaper in South Asia" (2006) presents a unique perspective on women in language newspapers in India. Focusing on women in language newspapers, this paper asserts that women have a definite conspicuous presence in language media in terms of numbers. But the entry does not ensure equal opportunities and treatment on par with men. Women in language media on a whole face unequal treatment in comparison to the English media of the region.

Both Akhileshwari in her study "Women in Journalism in India" (2006) and R. Poornima in her "Women in the language press in India" (2006) express that despite the huge expansion and exponential popularity of the language press in India, women working in these publications are at least two decades behind their counterparts in the English Press in terms of recognition, wages, beat assignments and benefits. According to Ranu Tomar (2009) media has the role to play in the struggle for gender transformation and bridging the gap between social identities of women and men. Tomar in her study "Gender and Media: Status of Women Journalists in Hindi Print Media in India" says the relationship between media and women has certain structure where woman is trapped as an object.

Ushba Ismail (2010) writing on concept of Glass Ceiling in the Print Media of Pakistan, says, gender equality is not that it is widely prevalent but is still present in our offices to haunt women and poses a barrier between women and their goals and achievements. Sooyoung Cho and Lucinda Davenport (2007) demonstrate that Korean society and culture traditionally have upheld a male-centered construct, and women have not been treated equally in the workplace.

Barbara T Norton and Jehanne M Gheith writing in “An improper profession: Gender and Journalism in Late Imperial Russia” says journalism has long been a major factor in defining the opinions of Russia’s literate classes. Although women participated in nearly every aspect of the journalistic process during the 19th and early 20th centuries, female editors, publishers, and writers have been consistently omitted from the history of journalism in Imperial Russia.

In “Women in Mass Communication”, Pamela Creedon takes a look at the broadcasting (television and radio) industry and elaborates on the status of women. She concludes that on the surface it appears that research and political efforts to increase number of women employed in mass media particularly at the higher levels, indicates a liberal feminist orientation.

Studies have shown that the ‘glass ceiling’ remains firmly in place in newspapers. While more women have entered journalism for three decades, they are concentrated at the lower rungs of employment ladder and in middle management. The other studies related to women journalists are Amrita (1998), Miladi (2010), Nwabueze (2012), Cindy (2009), Coloman (2009), Khalid (2010) and Mellor (2010).

METHODOLOGY

This paper explores the status of women journalists in Kannada press in Karnataka. The data of women journalists working for language press was gathered with the help of in-depth interviews of 15 women journalists. The study analyses the status of women journalists on the basis of their working conditions and various factors which has affected their growth and stability in the profession. The respondents were willing to answer questions on the issues of discrimination and harassment only on condition of anonymity. The data was collected from women journalists working in Kannada dailies like *Prajavani*, *Kannada Prabha*, *Hosa*

Digantha, *Udayavani*, *Samyuktha Karnataka*, *Vijaya Karnataka*, *Vijayavani* and *Varthabharathi*.

ANALYSIS AND INTERPRETATION

The data for this study was collected from 15 journalists. But in various ways it reconfirms most of the things which has been brought forth by the earlier studies on women journalists. The data was collected with the help of in-depth interviews and analysed on three criteria such as the profile of the respondents, the views on their working environment and also job satisfaction and motivation.

Most of the women journalists interviewed were in the age group of 26-30 years. It shows that the younger generation is keen towards working in the media and the number decreases as the age increases. Nearly 26.66% of the interviewed women journalists are in the age group of 26-30 years. Amongst the interviewed women journalists, the majority are with the experience of five to ten years. However there are quite a few with experience of more than 10 years. Most of the interviewed women journalists are concentrated in the state capital Bangalore and the coastal districts of Mangalore and Udupi. Most of them were graduates. There were quite a few with post graduate qualification. Most of them had pursued their education in journalism and communication as one of major specializations.

The study shows that most of the interviewed women journalists are reporters who are engaged in the field. Some of these had also worked earlier as sub-editors. As many as five sub-editors were interviewed besides two working as correspondents and one was working as feature writer was also interviewed in the study. The study shows that 86.66 percent of the interviewed women journalists are employed on contract basis and merely 13.33 percent are permanent employees in their respective organizations.

Today more and more women have entered the Kannada media field following the contract system that is accepted by most of the newspaper organisations. In this backdrop, there arises a question over the gender fair reporting and practices which are more difficult to promote. It is a known fact that organisation's insensitivity is instrumental in affecting the lack of identification of women's special needs and functions in the society.

Job segregation was an issue of significance for many of the respondents. Many feel they do not have access to all areas of work and that fashion, education, arts, lifestyles and gender are traditional areas reserved for women. Most of them believe that women have capacity in all areas of journalism. The interviewed women journalists expressed their dissatisfaction over the disparity in the beat allocations. However a correspondent working in the district headquarters said;

"She had not faced any such discrimination as she had to herself handle all the beat coverage. The lack of manpower facilities has compelled the media organisation to recruit only a single correspondent".

Some of the working women journalists felt that their works are not recognised to the extent of their commitment and hard work. Women journalists are diligent and conscientious. People relate more easily to women reporters. Most of the times the male dominated newsrooms do not give credit for professionalism.

The major obstacle for women journalists in newspapers is high pressure environment where male gender, talent and hustle are incontrovertible tickets to success. They also felt that women are sometimes hampered because they refuse to assimilate into the work culture. They felt women need to be more aggressive to promote work. They feel hardwork, supportive management and a positive attitude can be a key to success. However they also feel that within the newsroom sometimes

resentment, exclusions and hostility are flip sides of the coins. Currently women journalists felt that there is a need for gender specific requirements like transport, maternity leave, child care facilities and rest rooms which are often viewed as liabilities. Many believe that women journalists have limitations within organisations since they cannot do night shifts. Besides, child birth, childcare, security after night shift, being other primary concerns. One of the journalists working as a sub-editor in largest circulated Kannada daily said;

"It is very difficult for women to work in night shifts as the page designing begins only late evening. Female reporters cannot compete with their male colleagues as they are on the advantageous side. It is also crucial to have safer travel measures to drop the women working late night shifts back home. I haven't found any such arrangements anywhere in district bureaus."

One of the senior reporters says;

"that there might be no discrimination in terms of working hours. It is only matter of nature of work that is assigned for the women journalists".

Another reporter who works as a reporter since past eight years feels that there is huge discrimination in terms of salaries and perks that are offered to the women journalists in English media. She says:

"I don't think that the women journalists in Kannada media will be treated on par with their English counterparts even after ages. Given the opportunity we do work like any other English media woman journalists. In terms of both opportunities and salaries, women in English media are on a better side. Our working environment is discouraging as men are still in the old orthodox mindset visualising women as good only at household chores. This particularly happens in the office of any Kannada media organisation unlike English media".

Most of them were not that sure of sexual harassment at their work place. The fact that was acknowledged all through the conversations with

these women journalists is that, the sexual harassment phenomenon is not only rampant in bigger cities, rather women journalists are also subject to sexual abuse in smaller towns and district bureaus. Some denied commenting over the issue. One of the reporters who works since past 10 years in one of the less circulated daily says that:

"Women are not safe anywhere, including media. She is subject to sexual harassments and pranks. It is the male who dominates and most of the women do not openly come out with the harassments owing to socio-cultural outcast. She never dares to raise voice against the injustice for fear of losing job and also she personally does not want to be the subject of curiosity in her office and surroundings. Sexual harassment is usual phenomenon where women journalists are victimized".

Despite many obscurities in the profession, majority women who were interviewed find it hard to disassociate themselves from the job. Professionally they indeed felt stimulating and satisfying. However they expressed the desire for more egalitarian and encouraging atmosphere in the work place. They find higher job satisfaction and tend to continue till their age and enthusiasm permits against all hurdles. The journalist who works in one of the less circulated daily says;

"I will continue with the job as many years as possible. It is almost five years I am working in the field. I have my family to take care off. However at the end of the day the satisfaction of work inspires to reach greater heights".

Most of them felt that women are discriminated against promotion because of the gender and age. The professional growth finds a backseat in the process of preferences and discrimination. The journalist who works as a feature writer who was interviewed says;

'There is no scope for women as journalist to grow especially in Kannada media. She needs to be satisfied with the mediocre opportunities available before her. Only few will be destined to get

into the superior positions, however they are also denied opportunities considering age'.

The regular dilemma being child care verses profession. They also felt that the effect of work on marital relations differ between male and female journalists. They strongly felt that longer maternity leave is important since confinement and childcare are very demanding on health and emotions. This should not be a big deal as it would be required couple of times only. Majority felt having children has an impact on women's work in the media. However most of the interviewed had not deferred marriage or pregnancy due to job insecurity. Some felt this was because of the perception that having children affects women's ability to put in late hours. Some were forced to leave media following pregnancy. Reasons for this varied from no provision for maternity leave, not given despite requesting and job insecurity.

With regard to leave and other facilities comprising maternity leaves, one of the sub editors, working in local daily says:

"There are so many difficulties in availing casual leave. Most of the times the news organisation may not permit for lengthy maternity leave, as a result of which the journalists might be compelled to quit the job. I have seen quite a few who resigned because leave was not sanctioned".

Another journalist working in a largely circulated daily says;

"there is no facility for the mothers to take care of their kids as there are no arrangements for day care centers in any of the news organisations".

Some of the working women journalists who were interviewed felt that there is no transparency in policy matters, entitlements, rights and promotion criteria. The contract system is making things more difficult for women since vulnerabilities increase with job insecurity and there is no forum or union for redressal because under the present system, unions too

have by and large lost their relevance.

With regard to working conditions in the offices and in the field, the overwhelming majority of women believe their working conditions are similar to that of their male colleagues. Only few said they were not good. They also felt that the facilities offered to their counterparts in English media are far better when compared to the facilities offered to them in office and also in terms of beats. The interview also revealed that women journalists are less paid as compared to the women journalists in English media. However the level of awareness of basic working conditions is very low on some key issues.

Majority felt that their offices have not brought in the rules and regulations introduced in Working Journalist Act effectively. Some are not aware if any equal employment policy existed in their organisation and some of them do not know whether formal appeal procedures or mechanisms for handling grievances existed in their organisation. The interviewed working women journalists felt the need for transparency in terms and conditions of contract system of employment. They felt the need for provisions aiding childcare facilities, maternity leave, insurance, an elected body for redressal of grievances and insurance cover. They also demanded proper selection and interview procedures to be followed and provisions of training about equal employment opportunity and gender issues for their male colleagues.

Women journalists who were interviewed had a unanimous opinion:

"women are making most of what career opportunities they find, while conceding that they may not have the opportunity to reach the kind of high profile beats that male journalists attain. Often this is because they are left out for the various reasons like not available for night shifts as a consequence of which they are not assigned important beats that often being buttonholed into accepting a lesser deal. They say while they might be successful as assistant editors, higher positions

may not come their way because they are not considered management material".

Finally by and large women journalists in Kannada newspapers have positive perspective and they believe that advancement and opportunities in the industries have increased over the last few years. As one of the women journalists from local daily says;

"though women are well represented in the media their voices are largely unheard. They are supposed to report on the predicaments of society at large but when it comes to them, they are seldom heard".

Reporting remains a male preserve although youngsters are breaching it in language press. Women might be reporting and interviewing people for articles, but it is only occasionally and out of personal interest. They are basically appointed to the desk and are full time sub editors. While there are no women journalists outside the metropolitan cities or state capitals, in Kannada press one finds rarely women as district correspondents.

CONCLUSION

The study shows that women journalists infuse their careers with a hopeful and positive attitude. Most of the journalists are in the younger group below 30 years and most of them are given soft beats. Many of them are committed to contributing to the industry against all odds and far beyond the expectations of managements and co-workers. The study finds out that there is growing number of women entering media profession and continuing to pursue careers. This demonstrates their determination to keep the voices of women alive in media. From historical perspective, women journalists clearly have made great advances in the last two decades. Their share of jobs especially in English media has increased, they are not restricted to fashion, cookery, art and culture, but are also reporting from the battlefields, stock market and the Parliament press gallery, however

the findings of the study reveals that the situation in Kannada print media is less progressive in comparison with the global scenario. From various literature studies, it is found that women journalists are discriminated across the world.

The literature studies have also proved that there exists discrimination, which is authenticated by the women journalists interviewed during the study. The scenario is different in other parts of Karnataka unlike the state capital and the coastal belt of Dakshina Kannada. Most of the women journalists in Karnataka are concentrated in Bangalore, Mysore, Mangalore and Udupi. The fact that can be acknowledged is that Mangalore and Udupi being the literate districts in Karnataka has quite a good number of women journalists working in Kannada dailies. The high media penetration and literacy level have changed the media demography of Kannada press in Dakshina Kannada and have facilitated women's participation in media.

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Cultural Impact of Internet on its Users in Karnataka

SUKANYA MALLOLI

Abstract

Technological advance of the Internet has created a new global culture and seems to have great impact on people's perspectives. The Internet culture has treaded unbeaten paths to initiate educational, cultural and psychological revolutions. It has raised the level of awareness to hitherto unknown levels. A cursory glance at the studies conducted across the globe compels one to take notice of the 'digital divide' that has come about in society. This study was confined to four districts in Karnataka. The sample consisted of 801 respondents. The Survey method was found to be appropriate to conduct a study of this nature. The findings make interesting revelations. There is a significant relation between education and surfing Internet i.e. a vast majority of the respondents (89.9%) belong to graduate and post-graduate categories. Chi-square analysis revealed that there is a significant relation between age and gender. However, there is no significant relation between gender and surfing Internet. The majority of the people do not surf Internet just to spend time, download music, seek information about movies, film stars and celebrities, watch pornographic films, play games, gamble nor just to chat. The 't' value is negative in all the above cases. Only 18.9% of them felt that Internet has made them lazy as low as 8.6% felt there is distraction in their professional environment due to Internet, 5 % agreed Internet has caused depression. But only 21% and 16.1% of the respondents agree to the notion that Internet reduced their relationship with friends and relatives respectively. New medium (Internet) has failed to penetrate deep enough to alter the social or cultural life of a person.

Keywords: Society, Internet, Surfing, Browser, Chat, Social Networking, Culture, Behaviour, Attitude

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INTRODUCTION

The new media could change the lives of average citizens as much as did the telephone in the early part of the 20th century and television in the 1950s and 1960s. Researchers and social critics are debating whether the Internet is improving or harming participation of people in community life and social relationships.

Many studies have been conducted to examine various influences of internet. Research on Social and psychological impact by Kraut R, Patterson M, Lundmark V, Kiesler S, Mukopadhyay T, Scherlis W of Carnegie Mellon University, Pittsburgh, USA assumes significance. Internet's implications in five domains: 1) inequality (the "digital divide"); 2) community and social capital; 3) political participation; 4) organisations and other economic institutions; and 5) cultural participation and cultural diversity by Paul Di DiMaggio, Eszter Hargittai, W. Russell Neuman, and John P. Robinson has thrown more insight into the impact of internet.

From all the above we can see that the Internet is a whole new world that emerged towards the fag end of the 20th century. The Internet expands the social, political, and economic activities of people all over the world, and its growth is exponential. In cyberspace, actions and reactions are essentially instantaneous, which is gratifying and attractive. In this whole new world, geographic, linguistic, ethnic and national boundaries are transcended and everyone is encouraged to participate and contribute. It has become the need of the hour to study and analyze the impact it has on its users economically, socially, culturally etc.

In this context it needs to be explored what impact this new medium has on the people of Karnataka. Karnataka is one of the more advanced states with Bangalore being the IT capital of the country. It is the right time to study the impact because people have been exposed to Internet for

more than a decade now. In order to make a balanced assessment, four districts were chosen representing different cultures namely -Mysore district a heritage city where people are more traditional and conservative, Bangalore district with cosmopolitan culture, Mangalore district with highest literacy rate in the state where different language speaking communities reside and Hubli- Dharwad district is the cultural capital of the state.

LITERATURE REVIEW

The paper examines various studies conducted on the socio-cultural impact of new media on its users.

Studies on the Cultural impact of Internet

“Culture, Internet and Gratifications: Do you see the Connection?”, a research by Tulika Biswas, University of Tennessee Knoxville presents a pilot study focusing on gratifications sought and obtained by international students from the Internet. The study suggests that for immigrants and sojourners such as international students the need to get in touch with their native culture may form an important factor driving their gratification needs while surfing the Internet. (Biswas, 2008).

Savanid Vatanasakdakul and John D'Ambra, conducted “An Exploratory Study of the Socio-Cultural Impact on the Adoption of E-Commerce for Firms in the Tourism Industry of Thailand”. (Savanid & D'Ambra)

An examination of the conditions facilitating Internet technology for inter-firm communication in the Thai tourism industry reveals some interesting points on the role of local culture on technology transfer to developing countries. Internet technology seems to be a strategic tool in the globalization process and globalization has resulted in the emergence of a ‘world culture’ concept. The world culture is “the idea that as traditional barriers among people of different cultures break down, emphasizing the commonality of human needs, one culture will emerge, a new culture to which all people will adhere”. Consequently, both developing countries

and researchers tend to have less concern about the role of local culture on Internet technology for inter-firm communication transfer from Western to Asian countries. Some assume that the adoption of this technology in developing countries will be driven by the global competition and multinational corporations. This research found evidence to suggest that Thai culture does shape the adoption of Internet technology in the Thai tourism industry (Ibid).

The findings highlight some contradictory aspects of the use of Internet technology for inter-firm communication between Western philosophy underlining the benefits of the Internet and the actuality of technology adoption in Thailand. This leads to a critique on the expected benefits from Internet technology in developing countries, especially in Asian countries, where there is a significant cultural difference from Western culture. For instance, Westerners believe that the Internet will enhance the networking capabilities of companies which will lead to a better competitive position and also bridge the gap between business people of different nations and cultures. It also argues that this may not simulate trading opportunities in an Asian context. Networking enhances competitive advantage by providing access to the resources of other network members. However, the local cultural aspect for example, Guanxi, which emphasizes the role of the trusted insider, conflicts with Western’s new social network concept, which suggests that the new information and opportunities are critical for survival. (Ibid)

METHODOLOGY

Primary data was collected from students and people from the four districts of Mysore, Bangalore, Mangalore and Hubli-Dharwad by the use of structured questionnaire using survey method. The data was collected mainly from the primary source for this study. All the questions were close ended. The questions were framed on the basis of objectives and hypotheses. The questionnaires were collected through two different

methods. Personally questionnaires were distributed to majority of the respondents and data was collected. In other cases questionnaires were mailed to the respondents and data collected through postal mail.

Sample Profile

The sample was selected on the basis of simple random sampling technique. Since the study pertains to new media, it requires respondents who are the users of new media. Therefore the sample consists of only users of Internet and excludes non users in all the selected districts. Four districts namely Mysore, Bangalore Urban, Mangalore and Dharwad in the state of Karnataka were selected for the study giving due representation to geographic, social, economic and cultural factors. Internet mailing list of the phone companies was used for sampling. A sample of 801 Internet users was selected through simple random sampling.

Operational definition

New media: Internet is considered as new media for this study.

Culture: (From the Latin *cultura* stemming from *colere*, meaning “to cultivate,”) Generally refers to patterns of human activity and the symbolic structures that give such activities significance and importance. Cultures can be “understood as systems of symbols and meanings that even their creators contest, that lack fixed boundaries, that are constantly in flux, and that interact and compete with one another.”

Internet: is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by a broad array of electronic and optical networking technologies.

Surf: This is a term used in Internet searching for topics of interest. The links on each page enable one to start virtually anywhere on the Web and eventually find pages.

Web Browser/Internet browser: A browser is a software program that allows you to view and interact with various kinds of Internet resources available on the World Wide Web (WWW). A browser is commonly called a web browser. The most popular web browsers are Microsoft Internet Explorer, Netscape navigator and Mozilla Firefox.

To chat: In computer Science parlance chat is to participate in a synchronous exchange of remarks with one or more people over a computer network.

Mass media: denotes a section of the media specifically designed to reach a very large audience such as the population of a nation state. The term was coined in the 1920s with the advent of nationwide radio networks, mass circulated newspapers and magazines.

Pornography: or porn is the depiction of explicit sexual subject matter for the purpose of sexual excitement.

RELEVANCE OF THE STUDY

In the Asia-Pacific region, cultural traditions and family values are being challenged by new ‘e-Asia literacy’, impacting on social conventions, etiquette, language and community structures. Hence the study was taken up in order to assess whether the new media have made inroads into Indian culture; whether there has been any impact on traditional, conservative multi-lingual, multi-cultural and multi-religious society.

OBJECTIVES OF THE STUDY

The general objective of the present study is to assess the socio-cultural impact of new media on its users.

- To analyze the impact of new media on culture
- To analyze the attitude of users towards culture and society

Hypothesis

- H1: Comparatively men are more exposed to Internet than women.
 H2: Educated people are more exposed to Internet than other users.
 H3: The Internet has brought behavioural changes among its users.
 H4: The use of Internet has caused sociological changes among its users.
 H5: Internet has brought socio-cultural change among its users

ANALYSIS AND INTERPRETATION

Table- 1: Distribution by Age and Gender

Gender	Age					Total
	18-24	25-34	35-44	45-54	55>	
Male	273	107	28	28	13	449
Female	286	39	12	14	1	352
Total	559	146	40	42	14	801

$$\chi^2 = 42.20; \text{ df: } 4 \text{ p} < 0.001$$

Chi-square analysis ($\chi^2 = 42.20$; df: 4 $p < 0.001$) revealed that there is a significant relation at 0.001 level significance among the respondents with reference to age and gender. Most of the respondents belong to the younger age group of 18-24 which constitutes more than 69.8 percent of the total among which both male and female respondents are almost equal in number. However, the male respondents in the other age groups are more in number compared to female respondents. The study shows that People are more exposed to new media than conventional mass media

The analysis of the data show that 88.1% of the respondents read newspaper($t=21.58$), 55.8% read magazines ($t=3.29$), about 63% listen radio ($t=7.59$), 88.4% watch TV ($t=21.73$), 58.9% are exposed to computer ($t=5.05$), 39% access internet at home ($t=-6.05$) while 29.8% access internet at office ($t=-11.41$) and 74.9% of them use mobile phone ($t=14.09$).

Table-2: Frequency of Media Exposure

Media	Yes		No		t-value
	f	Percent	f	Percent	
Newspaper	706	88.1	95	11.9	21.58
Magazine	447	55.8	354	44.2	3.29
Radio	508	63.4	293	36.6	7.59
TV	708	88.4	93	11.6	21.73
Computer	472	58.9	329	41.1	5.05
Internet at home	312	39.0	489	61.0	-6.05
Internet at office	239	29.8	562	70.2	-11.41
Personal mobile phone	600	74.9	201	25.1	14.09

$$t=21.58, \text{ df: } 799 \text{ p} < 0.01$$

From the table it can be deciphered that the print media is still a more popular medium than the new media. The reasons could be that newspapers are cheaper, easily available, portable, and readable anywhere and everywhere, besides people are used to reading the newspaper since their childhood in contrast to the new media. It is interesting to note that TV as well as newspapers has the highest viewership and readership. A good number of people (75%) own mobile phone whereas only 39% of them have Internet connection at home. Hence the premise that people are more exposed to new media than other mass media is rejected.

H1: Comparatively men are more exposed to Internet than women.

Table- 3: Gender & Surfing Internet

Gender	Surfing Internet		Total
	Yes	No	
Male	408	41	449
Female	324	28	352
Total	732	69	801

$$\chi^2 = 0.35; \text{ Df: } 1, \text{ NS; } p > 0.01$$

There is no significant relation between gender and surfing Internet ($\chi^2=0.35$;df:1,NS; $p > 0.01$). Though men surf internet slightly more than

women, the difference between the two is negligible. Hence, the hypothesis H1 is rejected.

H2: Educated class is more exposed to Internet than other users

Table- 4: Relationship between Education and Surfing Internet

Education	Surfing Internet		Total
	Yes	No	
SSLC	41	9	50
Graduate	375	44	419
Postgraduate	290	11	301
Any Other	26	5	31
Total	732	69	801

$$\chi^2 = 19.12; \text{ df:3 } p < 0.001$$

Chi-square analysis ($\chi^2 = 19.12$; df:3 $p < 0.001$) reveals that there is relation at 0.001 level of significance among the respondents with reference to Internet surfing and education. The graduates and post graduates surf Internet more than others. The reason could be that the highly educated class may log on to Internet for academic purposes, for chatting or for sending e-mails. Hence, the hypothesis H2 that educated class is more exposed to Internet than other users is accepted. Higher the level of education greater is the Internet usage.

The essence of the study is to investigate whether Internet has brought behavioral changes among its users?

Table 5: Whether or Not the Use of Internet Makes People Lazy

Turned Lazy	f	%
Yes	151	18.9
No	650	81.1
Total	801	100.0
t-value	t=-17.6313	

df:799

Table6: Whether or Not the Use of Internet Creates Distraction in Professional Environment

Distraction of Professional Environment	f	%
Yes	69	8.6
No	732	91.4
Total	801	100.0
t-value	t=-23.43	

df:799

Table7: Whether or Not the Use of Internet Causes Depression

Caused Depression	f	%
Yes	40	5.0
No	761	95.0
Total	801	100.0
t-value	t=-25.47	

df:799

Regarding Internet turning the users lazy or cause distraction in professional environment or getting into depression, majority of the respondents answered negatively. Only 18.9% of them felt that Internet has made them lazy (t=17.6313, df: 799) as low as 8.6% felt there is distraction in their professional environment due to Internet (t=-23.43, df: 799), 5% agreed Internet has caused depression (t=-25.47, df: 799). While the rest 81.1%, 91.4%, and 95% of them felt that Internet has not made them lazy or caused a distraction in their professional environment or caused depression respectively. It clearly shows that Internet has no negative impact on its users.

The vital issue of the study is also to reconfirm or reject the premise about the use of Internet causing sociological changes among its users.

Table 8: Whether or Not the Use of Internet Affects Daily Habits

Reduced Social Contacts with friends	f	%
Yes	168	21.0
No	633	79.0
Total	801	100.0
t-value	t=-16.4299	

df:799

Table 9: Whether or Not the Use of Internet Reduces Social Contacts with Relatives

Reduced Social Contacts with relatives	f	%
Yes	129	16.1
No	672	83.9
Total	801	100.0
t-value	t=-19.1859	

df:799

Table 10: Whether or Not the Use of Internet Reduces Reading Habits

Reduced Reading habits	f	%
Yes	295	36.8
No	506	63.2
Total	801	100.0
t-value	t=-7.4553	

df:799

Table 11: Whether or not addiction to Internet leads to frustration when not using Internet

Feel frustrated/socially paralyzed when Internet is not used	f	%
Yes	157	19.6
No	644	80.4
Total	801	100.0
t-value	t=-17.21	

df:799

Table 12: Surfing Internet for Information about Movies, Film Stars and Celebrities

Surfing Internet for information about movies, film stars and celebrities	f	%
Yes	227	28.3
No	574	71.7
Total	801	100.0
t-value	t=-12.2607	

df: .799

Table 13: Surfing Internet to Download Music

Surfing Internet to download music	f	%
Yes	352	43.9
No	449	56.1
Total	801	100.0
t-value	t=-3.4273	

df: 799

The majority of the respondents (82.3%) are of the opinion that Internet has failed to alienate them from family, friends, spouse etc. (t=-18.27, df:799), nearly 20% of them feel that they are frustrated or socially paralysed when they don't use Internet(t=-17.27, df:799) but 80.4 % of them answered in the negative. The t-value is -17.21. Hence, it can be proclaimed that the internet has not brought behavioral changes among its users.

The study has investigated whether Internet has brought socio-cultural change among its users.

Table 14: Surfing Internet to chat

Surfing Internet to chat	f	%
Yes	372	46.4
No	429	53.6
Total	801	100.0
t-value	t=-2.0139	

df:799

Table 15: Surfing Internet for Viewing Porno and Obscene Films

Surfing Internet for Viewing Porno and Obscene Films	f	%
Yes	48	6.0
No	753	94.0
Total	801	100.0
t-value	t=-24.9099	

df:799

Table 16: Surfing Internet to Play Games

Surfing Internet to Play Games	f	%
Yes	194	24.2
No	607	75.8
Total	801	100.0
t-value	t=-14.5926	

df:799

Table 17: Surfing Internet to gamble

Surfing Internet to gamble	f	%
Yes	17	2.1
No	784	97.9
Total	801	100.0
t-value	t=-27.1006	

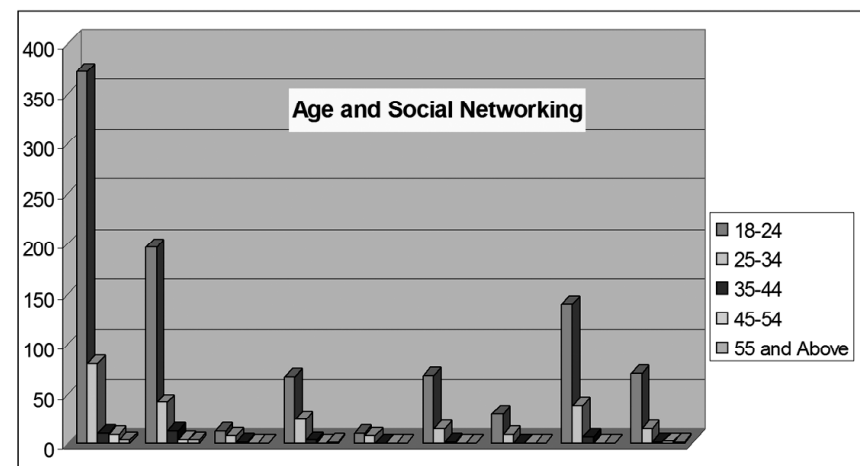
df:799

Table 18: Surfing Internet to Pass Time

Surfing Internet to pass time	f	%
Yes	192	24.0
No	609	76.0
Total	801	100.0
t-value	t=-14.7339	

df:799

The study reveals that culture as a social institution takes ages to change. The society functions within the frame work of social norms and therefore it is difficult to attribute social cultural changes to New media.

Graph 3: The Significant Relation between Age and Social Networking Sites

There exists a relationship between age and membership of social networking sites. That means to say that people of different age groups display varying pattern in becoming members of social networking sites. In all the above tables the 't' value is negative (t=-12.2607, t=-3.4273, t=-2.0139, t=-24.9099, t=-14.5926, t=-14.7339). It only means that the majority of the people do not surf Internet just to spend time, download music, seek information about movies, film stars and celebrities, watch pornographic films, play games, gamble nor just to chat. It is possible to believe that Internet is used for other gratifications and uses.

Table 19: Whether or Not Addiction to Internet Made the Respondent Stranger To Family, Friends, Spouse Etc.

Addiction to Internet made stranger to family, friends, spouse etc	f	%
Yes	142	17.7
No	659	82.3
Total	801	100.0
t-value	t=-18.27	

df:799

Table 20: Whether or not Addiction to Internet leads to frustration when not using Internet

Feel frustrated/socially paralyzed - when they don't use internet	f	%
Yes	157	19.6
No	644	80.4
Total	801	100.0
t-value	t=-17.21	

df:799

The majority of the respondents (82.3%) are of the opinion that Internet has failed to alienate them from family, friends, spouse etc (t=-18.27, df:799). Nearly 20% of them feel that they are frustrated or socially paralyzed when they don't use Internet (t=-17.27, df:799) whereas 80.4 % of them answered in the negative. The t-value is -17.21. Hence, the premise that the internet has brought socio-cultural changes among its users do not hold water (Tables 14 to 20).

FINDINGS

1. The study found that a vast majority of the respondents (89.9%) are graduates and post-graduates. Comparatively these graduates and post-graduates use Internet more than those with less education owing to age, economic factors and easy access to Internet.

2. The study illustrates that gender is independent of exposure to Internet. Both males and females access Internet and have equal opportunities to do it. There is no significant relation between gender and surfing Internet. Though men surf Internet slightly more than women, the difference between the two is negligible.
3. The study supports the common notion that educated class is more exposed to Internet than other users.
4. The researcher did not come across any Internet addict among the respondents.
5. The research indicates that Internet has not brought any noticeable behavioral changes among the respondents. Though behavioural changes have been reconfirmed it cannot be attributed to Internet.
6. The researcher has found out that the use of Internet has not caused sociological changes among its users.

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Socio Cultural Implications of TV on Youth in Anantnag District of Jammu & Kashmir

ASHAQ HUSSAIN DRENGY

Abstract

Communication plays a pivotal role in this era where each and every aspect of life seems irrelevant without media technology. There is a paradigm shift in media consumption habits of people as they are becoming more and more active participants in the process of communication rather than being passive receivers of mass media messages. The present paper includes the results of a research carried out to analyse the accessibility, usage patterns and socio cultural implications of TV among youth in District Anantnag of J&K state. The paper illustrates the extent of media penetration in the lives of people more specifically among youth of Anantnag.

Keywords; TV Viewing, Media Impact, Program Preference, Channel Preference

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INTRODUCTION

The term mass media describes means of communication that operate on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. It refers to a number of media that are now long established and familiar, such as newspapers, magazines, film, radio, television and the new media. It has an uncertain frontier with a number of new kinds of media that differ mainly in being more individual, diversified and interactive and of which the Internet is the leading example. Despite the rapid and continuing growth of these new media there is little sign that the mass media is actually declining, according to many criteria. Rather, they are being supplemented, extended and also challenged to adapt to

the newcomers to the scene (McQuail, 2004)

At the turn of the 20th century, TV became part of people's daily life. And nowadays it is the most popular and widespread mass media in the life of people. TV offers to its viewers current affairs programs, chat shows, sport programs, children's programs and variety of other programs. TV is emerging as a primary source of information that informs, educates and entertains people. It plays really big role in every civilized society, but there are numerous debates concerning its advantages and disadvantages. One of the advantages of watching TV is the possibility of being well informed. TV programs are varied and people have a chance to select what they want to see from documentaries, current events and sport programs to films, science fiction cartoons, drama and entertainment. TV brought ballet, opera and theatre to the masses. The command it has on many people is great and they don't know how to spend their free time without television.

Media has become one of the most pervasive forces in the world today. Our Information Age is determined in many respects by the mass media. Mass media does not only spread news; it imposes certain values on people. We are constantly bombarded with media messages and images invading our lives inside or outside our homes. From television, radio, Internet, billboards, iPods and DVDs in cars, there is really no escaping the reach of this Goliath. Adolescents, in particular, spend a significant amount of time viewing and interacting with media in the form of TV, video games, music, and the Internet. Considering all of these sources together, children spend more than six hours per day using media. Nearly half of that time is spent in watching TV. The remainder of the time is spent using other electronic media alone or in combination with TV.

Television in India is a huge industry which has thousands of programs in many languages. The small screen has produced numerous celebrities, some even attaining national fame. TV soaps are extremely popular. More

than half of all Indian households own a television. As of 2010, the country has a collection of free and subscription services over a variety of distribution media, through which there are over 515 channels of which 150 are pay channels. Cinema as a medium gained popularity in the country as many as over 1000 films in various languages of India are produced annually. Hollywood also gained a foothold in India with special effects films such as 'Jurassic Park' (1993) and 'Speed' (1994) being specially appreciated by the local audiences.

TV IN KASHMIR

After about 25 years of radio, on 26th January 1973 came television to Kashmir. At the same time Radio Kashmir celebrated its silver jubilee. Television in Kashmir was launched with the aim to counter propaganda by Pakistan television. With the advent of communication technology there is now a complete boom of TV, cable and satellite television bringing a new revolution in this controversial region that figures in the global map.

Prior to upsurge of militancy, cinemas were a great favorite among people. Cine goers were exhibiting extraordinary interest in watching films on the big screen. Now, of the 11 cinemas in the valley, nine have been closed down and only two cinemas "Broadway" and "Neelam" are open.

After the Gulf war cable channels started to make their way into the valley. Within a matter of 15 years everything changed. Kashmir witnessed percolation of every media form, be it print, electronic or even Internet. Not only the national channels but locally there has been a mushrooming of local amateur news and entertainment channels. With such a proliferation of media in a very short span of time, it is bound to affect the overall media exposure and usage pattern of people here. From being news centric in the early 90s, people now are using each and every type of media for news, information, entertainment, and education.

Media proliferation has had its effects not only in the Srinagar city alone but also in the rural areas of Kashmir. Firstly because of cable TV and now with the emergence of DTH there has been a shuffle in the media exposure and usage patterns of people of every age group. People have shifted from being receivers to selectors of media. Viewers have a choice of TV channels and programmes.

The increased exposure and wide reach of media has directly influenced the duration of media consumption. However, newspaper readership is good in urban areas than in rural ones as the papers reach rural areas late. Because of the poor distribution facility of newspapers, rural people mostly prefer TV and Radio to print media.

People in *Anantnag* access different types of media to fulfill daily needs ranging from news to entertainment. They use media to deal with each and every life situation. Individually or collectively all forms of media serve the needs of various audiences who have specific preferences. Some audiences want entertainment, sports, news, films, music etc, others may have interest in other things. Anantnag is a centre of many newspaper publications and a number of cable TV channels. The cable channels include *Panin Kasheer*, Valley, ABC, and SCN. The channels broadcast programs of local interest and create awareness with the people regarding local issues and happenings. There is a time ban for broadcasting news on these channels which was implemented after the political unrest of 2010. Moreover, due to lack of suitable infrastructure and advanced technology, these channels are not able to sustain and show progress.

During the last 15 years every form of media, be it print, electronic, or even Internet developed to a great extent. Today, there are hundreds of satellite TV channels (National and International) which are widely watched. The development of satellite communication in the area has provided jobs to many youths in the area.

METHODOLOGY

The empirical evidence for the current paper is primarily gathered by employing triangulation method. Here both qualitative as well as quantitative methods have been employed for data collection keeping the diverse objectives of the study in consideration. The basic methodology adopted was the Survey method. A structured questionnaire was used for the purpose of the study. Wherever the situation demanded, in case of illiterate or not so literate respondents, an interview schedule was used to elicit the responses of the respondents. The questionnaire contained both open ended as well as close ended questions to get a varied range of responses. The questionnaires were personally administered to the respondents by the researcher.

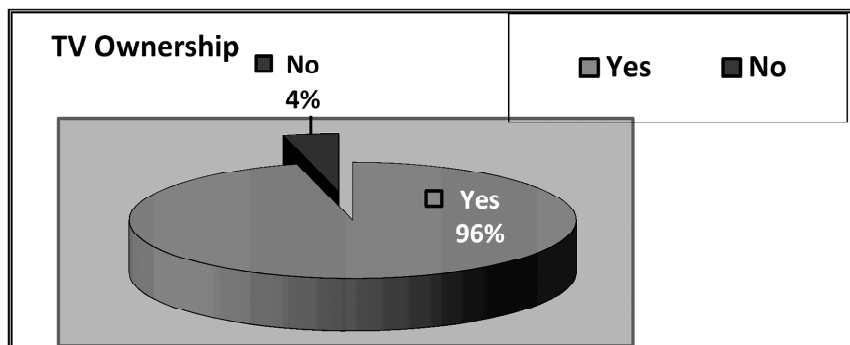
For the accomplishment of objectives of the study, a sample of Kashmiri youth in the age group of 15-30 years in the District of *Anantnag* was selected. Keeping in view the unusual geographical terrain of the district, it was humanly impossible to reach each and every nook and corner of the district. So for drawing a representative sample, stratified sampling was employed by the researcher followed by random sampling. The total sample size is 300 selected from the six *Tehsils* of the Anantnag district in Jammu & Kashmir.

FINDINGS

Anantnag is considered as the soul of Kashmir and its inhabitants are people of diverse socio economic and cultural strata. People are aware of the modern communication devices besides having a great interest in TV. The study has revealed that more than 95% of the respondents own TV sets which clearly proves their interest and exposure to this medium of communication. Furthermore, research has revealed that economy acts as a significant constraint in the ownership of TV. However, in some cases it was found some youth, belonging to very poor families are well aware of television and the same has become part and parcel of their lives.

During the study it was found that religion has a role in TV ownership, as some respondents negate its ownership because of their orthodox religious concepts of Islam, as majority of the population in the study area are Muslims. An overwhelming majority of the sample (96%) own TV sets in *Anantnag* district signifying the popularity of the medium in the valley.

Graph 1 –TV Ownership Pattern



TV watching

The youth of *Anantnag* are very familiar with the TV medium as 97% of the respondent youth watch TV and only 3% negate the behaviour of TV watching. The study further reveals that among the TV watching youth 82% watch TV daily, 13% watch it sometimes, and 4% watch TV occasionally.

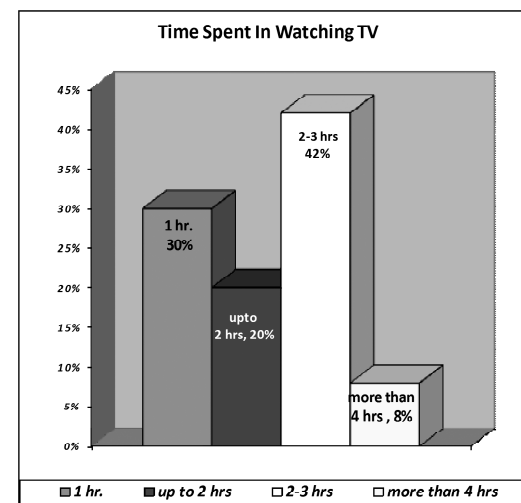
Table -1 TV Viewing Pattern of the Respondents

Watching TV	f	%
Yes	291	97.0
Daily	240	82.0
Sometimes	39	13.4
Occasionally	12	4.12
No	09	3.0
Total	300	100

Time spent on TV Viewing:

The advent of modern satellite technology and cable digitization has changed the ideologies of people about TV. Moreover the introduction of 3D pictures has revolutionized the industry which is why people throughout the world are spending more and more time watching TV.

Graph -2 Time Spent in Watching TV by the Respondents Per Day



The area of this research is not an exception to the recent innovations in the TV technology. TV viewing habits has revealed that 42% of the respondents are engaged for 2-4 hours in a day watching TV. The study has further revealed that 30% of the respondents have spent one hour of their leisure time in watching varied range of programmes. 20% of the respondents remain addicted to TV for about 2 hours daily. Furthermore, the research has revealed that 8% of the respondents are heavy TV viewers watching for more than 4hrs per day.

Cable/ Dish Accessibility

As it is evident from the collected data that 80% of the respondents in *Anantnag* have access to cable and 15% possess dish antennas. 1% of

the respondents have both the facilities at their homes. Furthermore, the digitization of cable networks has made these facilities cheaper. The most interesting outcome of the study is that only 4% of the respondents don't have access to any cable or dish connection as they don't possess TV sets while the rest of 96% who possess TV are connected to some network or the other.

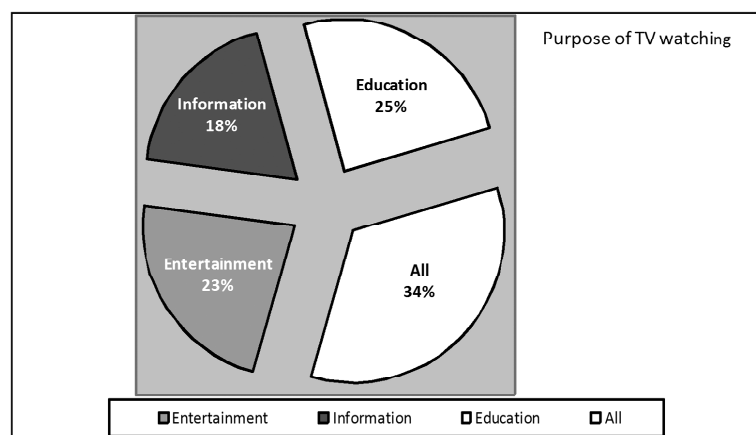
Table 2 – Cable and Dish TV Access

Access	f	%
Cable	240	80
Dish antenna	45	15
Both	03	1
None	12	4
Total	300	100

Purpose of TV Viewing

The television usage patterns of youth throughout the world has changed because of the electronic revolution for the last one or two decades. The cable network has reached each and every corner of the world irrespective of geographical conditions. These developments in this media form have affected the viewing habits of people.

Graph: 3 Purpose of TV Viewing



Because of the info-edutainment function, television has attracted a large section of the youth. Supporting this fact, the collected data revealed that 34% of the respondents are utilizing TV for the three major functions of this familiar medium of communication. As the major portions of the respondents are students 25% of the respondents use TV for educational purpose while 23% watch TV only for entertainment and the remaining 18% watch it for information.

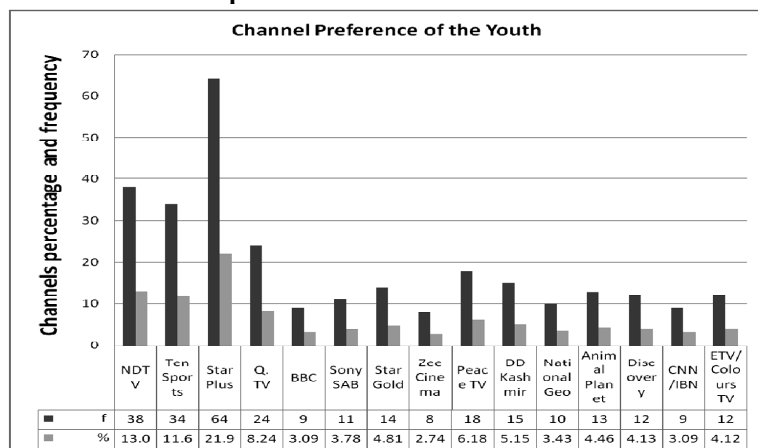
TV Channel Preferences

The study has revealed that youth have varied preferences for TV channels in *Anantnag*. However, during the course of study it was seen that gender plays a key role in channel selection. The channel preferences among male and female respondents differ to a great extent. The Table-3 clearly depicts the channel preferences of the youth.

Table 3: Channel Preference

Sl.No.	TV Channel	f	%
1	Star Plus	64	21.99
2	NDTV	38	13.05
3	Ten Sports	34	11.68
4	Q. TV	24	8.24
5	Peace TV	18	6.18
6	DD Kashmir	15	5.15
7	Star Gold	14	4.81
8	Animal Planet	13	4.46
9	Discovery	12	4.13
10	ETV/Colors TV	12	4.12
11	Sony SAB	11	3.78
12	National Geo	10	3.43
13	CNN/IBN	09	3.09
14	BBC	09	3.09
15	Zee Cinema	08	2.74
Total		291	100

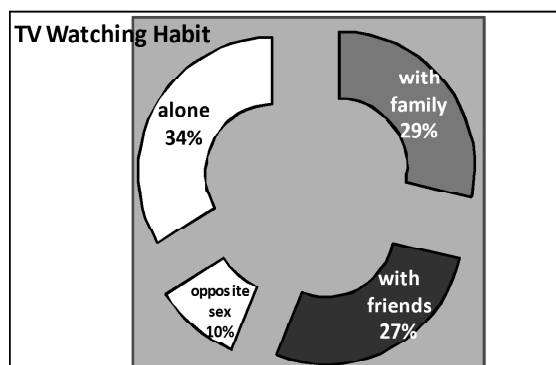
Graph 4: Channel Preference of Youth



TV Viewing habits

The study has revealed that majority of the respondents prefer watching TV alone as it provides them freedom and control over the remote. The collected data revealed that 34% of the respondents prefer watching TV alone while 28% preferred watching TV along with their family members which is either because they don't have a separate TV set or they prefer it deliberately. The study has further revealed that 30% of the respondents watch TV along with their friends as it provides opportunity for debates and discussions on various socio-political, religious, and educational issues of their concern. Moreover, 10% of the respondents watch TV along with friends but of opposite sex.

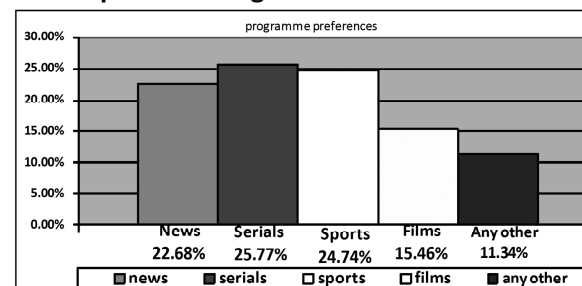
Graph 5: TV Viewing Behavioural Pattern



Program Preferences

As youth are dynamic and vibrant, majority of the male respondents like sports broadcasts. This is supported by the data as 25% of the respondents prefer sports. While 26% watch serials, 23% news, and 15% prefer films. The study has further revealed that 11% of the respondents has the choice other than the above mentioned.

Graph 6: TV Program Preference of Youth

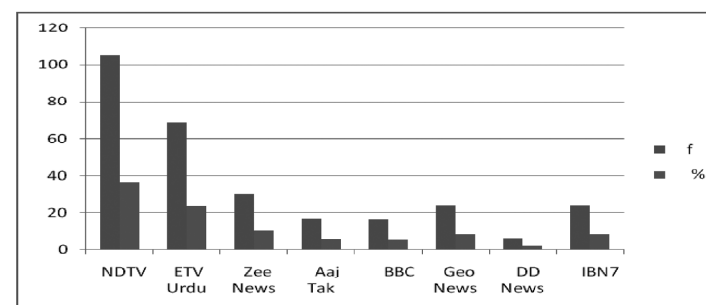


News Channel Preferences

Table 4: TV News Channel Preference of Youth

Sl No.	TV Channel	f	%
1	NDTV	105	36.08
2	ETV Urdu	69	23.71
3	Zee News	30	10.3
4	Geo News	24	8.24
5	IBN7	24	8.24
6	Aaj Tak	17	5.84
7	BBC	16	5.49
8	DD News	06	2.06
	Total	291	100

Graph 6: TV News Channel Preference of Youth

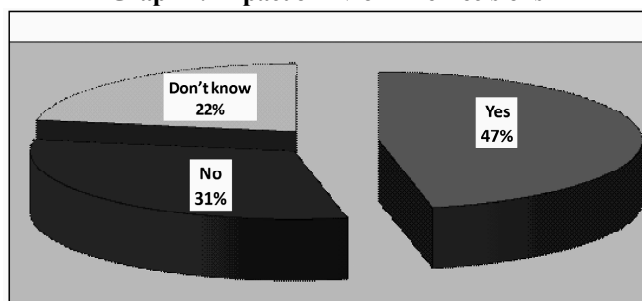


The study has revealed that many news channels both national as well as international attract the attention of youth in the study area. NDTV a Delhi based news channel enjoys the top position as 36% of the respondents prefer it for news. The study further revealed that 24% of the respondents watch ETV Urdu (Now Colors Urdu), while 10% Zee News, 8% Geo News, 8% watch IBN, 7.6% *Aaj Tak*, 5.49% BBC, and 2% DD News for News. The study has revealed that the local channels such as *Panin Kasheer*, SCN, ABC and TAKE ONE are facing the ban for news broadcasting due to the political unrest of 2010.

Impact of TV on Decision Making

Many studies vouch for television playing a positive role in social change. The study has revealed that television has entered each and every aspect of life of youth ranging from social issues to personal problems. The collected data also revealed that 47% of the respondents changed their decisions of life because of TV in one way or the other. 31% of the respondents deny any impact of TV on their life decisions while 22% cannot point out the role of media in their decisions.

Graph 7: Impact of TV on Life Decisions



Impact of TV on Social Relations

TV has changed the traditional ideologies of the people regarding social relations. It has changed the interactive behaviour among relatives and friends. Moreover the recent serials like *Saas Bahu Ki Kahani* type

of family dramas involving mother-in-law and daughter-in-law on STAR PLUS, has altogether changed the traditional relationship between *saas* and *bahu* into an intolerable conflict between two individuals. The study supported this fact as 88% of the respondents agree while only 12% of the respondents disagree.

Table 5 TV Impact on Social Relations

Impact	f	%
Yes	256	87.97
No	35	12.02
Total	291	100

Main Feature of TV

Majority of the respondents treated TV as an information source with 35% whereas 33% of the respondents treat it as an educational platform, and 21 % believe that TV acts as a change agent of the society. The rest 11% explained some other features of TV like entertainment, politics etc., It is evident from the above data that the respondents of *Anantnag* are not restricting TV only for News and Entertainment rather they treat it as a tool of social change.

Table 6: Perception of TV

Sl. No.	Perception	f	%
1	Acts as a change agent	60	20.61
2	Information source	103	35.39
3	Platform for education	97	33.33
4	Any other	31	10.65
	Total	291	100

Watching TV

TV as a medium of communication has remained popular irrespective of the introduction of new media in the amalgam of networks. Collected data supports this argument as 48% of the respondents consider TV as a source of information. However, 16% of the respondents regard it as waste of time and 23% say their work is affected by TV watching.

Table 7: Effect of TV watching on the Youth

Effect	f	%
Affects routine work	140	48.1
Waste of time	67	23.02
Refreshes	49	16.33
Any other	35	12.02
Total	291	100

CONCLUSION

The current study has clearly showed that TV has penetrated into each and every section of society and has directly influenced the life of youth in one way or the other. Moreover the development activities and the political circumstances of the study area are paving way for more investment by the media industries. A decade earlier, the inhabitants of *Anantnag* were unaware of this media industry which had revolutionized the other parts of the world. Research has revealed that there is significantly high level of awareness among youth of *Anantnag* about TV channels and their programs. Moreover, it is evident from the study that youth are changing their media usage pattern irrespective of their educational, social and economic background. The introduction of reality shows has totally changed the attitude of the youth towards TV. An interesting outcome of the study is that gender plays a great role in the selection of programs in the study area, as males are more interested in sports and news however females are more inclined towards reality shows and TV serials. Moreover, the personal background also influences the content choice of the youth as educated youth prefer news and education related programs while uneducated ones prefer sports and entertainment programs. It was found that youth of *Anantnag* have changed their TV watching habit from family viewing to viewing alone. TV in *Anantnag* has cultivated decision making habits among the young generation. TV besides being an information source acts as an agent of social change and a source of relaxation for the youth. People, more specifically youth, are imbibing diverse cultural behaviours

through this medium of communication. The cultural invasion in the study area due to the modern TV influence has pushed traditional culture to background. TV programs generate debates and discussions among youth says this study in this politically volatile state of India.

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Role of Public Service Broadcasting in Health Communication in Rural India – A Historical and Functional Perspective

HARISH KUMAR
SHRUTIGOEL

Abstract

Since independence there are significant efforts to sensitise people on health issues. In this endeavour, public service broadcasting (All India Radio and Doordarshan), has contributed commendably, by paying special attention to health and family welfare as one of the established objectives of Prasar Bharati. Health communication has achieved a distinguished identity in the discourse of Media and Development since health care is a vital indicator of development. This paper aims at explaining how PSB can play an important role in today's competitive and complex broadcasting market by sensitising people on health.

Keywords- Prasar Bharati, Development, Public Service Broadcasting, Health Communication

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INTRODUCTION

Health communication has achieved a distinguished identity in the discourse of Media and Development because health care is a vital indicator of development. 'Health care being so basic to the well-being and productivity of society, access to it needs to be universal' (UN 1948). The international agencies actively working on healthcare, hygiene and sanitation emphasise the importance of effective health communication strategies to

achieve their objectives. Health communication is intended to bridge the knowledge gap in the healthcare practices and to promote positive action to make people healthy. 'Communication that is engaging and empowering, and provides individuals and populations with evidence-based options for positive action is critical to enhancing health literacy in society, thereby enabling its movement towards better public health outcomes'. (Knowledge to Action, 2011-12).

In India, since independence there are significant efforts to sensitise people on health issues. In this endeavour, public service broadcasting (All India Radio and Doordarshan) has contributed commendably, by paying special attention to health and family welfare as one of the established objectives of Prasar Bharati. At the same time, our country has pitiable records in the healthcare index in terms of international standards. In this context, this study critically explores the role of Public Service Broadcasting in India within the historical and functional perspectives of Health Communication.

Role of PSB in the Development Discourse

Generally, the market driven media scenario is highly reluctant to take development issues seriously. P Sainath (2007) says, "The fundamental characteristic of our media is the growing disconnect between mass media and mass reality." That is why majority of the population in India do not make news. Media funded and controlled by advertisers would only remain loyal to them. As Chomsky and Herman (1994) put it in their propaganda model, the media effectively serves elite interests in terms of selection and distribution of topics, framing of issues, disparity in emphasising, and the filtering of information. We cannot forget that the beginning of Television in India was literally in the name of development. When television was introduced in the country in 1959, it started as an experiment in social communication for which small teleclubs were organised in Delhi and

provided with community television sets. Educational television began in 1961 to support middle and higher secondary school education (Sen, 2011).

In this context, Public service broadcasting must aim at enhancing new social environment, reaching out to people, enriching their lives and seeking communication that provides the warmth of human contact. Public service broadcasting is aiming at the improvement of respect for social, political, cultural and traditional values (Pati: 2004). A strong PSB can play an important role in today's competitive and complex broadcasting market. In a world of many channels, it is found that a PSB is at its most effective when it only broadcasts a distinctive schedule and also exerts pressure on its commercial competitors to do the same. While government regulation of commercial broadcasters can achieve some of these aims, the PSB model is the preferable approach, it combines creative and market pressures on broadcasters to achieve society's aims for its broadcasting market. (Sahay: 2006)

Health Communication – Policy Frameworks in India

The National Health Policy (NHP) - 1983 re-emphasized Informing, Educating and Communicating (IEC) as the core communication strategy. NHP 2002 reiterated the importance of IEC. The document commented, 'A substantial component of primary health care consists of initiatives for disseminating to the citizenry, public health- related information'. The National Population Policy (NPP) - 2000 urged to utilize radio and television as the most powerful media for disseminating relevant socio-demographic messages. The document says 'Government could explore the feasibility of appropriate regulations, and even legislation, if necessary, to mandate the broadcast of social messages during prime time'.

Campaigns for Family Planning

In the case of Health communication, the threat of the ever bulging

population was the first issue that was addressed by the media experts. In fact, India was the first country in the world to announce an official Family Planning Programme. During the inter plan period of 1966-1969, Family Planning department carved out a unit in the form of Mass Education and Media Unit in 1966. Simultaneously, the media units of Information and Broadcasting Ministry were strengthened for Family Planning communication. The scheme started with the concept of a small family and the raging slogan was, *Hum do Hamare do* ('we two and our two') and vigorously telecast through DD and AIR (Suresh:2011).

Satellite Instructional Television Experiment (SITE)

SITE is a social development initiative in India and one of the most extensive educational and social research projects ever conducted in mass mediated communication. The effectiveness of TV as a medium for educating the masses in rural areas was emphasized by this experiment. With the help of NASA, UNDP, ITU and UNESCO, the Indian Space Research Organization (ISRO) launched SITE on August 01, 1975. Development oriented programs like agricultural modernization through hybrid seeds, better farming methods and management, family planning, public health, social and educational improvement of women and children, better learning and teaching methods were transmitted through the satellite to community TV sets in 2,400 villages in 20 districts spread across the six Indian states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. The experiment ended on July 31, 1976.

Doordarshan – Development Communication Division (DCD)

Definitely *Doordarshan*, the Public Broadcaster can be the vital player in the Health Communication arena of our nation as its present coverage is 79.1 per cent of the geographical area and 91.4 per cent population of the country. Further in the bouquet of *Doordarshan* DTH service (DD Direct Plus) there are 36 TV channels and 20 Radio channels

and it is a free to air service (pib.nic.in). *Doordarshan* set up in 2001 a Development Communication Division (DCD) to discharge its social responsibility of highlighting development oriented issues and to cater to the communication needs of government departments and public sector undertakings. Until 2001, small amounts received from government departments were used to commission private producers on behalf of the clients. Development Communication Division revived in-house production of all such campaigns using available manpower and resources.

Health Communication: The Indian Story

With the emergence of colour Television, communication experts, media professionals and practitioners started exploring this attractive medium inspired by the Mexican experiment and broadcast the teleserial *Hum log* ('we people'), the first Indian soap opera from 1984-85 addressing issues like gender inequality, health, alcoholism and family planning (WHO, 2009).

In India, two examples of successful health communication that had considerable impact are Polio and HIV. In either case, a host of agencies worked together to develop a multi-pronged strategy led by communication professionals. This helped in creating multiple strategies that were used to engage diverse audiences. Polio messaging for example was built on simple idea — two drops that could save your child's life. This message was everywhere with high visible presence in print, TV and radio. In polio eradication, India has implemented proven strategies and developed innovative approaches to reach and immunise children in hard-to-reach areas. Communication strategies have contributed to such progress on several levels by: mobilising social networks and leaders, creating political will, increasing knowledge and changing attitudes, ensuring individual and community level demand, overcoming gender barriers and resistance to vaccination, and, above all, reaching out to the poorest and the most

marginalised (Rafael et al). HIV was perhaps India's most complex disease communication exercise. The HIV program managers within the government understood the importance of prevention and sought help from external agencies creating what was perhaps the most elaborate and effective health communication campaign in recent history. An important aspect of this campaign was it consciously focused on being entertaining and connecting with the audience (Mehra, 2013). The multimedia campaigns by relaying on TV and Radio and the coverage of such issues by PSB make the health communication prospects brighter.

Kalyani

Since May 30, 2002, the *Kalyani* series on DD has focused on malaria, tuberculosis, iodine deficiency, blindness, leprosy, cancer, HIV/AIDS, reproductive and child health issues, tobacco related and water borne diseases and food safety. It is telecast on Thursdays and Mondays at 6:30 p.m. and repeat telecast on Fridays and Tuesdays. *Kalyani* targets almost half the population of India, in the nine most populous States with the poorest health indicators. *Kalyani* is telecast by the nine Regional *Doordarshan* Kendras - Bhopal, Bhubaneshwar, Dehradun, Guwahati, Jaipur, Lucknow, Patna, Raipur, Ranchi and 12 sub regional kendras (Kalyani, 2006). The programme is produced in partnership with the Ministry of Health, Ministry of Family Welfare and the National AIDS Control Organization (NACO).

As a result of the programme, *Kalyani* Clubs have sprung up in various parts of the country to spread the message of good health. The concept of *Kalyani* clubs with membership of local people of the village who watch the programme avidly and strategize on how to implement the health messages was a crucial part of the communication strategy. At present, there are more than 3063 *Kalyani* Clubs across the country with more than 78965 members till August 2010. Club members organise dance

programmes and plays on various health issues. The performances provide information to patients, providers and the community in an entertaining way. These performances are telecast on *Doordarshan* as a part of the *Kalyani* episode, spreading awareness amongst a larger audience (Health and Family Welfare, 2008).

This programme has made a significant impact on the target audience as is evident from the reported attitudinal change and social activism. Children, and women, who are among the members of “*Doordarshan Kalyani Clubs*”, are taking the television messages further through interpersonal communication and social activism. The *Kalyani* campaign bagged the prestigious “Gates Malaria Award” of the Commonwealth Broadcasting Association in 2004 and is also the only media programme to be in WHO’s top 15 innovations list. (ddindia)

Swasth Bharat is one more publicity campaign of Ministry of Health & Family Welfare that continues to be on the top of the chart and the government has invested to the tune of Rs. 190 crore in this campaign. The program is telecast from 30 *Kendras* of DD in 20 languages and 3 dialects. It is telecast with the title “*Swasth Bharat/Healthy India/Arogya Bharatam*”. Nirmal Bharat, the campaign is the initiative of Ministry of Drinking Water and Sanitation, Govt. of India which is telecast on DD National with an investment of Rs. 45 crores in the financial year 2012-13 (ddindia).

All India Radio

Having higher reach in terms of population and the geographical area, All India Radio had been the forerunner in the process of implementing Health Communication strategy being adopted by the government. AIR has the largest radio network in the world and is the only mass medium which is accessible to both rural and urban audiences in plenty. Radio also provides series of special audience programs on variety of subjects including

health management even in the age of television revolution. Nevertheless, the initiatives and the interventions in the form of good quality health programs and health education activities do not find huge listenership owing to Private FM broadcasts in urban and rural areas. Mobile radios have become music devices for people and there is transformation in the media consumption habits of the people.

The Critique of Health Communication Initiatives in India

Health Communication from the functional perspective explores four key factors - an analysis of the health related issues, devising strategies to communicate them with the people, implementation and evaluation. A critical appraisal of this approach reveals that, there are some losses due to the process of group decision making and implementation. But many of the health related media campaigns in India lack the cohesion of all these components (www.uky.edu).

Certain accidental slips occurred in the health communication scenario in India – First, the communicators could rarely engage the most vulnerable viewers creatively and contextually on health issues as a priority. Secondly they were overly medicalised approaches to healthcare. These healthcare communication activities are supervised not by communication professionals but by doctors who understand and know less of health communication. Moreover, health messaging is viewed as a soft aspect of public health programming. ‘Real’ doctors are reluctant to do health communications.

A Critical analysis of Comprehensive communication strategy for RNTCP suggest that the main television channels do not reach the poorest most disadvantaged groups and are expensive to produce ,though they reach to communities on a large scale. The local television channels reach communities through their dialects but it is limited. The government controlled media has been more or less toeing a centralized form of communication. AIR (All India Radio) during its initial days formulated its communication

policies in Delhi and got it translated to the various languages for dissemination. The irony was that it never even looked at the regional variations of the problems. To cite an example, every year, the government observes the first week of August as “Breast Feeding week” to emphasise the importance of Breast Feeding for the new born as well as the lactating mother. The government media goes overboard with the campaign. Whereas, in India the people of the Northeastern part need no campaign as all mothers breast feed their babies instinctively. Hence spending so much of valuable transmission time on such campaigns for these areas could never elicit any result (Guru et al, 2004). Coming to the rural population of India, a widely prevalent but deeply flawed belief is that the poor and the vulnerable population do not care about their health and well-being. The prime objective of health communication is to expose this myth. In fact the vulnerable population absorbs health information well, if it is relevant, localised, integrates well with current cultural and social situations and is entertaining.

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The Role of Historic Monuments in the Development of Towns - A SWOT Analysis of Srirangapatna Town in Karnataka

UMA S.

Abstract

Historical and heritage towns play an important role in the socio-economic and cultural life of any town or city. Srirangapatna being a historical and heritage town has the potential to be a center for historical, religious, natural, cultural and spiritual tourism in view of the history associated with the town with all its past international ramifications. The town has created a special interest over thousands of years with its famous historic monuments that have entered the tentative list sponsored by the UNESCO. As of now, it has lost much of its charm due to urbanisation pressures. In the present study, a detailed evaluation of monuments recognised by Archaeological Survey of India and State Archaeology Department is attempted. The SWOT analysis carried out for the town has revealed that the town has strengths and opportunities provided the weaknesses are overcome by the concerted efforts of Government authorities, private agencies, tourists and locals.

Keywords: Historical Town, Monuments, Evaluation Process, SWOT Analysis.

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INTRODUCTION

Historical towns are often an expression of spontaneous and autonomous growth and embody unique forms. It is usual to treat and remember these towns in relation to their heritage monuments, forgetting

that in them there is also a significant architectural, social, economic, cultural variety and richness which contribute to its value. Historical towns, although characterised by the presence of physical elements, are the expression of a rich heritage which gives evidence to the past life of the community that has shaped and transformed them in relation to their cultural growth. If stereotype views are ignored, it helps to understand the lessons from historical heritage, not so much for its artistic value that are always appreciated but for the solutions adopted to answer the community's needs, often unique to their past civilizations. They are almost always the result of combining both social and economic needs rationally and sustainably.

Local communities have always played an important role and their "culture" has been defined by forms that have created what is now called "identity." Historical towns should not be rebuilt in a manner separated from issues related to economic and social development of their inhabitants and from all that concerns the territory in which they live and to which they are related. Historical towns, beyond their documentary and symbolic value, are characterised by a rich functionality, a result of the interaction of various factors and components, and expression of the collective memory of the town, their specificity and identity. These identify them as a huge reservoir of potential resources in relation to the circumstances and context in their history.

BACKGROUND OF THE STUDY AREA

History of Srirangapatna: Srirangapatna, the name of this historical town is derived from a thousand year old temple dedicated to Lord Sriranganatha which dominates the town making it one of the most important Vaishnavite centres of pilgrimage in South India. The town is renowned for its seemingly impregnable fort associated with the great ruler Tippu Sultan. There are innumerable monuments that are of national, state and local importance which adds to the character of the town. Distinguished

ruling dynasties like the Gangas, Hoysalas and Vijayanagar Kings, the Wodeyars of Mysore, Hyder Ali and Tippu Sultan have left their indelible imprint on the cultural legacy of this town. Religion has played a major role in the history of the town with the contribution of both Hindu and Muslim rulers. The glory of the rulers is evident in the magnificent structures like temples, palaces, royal buildings, forts, gates, mosques, tombs etc. These buildings not only functioned as religious places but also acted as cultural centres and at some times supported the economy of the town. Besides being a pilgrimage centre, it has seen countless battles, some of which have almost destroyed the foundations of its massive fort wall, that still stand as a testament to the greatness of Srirangapatna's glorious past. The town is steeped in history with its rich cultural, religious, architectural heritage and even in respect of scientific and technological achievements. As a mark of this recognition, in 2005, the state government notified Srirangapatna and other towns viz. Mysore, Bijapur, Bidar, Gulbarga and Kittur as heritage towns.

Location and Status of the Town: Srirangapatna is a Tier III town with a town municipal council having a population of 25,061 as per the 2011 census. It is a taluk headquarters in the Mandya District of Karnataka State. It is an island town built around 894 AD on the Bangalore-Mysore highway encircled by the river Cauvery. The town is located at 12.41° N 76.7° E and has an average elevation of 679 meters on the Deccan Plateau with an area of 10.93 sq. km. The town once noted for its historical importance and character has undergone major changes and over the years, the ever increasing developmental pressure and neglect of monuments and their environs resulted in the degeneration. The penetration of modern buildings into the fabric of the town has not only affected the visual condition but also has altered the social and behavioral shapes that defined its urban character. It has been observed that fort area is facing tremendous pressure

from commercialization and overcrowding. In addition to this, inadequate infrastructure services, parking facilities, narrow roads etc. lead to traffic congestion and cluttered pedestrian movement. Commercial interests run high in the fort area of the town where many monuments exist. Today the town is losing its earlier historic character and charm due to unplanned growth and encroachments. Ancient monuments, historic remains and sites, elements of culture and tradition are not to be lost in the process of development but are to be preserved for future generations, thus calling for immediate attention and conservation.

MONUMENTS OF SRIRANGAPATNA

The word Monument is derived from Latin 'MONERE' which means 'to remind' and is often used with reference to something of extraordinary size and power. They are the most durable and well known symbols of civilizations. The Egyptian Pyramids, the Greek Parthenon, the Great Wall of China or the Taj Mahal have become symbols of their civilizations. In more recent times, monumental structures such as the Statue of Liberty and the Eiffel Tower have become emblems of modern nations. The monuments satisfy the eternal demand of a people for recording their collective force into symbols. The most vital monuments are those which express the feeling and thinking of this collective force – the people. (Sert et al., 1943). But generally, with time such monuments are degraded to the condition of empty shell, neglected and misused. They lose the spirit and the collective feeling in modern times. As a multifunctional public amenity the monuments have the potential to uplift the socio-economic status of the place and its people. On the other hand revenue generation by virtue of tourism will also be a self-sustaining device for such public buildings. As a true socio-cultural asset, it has the capacity to continue to serve the community and represent collective interest.

The historical and heritage town of Srirangapatna has innumerable

monuments that are of National and State importance. The list of the monuments which are recognised and protected by the Archaeological Survey of India and State Archaeology Department which are located in the Local Planning Area (LPA) of the town are given below.

Archaeological Survey of India

- A1 Ancient Palace site and Remains (Tippu Palace-Lal Mahal)
- A2 *Sriranganathaswamy* Temple
- A3 *Sri Kantheerava* Statue in *Narasimhaswamy* Temple
- A4 Obelisk Monuments and Fort walls near the Breach
- A5 Colonel Bailey's Dungeon
- A6 Thomas Inman's Dungeon
- A7 Spot where Tippu's Body was found
- A8 *Masjid-E-Ala (Jumma Masjid)*
- A9 *Daria Daulat Bagh*
- A10 *Gumbaz* containing tomb of Tippu Sultan

State Archaeology Department

- S1 Webb's Monument (*Krishnamurti's* Bungalow)
- S2 *Mummadi Krishnaraja Wodeyar's* Birth Place
- S3 *Srirangapatna* Fort,
- S4 *Bateri* 2 No.,
- S5 Magazine House (*Maddinamane*)
- S6 Hanging Bridge (*Thugusetuve*)
- S7 Moat around the Fort
- S8 *Mirsaddiq* Palace
- S9 Vijayanagara Viceroy's Palace remains (*Thuppada Kola*)
- S10 Obelisks at *Ganjam (Ranagambha)*

The monuments at Srirangapatna have been included in the tentative list of World Heritage Sites by the UNESCO (<http://whc.unesco.org/en/>

tentativelists/5895/). A tentative list is an inventory of those properties which each State party intends to consider for nomination. State Parties are encouraged to submit their tentative lists, properties which they consider to be items of cultural and/or natural heritage of outstanding universal value and therefore suitable for inscription on the World Heritage list. These historic monuments need protection from neglect of heritage and its misuse, as they are the symbolic assertion of values and identities of people and place.

EVALUATION OF HERITAGE MONUMENTS

Until the town became a focus of tourism, there was little human intervention. There was neither any development nor any major damage, due to the vagaries of nature. However, in the last one and a half decades, the growth of tourism has put enormous pressure on space causing several undesirable changes in its character. These developments are not only causing loss of the historic features but also a well-defined urban form is emerging. The current trend is to tear down older buildings to replace them with high-rise and commercial buildings. The beauty and architectural character of the town have come under pressure for development, paralleling increased cost of land. In view of the above, there is an immediate necessity of protecting these monuments which safeguard the original characteristics of the town. Thus in the present study, an attempt has been made to evaluate the existing monuments in the town. This process helps prioritise the action plan which in turn enhances the historical, architectural, cultural and aesthetic aspects of the town.

In the evaluation process, the monuments are categorized as historical or architectural or aesthetic or cultural or combination of the four. In each category, the monuments are graded depending on their significance (Dipaneeta Das and Sanghamitra, 2007).

Table 1: Evaluation Criteria for Historic Monuments of Srirangapatna

Main Criteria	Sub-criteria	Rank
Historical	Very Significant	5
	Moderately Significant	3
	Not so Significant	1
Architectural	Outstanding	5
	Average	3
	Poor	1
Aesthetic	Significant	5
	Modest	3
	Poor	1
Cultural	High	5
	Medium	3
	Low	1

Procedure: The primary objective is to assess a monument that is of special value and is in need of special planning strategies that take care of potential and prospects of the town in the context of its resources. Each resource is characterized by a set of criteria. Each criterion is given rank on a 3-point scale. To assess the architectural quality of built heritage, the criteria can be – outstanding, moderately significant and poor. If an artifact ‘A’ is assessed as of ‘very significant’ value under architectural criterion, the rank will be 5, whereas for Historical importance, the same artifact may be described as ‘not so significant’. Hence it will get a minimum value of 1. Each rank is given a binary scoring, that is 1 if present, else 0. The summation of ranks gives the value of each resource.

The Artifact criteria assessment rank score

	Rank (R)	Score(S)
Architectural - <i>Very Significant</i>	5	1
Historical - <i>Not So Significant</i>	1	1
Alternatively, if it is historically <i>Insignificant</i>		
Historical - <i>Insignificant</i>	0	0

The summation of (rank x score) gives the value of each resource;

$$V = \sum_{n=1}^j (R \times S)$$

Where,

V- total value

S- Score for each criteria

R- Rank for each criterion

n- criteria

j- total number of criteria

Thus in the above example, value becomes;

$V = (5 \times 1) + (1 \times 1) = 6$, if it is architecturally very significant and historically not so significant.

$V = (5 \times 1) + (0) = 5$, if it is architecturally very significant and historically insignificant.

Table 2 shows the total value arrived for each monument based on the above procedure. The ranking specified to the monuments is based on the primary survey. Also, the value signifies the four main criteria namely, Historical, Architectural, Aesthetic and Cultural.

The monument which enjoys the maximum value is the most sought after by the tourists, pilgrims, historians and locals. The monuments with the higher values are considered to be of high potential and require immediate attention whereas the others with the lesser values could be dealt with in the successive phases.

Table 2: Significance of monuments in Srirangapatna

Sl. No.	Places of interest	Historical	Architecture	Aesthetic/ Uniqueness	Cultural	Value
1	Ancient Palace Site and Remains.	5	-	3	-	8
2	Ranganathaswamy Temple	5	5	5	5	20
3	Sri Kanteerava Statue in Narasimha Temple	3	3	-	-	6
4	Obelisk monuments and Fort walls near Bridge	3	3	1	-	7
5	Colony Baileys Dungeon	5	5	3	-	13
6	T. Inman's Dungeon	3	3	3	-	9
7	Spot where Tipu's body was found	3	-	-	-	3
8	Masjid-E-Ala (Jumma Masjid)	1	5	3	5	14
9	Daria Daulat Bagh	5	5	5	-	15
10	Gumbaz containing Tomb of Tipu Sultan.	5	5	5	5	20
11	Webb's Monument (Krishnamurthy's Bungalow)	3	3	3	-	9
12	Mummadi Krishnaraja Wodeyar's Birth place	3	1	1	-	5
13	Srirangapatna Fort	5	5	5	-	15
14	Bateri 2 No	5	3	3	-	11
15	Magazine House (Gun powder stores 8 no)	5	3	1	-	9
16	Hanging Bridge	3	1	-	-	4
17	Moat around Fort	5	5	5	-	15
18	Ruined palace of Mirsadi	3	-	-	-	3
19	Tuppadakola	3	3	3	-	9
20	Obelisks at Ganjam (Ranagamba)	3	3	1	-	7

SWOT ANALYSIS

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is an analytical method, which is used to identify and categorise internal factors and external factors. This analysis helps to develop a strategic plan that maximises the Town strengths, minimises its weaknesses, takes advantage of opportunities and limits its threats. Strength and weaknesses are predominantly based on internal facts, whereas opportunity and threat usually arises from external environments. Along with its internal benefits, one can also use a Town SWOT analysis to market the town resources to potential residents and prospective businesses. Several rounds of

discussions and consultations were held with stakeholders in Srirangapatna including Chief Officer (Town Municipal Council), Councilors and other Officials of Municipal Council, Assistant Director (Town Planning, Mandya District), local representatives of various departments of state government such as Public Works Department (PWD) and Karnataka Rural Infrastructure Development Limited (KRIDL), prominent citizens and other representatives of civic society, with a view to understand some of the inherent strengths and weaknesses of Srirangapatna.

The key strengths and weakness that emerged from these consultations are captured and some of the opportunities and threats that Srirangapatna faces are outlined. The objective of this exercise is to build on strengths, which act as drivers of growth, and address weakness by establishing a long term vision for growth and development, and establishing clear development strategies, so as to take advantage of opportunities in diverse economic sectors, social development and inward investment and also to mitigate potential risks and threats which the town is likely to face in future.

Strength

1. The monuments have been included in the tentative list of World Heritage Sites by the UNESCO.
2. Most Prominent *Vaishnavite* pilgrimage centre in South India.
3. The town has innumerable historic and heritage buildings recognised by both ASI and State Archeology department.
4. Only fort town in Southern Karnataka.
5. Sacred place for performing rituals.
6. Mysore, a well- known tourist destination both in domestic and international perspectives, is just 18 km from the town.
7. Accessibility is not a problem as the town Srirangapatna is located on the State highway between the state capital, Bangalore and cultural capital, Mysore.

8. The value of historical town is perhaps appreciated by the international tourists rather than by the Indian counterparts.
9. Among the six towns declared as historical and heritage towns, Srirangapatna is the only town situated in the southern part of Karnataka state.
10. Picturesque and congenial natural setting. (The topographic profile, with surrounding hills and water bodies).
11. Diverse tourist attraction like river, heritage structures, religious places, palace, picnic spots and garden.
12. The birth place of Indian missiles.
13. Excellent weather condition, neither too hot nor cold.

Weakness

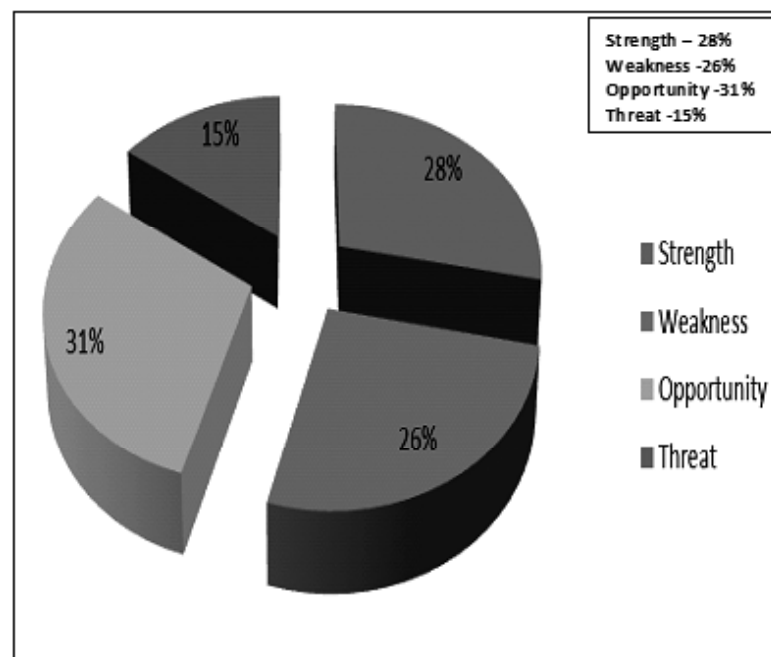
1. The town is losing its heritage charm.
2. Lack of basic tourism infrastructure like good roads, parking space, signage, public conveniences, etc.
3. Lung space/open spaces are not managed properly.
4. Lack of maintenance in most of the historical and heritage structures.
5. Lack of quality accommodation facilities in the town.
6. Cleanliness and waste management is an issue near the waterfront area.
7. No package tours are arranged, though the town has been declared as historical and heritage town with innumerable heritage and historical buildings.
8. Concentration of commercial activities within the fort area causing severe congestion.
9. Encroachment of heritage spaces.
10. Lack of civic awareness on history, heritage and conservation.
11. Inadequate basic services like water supply, sewerage and drainage.
12. A meager growth of population. Prospect of replenishment of the required work force is limited.

Opportunity

1. The town has potential to be a top class tourist destination.
2. Mysore, the world's yoga capital is located at a distance of 18 km.
3. Scope for IT and BT industries.
4. Heritage tours on the lines of wine tours abroad can be started by the local travel agents.
5. River Cauvery surrounding the town attracts activities.
6. Growth of tourism would enable better economic opportunities for people living in the town.
7. Wide ranges of tourist attractions exist.
8. Scope for a tourist circuit connecting places of tourist interest.
9. Only fort town in Southern Karnataka where the life is busy inside the fort area.
10. Conservation and restoration of heritage structures would attract domestic and International tourists.
11. Scope for training institutes related to tourism and alternative therapy like Yoga and nature cure centers.
12. Availability of land for commercial, residential and industrial sectors.
13. Funds allocated for the waterfront development.
14. Focus on provision of basic services to the urban poor by the state.

Threats

1. Mysore being a well-known International tourist destination draws huge numbers of visitors who are on a hopping visit to the town.
2. Waste management and cleanliness is quite an issue near the waterfront area.
3. Rituals performed near all accessible waterfronts.
4. Mysore airport not developed for large airplanes, hence no regular flights.
5. Competing investment in tourism infrastructure in nearby city Mysore.
6. Traditional houses in fort area risk demolition by their owners.

Graph 1: SWOT Analysis

SWOT analysis reveals that the town has equal strengths and opportunities provided the weaknesses are to be overcome by the concerted efforts of Government authorities, private agencies, tourists and locals. There should be conversion strategies developed to convert weaknesses or threats into strength or opportunities.

CONCLUSION

Historic monuments are the key elements in the development of towns and cities. Though the town, Srirangapatna has innumerable historic monuments that have been included in the tentative list of UNESCO, their potential is yet to be fully explored. The evaluation of monuments demonstrates that the monuments that have attained highest score have not only the highest value but also the most sought after ones that need immediate attention. On the other hand the monuments that have scored less do not have less value but with proper management and inclusive

developmental strategies can gain value with an identity of their own. The SWOT analysis is undertaken to assess the hidden positive aspects of the town and this analysis revealed that the town has equal strengths and opportunities with historic monuments as the landmark. When the role of the landmark is undeniable in the image ability of the town, it is imperative to maintain and reinforce its visibility in the future development of the town. Based on the swot analysis the development of the town is to be formulated by integrating socio-economic and cultural aspects along with the conservation of the historic monuments.

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Discourse Analysis of Newspaper Editorial on Higher Education

MUKESH CHANDRA DEVRARI

Abstract

Neo liberal ideology is being propagated through newspaper editorials to make way for consensus in public sphere. The language deployed to argue in favour of the stand taken by the newspapers generally ignores the details of concerned issues and pass generic remarks which are ideology laden and highly slanted to create a set of logic which intend to hijack the common sense of readers. This paper attempts to identify and analyze one-sided discourse in Times of India editorial that was written against the government proposal to bring Indian Institute of Managements (IIM) under the control of Human Resource Ministry. That editorial goes far beyond the individual issue, which it may appear to argue on the surface. In fact the editorial demands overall structural changes in the way society has decided to govern itself and perhaps also changes in the collective understanding of society about what is in its interest and what is not. This paper attempts to highlight how a thought process propagated on the premise that only neoliberal ways, in other words policy of non-interference or non-involvement of state, can succeed in attaining the long term objectives of society and state.

Keywords: Discourse Analysis, Van Dijk, Neoliberal, Slavoj Zizek, Lacan, Higher Education, Times of India, Editorial

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INTRODUCTION

Times of India has written an editorial to oppose the government's effort to bring IIMs (Indian Institutes of Management) under the control of

HRD (Human Resource Development) Ministry. That editorial was highly slanted. This research paper attempts to bring embedded neoliberal ideological inklings on the surface through the combination of discourse study as it was interpreted by Van Dijk and Lacanian triad as they were explained by Slavoj Zizek.

This paper analyses Times of India editorial for its power abuse and misleading and wrong interpretation of reality for long term interests of power elites. In fact solutions suggested by the editorial takes India to the path of creation of society where individual and societal interests have to bow in front of corporate interests.

Language is used by people and institutions to shape reality. Discourse is form of power because it articulates and ensconces through language the ideas that are accepted as truth. Higher education is not only about preparing workforce for industries but it is equally about creating knowledge which makes us human and perhaps carries no economic value in this consumerist society. No matter how faulty is socialistic understanding, no matter how faulty is the noble intention of creating a welfare and egalitarian state where every human being will have a chance to live a better life, it is a goal worth aspiring for and cannot be deluded from the psyche simply because power elites with vested interests do not want that to happen.

METHODOLOGY

This paper intends to combine discourse studies and Lacanian triad of imaginary, real and symbolic order. These two concepts provided the theoretical underpinnings for the analysis. Lacanian interpretation of imaginary, real and symbolic order provides an opportunity to identify the ideological tussle in the realm of human cognition as well as in public sphere. It helps in identifying how our mind works and at the same time it also identifies how collective consciousness and conscience can be molded

through language and discourse.

It is important to describe Lacanian triad (Real Order, Imaginary Order and Symbolic Order) before applying them in actual analysis of the editorial through its prism. And Zizek clarifies the concept in the following way;

For Lacan, the reality of human beings is constituted by three mutually entangled levels: the Symbolic, the Imaginary, and the Real. This triad can be nicely explained by the game of chess. The rules one has to follow in order to play it are its symbolic dimension. From the purely formal symbolic standpoint, “knight” is defined only by the moves this figure can make. This level is clearly different from the imaginary one, namely the way different pieces are shaped and characterized by their names (king, queen, knight), and it is easy to envision a game with the same rules, but with a different imaginary, in which this figure would be called “messenger” or “runner”. Finally, real is the entire complex set of contingent circumstances which affect the course of the game: the intelligence of the players, the unpredictable intrusions that may disconcert one of the players or directly cut the game short.” (Zizek, 2006, p.8)

One interpretation has been given in the course of analysis here but many others may also be available for further configurations apparent to observers. Friction between symbolic and real order is eventual outcome of tussle in the realm of ideas between two different ideologies. One is inherent part of human beings, as human beings are firstly a biological entity and then a social animal.

But human history also tells us there were never a dearth of attempts, may be weaker attempts, to end the anomalies of our existence. Until Marx came with the structure of ideas, no one had the tools to change the existing structure and properly challenge it and offer an alternate to the existing edifice of dominant ideology. The whole society and our collective consciousness is nothing but our collective attempt, to some extent

successful, to take us away from what we actually are and what we really like to do most of the time (Zizek, 1989). This paper analyses this constant friction between symbolic and real order and constant changes in the imaginary order in the public sphere through debates and discussions which mould our pattern of thinking.

ANALYSIS AND INTERPRETATION

“Proposed bill to bring IIMs under HRD council will degrade premier management institutes. It will be a death blow to IIM’s autonomy – key reason for their success and reputation”. (“Shackling IIM’s”, 2013)

Autonomy is desirable if it takes forward ideals and original intentions with which institutions are formed at first instance by the state. In fact the attributes associated with IIMs exist because state created them in the first place and secondly not for earning profit or making money but for imparting high end education to best brains in India. Now they have emerged as islands of excellence in the sea of mediocrity.

To some extent equating autonomy and efficiency with corporate style of functioning is objectionable and manipulative. Autonomy is must, its absence mean too much of political and bureaucratic interference in the functioning of educational institutions. Obviously people or set of people who are running the institutions must be given full freedom to replicate or suitably adapt tried and tested methods of their counterparts in other parts of the world. Neo-liberal apologists have a tendency to project autonomy as if state is against it. It avoids discussion on positive, democratic autonomy of institutions like the judiciary, which is part of the state but autonomous in the sense of being independent of the executive and the legislature. Educational institutions need similar arrangements to perform better.

But obviously state institutions cannot be allowed to run like a shopkeeper runs his shop. There will be some broad regulations which

everyone has to accept for collective good. If state universities in China can make it to the league of top universities of the world, then state universities in India can also reach there.

“Government quid pro quo – reconstituting the IIMs into national institutions empowered to award degrees – farcical. The practice of awarding diplomas has never hurt the IIMs. However, curbing their autonomy and throwing a government straitjacket over them certainly will”. (“Shackling IIM’s”, 2013)

Editorial against the government proposal never elaborates how and why it has reached certain conclusions. It did not answer how awarding degrees will hurt the institution or how the creation of HRD council will hurt the prospects of Indian Institute of Managements to impart quality education and nurture future business leaders. It seems the newspaper has taken an ideological position without dealing with detail as it had a potential to puncture the premise of their arguments. For them state is tantamount to inefficiency and anything outside the purview of influence of state is efficient and international in its outlook. But the detailed questioning of such polemic language and propagandist discourse will eventually make it redundant.

“IITs have undergone a decline in standards today. Thanks to excessive government regulation for everything from hiring faculty to structuring curricula – The IITs (Indian Institute of Technology) have fallen short of their true potential. As a result, none of the IITs figure in the top of world university rankings”. (“Shackling IIM’s”, 2013)

Let’s be clear none of the Indian universities feature among the top of world university rankings. Not a single university could make it to the list of top 200 in the world university ranking list prepared by Times Higher Education (Baty, 2012). However, Philip Altbach, Director of the Centre for International Higher Education at Boston College in the US, said,

“The IITs and IIMs are the only Indian ‘name brand’ in higher education. For almost half a century, they have maintained high

standards of quality and have produced bright graduates who have made their mark worldwide. Their faculty members have produced some excellent research. But these institutions are not really universities - they are small, quite specialized institutions that provide mainly undergraduate education” (Baty, 2013).

For a moment even if one accepts the argument that due to government control and regulations none of the state owned universities featured in the list, then what stops hundreds of private universities which have cropped up in each state of India to feature in the world ranking of universities. The only educational institutions which featured among the list of top 100 Asian Universities in 2013 edition, prepared by Times Higher Education, are 3 IITs (Ramya, 2013) which are state owned and highly subsidized. The reality is most of the private universities function here with the sole intention of earning profit. In fact higher education has emerged as a new business opportunity for many businessmen in smaller towns and states. Private universities in India have nothing to do with research and innovation, which raises their standing in academia. Research is neither their focus nor an objective.

IIT’s have undergone a decline in standard today, claims an editorial. How was this measured? Is there any empirical and logical reasoning behind the conclusion? If there was any it was not mentioned in the text, so it seems like a concocted conclusion, that too totally farcical. Every year thousands of students in India appear in IIT entrance exam all over the country and stand in a queue, after that only best and brightest get a chance to enter these elite institutions. Arrangements have also been made in the admission criteria for the students belonging to underprivileged section of society. Each passing year entry is getting difficult.

Structuring curricula is done by academicians. Is education minister or bureaucracy in HRD ministry giving instructions to faculty members of IITs on what to teach in class? What will be the curricula? It is not an issue

which can be handled easily. Government does not stop institutions and faculty from suggesting changes in syllabus. As far as hiring of faculty is concerned, except the reservation category which has its own utility, nothing else stops administration from recruiting best and brightest available in the industry. IIT's have fallen short of their true potential. It can be said almost about every institution, as a kind of moral or universal statement. Even Harvard University has fallen short of its true potential as it could not produce more than half dozen US presidents so far, inspite of having everything at its disposal.

“Lesson here is that autonomy is critical to the success of any institution of higher learning” (“Shackling IIM’s”, 2013).

To some extent it makes sense that people who are managing educational institutions must be given the freedom to run the institutions and take necessary steps so that learning, research and innovation could be enhanced. But if autonomy means higher fees structure, then it does not make any sense. If the state can spend billions of dollars in buying weapons then it can also take care of basics like health, education and food security. It seems TOI is using the autonomy issue to actually push for higher fees, i.e., reduction of state subsidy in education, which is perfectly in line with the neoliberal agenda.

“Quality can only be maintained through competition, not government control. This is precisely why American universities are rated so highly and continue to produce path breaking research”. (“Shackling IIM’s”, 2013)

TOI does not seem to take account of the fact that much of that path-breaking research is actually US government-funded, in both state and private universities. There is no link between highly rated American universities and the path breaking research done by them with their ownership pattern. It would be wrong to compare Indian educational

institutions with American institutions without comparing the funds available to them.

In India most of the population is forced to live in sub human conditions. Government must take higher education as an effective tool to bring positive changes in society. It's a part of symbolic order. So newspaper editorial represent power elites who want to change the symbolic order for giving it a neoliberal turn. For the complete subjugation of policies of government by neoliberal think tanks, changes are required in symbolic order to synergise it with real order.

It will be very easy for state to move ahead over any policy, if it exists in symbolic order, as there will be no contradiction between the aspirations of masses and actions of state. But when they collide then state cannot be forced by neo-liberal ideologues to totally ignore symbolic order as democracy makes it unviable in short but not in long term. As this wide and profound propaganda may eventually change the symbolic order, that will be real win for neo-liberal ideology and this applies across all policy issues.

Language in TOI editorial suggests as if quality and competition are synonymous with private entities. Then no one stops business enterprises and corporate houses to establish educational institutions and compete with likes of JNU, IITs and IIMs. Privatization of higher education promotes pure exclusion based on money power and it is not an exaggeration as many may like to contend. If one has money one can access private institutions. Without money there is no access to these institutions. Some may say individuals can approach banks for loan to fund their education. At least in India no bank gives loan without looking at the repaying capacity of applicant.

In the end the editorial claims that government should focus on primary education and higher education should be left to the private hands

and existing institutions of higher education should be allowed to function with minimum government interference. The whole question of government control, regulation and interpretation is subject to the friction in the sphere of ideology, in the symbolic order which exists in India that accepts socialist scheme of policies. In fact people will be in favour of establishing a welfare state and establishing more and more institutions of higher education. The neo-liberal discourse in the editorial is part of real order which attempts to dent the symbolic order and eventually change it.

The three mutually entangled levels as described by Lacan are simple yet complicated. It is happening at two levels. Real order of reality demands from the powerful position it holds which it acquired in last two decades because of emulation of western policy of privatization, liberalization and globalization changes in symbolic order. Changes in geopolitical landscape perhaps paved the way for most lethal changes in symbolic order. Now it is more a fight for replication of neoliberal ideology in real order while making gradual changes in the symbolic order to accept it as truth. Democratic structure of Indian democracy denies the space for power elites to change the policies immediately to suit their goals or perhaps their definition of making progress. This struggle will continue to take place for many more years to come but can never reach a climax where challenges to it will cease to exist. By bringing all 13 IIM's under the Human Resource Development Council, government intends to improve the existing level and standing of these higher educational institutions known for imparting world class business education. These elite institutions represent the best brains coming out of academics for business entities.

Times of India, a private media house, opposed to any such attempt by the state to involve itself in higher education. It is true that state traditionally has been heavily involved in higher education. In fact, universities used to be exclusively state-owned until recently, and private

sector involvement is new. But in the last decades landscape of higher education has changed considerably. A plethora of institutions came into existence. In comparison to that, expansion of state funding for establishment of institutions of higher education is minimal.

TOI editorial raises hue and cry and dismisses every government effort to regulate higher educational institutions and indirectly suggests that educational institutions can only succeed in imparting world class education, if given a free hand. For neoliberal discourse, state is synonymous with inefficiency and low quality. In these troubled times this paper intends to advance the socialistic or may be welfare oriented structure and interpretation of how higher education system should develop further and function in India.

It also attempts to highlight the dangerous path in which neoliberal ideology wants to pull Indian society which mainly consists of hungry people bereft of any empowering state structure. It's a very large task. Analysis of the TOI editorials in this paper has a limited aim. Language has a key role in this entire affair. Newspaper is all about language. Words provide the capability to individuals to think. Repeated bombardment of specific words attempting to permanently contextualise their meaning to fix specific ideas in people's imagination, has to be identified to capture the reality and identify biases and propaganda.

CONCLUSION

Newspapers are driven by ideological conviction. The editorial taken for analysis does the task assigned to it in quite a visible manner. However, it cannot be denied that people submerged in neo liberal propaganda indulge in right wing rhetoric not out of any conspiratorial intention. This paper also suggests that real order challenges the symbolic order constantly in Indian public sphere almost on all socio-political and economic issues. It's

a pattern which started in early nineties when India started the reforms process. This paper also paves the way to open the newspaper text for Lacanian analysis and its implications on collective consciousness of society.

In the past symbolic order was more socialistic in pattern. Now changes around the world dented it to a great extent. The symbolic order no more seeks a return to the old system of governance where space for the functioning of private industries are reduced to pave the way for state entities to grow. Now it seeks to maintain a balance where welfare character of state has to be maintained while moving ahead on the path of reforms. Both the ideas are contradictory in nature, but society has to find a perfect balance and perhaps a middle way to move ahead. This claim can be challenged and is subject to individual interpretation of past, present and future of India. Imaginary order was similar but the power of industrialists to influence the state has grown manifold in policy making. Their number has increased. Now there are many knights in the game of chess. Policies related to higher education simply represent a fraction of their influence.

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