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The Influence of the Global Health Campaigns on the Coverage of HIV/AIDS, Malaria and Polio in Nigerian Newspapers

SEMIU BELLO

Abstract

This study examines the influence of the global health campaigns on the coverage of HIV/AIDS, malaria and polio in Nigerian newspapers. Newspaper among other mass media, give coverage to health issues to create awareness and inform members of the public, which may facilitate good health outcomes. HIV/AIDS, malaria and polio are three major health problems that are ravaging the socio-economic life of members of Nigerian populace. It is, however, reported by newspaper health reporters in Nigeria that these health problems also dominate health pages in Nigerian newspapers compared to other health issues. The researcher, using survey method, found out from newspaper health reporters that the dominance of HIV/AIDS, malaria and polio on the health pages of Nigerian newspapers is due to the global health campaigns. The health reporters argue that the burdens of these diseases resulted into the ongoing global health campaigns and have consequently widened their media coverage over the years. This, according to health reporters, is reflected in the domination of HIV/AIDS, malaria and polio on the health pages of Nigerian newspapers. This study, however, concludes that, efforts should be intensified by the Nigerian government and other international health and funding agencies to increase the global health campaigns for the purpose of eradicating and reducing the global health problems.

Keywords: HIV/AIDS, malaria, polio, health reporters, Nigerian newspapers, global health campaigns, health.

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INTRODUCTION

HIV/AIDS, malaria and polio are three major global health problems and global scourges (United Nations Children Education Fund, n.d.), which are among the deadliest diseases that are ravaging the socio-economic life of members of Nigerian populace. The deadly nature of these diseases has led to the on-going global health campaigns championed by many international health and funding organisations such as the World Health Organisation (WHO), Centres for Diseases Control and Prevention (CDC) and the World Bank. These global health campaigns have further led to the provision of several funding opportunities to many national governments across the world in order to reduce the menace of many health epidemics in many communities of the world, especially in the developing countries. Given this situation, this study set its central research question: Do global health campaigns influence the coverage of HIV/AIDS, malaria and polio in Nigeria? This question gives the directional path to this study as it defines the entire thesis of the study.

In other words, the study examines how the on-going global health campaigns have influenced the coverage of HIV/AIDS, malaria and polio in Nigerian newspapers. One major importance of newspaper as a medium of mass communication in all societies is the dissemination of information on various issues that affect people in general. Considering the high premium generally placed on health in human society, newspapers disseminate information on health in order to inform, educate and perhaps influence health attitudes and change the health behaviours of members of the public. Health is said to be the state of mental and physical uprightness, and one of the basic components of any society (Agbonifo, 1983). Furthermore, it is averred that "a nation is healthy if the mental and physical needs of the generality of its citizens are adequately met. These needs include good nutrition, elimination

of poverty, hygienic environment, infrastructural facilities such as good water supply and housing, as well as efficient health services and medical personnel" (Agbonifo, 1983, p. 2003). Therefore, researchers in health communication field have over the years, identified newspapers as one major medium of communication health information to the public (Ahmed & Bates, 2013; Rimal & Lapinski, 2009). This is because newspapers involve in-depth analysis, especially through features and editorials, easy access and its durable nature. Scholars in health communication have, therefore, focused attention on the role of newspapers and their advocacy in promoting health information and findings of health research. Rimal and Lapinski (2009) note that one of the main goals of health communication is to disseminate information and educate people about health and disease-related issues. In this regard, newspapers play an important role in health communication because they provide people with access to a wide variety of health-related information. This health-related information includes information on disease symptoms, risk factors, available treatments and recommendations for health promoting behaviours (Rimal & Lapinski, 2009).

The prevalence of HIV/AIDS, malaria and polio in Nigeria: A review

Over the years, the state of the health system in Nigeria has been of concern because the country continues to battle with various epidemics as well as other preventable and curable diseases. Nigeria has recorded a huge loss of lives from these diseases and consequently; it has attracted attention by governments at all levels (within the country). The situation has also attracted attention from the global health agencies like the World Health Organisation (WHO), United States Agency for International Development (USAID), United Nations Development Programme (UNDP) and Bill and Melinda Gates Foundations. The federal ministry in Nigeria also confirms the poor state of the health sector in the country. It states that the health profile of Nigeria in terms of burden of epidemics, like HIV/AIDS, malaria, polio and the general health system are all in a deplorable state. The primary, secondary, and tertiary health care, health policies, structures, facilities, personnel, and the overall health administration are also poorly affected (Federal Ministry of Health, 2009).

This situation, according to the federal ministry of health in Nigeria, is compounded by increasing poverty in the country. "Poverty is keeping more and more people in poor health and so also is the poor health of increasing number of Nigerians retaining them in poverty" (Federal Ministry of Health, 2009, p. 1). Therefore, the nation is at a point where concerted efforts are needed by all stakeholders to improve the health status of Nigerians for sustainable development of the nation at large (Federal Ministry of Health, 20009b).

This study, therefore, reviews the health profile or health situation in Nigeria by specifically focusing on three major diseases- malaria, HIV/AIDS and polio. These three diseases are known as the three global scourges (United Nations International Children's Education Fund, n.d.). Malaria is found throughout the tropical and subtropical regions of the world and causes more than 300 to 500 million acute illnesses and at least one million deaths annually (Carter & Mendis, 2002; Gramicia & Beales, 1998; Najera, 1999). It is estimated that 40 percent of the world's population, the larger proportion of whom are living in the poorest nations of the world, is at risk of malaria (Najera, 2001). Malaria affects five times as many people as Acquired Immune Deficiency Syndrome (AIDS), leprosy, measles and tuberculosis combined (Nabarro & Mendis, 2000). The global trend in health research reveals that malaria is the most prevalent parasitic endemic disease in Africa despite the fact that it is preventable, treatable and curable (Nabarro & Mendis, 2000; Sachs & Malaney), and it remains one of the major health problems in Nigeria (Federal Ministry of Health, 2003). Malaria in Nigeria is yet to improve despite several programmes of actions that have been designed by the government over the years (Federal Ministry of Health, 2012).

It is, however, instructive to note that one of the factors that makes

malaria so prevalent in Nigeria is the climatic condition. The climatic condition makes it easy for malaria transmission throughout the country as Nigeria is primarily situated between 40^{o} and 130^{o} northern latitude (Federal Ministry of Health, 2009). Also, *Plasmodium falciparum*, the dominant species of malaria parasites, are responsible for the most severe forms of the disease, and *Anopheles gambiae* (complex A. gambiaes.s.), the dominant malaria carrier, are both found throughout the northern region (Federal Ministry of Health, 2012). Statistics from the federal government indicate that the country records 70-110 million malaria clinical cases per year and malaria related annual deaths for children under five years of age are estimated at around 300,000 (285,000-331,000). Furthermore, 11 percent of maternal mortality is due to malaria. This has an enormous economic impact of about N132 billion ($704m) lost to malaria annually in the form of treatment costs, prevention and loss of man hours (Federal Ministry of Health, 2009b). The country bears 25 percent of malaria disease burden in Africa. The children and women are the most affected. Malaria accounts for 30 percent of under age-five mortality and contributes to about 60 percent of outpatient visits and 30 percent of admissions annually (Federal Ministry of Health, 2012).

It has also been found that the malaria preventive culture among mothers of under age-five is generally poor across the six geo-political zones in Nigeria (Sachs &Malaney, 2004). The preventive health behaviour against malaria, especially the use of bed net among under-fives, was found to be generally low across the six geo-political zones. Only 10 percent of the respondents in a national study claimed to use bed nets (Federal Ministry of Health, 2003).

Similarly, HIV/AIDS, which is regarded as a global threat, also poses challenges to human development in Africa. In many countries, the epidemic is said to have cut life expectancy and robbed society of millions of people in their prime working years. It has also dimmed the hope of living full and productive lives for unimaginable numbers of infants, children, young and adults (World Bank, 2011). In the global arena, the pandemic of HIV/AIDS has constituted a major health and socio economic challenge for the past three decades. HIV/AIDS has reversed many of the health and developmental gains in the underdeveloped and the developing countries (Federal Ministry of Health, 2012). It is also reported that none of the problems plaguing society in the 21st century- wars, famine or crime, is as threatening to mankind as Acquired Immune Deficiency Syndrome (AIDS). Since its discovery in 1981 by Robert Gallo of USA and Lue Montgnier of France, (Federal Ministry of Health, 2010), the virus has killed more than 33.3 million people in the world out of which Sub-Saharan Africa accounts for 22.5 million (68 percent of the global total). In Nigeria, it is estimated that HIV/AIDS has affected 2.98 million people, thereby making Nigerians the second highest number of people living with HIV/AIDS in the world after South Africa (Federal Ministry of Health, 2010). Furthermore, between 2000 and 2011, the World Bank alone has provided more than $1.5 billion to over 30 countries in Sub-Saharan Africa, including Nigeria to combat the epidemic of HIV/AIDS (World Bank, 2011).

The scourge of HIV/AIDS in Nigeria has affected the social and economic fabrics of the nation thereby impeding the overall progress of the country. Since the first case of HIV/AIDS reported in 1986, the pandemic has continued to evolve with multiplier effects (Federal Ministry of Health, 2010). Retrospectively, in 1991, the HIV prevalence rate in Nigeria was 1.8 percent, 5.8 percent in 2001, 4.4 percent in 2005, 4.6 percent in 2008 and 4.1 percent in 2010. Among the high risk groups, female sex workers constitute an important reservoir of HIV infection for continuous transmission to the general population (Federal Ministry of Health, 2010).

The prevalence of HIV/AIDS in Nigeria has facilitated the re-emergence of disease conditions such as pulmonary tuberculosis and other opportunistic infections (Federal Ministry of Health, 2010). Furthermore, it is found that HIV/AIDS cases are very visible in Nigeria because about one out of every four persons in the country had seen someone with HIV/AIDS or known someone who died of AIDS (Federal Ministry of Health, 2010). Benue State, a state from the north central geo-political zone of the country

has the highest prevalence rate of HIV/AIDS. Among the six geo-political zones in the country, north central has the highest prevalence rate of HIV/AIDS, while the most affected age group is 30-34 (Federal Ministry of Health, 2010).

The case of polio and its epidemic nature in the global arena has been an age-long phenomenon across the world. The pandemic once ravaged the developed countries of the world. For instance, the United Kingdom in 1789 and United States of America in 1843 recorded their first polio cases respectively (Centres for Diseases Control and Prevention, 2009). According to the World Health Organisation (2013c), polio is a highly infectious disease caused by a virus, which invades the nervous system, and can cause total paralysis in a matter of hours. Poliomyelitis, or polio as commonly called, is a disease caused by an enterovirus found throughout the world (Renne, 2010), and one in 200 infections leads to irreversible paralysis (usually in the legs). While five to ten percent of those paralysed die when their breathing muscles become immobilised, it is confirmed that unlike the scourge of malaria and HIV/AIDS, polio has largely been eradicated in many countries of the world (World Health Organisation, 2013c).

In Nigeria, polio seems perpetual as over the years, the pandemic continues to exist. Bill and Melinda Gates Foundation (2013) found that out of the three countries (Afghanistan, Pakistan and Nigeria) of concern, where polio eradication is yet to be achieved, Pakistan has reduced the number of polio cases from 198 in 2011 to 56 in 2012. Afghanistan saw a decrease from 80 to 35 during the same period, but cases in Nigeria increased from 62 in 2011 to 119 in 2012. The long history of Nigeria's struggle with polio is evidenced in traditional linguistic descriptions of polio throughout the country over time (Renne, 2010). For instance, it is called arunaromolaparomolese (literally, a disease that cripples a child's hands and legs) among the Yorubas, in the southwest, *oria ngwulo* (a disease that causes paralysis of limbs, lameness) among the Igbos in the southeast, and cutar Shan Inna (literally, a disease caused by the drinking of Inna) among the Hausas in the north

(Renne, 2010). Because of the prevalence of polio in Nigeria, studies since the 1950s and in the early 1960s started to focus attention on this endemic, particularly when some six European expatriates contracted polio in Lagos, south west Nigeria, which led to the death of two of them (Collis, Ransome-Kuti, Taylor, & Baker, 1961; Paul, 1971).

METHODOLOGY

The researcher adopted a survey method and data was collected through an in-depth interview research tool in order to achieve the goal of the study. The in-depth interview is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, issue, program, or situation (Boyce & Neale, 2006). The in-depth interview tool has been found to be useful in qualitative data collection for certain reasons including, but not limited to, needs assessment, program refinement, issue identification, strategic planning and problem probing (Rubin & Rubin, 2004). The in-depth interview is also appropriate to explore how global health campaigns have influenced the coverage of HIV/AIDS, malaria and polio in Nigerian newspapers. The use of in-depth research technique enabled the researcher to ask open-ended questions that elicited further depth of information from the selected journalists (I.S. Rubin & Rubin, 2004). This approach allowed the selected newspaper health reporters to comprehensively dwell on various questions that the researcher carefully and systematically asked from them.

Population, sample and sampling technique

Sample selection of in-depth interview research is one of the grey areas that no universal technique has been postulated, widely accepted and adopted by scholars. It has therefore continued to generate debates over the years in many academic conferences and journals, which have produced written reports and myriad publications (Baker & Edwards, 2012). However, scholars have generally agreed that sample size in an in-depth interview research is often smaller than what is obtainable in quantitative research methods

(Dworkin, 2012; Ritchie, Lewis, & Elam, 2003). This is because in-depth interviews are often concerned with garnering an in-depth understanding of a phenomenon, thereby focusing on meaning (and heterogeneities in meaning) (Crouch & McKenzie, 2006; Dworkin, 2012), which is often centred on the how and why of a particular phenomenon, issue, process, situation, subculture, scene or set of social interactions (Dworkin, 2012).

Furthermore, scholars have espoused the concept of saturation as a guiding principle in sample selection in an in-depth interview research. Most scholars posit that the concept of saturation is the most important factor to think about when mulling over sample size decisions in an in-depth interview (Mark, 2010). Saturation is defined by many as the point at which the data collection process no longer offers any new or relevant data (Dworkin, 2012). Saturation is attained ‘‘when gathering fresh data no longer sparks new theoretical insights, nor reveals new properties of your core theoretical categories.’’ (Charmaz, 2006, p. 113) The nature of problem being studied, the social setting, the size of population, the research timeframe and the available resources are considerable factors in sample selection in an in-depth interview research (Morse, 2000; Ritchie et al., 2003). A number of articles, book chapters, and books recommend guidance and suggest between five and 50 interviewees as adequate sample (Creswell, 1998; Morse, 1994, 2000). Also, it is contended that five to 25 interviewees are adequate as sample size in an in-depth interview method (Morse, 1994). Other studies posit that at least between six and 15 interviewees should be the smallest acceptable sample size (Bertaux, 1981; Guest, Bunce, & Johnson, 2006).

Therefore, the study employed purposive and snowball sampling techniques to select thirteen (13) newspaper health reporters as respondents for this study. A purposive sampling technique is a form of non-probability sampling frequently used in a social science research, where the decisions concerning the individuals to be included in the sample are made by the researcher based on a number of criteria. These criteria may include specialist knowledge of the research issue, and the nature of the study (Oliver, 2006).

The researcher argues further that the nature of study may necessitate researchers making a decision about the individual participants who will be mostly relevant to contribute appropriate data, both in terms of relevance and depth to the study (Oliver, 2006). Therefore, the researcher selected 13 health reporters as respondents within the 20 existing national newspapers in Nigeria. The researcher selected only one health reporter from each newspaper organisation. The researcher purposely designed a set of criteria that guided him in selecting the 13 newspaper health reporters interviewed for the study. These criteria include:

i. **Health reporting as the current beat**: Individual journalists selected were (as at the time of interview) reporting for health beat or writing for health columns of their newspaper organisations with particular emphasis on the newspapers selected for the content analysis of this study. This criterion was set in order to tap into the current trends in health reporting among health reporters in Nigeria.

ii. **Full time employment**: All the health reporters interviewed were officially employed by one of the national newspaper organisations in Nigeria as a full time staff. A full time staff of any national newspaper is more accountable to the organisation vis-à-vis his professional duties. This, therefore, increases his level of commitment to his duty, thereby increasing his experience on the job. The rationale here is that, the more a journalist is committed to his duty given his status as a full time staff, the more experiences he garners from the field. The researcher in this study considered this criterion essential in the selection of the health reporters that were interviewed.

iii. **Five years of experience in health reporting**: All the health reporters included in the interviews have had in the minimum, five years of work experience in health reporting for newspaper (s) in Nigerian environment. The rationale behind this criterion is that five years of experience of health reporting should be sufficient enough to have made a health reporter a stakeholder, who will be able to discuss the intricacies and the dynamics involved in health reporting. This actually reflected in the course of interviewing all the selected health reporters.

iv. **Journalism training or training in health reporting**: All the health reporters included in the interviews were professionally trained and certified in journalism, mass communication or through short courses in journalism or health reporting. Such a qualification or certificate includes a Bachelor of Arts or Science (B.A/B.Sc), Higher National Diploma (HND), National Diploma (ND), Diploma, Postgraduate Diploma, Advanced Diploma and ordinary certificate.

Having identified the selected health reporters by name through newspaper bylines, there was a need for the researcher to identify and meet them in person to conduct the interviews. To achieve this, the researcher adopted snowball research technique. Snowball research technique is "a form of non-probability sampling in which the researcher begins by identifying an individual perceived to be an appropriate respondent. This respondent is then asked to identify another potential respondent. The process is repeated until the researcher has collected sufficient sample. Snowball is also called 'chain letter' sampling." (Oliver, 2006, p.1) As a qualitative research technique that is more popular in sociological studies, snowball sampling technique is valuable given its potential to take advantage of the social networks of identified respondents, which is capable of generating an escalating set of potential contacts for a researcher (Atkinson & Flint, 2004). Therefore, Atkinson and Flint (2004) define snowball sampling as "a technique for gathering research subjects through the identification of an initial subject who is used to provide the names of other actors. These actors may themselves open possibilities for an expanding web of contact and inquiry." (Atkinson & Flint, 2004, p.1044)

Consequently, the researcher got the phone contact of the health reporter of *The Union Newspaper* through a friend journalist. After the interview with *The Union Newspaper* health reporter, the researcher asked for the phone contacts of other health reporters. This process was repeated with other health reporters until the last health reporter was interviewed. Using structured-questions format, all the interviews were conducted in the offices of the selected health reporters, each of which lasted for an average of 50 minutes to 1hour. All the interviews were tape-recorded with the permission of the interviewees. The researcher singlehandedly transcribed the interviews into texts, which were sent to all the interviewees via their email addresses. By so doing, the health reporters were able to check the texts against any factual errors and confirmed the accuracy of the transcription before the researcher went ahead to analyse the interview data. The table below shows the professional status of health reporters selected for the study.

Table 1:
Selected Health Reporters, Newspapers and Professional Status

SN	Newspaper	Background	Years of experience in journalism	Years of experience in health reporting
1	*The Daily Independent*	Arts	25	25
2	*The Vanguards*	Science	20	20
3	*Nigerian Tribune*	Science	17	17
4	*The Guardian*	Science	16	16
5	*New Telegraph*	Arts	15	10
6	*National Mirror*	Arts	15	5
7	*Daily Trust*	Arts	12	5
8	*The Sun*	Science	11	11
9	*The Hallmark*	Arts	10	5
10	*The Nation*	Arts	8	5
11	*The Union*	Arts	8	5
12	*Business Day*	Science	5	5
13	*The Punch*	Science	5	5

FINDINGS

Newspaper health reporters in Nigeria, identified and confirmed that global health campaigns is a major reason for their attention on HIV/AIDS, malaria and polio in the coverage of health issues. All the health reporters interviewed in this study believe that HIV/AIDS, malaria and polio are well reported by Nigerian newspapers in general. For instance, The *Business Day* (personal communication, August 28, 2014) states that, "the burdens of HIV/AIDS, malaria and polio in terms of mortality and morbidity have increased global health campaigns in the recent past. These campaigns, which often attract media attention in Nigeria as elsewhere, are being championed by various international health and funding agencies." The prominent among them, according to this health reporter and other health reporters interviewed are, the World Health Organisation (WHO), the World Bank and the United Nations Children's Education Fund (UNICEF). Consequently, the *Daily Independent* health reporter (personal communication, September 15, 2014) states that "there have been several grants and funds provided by these international funding agencies to national governments and non-governmental organisations to create awareness about HIV/AIDS, malaria and polio in order to reduce their burdens in Nigeria."

As stated by the *Business Day* health reporter (personal communication, August 28, 2014), "in the case of HIV/AIDS, there have been a lot of grants provided globally for several national governments and non-governmental organisations in order to fight the virus. So, this makes HIV/AIDS to be well reported by the media, including Nigerian newspapers." Furthermore, "the global health campaigns on HIV/AIDS became necessary because of the global concern of the stigmatisation and discrimination of those who are living with HIV" (*Business Day* health reporter, Interview, August 28, 2014). Also, the *Daily Independent* health reporter (Interview, September 15, 2014) states that "the dangers and burdens of HIV/AIDS make global health campaigns necessary, which have largely influenced the level of attention it has consistently received in Nigerian newspapers. This is because Nigeria is not isolated; it is part of the world, and it is influenced by the global trends on health issues."

The *Daily Independent* health reporter (Interview, September 15, 2014) describes malaria as "the number one killer disease in Nigeria because most people are affected severally within a close interval." According to this health reporter, "most people in Nigeria are said to belong to the 'AA blood genotype,' which implies that many people in Nigeria suffer from malaria regularly. This, therefore, makes it a national issue that calls for the attention of the media." (*Daily Independent* health reporter, Interview, September 15, 2014) The health reporter from the *Business Day* puts the issue of malaria disease in a perspective. This health reporter states that "malaria continues to attract national attention because low labour productivity in Nigeria has been tied to malaria. This, therefore, has made malaria to enjoy media attention in Nigeria." (*Business Day* health reporter, Interview, August 28, 2014)

The deadly nature of HIV and malaria, which according to the health reporter from *The Guardian* "can wipe out entire communities, is responsible for the global attention these diseases have received over the years from the media in general." (*The Guardian* health reporter, Interview, August 23, 2014) That same health reporter notes further that "many non-governmental organisations receive funding from international health and funding agencies to create awareness about these health issues and they have to communicate what they are doing. The more they communicate, the more they attract media attention and enjoy media coverage." (*The Guardian* health reporter, Interview, August 23, 2014) Furthermore, the health reporter from *The Union* (Interview, August 3, 2014) emphasises that "as far as Nigeria is concerned, we have two critical health issues that dominate Nigerian newspapers. They are HIV/AIDS and malaria."

The global health campaigns on polio championed by the World Health

Organisation, the World Bank, and The Bill and Melinda Gates Foundation have consistently focused attention on Nigeria in order to completely eradicate the disease in the country and the two other countries currently affected (Afghanistan and Pakistan). The *Business Day* health reporter argues that this disease has attracted more attention in Nigeria because of the religious and cultural beliefs that are attached to it in the northern part of the country. That same health reporter states that "most advocacies have focused on re-orientating people towards changing their beliefs so as to make Nigeria a polio-free country." (*Business Day* health reporter, Interview, August 28, 2014) This resonates with the opinion of *The Union* health reporter (Interview, August 3, 2014) who states that "in relation to polio disease in Nigeria, this is very endemic in the northern part of the country because most of them claim that their religious beliefs do not allow the administration of polio vaccine on their children. There is a religious undertone to the issue of polio in the north, and that is why they prevent their children from taking the polio vaccine." The health reporter argues that "Nigeria would have eradicated polio over the years if religious coloration was not added to it in the north. After all, in spite of our poor health system, Nigeria was able to eradicate guinea worm because it was accepted and supported by all segments of Nigerian society." (*The Union* health reporter, Interview, August 3, 2014)

Furthermore, the *Daily Trust* health reporter and *The Sun* health reporter confirm that Nigerian newspapers have consistently been influenced by the global health campaigns in the coverage of health issues by giving more attention to HIV/AIDS, malaria and polio. This, according to these health reporters, is due to the fact that the United Nations has annual designated dates for each of the global killer diseases such as HIV/AIDS, malaria, cancer, hypertension, and tuberculosis. Therefore, "when those designated health days are coming closer, we are able to get information, updates, breakthroughs and other new things in relation to the health issue in question. This consequently influences newspaper coverage of such health issues at that time." (*Daily Trust* health reporter, Interview, September 15, 2014) It is further noted that "when a disease is of global concern like HIV/AIDS, malaria and polio, every country has a responsibility to take it seriously and the media in general have a significant role to play." (*Daily Independent* health reporter, Interview, September 15, 2104, 2014)

The health reporter from *The Sun* notes that media attention to diseases like HIV/AIDS, malaria and polio on their designated United Nations days is a practical way of participating in the ongoing global health campaigns on these diseases because it is part of the social responsibility of the media in general. According to *The Sun* health reporter (Interview, August 28, 2014), "on such days, if a newspaper does not publish stories on the disease concerned, then the sense of social responsibility of the health reporter and the entire editorial crew of the newspaper is questionable. That is why you have a lot of stories on malaria, HIV/AIDS and other killer disease from time to time." That same health reporter confirms that, "the global campaigns and public awareness on the burdens of HIV/AIDS, malaria and polio continue to influence their coverage in Nigerian newspapers because there are some non-governmental organisations that specifically focus attention on these diseases. This consequently increases the media coverage of these health issues beyond the United Nations designated days." (*The Sun* health reporter, Interview, August 28, 2014) *The Sun* health reporter (Interview, August 28, 2014) further stresses that, "these agencies and non-governmental organisations create awareness at all times by organising events and journalists across the media are invited to cover the events. This increases newspaper coverage of such health issues." Other platforms identified by the health reporters that facilitate the coverage of HIV/AIDS, malaria and polio is the existence of some health professional associations and media groups, which focus attention on some of these health problems, thereby creating awareness about their burdens through the media.

DISCUSSION OF FINDINGS

As found in this study, the global health campaigns through which awareness is created on various diseases and health issues in order to reduce their burden and gradually achieve total eradication in some cases, has a major influence in the newspaper coverage of HIV/AIDS, malaria and polio in Nigeria. According to the health reporters interviewed in this study, the establishment of the World Health Organisation (WHO) and other international health agencies such as the United States Agencies for International Development (USAID) and the Centre for Disease Control and Prevention (CDC), has made the global health campaigns on HIV/AIDS, malaria and polio massive and has consequently influenced the coverage of these diseases in Nigeria. It may be argued that the global health campaigns, which have consistently been championed by several international health and funding agencies over the last few decades, is a testimony to the primacy of health in society. Such global efforts toward the eradication of health epidemics across the world have resulted into some positive outcomes. An example of these outcomes is the influence of global health campaigns on the coverage of HIV/AIDS, malaria and polio in Nigeria. Another example is the professional empowerment that many health reporters across the world have received through health reporting trainings and seminars often sponsored by these international health agencies. It may be contended further that the ongoing global health campaigns on many global health problems, is a re-echo of the classic of the great thinker and philosopher, Aristotle, who espouses that society's obligation to maintain and improve health is grounded in the ethical principle of human flourishing. This principle holds that society is obligated to enable human beings to live flourishing, and thus healthy lives (cited in Ruger et al., 2001).

Similarly, it is critical to state that the ongoing health campaigns against global epidemics have the potential to contribute to societal development in general. This is because if diseases are reduced or eradicated, this will improve individuals' wellbeing in society and can facilitate development. It has been argued that "a nation is healthy if the mental and physical needs of the generality of its citizens are adequately met. These needs include good nutrition, elimination of poverty, hygienic environment, infrastructural facilities such as good water supply and housing, as well as efficient health services and medical personnel." (Agbonifo, 1983, p. 2003) This also resonates with the contention of scholars who emphasise the health status of individual members of society as an integral part of development (Habte, 1983; Hamelink, 1983; Mabogunje, 1980; Sant'Ana, 2008). These scholars contend that development should not only be addressed from an economic point of view of gross domestic product (GDP), gross national product (GNP) and income per capita (Habte, 1983; Hamelink, 1983; Mabogunje, 1980; Sant'Ana, 2008). Rather, the health system and general health status of the citizenry are all key indices in measuring development in human society (Habte, 1983; Hamelink, 1983; Sant'Ana, 2008).

Many of the international health and funding agencies have been involved in massive campaigns to address many global health scourges such as malaria, HIV/AIDS, polio and other global health problems. These campaigns have led to various action programmes such as the Global Malaria Action Plan (GMAP), Roll Back Malaria Partnership (RBM), European Action Plan for HIV/AIDS 2012–2015 (World Health Organisation, 2011); Comprehensive Mental Health Action Plan 2013–2020 (CMHAP) (World Health Organisation, 2013a), Global Vaccine Action Plan 2011–2020 (GVAN), (World Health Oganisation, 2013b) and Global Health Programme (Bill & Melinda Gates Foundation, n.d.). The Bill and Melinda Global Health Programme covers such health issues as enteric and diarrheal diseases, family planning, HIV/AIDS, malaria, maternal, neonatal, and child health, neglected and other infectious diseases, nutrition, pneumonia, polio, tobacco, tuberculosis and global health discovery.

Another piece of remarkable evidence for global health campaigns was the adoption of the Millennium Development Goals (MDGs) in the year

2000 as a blueprint for building a worthwhile human society in the 21st century. This further underscores the primacy of health in human society. Three of the eight goals focus attention on health related issues, namely goal 4: reduce child mortality, goal 5: improve maternal health, goal 6: combat HIV/AIDS, malaria and other diseases, clearly demonstrates the paramount importance of health in society. This study has shown that all these efforts, which are geared towards reducing many health problems, eradicating many other disease conditions and ultimately to improve the health status of individual members of society and the health systems in general, may have influenced the coverage of HIV/AIDS, malaria and polio in Nigerian national newspapers.

CONCLUSION AND RECOMMENDATIONS

It is no gainsaying the fact that the eradication of many global health epidemics will require multifarious approach. These include the efforts of national governments, the expertise and commitment of healthcare providers and professionals, the engagements of health communication practitioners and other important stakeholders in society. However, one major constant approach that consistently proves indispensable is global health campaigns on public health issues. The global health campaigns have consequently widened the exploration of the media in creating awareness about the global epidemics. As indicated in this study, the global health campaigns have influenced the level of attention that the media have given to the coverage of many health issues around the world. Therefore, it is strongly recommended that more efforts should be made by national governments, the World Health Organisation and other international health and funding agencies; to increase the global health campaigns in order to facilitate the eradication of many global health epidemics as this will increase the level of media coverage on the global epidemics.

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An Analysis of the Newspaper Reading Habits of University Students

SHINTO AUGUSTINE

Abstract

Newspapers have decisively influenced the destiny of India as a nation especially during the nationalist movement. India witnessed a newspaper revolution in 1970s and continues to have a very strong newspaper industry. The emergence of new media has brought about fundamental changes to the process and practice of newspaper journalism. The weakening of newspapers is crucial when viewed along with its political importance and fuelling the spirit of nationalism as ascribed by Harold Innis, Marshall McLuhan and Bennedict Anderson. India with the demographic dividend of large youth population treads to the future on the choices of the youths. Their attitude to the newspapers obviously point to the future of newspaper industry in the digital world that is projected as in making. Studies on the information technology point to the fast growing digital landscape of India and this study is on a track of a reality check about the media consumption mode of the youth population of India. The pattern of young people's newspaper reading and the levels of exposure to the news content and newspaper are analyzed in the paper.

Keywords: Newspaper, new media, young readers, newspaper reading pattern.

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INTRODUCTION

The process and technology of media communication have come across immense transformation over these years. New media of every age had weakened the world`s oldest and strongest medium. Print media are at a historical juncture of reinventing its space and significance. Over the last 10 years print media have lost ground in the digital media boom, facing competition from smart phones, IPads, Internet, social media and many other digital media. Many major media houses have closed down in recent years failing to meet the complex competition from the multifaceted possibilities of new media. The innate thrive for survival of the print media industry have led, on the other end, to get renovated to the convergence by making the content available online and in diverse digital forms. Indian print business stood significantly different from the ambience of global scenario. Circulation and readership surveys show the clear positive indication about the print media industry, especially of the newspaper segment. Observations beyond the present hypes might point to the new media potentials overpowering Indian newspapers in the near future as Robin Jeffrey had remarked in his book 'India's Newspaper Revolution' (2001). This paper is an effort to look into the future of Indian newspaper industry against the demographical distinctiveness of the present India. The demographical stature of India depicts a bright dimension of a significant number of youth populations at 362 million, that is the 28% of the total population and is between the age of 10-24 years in 2013. India is home to 1.21 billion people (2011 Census statistics) and has more than 50 per cent of its population below the age of 25 and more than 65 per cent below the age of 35. Right now, its median age is 25 years and it is expected that in 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan. This demographic dividend and its leniency towards new media might have an effect on the future of the newspaper industry of India. The fall of the credibility stake of newspapers and the blemishes like paid news are also significant factors in this discussion. The proposed paper is aiming to track the youth trends towards newspaper as a medium, encompassing the dimensions like the pattern, frequency and the nature of newspaper reading.

LITERATURE REVIEW

Print newspapers had a significant political signature as that had ignited nationalism and the spirit of vernaculars. Marshal McLuhan considered print technology had the power to create "massive groupings by means of vernacular nationalism" (1969, p. 258). Harold Innis also theorize in the same pattern when writing: "The effect of the discovery of printing was evident…hastened the consolidation of vernaculars, the rise of nationalism…" (1951, p. 29) Benedict Anderson states the role of print newspapers as essential for public sphere which provides a platform for rational debate for intelligent citizens. Newspapers create a common language adherent to the emotions of nationalism (Jeffrey, 2009).

Robin Jeffrey (2011) who has widely written about the reality and prospective of Indian newspaper industry speaks of the Indian newspaper revolution between 1977- 1990. The number of the copies has been multiplied along with the availability of diverse content. The design, perspective and functioning process of the newspaper houses evolved positively for the expansion of the medium. The growth of the newspapers has resulted in influencing the way people behaved politically too.

The influx of new media has transformed the newspaper industry in a significant manner as the process and practice of journalism had been moved by it. A great number of readers have shifted towards new media possibilities including the social media with clear variations in the concept about 'news' itself. The emergence of new media has affected the newspaper industry and the online technologies were applied by the newspaper managements (Salman, Ibrahim, Abdullah, Mustaffa, & Mahbob, 2011; Anderson & Caumont, 2014).

Various studies assess the pattern of newspaper reading among youths. The majority is spending less than an hour for daily newspaper reading and prefers reading entertainment and sports news to the political and the ilk. Print version is popular among the youth while compared to the online version. The main source of newspaper reading of the students is self-subscription, followed by university library and students' hostel. Majority of the youth readers prefer regional/local language to English (Majumder & Hasan, 2013; Kumar, Siddiqui, & Singh, 2011). Bankole and Babalola (2011) found that the students preferred libraries for reading newspapers and their priorities were gaining information on public affairs, sporting events and health matters. The goal of newspaper reading was a mix of gaining information and a time of recreation. Researchers had studied the reason for young people' less interest in newspapers across the globe and the findings carry similar pattern. Inconvenience and lack of time appear as two main reasons. Non-availability and crowded public libraries also are attributed as causes with the flux of negative news (Zerba, 2011; Bankole & Babalola, 2011).

A study of Jaume I Univesity of Castellon students, Spain shows a clear decrease in news consumption among young people between 16 and 30 years of age. Three out of every four respondents of the study use social networking sites than any news platforms like newspaper and television. A small 28 % under study read newspaper on a regular basis and reluctance to pay for accessing current news is evident (Casero-Ripollés, 2012).

The reading pattern is influenced by several factors like levels of income, education, age, geographical factors and ethnic background. Home environment is also found as a significant element in influencing the reading habits and frequencies. Parents and elders with regular reading habits and positive influences like home libraries enkindle affinity to reading. The studies have shown that youth are increasingly turning towards Internet for gathering information and the uses hitherto relied on newspaper and magazines (Kwong, Othman, & Rajeswari, 2005).

OBJECTIVES

The newspaper reading pattern can be linked with ones exposure to the reality of the society and to the political statements. Decreasing newspaper reading might be pointing to a more apolitical social reality. New media platforms pose challenges to the newspapers and the youth comprise the

larger segment of new media consumers. Since the young population credit the majority in India, the assessment of their stance to newspaper reading can very well point to the future of newspapers.

- To study the newspaper reading pattern of young people
- To analyze the levels of exposure of the young people to print and new media formats of news
- To examine the reach of the online newspaper among the young people
- To study the choice of the resources by young people in accessing news

METHODOLOGY

Locale of the study is North Karnataka and the sample consisted of post graduate students of Karnatak University, which hosts students from different parts of the region. Karnatak University is situated at Dharwad, the cultural capital of North Karnataka and a major educational hub. The population under study is the post graduate students of 41 departments of Karnatak University, Dharwad, India. This region is frequently referred as backward in development index and as lacking government projects compared to other regions. Karnataka's first Human Development Index for gram panchayats considering 11 indicators spread across three sectors - standard of living (access to electricity, toilets, safe drinking water), health (child and maternal deaths) and education (primary and secondary schooling) show that the districts of North Karnataka persist with poor standard of living, low education and health indicators below the state average (DHNS, 2015).

A sample of 240 students was selected through convenience sampling from four major faculties of education, viz. arts, science, commerce and management with equal number of male and female respondents. Survey method was employed with a structured questionnaire as a tool of data collection. The data was analyzed with the help of descriptive statistics, cross tabulation and chi-square test.

DATA ANALYSIS AND DISCUSSION

The data reveals a clear preference of the young people under study towards print newspapers. 26.7 % of the respondents are from the stream of Science, 28.3% from Arts, 20% from Commerce and 25 % are from the management stream. 96 % of males and the 93 % of the females have the habit of regular newspaper reading (p=.375>.05). A significant majority of 70.8 % of the respondents read only some parts of the newspaper, 20.8 % read most of a newspaper and only 8.3 read the whole newspaper.

Table 1.
Table Showing Frequency of Newspaper Reading by the Respondents

Frequency	Gender		Total
	Male	Female	
Everyday	92 76.7%	44 36.7%	136 56.7%
2-3 times in a week	24 20.0%	60 50.0%	84 35.0%
Occasionally	4 3.3%	16 13.3%	20 8.3%
Total	120 100.0%	120 100.0%	240 100.0%

Table 1 shows the extent of newspaper reading among the students. A significant 56.7 % read newspaper everyday and 35 % read 2-3 times a week. 76% males and 36 % females read newspapers every day, 24 % males and 60% females read newspaper 2-3 times in a week; and 4% males and 16% females read newspaper occasionally. The gender variation in the reading pattern is statistically significant (p=.000<.05). It may be inferred that preference of frequency of reading newspaper is dependent on gender wherein both males and females differ in frequency of reading newspaper.

Table 2- Table Showing Duration of Newspaper Reading

Duration	Gender		Total
	male	female	
<30 minutes	48 40.0%	84 70.0%	132 55.0%
30-60 minutes	56 46.7%	36 30.0%	92 38.3%
1-2 hours	16 13.3%	0 .0%	16 6.7%
Total	120 100.0%	120 100.0%	240 100.0%

Table 2 illustrates the time spent for newspaper reading every day. 55% of the total respondents read newspaper less than 30 minutes every day, and 38.3 % of the respondents read newspaper every day for a duration between 30 and 60 minutes; and a small share of the respondents 6.7% read more than one hour a day. The variation on the duration of reading according to gender difference is statistically significant (p=.000<.05). It may be inferred that newspaper reading is dependent on gender wherein both males and females differ in the amount of time spent on reading newspapers. 50 % of the respondents feel that lack of time is the reason for not reading newspaper long time while 29 % are not interested in newspaper reading and for the rest (20%) newspapers are not available. Among the reasons for reading newspaper, the top of the list is gaining knowledge/general news with about 88 % and gaining local news/information (44%) coming next.

Table 3- Preference of Content

Type of News	Male	Female	Total
News	73.3%	50.0%	61.7%
Celebrity news	10.0%	26.7%	18.3%
Sports	10.0%	3.3%	6.7%
Business	6.7%	20.0%	13.3%
Total	100.0%	100.0%	100.0%

Table 3 exhibits the respondents' choice and preference of reading. A majority 61.7 % looks for news, 18.3 % interested in celebrity news, 13.3 % go for business news and 6.7 % interested in sports related news. The choice of news items significantly differ according to gender difference ($p=.000<.05$). It may be inferred that preference of news content is dependent on gender wherein both males and females differ in their preference of news.

Table 4 Preference of Media Accessing News

Media	Male	Female	Total
Print newspaper	75.0%	73.3%	74.2%
Online newspaper	25.0%	23.3%	24.2%
mobile/apps	.0%	3.3%	1.7%
Total	100.0%	100.0%	100.0%

Table 4 shows the media used for accessing news. Majority of the respondents (74.2%) access news through print newspaper, 24.2 % read news from online newspapers and a meagre 1.7% only employ smart phones as source of news. There is no significant difference in the method of accessing news with regard to gender ($p=.129>.05$). It may be inferred that preference of media for accessing news is independent of gender which means that irrespective of gender people access news through different media.

Table 5- Source of News Accessed

Mode of Media	*Swatch Bharath*	Kashmir Floods	Muzaffarnagar riots	2104 General election results
Print newspaper	68.3%	55.0%	26.7%	56.7%
Online newspaper	8.3%	11.7%	11.7%	13.3%
Social media	15.0%	16.7%	20.0%	16.7%
Friends	3.3%	6.7%	5.0%	5.0%
Television	5.0%	3.3%	1.7%	8.3%
Haven't heard	00.0%	6.7%	35.0%	00.0%
Total	100	100	100	100

Table 5 demonstrates the specific cases of accessing news on four major news events. The respondents were asked how they came to know about four major newspaper headlines of 2014 in order to assess their mode of accessing news. The campaign of '*Swatch Bharath'*, Kashmir floods of 2014, Muzaffarnagar riots of 2013 and general election results of 2014 were the major news events included in the questionnaire. Majority of the respondents got to know about the above said news items from print newspaper (*Swatch Bharath*-68.3%, Kashmir floods- 55.0%, Muzaffarnagar riots - 26.7% , 2104 General election results- 56.7%). After print newspaper, social media occupies the second position as a source of information (*Swatch Bharath*-15%, Kashmir floods- 16.7%, Muzaffarnagar riots - 20%, 2104 General election results- 16.7%). Online newspapers share a small part as the source of information like *Swatch Bharath*-8.3%, Kashmir floods- 11.7%, Muzaffarnagar riots - 11.7%, 2104 General election results- 13.3%). The key source of gathering news according to the observation is print newspaper.

Table 6- Reason for Preferring Online News Consumption

Reasons for preferring online news consumption	Frequency	Percent
Saves Time	66	27.5
Easily Available	114	47.5
Saves Money	60	25.0
Total	240	100.0

Table 6 explains the reason for choosing online news possibilities. The easy availability (47.5 %), saving money compared to subscribing personal copy of print news (27.5 %) and saving time (25 %) are among the motives for liking online news consumption. 71.7 % of the respondents have said that they would like to access online newspapers if they are available and the remaining 23.7% do not like to read newspapers online.

Table – 7 Media Choice for Future

Media	Frequency	Percent
Print newspaper	108	45.0
Online newspaper	104	43.3
Social media	28	11.7
Total	240	100.0

Table 7 represents the possible choice of media for accessing news in the self-deciding future. Several options are restrained in the stage of students' life including the selection of media by several factors like availability of resources, the provisions at public sources like college libraries and the choices of the elders at home. A significant 45 % of the respondents are of the opinion that they would be choosing print newspapers as the source of gathering news in the future of self-dependency. 43.3 % will go online newspapers and only a small 11.7% will look for news and information from social media formats.

The use of new media platforms is increasing among young people of India and the youth are the beneficiaries.

CONCLUSION

Newspapers continue to function as the major source of news and still the traditional affinity to the print version is in the roll. Majority of the respondents have the habit of newspaper reading and about 93% read newspapers frequently. Sizeable portion of the respondents depend on print newspaper and the new media possibilities for accessing news do not have significant impact on the specific population under study. The frequency and the time spent for reading are fair and the majority looks for news and information. Students depend largely on public spaces like libraries for accessing newspaper. Students are interested in the new media oriented news access and, availability and getting initiated to it are the vital factors.

The shift to the new media formats for accessing news is slender

compared to the young population of the West. As per this study, the claims of digital India in making are not in tune with the actual use of technological possibilities for gathering news. The assumption of new media overpowering newspaper, especially the print form, remains to be just a future possibility according to the study. But the shift, though slight at present, points to the revolution of media consumption pattern in the offing.

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Joint Forest Management- A Step towards Decentralised Governance of Natural Resources in Karnataka

JAYANAND HAMBEER DEREKAR

ABSTRACT

The shift in control of forests from people to the state resulted not only in their alienation from their livelihood bases, but also degradation of the forest. For centuries forest dependent communities had shared a symbiotic relationship with the forest, around which their life and culture had developed. But colonial approaches to forest conservation and protection that alienated the inhabitants of forest lands treated them as intruders, rather than participants in management of the forest wealth. It was not until the Forest Policy of 1988 that the concept of co-management of forests was seen as a viable alternative to forest conservation. The Joint Forest Planning and Management (JFPM) programme was the outcome of the participatory forestry approach and was introduced in the country for the first time in 1993, as an alternative to the centralised governance of forests. The JFPM, as the name itself suggests gave an emphasis to the notion of joint management of forest resources by involving local communities, while at the same time giving them a share in forest resources. The Village Forest Committee (VFC) was envisaged as the institutional mechanism for operationalising the JFPM programme. In Karnataka as many as 5006 VFCs have been started under different forestry projects since JFPM was introduced in 1993. However, the VFCs have a long way to go before the intended outcomes of the programme are to be realised. This paper gives a brief historical background of JFPM by bringing out the shifts that have taken place in the forest policies and analyses the role that the programme can play as a mechanism of decentralised governance.

Key words: Joint Forest Management, Natural Resources, Decentralised Governance, Forest Policy, Village Forest Committee, Stakeholder

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INTRODUCTION

Land, water and forests have always been the most prominent natural resources in the world. The large scale expansion of industries has led to mindless destruction of natural resources that have been providing succour for human beings. Since the control over natural resources shifted from the people to the state and its agencies, there has been a virtual erosion of people's rights over natural resources. All over the world there has been a struggle by the stakeholders of natural resources to regain the rights of participation in natural resource conservation and development, but it is only in recent years that the movement for decentralised governance of natural resources has gained momentum (Chambers, 1999; Barmann, 2000; Barman and Farrington, 2003).

As centralised governance of natural resources did not really result in people's engagement, the state itself began to realise that involving local communities and local institutions in natural resource management was a step that had to be taken. It is common knowledge that local users will have an advantage over government agents for several reasons. First, local users have intimate knowledge of the resource. This is especially important where the resources are highly variable over space and time. By living and working in the area, users may also have a comparative advantage over government agents in monitoring resource use and rule compliance. Furthermore, because their livelihoods depend on the resource, local users are often assumed to have the greatest incentives to maintain the resource base over time. With growing pressures to use resources more efficiently, equitably, and sustainably, the optimism that communities or user groups may be able to manage the resources more effectively than government agencies has formed the basis for many programmes that attempt to create or recreate local common property management regimes (Meinzen-Dick, Knox, Place and Swallo, 2002).

Forests are among the richest reserves of natural resources in the world. Though the bio-diversity of forests is maintained and protected by the rich flora and fauna, people who have inhabited the forest and its peripheries have always played a key role in sustaining the life support systems that a forest contains. Over the years forest dwellers as well as forest dependent communities have shared a symbiotic relationship with these rich natural resource reserves by nurturing them and also using them in a sustainable manner. But the gradual alienation of people, especially indigenous communities from the forests led not only to their degradation but also destruction. The most disturbing aspect of this destruction was the resultant natural disasters that claimed both economic resources and human lives. In the name of development, natural resources and those that have sustained them were both side-lined.

Indigenous Communities and Forests

Forests form an integral part of indigenous people's lives. Forest dependent communities looked upon forests as their life source. They depend primarily on minor forest produce for their livelihood. Until state intervention in forest management began, indigenous people lived in harmony with the forest, which was the core point around which their culture was shaped. Forests and indigenous groups sustained each other and the link between the two was symbiotic in nature. For centuries forest dwellers have been depending on the forest for their survival needs such as food, fuel, fodder and shelter. Herbs, barks of trees and flowers have sustained and protected them against illness. This pattern of existence led to the emergence of cultural values and practices that were oriented towards protecting forest resources.

For example, manifested in certain trees, bushes or mountains were their gods and goddesses, most often forest deities. These also protected species, which had great economic value for forest dwelling communities. Thus, the species, on which they depend the most were given a sacred status and preserved. Protected areas came to be known as sacred groves. For forest dependent communities, the forest symbolises life in its manifold manifestations, i.e., home, place of worship, food, employment, income and the entire gamut of their life (Indira, 2002).

Though indigenous communities used the forest and its resources for their survival, they exercised utmost care in ensuring that the forest did not lose its fertility or bio-diversity. To prevent degradation of forests and support regeneration of forestland, forest dwellers frequently shifted their residence and places of cultivation from one region to another. The entire community with their livestock and meagre belongings would move from one place to another so that the land was left fallow, making way for the forest cover to grow back. This, in turn would maintain the ecological balance. Most often, the ecosystem's protection symbolised the continuity of the group itself and hence was enforced with stringent social norms and customs. The cultural gearing of indigenous people for evolving a system, which helped them to strike a balance between their own needs and environmental protection, is most interesting (Indira, 2002). Studies have pointed out that indigenous knowledge is the most effective way of forest conservation. Indigenous method of forest use ensured protection of bio-diversity and natural resources were harnessed. The traditional right of indigenous people over forests, their livelihood sources and their healthy cultural practices were strongly threatened by the shift in the growth oriented economic policies of the British Government. The new approach to forest protection was not to treat the forest as a sustainable resource but as a commercially catering service. With the popularisation of railways, mining and quarrying, Indian forests began to be exploited for timber.

Colonial Forest Policy and Alienation of People

The colonisation of forests actually set the stage for alienation of local communities from the process of natural resource management. The British Government took formal control over India's forests with the setting up of the Department of Forests in 1861. Even prior to this, i.e., in 1855 itself restrictions were being imposed up on the rights of people to use forest resources. This policy gave the colonial government all the power needed to establish exclusive control over forests in different regions of the country. The colonial government "rejected any type of ownership, particularly community ownership of forest. Thus, a ban was imposed on slash and burn and shifting cultivation. This approach, which did not provide any alternate survival strategy for the forest dwellers very effectively, alienated them from forests. Limited use of only patches of forestland was allowed. The fallout of this colonisation of forests resulted in the reduction of indigenous people's access to land resources and the unconditional rejection of their secure usufructary rights and prerogatives. The colonial government's forest policies, which the colonisers declared as scientific management gave way only for monoculture. Timber based demand coupled with implementation of non-viable forest protection programmes resulted in deforestation and degradation. Such an attitude left the forest dependent indigenous people in a state of impoverishment and marginalisation. The impact of deforestation on forest dwellers was very severe. The approach of colonial rules towards indigenous modes of operation as unproductive and barbaric not only displayed a lack of sensitivity on their part but also a clear intention of exploiting the forest for commercial gains" (Indira, 2002).

Around the year 1855 the British government imposed restrictions on the use of forest by local communities. It claimed that forest laws actually protected the forests as well as the people. Local communities who had till then been using forests for their survival, and in the process, also protecting the forest experienced a sense of alienation. Since they did not have access to or knowledge of alternate livelihood strategies, they were totally

marginalised. The forest Acts of 1865, 1878, 1894, 1927 and 1935 were all repressive in one sense or the other. The Forest Act of 1865 empowered the government to declare any land covered with trees as government land. The Act also bestowed the forest administration with the power of judicial enforcement. Anyone who violated the conditions laid down by the Act could be punished. This Act claimed to have public benefit as its central goal. But at the implementation level it never displayed any such pro-people sentiments. The single most important agenda of the colonial government was revenue generation. It cannot also be forgotten that Indian forests served as suppliers of raw materials to many British industries.

The colonial rulers primarily saw the forest as a revenue generating source and a place which could be used for hunting. The 1878 Forest Act gave the government total control over all forestland. This Act also classified forests as *Reserve Forests, Protected Forests and Village Forests.* Such a classification gave the Forest Department additional powers to regulate and also, if required prohibit certain activities in the forests. The 1878 Act placed restrictions on easy access to forest and its produce. The Indian Forest Act which was passed in 1882 brought under the control of the Forest Department all those forest areas , which were hitherto being managed by various civil departments and declared them reserve forests. Passing of these Acts gradually increased the forest area under state control, and hence brought more timber-based revenue to the government.

The gradual alienation of people from the forest in the name of protection and conservation gave way to strong people's movements. The Forest Policy of 1894 only reinforced state control and approved the Acts that had been passed earlier. It justified the action of the government in the name of forest protection and scientific management of natural resources.

Along with other aspects of forest protection for self use (timber) the policy also highlighted the need for effective management of forests. Forests needed to be administered in view of being declared public property and in order to protect and conserve this public property, laying down certain regulations and restrictions was considered essential.

Further, issues of protection of the climate and ecosystem were also stressed and in this process, forests and hill-slopes were brought under state regulation. The policy also very clearly mentioned that as states needed revenue, those forests, which possessed valuable timber reserves had to be managed on commercial lines to fetch revenue for the state. This gave the colonial government unlimited powers of control over forests, besides bestowing on them the right to suppress resistance by people.

In 1927 the government amalgamated all the provisions contained in the Acts hitherto passed and envisaged the passing of a comprehensive forest act. The question of imposing a duty on timber collection was also considered. The Forest Act of 1927 thus became an all encompassing piece of legislation, and after nearly 70 years of independence the provisions of this Act are largely invoked in forest management even to this day. That timber was the main target of the British Forest Policy was evident. Indian forests became regular suppliers of raw materials to British industries. The colonisation of forests led to systematic alienation of indigenous people, whose very survival was interlinked with forests. Soon they were reduced to a state of utter helplessness.

Forest Legislation in Independent India

This situation more or less continued and at times worsened, even after independence. The adoption of the National Forest Policy of 1952 was a clear indication that the colonial attitude of regimentation was continued. Regulation of the rights and privileges of forest dwellers was seen as a necessary step for forest conservation. The non-involvement and non-recognition of the needs of people who were a part of these forests are very clearly reflected in the approach of the National Commission on Agriculture 1976, which upheld the right of the state to regulate the forest produce and prevent people from using forest resources for survival. The Commission was of the view that the "… free supply of forest produce to the rural

population and their rights …. Have brought destruction to the forests and so it is necessary to reverse the process…" The Commission gave the highest priority to production of forests rather than social forests (Chhatre, 1996; Patnaik and Brahmachari, 1996).

Though forests have for long been considered as Common Property Resources (CPR), the series of forest Acts which were enacted right from the time the British took control of the forests did not recognise the concept or practice of common property regime. The forest acts that were enacted in independent India such as the Forest (conservation) Act 1980, the withdrawn Forest Bill 1982, the Forest (Conservation Amendment) Act 1988 and Wildlife (Protection) amendment Act 1991 went a long way in evolving a broad strategy of conservation, which meant great control, greater centralisation and concentration of power in the hands of the state. It was only after the Forest Policy of 1988 was formulated that people's rights over forests came to be recognised.

National Forest Policy of 1988

A new National forest policy was adopted by the Government of India on 7th December, 1988. Its principle aim was to ensure environmental stability and maintenance of ecological balance including atmospheric equilibrium, which is vital for sustenance of all life forms, human, animal, and plant. Increasing forest and vegetable cover, conservation of total biological diversity, provision of fodder, fuel and pasture for areas adjoining the forest to prevent forest depletion and protection and improvement of minor forest produce for the sake of tribal people are the essential attributes of forest management envisaged under the national policy.

Recognition of the symbiotic relationship between the indigenous people and forest was a major development that took place when the new policy was laid down. The laws had hitherto failed in this regard. But the new policy made a sincere effort to restore the old rights to indigenous people and recognised their effective role and association in the protection of forests.

The tribals were given responsibility for the maintenance of trees together with ownership rights over trees. The policy also suggested a solution for the removal of illegal felling leading to deforestation i.e., the replacement of contractors by forest dwellers. It envisaged that family oriented schemes and development programmes must be devised to meet the needs of tribal economy and to raise the status of tribal beneficiaries.

The National Forest Policy 1988 took due care in ensuring that forest dwellers were associated with protection and management of forests. Providing means of subsistence to forest dwellers was another key aspect of the National Forest Policy of 1988. The customary rights and concessions of the forest dwellers had been declared to be protected and maintained. The policy stressed that local communities must be motivated to identify themselves with the protection and development of forests from which they derive benefit. The policy statement categorically expressed a strong desire to tune forest administration with the aspirations of forest dwellers (D'Souza, 2000).

Joint Forest Planning and Management - the Emergence of an Alternative

The National Forest Policy of 1988 recognised people's involvement in the development and protection of forests. It was realised that until a viable alternative to the existing confrontation oriented forest management strategies was devised, the forests would further suffer. In the growing divide between state agencies and people, the forest was the worst hit. Conditions had so emerged, where the Forest Department and the forest dwelling communities were proceeding on parallel lines and in the process, contractors and their agents, timber merchants and poachers were gaining an advantage. Taking people into confidence was the only alternative and it was this aspect which was recognised and accepted by the National Forest Policy of 1988. By 1992 the Government of India had issued guidelines to implement the Joint Forest Planning and Management Programme (JFPM). The main objectives

of JFPM were as follows:

- Protect and maintain the fast depleting forest and water resources.
- Regenerate the already degraded forests.
- Offer forest dependent population a means of subsistence and income generation.
- Empower local communities to take decisions regarding forest use, management and also to ensure their share in forest resources by bestowing upon them usufruct rights over forest lands. The Joint Forest Management experiment indicates a clear shift towards sharing both responsibilities and accountabilities between Forest Department and local communities in the management of forests.

Joint Forest Planning and Management (JFPM) in Karnataka

The Government of Karnataka conveyed its approval to the implementation of the Joint Planning and Management programme in 1993. The JFPM, which was to become operational in the state of Karnataka had the following schemes:

Setting up of Village Forest Committees (VFC) to oversee such aspects of forest management and development as planning and implementation of forest management strategies, protection of forest areas, harvesting and sharing of produce and also creating a Forest Development Fund.

To intensify the activities of JFPM for better protection, development and management of degraded forest lands and other government wastelands the Government of Karnataka passed another order. This order strengthened the VFCs and gave them more powers to share the benefits not only from VFC plantations but also natural forest and plantations that existed prior to the formation of VFCs. The order also laid down guidelines for sharing of forest produce between VFCs and the Karnataka Forest Department as under:

The total proceeds derived from the sale of forest produce shall be shared between Government and the VFC as follows:

1 Non-Timber Forest Produce: 10% to government and 90% to VFC.
2 Other Forest Produce: From the assets created with the help of VFC- 25% to government and 75 % to VFC.
3 From the assets created prior to formation of VFC including older fuel wood, fodder and small timber plantations but excluding teak plantations- 50% to government and 50% to VFC.
4 From the natural growth prior to formation of VFC excluding valuable species of VFCs viz., Sandalwood, Rosewood, Teak, *Honne, Matti* and *Nandi* subject to the provision of working plan prescriptions-50% to government and 50% to VFC.

Out of the share of VFC under the arrangements mentioned above, a minimum of 50% is for the Village Forest Development Fund (VFDF) and the balance would be shared by the members of the VFC as dividends or will go to the VDF as decided by the VFC.

***Tree-Patta* Scheme:** Rights over trees on road sides, canal sides and other similar areas, including urban areas are issued to adjoining land holders or Village Forest Committees by charging a nominal fee of only one rupee per annum. The right over the trees entitles the Patta holder to share the forest produce with the Forest Department. Beneficiaries under the scheme are eligible for 100 per cent usufructs. The final harvest shall be shared between the individual/ institution and the Forest Department in the ration of 75:25.

Scheme of raising Trees on Lands belonging to Institutions, Communities and Government Departments: This scheme is for protection and management of trees on lands belonging to institutions, communities and government departments and is operated on a system of mutual consent. The cost of raising, initial protection and maintenance of plantations for the first three years will be borne by the Forest Department.

However, protection from the beginning till harvest is the responsibility of the concerned institution or community or department with the co-operation of the Forest Department. The usufructs shall be wholly belonging to the institution/community/departments. The net income from the final harvest of trees raised under this scheme will be shared in the ratio of 50:50 between the Forest Department and the concerned institution/community/government department.

Joint Forest Planning and Management (JFPM) in Uttara Kannada

The JFPM programme was first implemented in the Uttara Kannada district in Karnataka. Uttara Kannada is considered the richest forest district in Karnataka state. It has four distinct types of forest, these being Evergreen Forests, Semi Evergreen Forests, Moist Deciduous Forests and Scrub and Thorny Forests. The Western Ghats has divided the district into two parts. Of the 11 taluks in the district five taluks are in the coastal belt and the other six are on the ghats. The district has a land area of 10300 square kilometres. Of the total land area forest accounts for 80 percent. According to the 2011 census data, the population of Uttara Kannada district is 14, 37,169.

The district is divided into six forest divisions- Dandeli, Haliyal, Honnavar, Karwar, Sirsi and Yellapur. The Joint Forest Planning and Management programme was implemented for the first time in the Uttara Kannada district of Karnataka under the aegis of the Western Ghats Forestry Project in the year 1993. In all 575 VFCs have been formed in Uttara Kannada district in the five forest divisions of Haliyal, Honnavar, Karwar, Sirsi and Yellapur under the aegis of the JFPM programme. The first Village Forest Committee in the state of Karnataka was formed in September 1993 in Talagadde village of Ankola Range in Karwar forest division.

Table -1

VFCs formed under JFPM in the Uttara Kannada District

Sl No.	Division	WGFP	CSS	EKAP	KSFMBC	Total
1	Dandeli	0	0	0	0	0
2	Haliyal	52	1	0	40	93
3	Honnavar	81	-	-	47	128
4	Karwar	56	-	-	47	103
5	Sirsi	103	-	-	60	163
6	Yellapur	41	-	-	47	88
	District Total	**333**	**1**	**-**	**241**	**575**
	State Total	**475**	**160**	**3149**	**1222**	**5006**

The Joint Forest Planning and Management (JFPM) programme in Karnataka is two decades old. In the period that has gone by four people centric forest development programmes- Western Ghats Forestry (ODA) Project, Centrally sponsored Schemes (CSS), Eastern Karnataka Afforestation Project (EKAP) and Karnataka Sustainable Forest Management & Bio-diversity Conservation (KSFMBC) Project have been implemented. As many as 5006 VFCs have been formed in the state, the highest number being in Uttara Kannada.

In Uttara Kannada district where JFPM was first implemented only a few VFCs have been able to justice to the core idea of JFPM 'Care and Share' till date. All the VFC members actively took part in JFPM activities during the first two years of the project period but in the succeeding years the participation decreased considerably and in certain VFCs it has touched the zero level. Two typical examples are the VFCs at Shindoli in Jagalbet range and Piregali of Tinaighat range in Haliyal division. In the beginning both the VFCs were considered role models for others and received awards from the Chief Minister of Karnataka for their performance. Such activities as creation of forest plantations, protection of forest from fire, NTFP collection and marketing with support from Karnataka Forest Department were started with great enthusiasm but today the VFCs have virtually become defunct

because of bureaucratic apathy. The promises made to the people during the days of VFC formation were not realised and the VFCs could not sustain the impact of their initial enthusiasm. Since JFPM plantations engulfed common property resources such as '*gomals*' in many villages, VFC members started experiencing a sense of deprivation. Women's voices were generally sidelined in decision making and they did not really experience a sense of involvement. The atmosphere today is not one of great positivity.

CONCLUSION

The JFPM programme no doubt was a step in the direction of decentralising governance of natural resources, but as it has happened in the case of many development initiatives due to a lack of co-ordination between local communities and state agencies, the programme is still far away from meeting its desired end. It is now an appropriate time for the Karnataka Forest Department to evaluate the performance of JFPM and initiate a proactive programme of harnessing the strengths of this people centric initiative.

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Masculinity and Gender Stereotyped Commercials in Hindi News Channels- A Content Analysis

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ONKARGOUDA KAKADE

ABSTRACT

The portrayal of men and women in the television commercials is usually stereotyped. It causes adverse effects on achieving gender equality. The media being the "Fourth Estate" has substantial role to play in promoting gender equality. Our patriarchal society has laid down certain norms specifically on the basis of gender, which forms the gender identities. These gender identities increase manifold when it is portrayed through the media. Repeated portrayal of gender stereotyped messages creates hurdles and widens the gender disparity. Advertisements play a significant role in creating trends and conveying messages and shaping the masses about lifestyle, fashion, behavior, attitudes and help in building opinion. The study has been conducted on 2 Hindi news TV channels using specific codes through constructed sampling for 3 months. Cultivation Theory forms theoretical framework in the analysis. The study reveals the stereotypes reinforced through the selected commercials appearing in Hindi news TV channels during prime time.

Keywords: Television Advertising, Gender stereotypes, Masculinity, Gender Inequality, Women, Hindi News TV Channels.

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INTRODUCTION

Advertisements have an enormous and strong influence on our life as they persuade and create awareness among the receivers. Advertisements are received through various media forms in this fast world - Television, Newspapers, Online, Mobile, social networking and so on. Advertising is said to be the form of communication where the audience is persuaded to purchase goods or avail the services being provided for. As Vikram Doctor and Anvar Alikhan (1997) have said, "Advertising is essentially a thing to induce consumption to make people buy things they do not want." A person persuaded by the advertisements often unknowingly absorbs the “Masculine” ideas. A person imbibes gender roles and notions through society, other social institutions and mass media. Though, women have been achievers and are at par with men in all sectors, yet certain stereotypes generated through the advertisements undermine the role of women played in the society. Invariably, most of the advertisements of men’s products depict women as “sex objects”.

Advertising is said to be manipulative and conveys false or exaggerated messages to consumers and glorifies materialism. It could be argued that advertising is the most influential institution of socialisation in modern society. Advertisements structure mass media content, play a key role in the construction of gender identity, where consumerist values are adopted and it has impact on the relationship between children and parents as it creates unnecessary needs.

The sponsors and marketing agencies cannot do without advertisements as it generates huge revenues. Each film or television programme is sponsored by well-known brands. Historically, advertising was associated with the selling and marketing of goods. However, of late there is seemingly a very thin relationship between the object advertised and the plot of the commercial. Marketing and promotion are integral to the working of a capitalist economy, in which goods have to be sold to consumers within a market place. Advertising is integral to the finances of the media. It is clear that both media and advertisers are interested in reaching audiences.

Masculinity exists in unequal gender based social system, where there is unequal gender division of labor. It refers to possessing of manhood or manliness. The concept is entirely socially created. It is an idea which is created, modified and redefined over time and across different cultures. Masculinity is all about authority, domination, physical toughness and heterosexuality. Masculinity refers to embodying certain standard norms and values. It is association of power. As marketers claim, “Sex sells”, hence, the commercials resort to the age old gendered ideas to connect with the audience. In fact, surrogate advertisements too resort to sell their banned substances by persuading people to consume it and become “manly” and achieve success overnight.

The power of mass media to say has grown manifold with the invention of new technologies especially in the field of communication. Along with culture, customs, traditions or institutions, mass media too has a mammoth task in shaping our perceptions and views regarding social reality. It is a known fact that media continuously feeds messages which may not cover all aspects of reality.

LITERATURE REVIEW

Some advertisements provoke a person to consume, through its captions and punch line. The captions are such which incites a person to take alcohol or tobacco substance to prove that he is superior or classy among the rest. As, Haran Jyotsna Dr., Nepalia Rishi (2013) has stated, “One of the most controversial and ethical issues in advertising is regarding subliminal advertisements. Inserting subliminal messages in an advertisement is an inherently misleading action. It is an attempt to manipulate a person's thinking without the person realizing that any such manipulation is occurring.”

Schroeder Jonathan E. & Zwick Detlev (2004) stated that," Within this system, iconic masculine activities such as shaving the face, driving fast cars, having a hearty appetite, smoking cigars, and drinking liquor are juxtaposed to feminine visions of applying makeup, driving a minivan, eating "light," doing the laundry, and decorating houses."

Pawlica, Widawska (2001) has stated that, advertisers use the male friendship or "buddy narratives" quite often to portray the bonhomie or camaraderie men share over something adventurous and interesting. For instance, friends sitting at a pub relaxing or watching a football match together. But women when shown together are shown to be gossiping or discussing about family. Men are depicted to be taking life more easy and casual.

According to Goffman (1979) the portrayal of men and women in the commercials are involved in different gestures and behaviors which eventually leads to objectification of women.

RESEARCH OBJECTIVES

The main aim of the research study is to understand the frequency and content of gender stereotyped advertisements in Hindi TV news channels.

1. To study how the facets of gender disparity are highlighted and downplayed by the advertisements.
2. To analyze the content of the TV advertisements telecast in Hindi News Channels portraying masculinity.

METHODOLOGY

Advertisements were studied on two Hindi news TV channels- "Aaj Tak" and "ABP News". The commercials of these two channels were studied for three months from January to March 2015. The days were selected through random sampling. Prime time 8.00 pm to 10.00 pm was selected for study. Content analysis is the method of study found appropriate for studying the topic of this nature. It took 624 hrs to extract TV commercials needed for the study. The findings have been analyzed in the context of George Gerbner's Cultivation Theory.

Coding : The following are the codes for analyzing the advertisements:

- Theme
- Stereotype

- Target groups
- Caption
- Role of women

FINDINGS & DISCUSSION

Around 26 commercials have been found to have gender stereotyped elements. Advertisements have immense social responsibility to mould public opinion, yet the certain stereotypes are asserted which is detrimental for the well being of the society. The table - 1 shows the level of stereotype portrayed by the products. The stance adopted by the ad has been determined for each code.

Table 1. Brand and Gender Portrayal in TV commercials

Code vs Brand	Product	Relation Between Theme & Product	Caption	Stereotype Asserted	Role of Women	Target Audience
01.	**Link Locks**	No	*Timeless security, stylish designs*	Women are sex objects	Women as objects, camera focusing on her thighs, chest & posterior area	Everybody
02.	**Airtel My Plan**	No	*The smart phone network*	Man is head of family & decision maker	Women as passive & dominated.	Everybody
03.	**Garnier for Men**	Yes	*Take care*	Manliness	No women	Male product
04.	**Shudh Plus Pan Masala**	No	*Tum mein bhi, main hoo*	Men's camaraderie	Scantily clad, camera focus on chest	Surrogate product
05.	**Nivea Men All-in 1- Face Wash**	Yes	*It starts with you*	Achiever, successful, fun-loving,easy, not complicated as women	Women swooning over	Male face wash
06.	**Ashok Chole Masala**	Yes		Kitchen is women's world	Women cooking happily	Cooking ingredient

07.	**Aeroplane Basmati Rice**	Yes	*Taste the best*	Use of slim, petite girl to sell product	Slim, petite, sexily dressed	Everybody
08.	**Metro Tyres**	No	*Attitude matters*	Adventurous, fun loving, performs dangerous stunts	Object of desire	Everybody
09.	**Intex Aqua Power Mobile**	No	*Yeh sirf smart phone nahi, power phone hai"*	Boys impressing women	Passive, scantily clad, submissive	Everybody
10.	**Pan Bahar Pan Masala**	No	*"Pehchan kamyaabi ki*	Successful, achiever	No women	Surrogate product
11.	**Catch Sabzi Masala**	Yes	*100% Indian women ka match, sirf catch*	Cooking is a woman's job, but lack of time is compensated by masala.	Managing household chores as well her profession	Cooking ingredient
12.	**Old Spice Deodorant**	No	*Mantastic man*	Manliness, youth attained after using perfume & immediately gifted with a female	Seductive, glam doll, submissive	Male deodorant
13.	**Amul Macho Vest**	No	*Bade aaraam se*	Vest helping in fighting villains	Submissive, trophy, pseudo-coy	Male Innerwear
14.	**Shera Vests**	No		Vest helping in defeating villains		
15.	**Maestro**	No	*Such a Boy thing*	Casual, fun loving,carefree, nonchalant. Bike associated with boys	Dominated, sincere, earnest, seeking long lasting relationship	Everybody
16.	**Euro Innerwear**	No	*Accepted by women worldwide*	Innerwear attracts women	Seductress, pseudo-coy,	Male Innerwear
17.	**NP Dishwash Bar**	Yes		Women's job to wash utensils	Homely, managing household chores	Everybody

18.	**Rajnigandha Pan Masala**	No	*Mu mein rajnigandha, kadmon mein duniyaa*	Achiever, decision maker, successful	Dominated, no say.	Surrogate product
19.	**Ralco Tyres**	Yes	*The World is yours* takes risks	Tough, adventurous,	No women	Everybody
20.	**Nivea Men Fresh active Deodorant**	Yes	*It starts with you*	To have girls and achieve overnight success	Submissive, coy.	Male Deodorant
21.	**VI-John Shaving cream**	Yes	*World's largest selling shaving cream*	Smooth shave and get girls swooning immediately	Seductive, submissive, coy.	Male shaving cream.
22.	**J.Hampstead Sutings**	Yes	*A different league.*	Fine Suiting to impress world, a girl gets tempted immediately	Seductive, tempting, biting her lips.	Men's suiting.
23.	**Wildstone Talc**	No	*For men*	Using a women's talcum powder is a sin	Seductive, swooning over the man.	Men's talcum powder.
24.	**Mahindra Centuro**		*It is great to be men*	Women cannot ride particular bike as it is not for "beautiful women"	Sexy, provocatively dressed attracted towards bike she wants to ride.	Bike which can be rode by anybody
25.	**Seagrams Royal Stag Music CD's (Ranveer Singh)**	No	*It is your life, make it large*	Casanova, taking life casually, overnight success	Tempted, coy.	Surrogate product.
26.	**Seagrams Royal Stag Music CD's (Arjun Kapoor)**	No	*It is your life, make it large*	For a regretless life, consuming product is necessary	No women	Surrogate product

"A society that is unable to respect, protect and nurture its women and children loses its moral moorings and runs adrift." (The Hindu- Opinion

Sept, 15 2012). There are very common notions which differentiate women and men on the basis of gender roles. Some of them are like "Men are dogs, women are cats." Women cry over petty issues, men do not cry". More or less these are the basic foundations based upon which advertisers create images which are taken up by the audience. These images persuade audience to believe that using or doing a particular thing will make them man enough or woman enough. Role of women has been changing. Women are managing both household and professional work with efficacy yet the content portrayed through advertisements depict women in poor light. Realistic roles are quite rare.

Cultivation Theory asserts the fact that continuous exposure to the content of television can lead to imbibing those particular notions and executing in real life. Audiences cannot distinguish between "real" and "reel" content and takes everything portrayed in the television to be real. Hence, repetition of certain images and messages force us to believe the same. (Gerbner, 1998).

Mass media has undergone a drastic change both in terms of content and role. It is instituted to serve the basic communication needs of information, education and entertainment. But, the gender layered content as well as discriminating themes and views have played a decisive role in further widening the gap of gender equality. The patriarchal culture does not guarantee and hand over equal rights to its women and the stereotyped images reinforce the notions into the masses. Television as well as advertising together forms a deadly combination of reaching and creating an impact upon the minds of the audiences. Television advertisements are catchy because of its audio-visual effect. Television when it started was primarily a mode of information and education, but of late the sole objective of television has become entertainment.

Male bodies as well as the attitudes are a tool to gain advantage over other sexes. Society ranks men higher as per the physical fitness and capability. The appearance of a giant, muscular strong body conveys the

message that men are the advantaged and the female, weak and dependent. As Kimmel (1996) has expressed, "masculinity is not a matter of the mind, but of the body". Advertisements project male body as a macho, muscular, hunk, for whom girls are swooning over. In the advertisement of *Rupa Euro* Innerwear, the man is seduced by a lady and the climax shows him sporting the underwear and lipstick marks all over. These images show women as vulnerable and the man as the ultimate hero, who is craved for. There is no relation between the product advertised and the characters, theme and plot. *Nivea Men All-in-1* face cream tries to portray that men are very different from women in all aspects, hence a men's face will give them an added advantage and make women fall for their charm.

Media content through advertising reinforces and further accelerates the idea that men are brave, winners, achievers and are independent adventurers. But what is failed to be understood is that products like bike, *scooty*- two wheeler, talcum powder and face wash can be used by anybody and are not gender specific. *Hero Maestro scooty*- two wheeler can be driven by anybody, yet a touch of "Boyish or "Masculine" is added to it. As men are shown to be casual, similarly the *scooty* is also very easy going and casual. Riding a bike through a metro and performing dangerous stunts or due to *Ralco* tyres, impossible destinations and feats can be achieved are conveyed. A men's talcum powder becomes very essential to preserve "Manhood" and behaving like women is objectionable. This is the message which *Wildstone* talc provides for its audience. There is no need to be unnecessarily adventurous or showcase women as objects. Masculine ideas are more often than not interlinked with products, images to enhance consumerism. Generally, the theme of the advertisement and its product has no connection. The body language, attire, lifestyle, image perceived from the models showcased in the commercials render a different persona which deviates from the motto of selling the product.

Here, it is necessary to mention that advertisements are not the sole source of images layered with stereotypes. There are a host of reality shows, soap operas, magazines, feature films and social media content which contribute to the constant depiction of stereotyped images among the audiences. Resorting to stereotypes has always provided that instant trick to build rapport with the audiences and market the product. Advertisements should be more gender sensitive and portray more real images to achieve it.

Ambitious women and traditional home maker images exist in the advertisements, but for men, it is always the muscular, successful, achiever, violent and aggressive who are the penultimate breadwinners and the world is theirs. The cheering and jeering of the women when they see a topless man in an advertisement depicts women as kind of slavish. The advertisements make use of television, film and celebrities from the world of fashion and glamour to attract the audiences. Celebrities dressed up in a provocative manner make them sexy to be gazed at by the audience.

Pan Bahar pan masala or *Shudh* plus *pan masala* are surrogate products. These are dangerous for health, yet when Saif Ali Khan attributes his success to the *pan masala*, it adds credibility to the product. A businessman attributes his flourishing business and his welfare acts in the society to the *pan masala* he consumes and claims that it will keep the world under your feet.

The father is the head of the family in a patriarchal society and is the ultimate decision maker. Hence, Airtel Post paid plan goes by that notion and the children in the commercial try heavily impressing their dad for getting a post paid plan sanctioned. In fact, the mother in the commercial is seen silently nodding and encouraging the child to move ahead and impress the father. This shows that women are not the decision makers and do not have any say. The man in the family has to be lured and persuaded to get anything.

Stereotypes Infused

- An innerwear can provoke and arouse a lady tremendously, that he will be molested and will end up having lipstick marks all over his body.
- Using women's products might be too complicated, to make it easy

one should use *Whitening Facewash.*
- In order to achieve overnight success or girls swarming around, a deodorant is the key to success.
- Women's talcum is a strict no-no and will turn a man into a woman which is disgraceful. In order to preserve the masculinity, and be a "man" one must use men's talcum powder.
- A shaving cream will smoothen the skin and girls will play with the smooth skin of the face.
- A fine suiting will tempt a woman tremendously that she will end up biting her lips seductively.
- A deodorant will also help in regaining the youthful charm of a man besides getting a beautiful girl.
- A long lasting battery mobile phone will lead to closeness between a man and his girl (read physical proximity)
- In order to gain an appropriate postpaid plan, only the father in the family should be tried, persuaded and impressed. In fact, the mother too silently pushes the children to impress the father. The lady has no say in it.
- Using a tyre of particular brand will usher in with attitude, bravery, courtesy, humanity and kindness.
- Consuming a *pan masala* is the key to flourishing success and will keep the world in awe of you.
- Just like while performing Ballet dance, the man takes control of the female dancer, the parts of the door lock are made with utmost care and perfection. The functions of door lock and its stylish appearance, were compared to a woman's body.

CONCLUSION

Traits like shaving, riding fast cars, hitting the gym to build muscular bodies, hairstyle, piercings, behavior, investments, jobs etc are mainly termed to be very masculine. These identities when we encounter through the medium of mass media- like films, print media, online media, new media, social media and so on, it reaffirms the gender roles and the attributes associated with it. Thus, a kind of vicious cycle develops where the society imbibes the images rendered by the media and the media showcases those images prevalent in the society. There is need to break the usual routine gender roles in our society and achieving gender equality. Even though, there are some advertisements which have broken the stereotypes and have been applauded, yet the majority of the advertisements portray the gendered notions of our society. Hindi news channels have the prime responsibility to showcase news, if gender stereotyped advertisements appear in every commercial break during the news hour, then it re affirms the inequality prevalent in our society.

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Impetus and Deterrent Factors: Usage of Social Media for Civic Engagement

HEMDEEP KAUR

Abstract

This is a cross-sectional study analysing the factors affecting the adoption and frequency of online civic engagement by administrators in charge of NGOs. These factors are demographics (Age and Educational qualification), baseline profile (Operational area: rural, urban and rurban) and psychographics (Social Trust and Empathy). Frequency of online civic engagement is divided into three categories such as weekends, weekdays and during projects. It was assumed that respondents have high frequency of online civic engagement during weekends rather than weekdays. During pilot study few respondents mentioned that they use social media for civic engagement when the projects begin. So, a third category was formed to know the frequency of usage during projects. For the purpose of research, 60 NGOs from Chandigarh, Panchkula and Mohali cities were selected and surveyed. Results proved that 'young adult' (below and equal to the age of 40) respondents adopt the social media most for civic engagement than 'adult' (between 41- 60) and 'old' (61+) respondents. On the contrary, analysis proved that age is not associated with the frequency of online civic engagement on weekends, weekdays and during projects. When educational qualification is concerned, data revealed that graduate respondents adopt the social media most for civic engagement than respondents having primary or secondary education. In contrast to these results, it was found that education level has no association with frequency of social media usage for civic engagement. It was hypothesised that NGOs carrying out their major projects in 'urban area' adopt the social media more for civic engagement than NGOs having 'urban' and 'rural' as their operational area. Results show that *there is no association between operational area and adoption of social media for civic engagement as well as frequency of online civic engagement. Regarding psychographics, it was found that 'trust' and 'empathy' have no association with the adoption of social media for civic engagement.*

Keywords: Civic Engagement, Social Media, Non Government Organizations, Demographics and Psychographics

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INTRODUCTION

The current study seeks to examine the use of social media tools for civic engagement by NGOs respondents in the cities of Chandigarh, Panchkula and Mohali. Ehrlich (2000) defines, "Civic engagement as working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and nonpolitical processes" . Though civic engagement can be understood from both nonpolitical and political perspective the current study is taking up the nonpolitical perspective of civic engagement synonymous with 'altruism' and 'volunteerism'.

The reason behind choosing NGOs is that most of these organisations have a social agenda and therefore play a vital role in the development of the country. Even the Planning Commission of India in the 12th five year plan (2012 - 2017) has decided to collaborate with NGOs in almost every project related to 'economic sector, social sector and sustainable growth' such as seed production projects, programmes of provision of rental/ social housing stock for the migrant population, linking science and technology with society, launching clean India campaign, youth development activities such as vocational training, entrepreneurship development, counseling and career guidance, animal welfare, agriculture, education, collecting recyclable material, health services, etc. In the guidelines given to NGOs, commission has asked to set up a cyber user community so that public can interact with these organisations easily and avail the benefits of schemes. So, 'online interaction' or 'engagement' can be possible after the emergence of web 2.0 only because its interactivity features allow users to generate the content. The term 'web 2.0' is formulated with the concept of 'user generated content' because user can generate and alter the content and they can be 'participants'. Social media comes under web 2.0 because it allows users to 'engage' in civic issues. Discussing the importance of NGOs, Vedder (2003) said that NGOs play an important role in development because these organisations fill the spaces left by the Government due to negligence or lack of financial resources. NGOs often speak up in public debates, through lobbying, and organizing campaigns for creating public awareness, raising funds and organizing protests and boycotts. These organisations work in different areas such as planning and implementation of action programs for the protection of environment, help with food and medicine, education, to develop public policies independently and also coordinate with Government. Discussing the importance of ICT, it has been well said that NGOs can use ICT to reveal their mission and work they have done. Even accountability and legitimacy of activities are achieved when NGOs show record of their past activities and future responsibilities and Internet based NGOs can do it very well by using archive section for past performances and having a database with plans for the future. New technology is very useful for NGOs because it allows them to reach volunteers. So, the current study concentrates on the baseline profile of NGOs, demographic and psychographic variables of the heads of the NGOs affecting the adoption of social media for civic engagement and frequency of online civic engagement.

OBJECTIVES OF THE STUDY

1. To determine whether operational area of the NGOs and demographics and psychographics of the NGO's heads prove to be deterrent or impetus

in adopting of social media for civic engagement.

2. To analyse whether age and educational level of the NGO's heads is associated with frequency of online civic engagement.

METHODOLOGY

The present study seeks to examine the use of social media for civic engagement by NGOs. Sample of 60 NGOs headquartered in Chandigarh, Panchkula and Mohali was selected. The data collection tool is structured questionnaire comprising of both open ended and close ended questions as well as rating scales. The scales are used to measure the psychographic profiling. These are tested and recognized pre-programmed scales designed to measure some intangible issues. For the purpose of this study, 'Empathy' was measured by using 'Toronto Empathy Scale' derived from a research paper written by Spreng, N., Mckinnon, M. R., & Levine, B. (2009). The response categories of empathy ranged from strongly disagree to strongly agree. The scores are divided into three categories; low empathy (<=27), medium empathy (28- 54) and high empathy (55+). 'Social Trust' will be determined on a scale derived from the research paper written by Yamagishi, T. (1986). The response categories of trust scale ranged from strongly disagree to strongly agree. The scores were divided into three categories such as low level of trust (<=8), medium trust level (9-17) and high trust level (18+).

Regarding the adoption of social media for civic engagement, respondents were directly asked whether they use social media for civic engagement or not. They were given 'yes' and 'no' response options. Further 'Frequency of online civic engagement' is determined in terms of minutes. It has three categories; time spent on social media usage for civic engagement on a weekday and weekend. While doing pilot study when respondents were asked to mention the minutes they spend on using social media for civic engagement on a weekend and weekday, some said that they use social

media only when any project is started. So, a separate category was formed to analyse the 'frequency of online civic engagement during projects'. During pilot study it was also noticed that some respondents mentioned the time spent on a weekday but left the column of weekend and vice versa because they use social media for civic engagement not on a weekday but on a weekend. So, during data collection respondents were given freedom to leave the column blank if they do not use social media for civic engagement, it may be weekend, weekday or during projects. For analytical purpose the minutes asked were measured in quartiles; low frequency (<20 minutes), low to medium frequency (20- 60 minutes), medium to high frequency (60-120) and high frequency (>120 minutes). Since the primary data was divided into various categories, Chi square was used to draw suitable inference. The questionnaire was analyzed by using SPSS. This study proposed to test alternate hypothesis.

H1: There is an association between adoption of social media for civic engagement and age and educational level.

H1: Respondents who are working in urban areas have high level of empathy and social trust and adopt the social media most for civic engagement.

ANALYSIS AND DISCUSSION

H1: Frequency of online civic engagement is associated with age and education level of the NGO's owners.

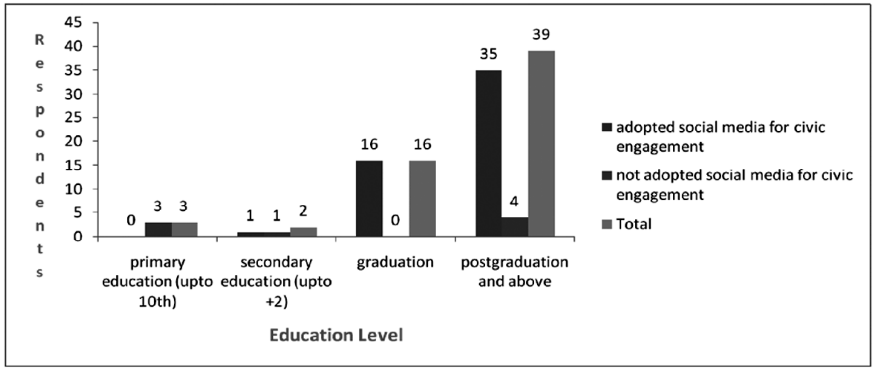
Association between adoption of social media for civic engagement and demographics, psychographics and Operational area of the NGO

Education and Adoption of Social Media for Civic engagement

To know the association between adoption of social media for civic engagement and age, education, social trust, empathy and operational area chi square test was used. While reviewing literature it was found that many researchers proved the association between these variables. Graph -1 shows the results in cross tabulation between education level and adoption of social media for civic engagement.

Graph 1

Association Between Education Level of the NGO's Owner and Adoption of Social Media for Civic Engagement

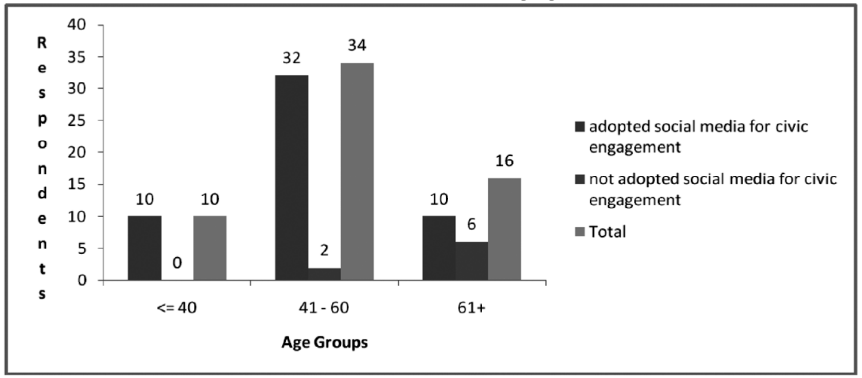


It was hypothesized that those who have attained high education actually adopt social media most for civic engagement than less educated people. The reason is that educated people know how to deal with new technology and use it according to their needs. Chi square was used to check the association between education level and adoption of social media for civic engagement. The p value =.000 is less than .05 which means that alternate hypothesis is accepted and null rejected. So, there is a strong association between two variables. Interpretation of Graph-1 clearly shows that respondents above and equal to the gradation level use the social media most for civic engagement than respondents below the graduation level. Apart from education level, chi square test was also used to check the association between age of the NGO's owner and adoption of social media for civic engagement.

Age and Adoption of Social Media for Civic engagement

Graph 2

Association Between the Age Of NGO's Owner and Adoption of Social Media for Civic Engagement

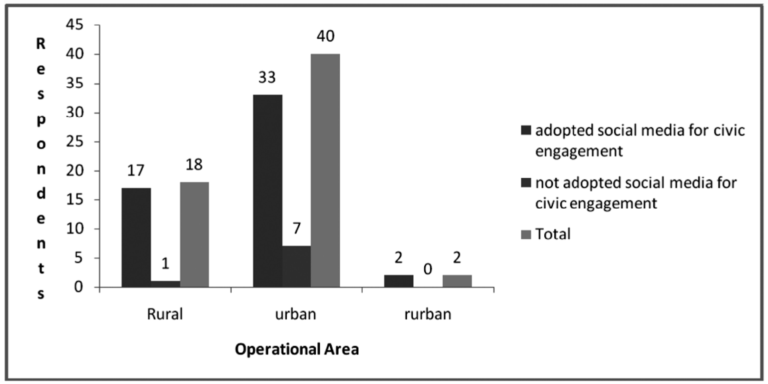


Results reveal that respondents above the age of 60 do not use social media most as compared to the respondents below the age of 60. It is also very clear that respondents below and equal to the age of 40 use social media most for civic engagement than any other age group. Chi square is used to check the association and it has given p value= .004. So, p value is less than .05 which led to the adoption of alternate hypothesis and rejection of null hypothesis. Results prove that there is an association between two variables which means that NGOs having owners below and equal to the age of 40 adopt the social media most for civic engagement.

Operational Area and Adoption of Social Media for Civic engagement

Graph 3

Operational Area and Adoption of Social Media for Civic Engagement



It was also assumed that NGOs in rural operational area do not use social media for civic engagement. The reason is that people living in rural area do not have access to Internet and thus NGOs cannot use social media in rural area as compared to NGOs working in urban and rurban area. Contrary to the assumption, chi square has given p value= .396 which means there is no association between the operational area and adoption of social media for civic engagement. P value is greater than .05 which means that null hypothesis is accepted and alternate rejected. So, there is no association between two variables. Even Graph 3 clearly shows that in the sample 60 NGOs, 18 have rural operational area, 40 urban and 2 rurban. More than 81 percent NGOs from every operational area are using social media for civic engagement. According to IAMAI- IMRB report, urban areas of India has a growth rate of 35 percent with 118 million Internet users. On the other hand, rural India has a growth rate of 100 percent having 25 million Internet users as compared to 2014 (2015 Report). This report also said that social media was the main reason that many people started using Internet.

Social Trust and Adoption of Social Media for Civic Engagement

Table 1 Social Trust and Adoption of Social Media for Civic Engagement

Social Trust & Social Media Usage	*Do you use social media for civic engagement*		*Total*
	Yes	*No*	
Medium Trust Level	23	1	24
High Trust Level	29	7	36
Total	52	8	60

Apart from the demographic variables and operational area of the NGO, it was assumed that low level of social trust also hampers the usage of social media for civic engagement. Social media is all about the interactivity options and those who do not trust others prefer not to use this medium to interact with strangers because online identity of a person can be concealed.

Researchers have supported this notion also such as Uslaner (2000) found that low level of trust discourages civic participation especially on Internet where people do not trust each other because anyone can hide his/ her identity. While Smith (1966) in his study found that those who actively participate in voluntary organisations have high level of trust.

So, NGO owners were asked about their level of social trust towards others. It was assumed that people having high level of social trust use the social media most for civic engagement than those who scored low on social trust scale. It is usual that the person who trusts others can only interact freely with others and use the web 2.0 technology for civic engagement. Chi square was used to check the association between adoption of social media for civic engagement and level of trust. Analysis revealed that there is no association between two variables because the p value= .088 greater than .05. It means that alternate hypothesis is rejected and null accepted.

Empathy and Adoption of social media for civic engagement

Table 2: Empathy and Adoption of Social Media for Civic Engagement

Empathy & Social Media Usage	**Do you use social media for civic engagement**		**Total**
	Yes	**No**	
Medium Empathy Level	6	0	6
High Empathy Level	46	8	54
Total	52	8	60

It was hypothesized that high level of empathy leads to adoption of social media for civic engagement because people having more empathic concern toward others can adopt different ways to help others. Many researchers have also conducted research to find the relationship between empathy and volunteerism. Such as Brunell, Tumblin, & Buelow (2014) have conducted the study to know why people spend time and money on others. Researchers selected the sample from a voluntary organisation and college students who were volunteers. The association between narcissism and empathy, volunteerism and empathy, volunteerism and narcissism was tested. Researchers described narcissism as benefits to the self when people indulge in an activity for self- benefits and leadership. Narcissistic personalities lack humanitarian concerns and they are totally opposite the empathic people. Results revealed that empathic people use skills and knowledge to help others while the narcissistic participated in voluntary activities to build their interpersonal relationships, make new contacts, obtain benefits for their career and avoid guilt or negative feelings. It was also found that narcissistic people lack empathy but empathic people participated frequently in voluntary activities. The reason is that they suffer pain while seeing the suffering of others.

So, on the basis of previous studies it was assumed that empathic people also use social media most for civic engagement. Chi square was used to find the association between two variables. Analysis shows that p value= .311 greater than .05 which means that null hypothesis is accepted and alternate rejected. It shows no association between adoption of social media for civic engagement and empathy. So, the assumption is falsified by the statistical test. Even the Table 2 shows that there were six respondents in medium empathy category and all of them used social media for civic engagement. Similarly most of the respondents scoring high on empathy scale were using social media for civic engagement.

ASSOCIATION BETWEEN FREQUENCY OF ONLINE CIVIC ENGAGEMENT AND AGE AND EDUCATION LEVEL

After analyzing the association between adoption of social media for civic engagement and demographic, psychographic variables and baseline profile of an NGO, it becomes important to know whether these variables also increase the frequency of online civic engagement. So, cross tabulation is done by using SPSS to check the association between demographic variables and frequency of online civic engagement. Chi- square was used

but it cannot check the accurate association here because most of the columns have less than 5 frequencies. Frequency of online civic engagement is analyzed in three different categories such as on weekdays, weekends and during projects only. It is assumed that people spend more time in online civic engagement during weekends than weekdays because of more free time. A third category is about 'usage during projects only'. It is formed because some people do not use social media on regular basis. So, for such people a third category is formed to know how much time they spend using social media for civic engagement when an NGO has started a project.

Table 3: Frequency of Online Civic Engagement on Weekdays and Age and Education Level

Age and Education VS Frequency of online usage		***Frequency of Online Civic Engagement on Weekdays***				Total
		< 30	31 - 60	61 – 120	121>	
Age	< 40	0	1	3	2	6
	41 – 60	5	6	5	7	23
	61 >	2	2	2	2	8
	Total	7	9	10	11	37
Education	Graduation	2	3	3	2	10
	Post graduation >	5	6	7	9	27
	Total	7	9	10	11	37

Analyzing the Table 3 horizontally, it is very clear that respondents above the age of 61 are less in high frequency of civic engagement than other age groups. While not even a single respondent below and equal to the age of 40 comes under low frequency of civic engagement. Chi square has given the p value= .799 which is greater than .05. So, null hypothesis is accepted and alternate rejected. It means that there is no association between two variables. So, age neither hampers nor increases the frequency of online civic engagement. Contrary to the findings of the present study some researchers such as Murray and Harrison (2002) conducted the survey of Canadian citizens to know the status of online volunteering. Discussing the association between demographics and online volunteering, researchers have found out that though youngsters are online most of the time, they participate very less in online volunteering. Nevertheless, Rayness and Walker (2008) said that most of the youngsters use the Internet for civic issues because new technology is easy to use, facilitates multiple languages and provides interactivity options.

While analysing education level and frequency of online civic engagement during weekdays, chi square proves that there is no association between two variables. The p value= .880 which is greater than .05. So, it led to the acceptance of null hypothesis and rejection of alternate hypothesis. Even Table 3 clearly shows that both graduate and post graduate respondents are equal in every category of frequency of online civic engagement. On the contrary to the findings of the present study, Murray and Harrison (2002) found that education plays an important role in raising the level of volunteering because data show that people having high education level volunteer more frequently. While Shah et al (2002) in their study found that high education level leads to more Internet usage which further encourages civic participation. Supporting these results Bergman (2005) said that education level also affects the status of online volunteering because it was found that people having high education level use Internet frequently for community issues.

Table 4: Frequency of Online Civic Engagement in Weekends and Age and Education Level

		Frequency of Online Civic Engagement on Weekdays				Total
		< 30	31 - 60	61 – 120	121>	
Age	<40	2	0	2	1	5
	41 – 60	9	3	7	2	21
	61>	2	2	2	1	7
	Total	13	5	11	4	33
Education	Graduation	4	1	3	2	10
	Post graduation >	9	4	8	2	23
	Total	13	5	11	4	33

The analysis reveals that there is no association between frequency of online civic engagement on weekends and age. Chi square has given the p value= .881 which led to the acceptance of null hypothesis and rejection of alternate hypothesis. So, it is proved that there is no association between two variables. Interpreting the Table 4, it proves that all the respondents from all age groups are very less in high as well as low frequency of civic engagement. Similarly, chi square is used to analyse the association between education level and frequency of online civic engagement. It has given p value= .793 which led to the acceptance of null hypothesis and rejection of alternate hypothesis. Even Table 4 shows that both graduate and post graduate respondents have similar frequency of online civic engagement. So, education level does not hamper or encourage the frequency of online civic engagement.

Table 5: Frequency of Online Civic Engagement During Projects and Age and Education Level

		Frequency of online civic engagement during projects		Total
		60	120	
Age	< 40	0	4	4
	41 – 60	1	8	9
	61>	0	2	2
	Total	1	14	15
Education	Secondary education +2	0	1	1
	Graduation	1	5	6
	Post graduation >	0	8	8
	Total	1	14	15

To check the association between Age and Frequency of online civic engagement during projects, chi square is not used because more than 80 percent of the columns have less than 5 frequencies. Table 5 clearly shows that out of 60 there were only 15 respondents who used social media for civic engagement during projects only. Interpretation of Table 5 proves age and education level do not lower the frequency of online civic engagement because respondents from every age group and of every education level have high frequency of online civic engagement.

FINDINGS

The present study has attempted an interpretative analysis about the impact of demographic, psychographic variables and operational area of an NGO on adoption and frequency of social media for civic engagement. Chi square was used to check the association between these variables and research investigation has revealed that both education level and age of the NGOs is associated with the adoption of social media for civic engagement but it has no association with frequency of online civic engagement during weekends, weekdays and during projects. Results have also proved that operational area, level of social trust and empathy is not associated with the adoption of social media for civic engagement. So, NGOs that are operating in rural, urban or rurban area equally adopt social media for civic engagement. It does not matter whether an NGO's owner has low or high level of social trust and empathy as in both cases he/ she is using social media for civic engagement. Research has proved that few demographic as well as psychographic variables do not hinder or promote the usage of social media for civic engagement but even then social media is important for volunteers. O'Lear (1999) also mentioned the importance of social media in his research. He conducted the research to know that for what purposes grassroots activist groups are using e- mail. He found that this group was using email for the construction of the network for engagement and to generate the activism at both national and international level. Researchers have found that new technologies make the users active participants rather than be passive consumers.

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Indian Business Press and the 2014 Parliamentary Elections – An Analysis of Framing of Economic Policy Issues

B. RAMAKRISHNA

Abstract

In the run-up to the Lok Sabha election of 2014, media coverage was by and large considered to have been favourable to the Bharatiya Janata Party and critical of the incumbent government. This study analysed the framing of news and opinions on economic policy in business newspapers during the six-month period preceding the election. It found that the coverage in four leading business dailies was marginally more positive of the government than it was critical. Using concepts from social construction of reality, it reveals that even when the presentation was positive of the government, the underlying reasons for such coverage were different in different newspapers.

Keywords: Lok Sabha Election, Framing, Social Construction, Business Newspapers

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INTRODUCTION

The 2014 Lok Sabha election has come to be considered a plebiscite on the *Bharatiya Janata Party's* (BJP's) prime ministerial candidate Narendra Modi (Palshikar, 2014). While that speaks of the way Modi dominated the election issues, another running theme of the election was the sustained criticism of the incumbent government – epitomised by phrases ranging from "the most corrupt government in India's history" (CNN-IBN, PTI; 2014) to "policy paralysis" (Jha, Pannu; 2014). As the reports of

Comptroller & Auditor General (CAG) on spectrum allocation set the tone, economic policy matters were particularly in focus through the second term of the UPA led Manmohan Singh government of 2009-2014. As elections approached, political parties, courts, regulators, representatives of the corporate world, the media and, as it later turned out, the voters – all found fault with the government.

While such criticism is legitimate and is part of the contestation essential to a democracy, the question of media representation of the government and its policies is of particular interest. One common case of problematic representation is the phrase 'economic reform', which almost always refers to the policies of privatisation and liberalisation. Because of the connotation of 'improvement' inherent in the word 'reform', policies described as reform are, in a sense, placed beyond question. At another level, 'GDP growth' is used as a sort of unquestionable justification for any policy or action by the government and is uncritically accepted by the news media. These cases illustrate the limitations on policy choices created by the manner in which a policy or an issue is framed in the discourse. It is proposed here to study the characteristics of media content, particularly the way economic policy issues are framed in the business press during the pre-election period.

LITERATURE REVIEW

On Elections and Media Coverage

There is substantial literature highlighting the influence of media coverage during elections. Cappella & Jamieson (1997) found that news frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians. Iyengar (2005) says "unmediated candidate rhetoric" is less and less common as virtually all political communication is now through the media. Particularly, he contends, the actual "framers" of issues are increasingly journalists rather than candidates or political pundits. In India too, the media is seen as a key driver of politics, which became more and more mediated after 1989 (Palshikar, 2014). It has been argued that the power of media to frame electoral issues has become crucial during the elections (Ibid). Jamieson & Waldman (2003) attribute the failure of Al Gore in his challenge to George W. Bush in the contested 2000 US presidential election outcome to the way the issue was framed in the media. Scheufele & Tewksbury (2007) cite the case of Frank Luntz, a US Republican pollster who systematically used the concept of framing as a campaign tool. Luntz identified terms and phrases that resonated with specific interpretive schemas among audiences and helped shift people's attitudes.

On Economy

Varma and Sardesai (2014) notes that the *Bharatiya Janata Party*'s prime ministerial candidate Narendra Modi stressed on economy and development more than his party's supposed plank of *Hindutva* or social conservatism. The paper says Modi repeatedly highlighted his plans to improve infrastructure, address unemployment, and fight poverty, and coined the slogan of "Minimum Government and Maximum Governance". The paper claims that Modi managed to connect to voters with high media exposure with his promise of reducing the role of the state in the economy and his image as a pro-business reformer. According to Suri (2009), there is a consensus among scholars of the political economy of voting that the economic factor explains, as a crude average, about one-third of the vote. Varma and Sardesai (2014) also points to the same effect, though it considers people's exposure to media and does not take into account media framing of policy issues. The paper concludes that, with regard to the 2014 election, electorates with high exposure to media were more likely to support economic liberalisation and to vote for BJP.

Literature also offers a perspective on the prominence given to the economy and economic policies during the election under study. Frankel (2005) marks the late 1970s as the period when the government realised that import-substituting industrialisation as a strategy had been exhausted. It was a period of transition to the new policy paradigm of liberalisation.

Varadarajan (2014) characterises 2014 as a moment of similar transition, as the immediate gains to be made from liberalisation have reached their natural limit. Henceforth, it is said, the path to amass wealth is not through manufacturing but through exploitation of the resources under government ownership (Siddharthan, 2013).

On Framing

Communication research has moved beyond the idea of 'agenda-setting', with its focus on the topics / subjects covered prominently in the media, to 'framing', with its focus on how an issue is presented. The latter approach can reveal latent aspects of media texts. An early study of framing, showed that the way news about social problems was framed affected whether audiences were 'more' or 'less' likely to 'blame the victim' for their troubles (Iyengar, 1991). Similarly, research into the 1991 Gulf War showed that particular ways of framing of news encouraged audiences to endorse military action rather than diplomatic solutions. Menashe & Siegel (1998), who studied the predominant framing tactics used by the tobacco industry in the US, found that the tobacco industry created frame that embodied a central message and theme which was used consistently over time, and was thus more effective than those opposing tobacco. In India, Usharani and Kapur (2011) found that Muslims were framed more favourably in Indian English dailies than in language newspapers.

Theoretical Framework

This study is designed to identify the way the government policies concerning the economy are framed in newspapers so as to be able to say whether the coverage was favourable to the government or critical of the government or as may be the case. The perspective inherent in this aim is that news, and media content in general, is not an objective reflection of social reality but is a selective construction created by the interacting forces of the media, the sources of news and the larger socio-political-economic system. Such a perspective is best supported by the constructionist approach.

In their book, The Social Construction of Reality, Berger and Luckmann say that reality is socially constructed through 'typification', 'objectivation', 'institutionalisation', 'legitimation' and 'social stock of knowledge'. 'Typification' means to be a characteristic or a representative example of something. According to these theorists, we understand reality through typificatory schemes, or by extension, through a continuum of typifications. 'Objectivation' refers to the quality of an idea or expression by which it is capable of being represented in physical products that are then available to others as indices of the creator's idea or expression. Everyday life in society is maintained by linguistic signification of objectivations.

'Institutionalization' results from reciprocal typification of habitualised actions by types of actors. Such typification initially exists *in statu nascendi* between the original actors 'A' and 'B', and has the quality of 'ad hoc conception' of those two individuals. However, it becomes a historical institution with the entry of others who were not part of its creation. The institutions are then experienced as possessing a reality of their own.

'Legitimation' is being able to be defended with logic or justification. The above theorists say that when knowledge of [social reality] is by way of hearsay, the original meaning may or may not be accessible to people in terms of memory. It therefore becomes necessary to interpret this meaning to them in various legitimating formulas. These legitimations offer a protective cover of cognitive and normative interpretation. Since media content is considered to be socially constructed, the problem under study becomes one of identifying (from the selected media content) the typifications, objectivations, actors involved in institutionalising the typifications, and the legitimations.

RESEARCH QUESTIONS

RQ1. What were the most common typifications during the study period?

RQ2. Who played the lead role in institutionalising the typifications: Newspaper / Govt /Private sector / Regulators / Others?

RQ3. What were the common legitimations for: criticism of govt / praise of govt / criticism of corporates / praise of corporates and so on?

METHODOLOGY

Framing analysis

The idea of framing sees news content as carrying embedded social meaning and as reflecting the prevalent organising principles in society through journalists' selection of words, news sources, and metaphors. According to Entman (1993), to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and / or treatment recommendation for the item described. The constructionist paradigm of framing (D'Angelo, 2002) treats frames as interpretative packages or collections of rhetorical devices that sponsors (sources) and journalists use to understand the social world. The focus is on the frame-building process. Identifying the reasoning devices and the cluster of concepts in the narratives, matters to this perspective.

Based on the framing matrix presented by Charlotte Ryan in her book, Prime Time Activism (1999), the following aspects are identified in each story:

- Dominant frame of the story
- Core position (or concise statement of the frame's primary argument)
- Sponsor (the source of the frame)
- Source of the problem as suggested by the frame
- Implied solution to the problem
- Core human value or broad principle to which the frame appeals.

The theoretical concepts from Berger & Luckmann can be mapped onto the methodological terms as follows:

Theoretical concept	In operational terms
Typification	Dominant frame of the story
Objectivation	Policy / action / development' to which the frame is applied
Institutionalization	Sponsor of the frame
Legitimation	Broad principle

Data collection - Stories have been selected from four leading Indian business newspapers as detailed below:

Universe: Four business newspapers, namely, Economic Times, Mint, Business Line and Business Standard published in India were selected.

Sample: Only Front page and Editorial / Opinion pages of each paper were selected for the study.

Period of Study: November 2013 to April 2014

Unit of analysis: Story

Inclusion criteria: News and opinion pieces dealing with actual or expected actions of the government

Exclusion Criteria: Letters to the Editor, Advertisements and Advertorials

Each story was coded as per the following coding sheet:

1. **Frame (to be inferred by the coder):** A frame is a way of packaging and positioning an issue so that it is seen in a certain perspective
2. **Core position (to be inferred by the coder):** Concise statement of the frame's primary argument
3. **Sponsor (to be identified from the story):** The source of the frame
4. **Frame adoption (to be identified):** Whether the frame is attributed to a source.
5. **Source of the situation** (The first source as suggested by the frame, to be inferred)
6. **Is the situation good or a problem** (to be inferred)
7. **Implied consequence** (as suggested by the story, to be inferred)

8. **Broad principle (to be inferred by the coder)**: The core human value to which the frame appeals. Eg., equality, justice, efficiency, etc.

The study was carried out in the following steps:

1. The stories were selected based on the inclusion criteria mentioned above from (i) front page and (ii) Editorial / Opinion pages of each day's edition of each newspaper, month-wise.
2. Each story was coded as per the coding sheet above, as shown in the following example:

Example: **4 days, 11 Coal Blocks, Rs. 52,610 crore: Rich Haul for States From Auction**

Business Line, Feb. 18, 2014

Frame	Core position	Sponsor	Frame Adoption	Source of the situation	Is the situation good / a problem?	Implied conse-quence	Broad principle
Auction as a good policy	Government revenues from mining set to rise	Govern-ment official	Attributed to unnamed government official	--	Good	Higher revenues for gove-mment	Admin efficiency

The frames that emerged from the sample were particular to their respective stories, and too many. To find a pattern in the frames and to answer the research question on the most common typifications, the original frames were then grouped into nine broad categories, namely:

(i) Critical of government
(ii) Positive about government
(iii) Critical of regulators
(iv) Positive about regulators
(v) Critical of private sector
(vi) Positive about private sector
(vii) Favourable economic conditions
(viii) Unfavourable economic conditions
(ix) Policy suggestion

- (iii) and (iv) regulators included Securities & Exchange Board of India (SEBI), Reserve Bank of India (RBI), Forward Markets Commission (FMC) and also various courts because of the essentially regulatory nature of their work.
- (v) and (vi), private sector included private companies as well as private company executives.
- (vii) and (viii) were applied when the frame was not referring to any government policy but to the various indicators of the state of the economy such as inflation, growth rate or trade balance.
- (ix) was applied when the story was making a policy suggestion without primarily being critical or positive about the government or the others.

In the above example, the frame 'Auction as a good policy' would qualify as 'Positive about government'. The broad principles are the grounds on which the story is framed in a particular way. In the above example, the underlying argument may be inferred from the story as the government doing its job well. Hence, the broad principle is coded as 'Administrative efficiency'.

Overall, the following codes have emerged from the sample:

- **Efficiency:** This principle was used in the sense of maximum output for a given input
- **Administrative efficiency:** This was used to indicate a job well done by the government / regulator
- **Growth as priority:** Economic growth as the most important goal
- **Markets decide:** This was used when the underlying argument of the frame is that something should be left to the markets, rather than be decided by the government
- **Public interest:** This includes welfare, democracy, environment, equality, and fairness
- **Pro-business policy / Private interests as priority:** This was used when the frame advocates private sector interests

Inter-coder reliability test

The coding sheet was tested with two coders including this author. For the purpose of assessing inter-coder reliability, percentage agreement was calculated as there is no standard method applicable to this case, where there were no pre-defined categories into which content is coded. (The nine categories of frames mentioned above have been derived from and after initial coding, for the sake of analysis.) Overall, the two coders coded a set of 10 stories from within the sample using the above coding sheet. They agreed on 67 out of 80 counts, which amounts to 0.84, or 84 per cent agreement.

In the absence of a standard method, the percentage agreement by itself may not be adequate. To gain a better picture, the percentage agreement is calculated at different levels. First, the above eight coding 'questions' are divided into groups based on whether they require simple 'identification' or 'inference'. The 'inference' group is sub-divided into primary and secondary inference. A primary inference is one based on identifiable information in the story, whereas secondary inference is an inference based on a primary inference.

Based on these working definitions, codes (3) and (4) are grouped as 'identification codes' as they require identification of source and whether the frame is attributed, respectively, from the given story. Similarly, codes (2), (5), (6) and (7) – namely, 'Core position', 'Source of the situation', 'Is the situation good or a problem', and 'Implied consequence' – are grouped as primary inferences. Finally, the codes (1) and (8) i.e., 'Frame' and 'Dominant principle' respectively, are considered secondary inferences.

The percentage agreement calculated for these three groups is given below:

Identification codes	Agreement	Disagreement
	100%	0
Primary inference codes	75%	25%
Secondary inference codes	85%	15%

This level of agreement between the coders is considered sufficient for the purpose of this study.

FINDINGS AND DISCUSSION

The results of the study are summarized in the tables below:

Table 1. Most Common Typifications (I.E.Dominant Frames) During the Study Period

No	Typification	Mint (N=256)	ET (N=225)	BL (N=276)	BS (N=261)
1	Critical of government	60 (23.4%)	43 (19.1%)	60 (21.7%)	55 (21.1%)
2	Positive about government	62 (24.2%)	47 (20.9%)	65 (23.5%)	43 (16.5)
3	Critical of regulator	15 (5.8%)	11 (4.9%)	24 (8.7%)	17 (6.5%)
4	Positive about regulator	37 (14.4%)	20 (8.9%)	30 (10.8%)	29 (11.1%)
5	Critical of corporate	10 (3.9%)	8 (3.5%)	6 (2.2%)	4 (1.5%)
6	Positive about corporate	0 (0)	1 (0.4%)	2 (0.7%)	0 (0)
7	Favourable economic conditions	22 (8.6%)	23 (10.2%)	23 (8.3%)	23 (8.8%)
8	Unfavourable economic conditions	22 (8.6%)	8 (3.5%)	23 (8.3%)	28 (10.7%)
9	Policy suggestion	28 (10.9%)	64 (28.4%)	43 (15.6%)	62 (23.7%)

The following conclusions may be drawn from Table 1.

(i) In *Mint,* the stories were marginally more positive about government (24.2 per cent) than they were critical of it (23.4 per cent). The trend is the same in *Economic Times* (20.9 per cent vs. 19.1 per cent) and *Business Line* (23.5 per cent vs. 21.7 per cent). *Business Standard* is the exception with 16.5 per cent of the stories positive about government while 21.1 per cent were critical of it.

(ii) When it comes to Regulators, all the four newspapers were more positive about them than they were critical. Similarly, corporates were framed more critically than positively across all four newspapers.

(iii) The proportion of stories with 'favourable economic conditions' frame and the 'unfavourable economic conditions' frame was equal in *Mint* and *Business Line* and roughly equal in *Business Standard*, while in *Economic Times* there were far more 'favourable' frames than there were 'unfavourable' ones.

(iv) *Economic Times* and *Business Standard* used 'policy suggestion' frames more than any other frame.

Table 2. Who Played the Lead Role in Institutionalizing Typifications? (I.E., Sponsors of the Dominant Frame)

	Newspaper	Government	Regulator	Private sector	Others (Columnists, Opposition leaders, etc)
Mint	174 (68.2%)	41 (16%)	14 (5.5%)	7 (2.7%)	19 (7.4%)
ET	197 (89.5%)	7 (3.2%)	2 (0.9%)	1 (0.45%)	13 (5.9%)
BL	204 (72.6)	15 (6.8%)	7 (2.5%)	7 (2.5%)	48 (17%)
BS	239 (91.2%)	4 (1.5%)	2 (0.76%)	4 (1.5%)	13 (5%)
Total	**814 (79.9%)**	**67 (6.6%)**	**25 (2.4%)**	**19 (1.8%)**	**93 (9.1%)**

The following conclusions may be drawn from Table 2.

(i) 'Newspaper' (i.e., journalists) have sponsored the frames for stories in not less than two thirds of the sample in all the four newspapers studied. In theoretical terms, the 'newspaper' played lead role in institutionalising the typifications.

(ii) In *Mint*, the 'government' was sponsor for 16 per cent of the stories, followed by 'Others' including columnists, Opposition party leaders, etc accounting for 7.4 per cent; 'Regulators' for 5.5 per cent of the stories and 'Private sector' for 2.7 per cent of the stories.

(iii) In *Economic Times*, 'Others' sponsored the second largest number of frames (5.9 per cent) after 'Newspaper', followed by 'Regulators' for 0.9 per cent of the stories and 'Private sector' for 0.45 per cent of the stories.

(iv) In *Business Line* too, 'Others' sponsored the most number of frames after 'Newspaper' at 17 per cent, followed by 'Government' for 6.8 per cent of the stories in the sample, while 'Private sector' and

'Regulators' both sponsored frames for an equal 2.5 per cent of stories.

(v) In *Business Standard*, 'Others' accounted for 5 per cent of the frames, while 'Government' and 'Private sector' both sponsored frames for 1.5 per cent followed by 'Regulators' at 0.75 per cent.

(vi) Overall, across all four newspapers, 'Newspaper' sponsored frames for close to 80 per cent of the stories, followed by 'Others' for 9.1 per cent, 'Governemnt' for 6.6 per cent, 'Regulators' for 2.4 per cent and 'Private sector' for 1.8 per cent.

Table 3. Legitimations Used for Each Frame in Mint Newspaper

MINT (Six months)	Efficiency	Admin Efficiency	Growth a priority	Markets decide	Public interest	Pro-business policy/ Private interests
Critical of government	5	26	2	1	16	10
Positive about government	13	24	11	2	14	6
Critical of regulator	0	10	0	0	4	2
Positive about regulator	6	16	1	5	9	3
Critical of corporates	1	1	0	0	4	0
Positive about corporates	0	0	0	0	0	0
Favourable economic Conditions	1	5	11	5	4	2
Unfavourable economic Conditions	0	3	16	0	0	2
Policy suggestion	6	11	3	3	9	3

(Note: Table shows number of instances when a particular frame is justified on the broad principles given in Row 1)

In *Mint*, the paper used 'Critical of Government' frame on four major grounds, namely, Administrative efficiency (43 per cent), Public interest (26.6 per cent), Pro-business policy (16.6 per cent), and Efficiency (8.3 per cent).

It used 'Positive about Government' frame on five grounds, namely, Administrative efficiency (40 per cent), Public interest (23.3 per cent), Efficiency (21.6 per cent), Growth as priority (18.3 per cent) and Pro-business policy (10 per cent).

The 'Critical of regulator' frame was based on Administrative efficiency and Public interest grounds. It used positive about regulator' frame mostly on grounds of Administrative efficiency, Public interest and Efficiency grounds. The paper was 'Critical of corporates' on Public interest principle mostly. It adopted both the 'favorable economic circumstances' and 'unfavorable economic circumstances' frames on the principle of 'growth as priority'. Finally, the 'policy suggestion' frame was underpinned mostly by Administrative efficiency, Public interest, Efficiency, Growth as priority, Markets decide and Pro-business policy.

Table 4. Legitimations used in the Economic Times

Economic Times (Six months)	Efficiency	Admin Efficiency	Growth as priority	Markets decide	Welfare Dem/Env / Equality	Pro-business policy is good/ Pvt interests
Critical of government	8	14	2	2	10	12
Positive about government	9	13	10	0	13	15
Critical of regulator	0	6	0	0	4	6
Positive about regulator	1	15	3	0	2	1
Critical of corporates	0	3	0	0	3	0
Positive about corporates	0	1	0	0	0	1
Favourable economic Conditions	0	6	15	5	2	2
Unfavourable economic Conditions	1	1	10	0	2	0
Policy suggestion	9	24	13	3	13	7

The *Economic Times* was critical of government on grounds of 'Administrative efficiency' (29.2 per cent), 'Pro-business policy' (25 per cent), 'Public interest' (20.8 per cent) and 'Efficiency' (16.6 per cent). It was positive about the government on 'Pro-business policy' grounds (25 per cent), followed by 'Public interest' principle (21.6 per cent), 'Administrative efficiency' (21.6 per cent), 'Growth as priority' (16.6 per cent) and 'Efficiency' (15 per cent). The paper was critical of regulators on grounds of 'Pro-business policy' and 'Administrative efficiency', followed by 'Public interest'. The paper was positive about regulators mostly on grounds of 'Administrative efficiency'. Instances of critical frame applied to corporates had 'Administrative efficiency' and 'Public interest' as underlying principles. The paper used 'Growth as priority' principle to frame stories as favourable or unfavourable economic circumstances, while it presented policy suggestion on grounds of 'Administrative efficiency', 'Growth as priority' and 'Public interest'.

Table 5. Legitimations used in Business Line

Business Line (Six months)	Efficiency	Admin Efficiency	Growth as priority	Markets decide	Welfare Dem/Env/ Equality	Pro-business policy is good/ Pvt interests
Critical of government	13	14	8	2	9	6
Positive about Government	5	23	8	2	22	12
Critical of regulator	3	9	0	1	2	4
Positive about regulator	3	16	1	2	11	3
Critical of corporates	2	0	0	0	2	1
Positive about corporates	0	0	0	0	1	1
Favourable economic Conditions	0	3	15	4	2	2
Unfavourable economic Conditions	1	7	16	3	2	5
Policy suggestion	3	14	7	2	10	9

Business Line was critical of government on grounds of 'Administrative efficiency' (26.9 per cent) and 'Efficiency' (25 per cent), followed by 'Public interest' (17.9 per cent), 'Growth as priority' (15.3 per cent) and 'Pro-business policy' (11.5 per cent). It was positive about government on grounds of 'Administrative efficiency' (31.9 per cent), 'Public interest' (30.5 per cent), 'Pro-business policy' (16.6 per cent) and 'Growth as priority' (11.1 per cent). The paper was both critical and positive of regulators on grounds of 'Administrative efficiency', while there were instances of being critical towards corporates on grounds of 'Efficiency' and 'Public interest'. 'Growth as priority' was the principle for both favourable and unfavourable economic circumstance frames. The paper's policy suggestions were mostly on 'Administrative grounds' and 'Public interest' grounds.

Table 6. Legitimations used in Business Standard

Business standard (Six months)	Efficiency	Admin Efficiency	Growth as priority	Markets decide	Welfare Dem/Env / Equality	Pro-business policy is good/ Pvt interests
Critical of government	12	23	5	0	5	12
Positive about government	2	19	4	2	5	14
Critical of regulator	0	6	0	1	1	5
Positive about regulator	4	21	1	0	9	3
Critical of corporates	1	0	1	0	1	1
Positive about corporates	0	0	0	0	0	0
Favourable economic Conditions	2	4	15	4	1	0
Unfavourable economic Conditions	1	5	18	1	1	4
Policy suggestion	14	15	7	0	15	8

Business Standard was critical of government on the principle of 'Administrative efficiency' (40.3 per cent) and 'Pro-business policy' (21 per cent) and 'Efficiency' (21 per cent). The paper was also positive about the government on 'Administrative efficiency' grounds (41.3 per cent), followed by 'Pro-business policy' (30.4 per cent), and 'Public interest' (10.8 per cent). It was critical of regulators on 'Administrative efficiency' and 'Pro-business policy' grounds, while it was positive about regulators on the former principle (55.3 per cent) and 'Public interest' (23.6 per cent) principles. The paper was never positive about corporates but there were instances of criticism of them on grounds of 'Efficiency', 'Growth as priority', 'Public interest' and 'Pro-business policy'. The paper's frames for favourable and unfavourable economic circumstances were both based on 'Growth as priority' principle, while its policy suggestions were made on grounds of 'Administrative efficiency', 'Public interest' and 'Efficiency', followed by 'Pro-business policy' and 'Markets decide'.

Table – 7 Summary of the Most Used Broad Principles in Each Newspaper

News paper	Efficiency	Admin Efficiency	Growth as priority	Markets decide	Public Interest	Pro-business policy / private interests
Mint	32 (11.6%)	**96 (34.7%)**	44 (15.9%)	16 (5.7%)	60 (21.7%)	28 (10.1%)
ET	28 (10.5%)	**83 (31.1%)**	53 (19.8%)	10 (3.7%)	49 (18.3%)	44 (16.4%)
BL	30 (10.3%)	**86 (29.5%)**	55 (18.9%)	16 (5.5%)	61 (20.9%)	43 (14.7%)
BS	36 (13.2%)	**93 (34%)**	51 (18.6%)	8 (2.9%)	38 (13.9%)	47 (17.2%)

Table -7 shows, *Mint* based its frames mostly on principles of 'Administrative efficiency' and 'Public interest', followed by 'Growth as priority', 'Efficiency' and 'Pro-business policy'. In *Economic Times*, the principle of 'Administrative efficiency' supported most of the frames, followed by 'Growth as priority', 'Public interest', 'Pro-business policy' and 'Efficiency'. In *Business Line*, the frames were based on 'Administrative

efficiency', 'Public interest', 'Growth as priority', 'Pro-business policy', 'Efficiency and Markets'. In *Business Standard*, 'Administrative efficiency' is the most used principle followed by 'Growth as priority', 'Pro-business policy', 'Public interest' and 'Efficiency'. In all the four newspapers studied, 'Markets' were the least used as the principle to support a frame.

CONCLUSION

Based on the above analysis, the coverage can be said to be marginally more positive towards the government about which it was critical. This was the pattern across *Mint*, *Economic Times* and *Business Line*, while *Business Standard* was more critical of government than positive. With regard to regulators, the coverage in all the four newspapers was significantly more positive than critical. When it comes to corporates, all four newspapers were critical of corporates with a very small number of instances being positive about them. Around a quarter of the coverage in *Economic Times* and *Business Standard* was presented as neutral policy suggestions, while such coverage in *Mint* and *Business Line* was significantly lower, and closer to a tenth. This suggests that the coverage was not particularly critical of the government, with roughly equal proportion of positive and critical framing.

Further, close to four-fifths of the coverage in all four newspapers put together had journalists themselves as sponsors of the frame, followed by 'Others' which includes columnists, opposition politicians, etc. This indicates that business newspapers largely framed the news themselves, with only a small proportion of stories involving the frames adopted from sources. Only in *Mint* were the frames adopted from 'Government' more frequently than 'Others' including columnists, politicians from other non-ruling parties, etc.

While the papers were marginally more positive about the government overall, interesting details have emerged in terms of the principles or the grounds on which the frames were positive or critical, in different newspapers. In *Mint*, most of the frames used 'Administrative Efficiency' (in the sense of whether the government has done its job well) as the legitimation or broad principle both when they were critical of government and when they were positive about it. The *Economic Times* was positive about the government mostly on grounds of 'Pro-business policy'. *Business Line* was positive about government on grounds of both 'Administrative efficiency' and 'Public interest'. This indicates that even when newspapers are positive about the government, they were so for different reasons.

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Understanding the Corporate Social Responsibility Enigma: What Businessmen Owe to Inclusive growth

NANJUNDA

Abstract

Corporate Social Responsibility (CSR) has wide implications for the development of a country. It reduces dependency on the government for social expenditure and helps speedy inclusive growth. The scale of CSR emerged significantly in the last decade in India. Since business houses do business in society, it is their obligation to share small portion of the profit for betterment of society. To relate fundamental business philosophy to make CSR sharper, smarter, and focused is what really matters. However, critics are emerging on the recent Government bill on CSR which makes it mandatory on the part of the companies to spend small portion of their profit for social causes. Some of the Indian corporate giants like Infosys, WIPRO and TATA, have become a kind of role model in CSR activities in India. Some of them have really done wonders in the selected social sectors which help speedy inclusive growth. Also some reputed companies are spending more than 15-20% of their profit for social service! Though various Indian organisations are involved in CSR activities; it is not enough when compared to their actual financial capacity. In addition, companies have institutional and other problems in having CSR policies. Further, some companies are doing CSR activities to escape from the different taxes to be remitted to the Government. Against this backdrop, this paper is to discus the role of CSR for rapid inclusive growth of the country.

Keywords: Corporate Social Responsibility, Inclusive growth, Social Expenditure, Business

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INTRODUCTION

Corporate Social Responsibility (CSR) is referred to as a business responsibility and an organisation's actions on environmental, social, ethical and economic issues of its surroundings. It is usually described in terms of a company considering, managing and balancing the economic, social and environmental impact of its activities. A business organisation cannot work in isolation and the extent to which it should consider the environmental, ethical and social issues, foregoing a part of its profit for the betterment of society as a whole seems logical. A company which fails to do so is jeopardizing its commercial future. In India, the ethical and moral model initiated by Mahatma Gandhi during 1930s is well known which affirmed the responsibility of family-run-businesses conducting social and economic activities. Corporate social responsibility has no standard definition. However, we can generally define that it is a type of contribution from the corporate houses out of their huge profit to various aspects of social development of society. They have to address the needs of the share holder's demands as well.

Corporate houses or business companies are not charitable institutes. However, sometime they may need to fulfill corporate accountability, responsibility and stewardship. Through their social interventions, they also get branding. Good CSR increases reputation and branding of any business house. CSR has been defined variedly. The World Business Council for Sustainable Development defines CSR as "Making Good Business Sense". Further World Business Council for Sustainable Development (WCSD) defines "...CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and society at large". "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" (Holme & Watts, 2010).

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

The Business for Social Responsibility defines CSR as, "Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. CSR is...more than a collection of discrete practices or occasional gestures, or initiatives motivated by marketing, public relations or other business benefits. Rather, it is viewed as a comprehensive set of policies, practices and programs that are integrated throughout business operations, and decision-making processes that are supported and rewarded by top management".

Even under global economic recession India's economy is fast growing at the rate of 8.3%. Indian market is an attractive center for many global companies for huge investment. India's recent economic reforms have resulted in increasing foreign direct investments to the country. It has given an opportunity for more companies to enter India and we can expect more CSR activities in the days to come. With globalisation, CSR is getting a new concept. CSR has given a new brand image to the companies for their market. Association with social relevant causes should not be just for tax exemption exercise of the companies. Some study reports have revealed that in a severely poverty stricken country, illiteracy and other serious problems, government alone cannot solve them. Whatever rules the Government brings, the obligation must be beyond statutory. Companies must voluntarily be involved with strong social commitment. It is also found that majority of Indian customers would welcome the involvement of companies in social issues and are ready to pay more for their products (Gupta & Sharma, 2009). CSR activities may be classified into two categories:

1. CSR activities by the corporate giants
2. CSR activities by the small and medium scale enterprises

This classification will be based on commitment and transparency maintained inside the companies. India has made CSR mandatory to promote social development. On April 1, 2014, the Government of India has notified in the Companies Act relating to CSR that the companies with at least Rs.5 crore net profit or Rs.1000 crore turnover will have to spend 2 percent of their three-year average annual net profit on CSR activities in each financial year. This bill has evoked mixed reactions from many corporate giants across the country. Some of them have welcomed the decision while others have criticized the move. Even though the intention of the Government is good, before finalizing the bill, business houses should have been consulted and their opinion sought and this reform could have been done more democratically.

The Modern CSR - the Strategist - the Five Stages of Organizational Learning

Stage	What Organizations Do	Why They Do It
DEFENSIVE	Deny practices of outcome and responsibility	To defend against attacks to their reputation that in the short term could affect sales, recruitment, productivity, and the brand
COMPLIANT	Adopt a policy-based Compliance approach as a cost of doing business	To mitigate the erosion of economic value in the medium term because of ongoing reputation and litigation risks
MANAGERIAL	Embed the societal issue in their core management processes	To mitigate the erosion of economic value in the medium term and to achieve long term gains by integrating responsible business practices into their daily operations
STRATEGIC	Integrate the societal issue into their core business strategies	To enhance economic value in the long term and to gain first-mover advantage by aligning strategy and process innovations with the societal issue
CIVIL	Promote broad industry participation in corporate responsibility	To enhance long-term economic value by overcoming any first mover disadvantages and to realize gains through collective action

Source: The Path to Corporate Responsibility, 2014 Harvard Business School Publishing Corporation

Strand (1983) argues that the ‘ three dimensions of responsibility; responsiveness and response are fundamentally linked to form a system of corporate social involvement for the social development. Social responsibilities are determined by society, and the tasks are:

a) to identify and analyze society’s changing expectations relating to corporate responsibilities
b) to determine overall approach for being responsive to society’s changing demands
c) to implement appropriate response to relevant social issues’.

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

Community	1. Generous financial donations 2. Innovative giving 3. Support for education and job training programmes 4. Direct involvement in community projects and affairs 5. Community volunteer programmes 6. Support for the local community 7. Campaigning for environmental and social change 8. An employee led approach to philanthropy 9. Efficient and effective community activity
Environment	1. Environment Policy 2. Materials policy of reduction, reuse and recycling 3. Monitoring, minimizing and taking responsibility for releases to the environment 4. Waste management 5. Energy conservation 6. Effective emergency response 7. Public dialogue and disclosure
Employees	1. Fair remuneration 2. Effective communication 3. Learning and development opportunities 4. Fulfilling work 5. A healthy and safe work environment 6. Equal employment opportunities 7. Job security 8. Competent leadership 9. Community spirit 10. Social mission integration
Customers	1. Industry-leading quality programmes 2. Value for money 3. Truthful promotion 4. Full product disclosure 5. Leadership in research and development 6. Minimal packaging 7. Rapid and respectful responses to customer comments/concerns 8. Customer dialogue 9. Safe products
Suppliers	1. Develop and maintain long-term purchasing relationships 2. Clear expectations 3. Pay fair prices and bills according to terms agreed upon 4. Fair and competent handling of conflicts and disputes 5. Reliable anticipated purchasing requirements 6. Encouragement to provide innovative suggestions
Share holders	1. Good rate of long-term return to shareholders 2. Disseminate comprehensive and clear information 3. Encourage staff ownership of shares 4. Develop and build relationships with shareholders 5. Clear dividend policy and payment of appropriate dividends 6. Corporate governance issues are well managed 7. Access to company’s directors and senior managers 8. Annual reports provide a picture of the company’s performance 9. Clear long-term business strategy 10. Open communication with financial community

Source: Spiller, R.: 2000, ‘Ethical Business and Investment: A Model for Business and Society’, Journal of Business Ethics 27, 149–160.

CSR and Inclusive Growth

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

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

Business houses are also playing an important role in the overall social development process of the country. This is due to the policy adopted by the companies themselves. Many Indian Companies have grown in size and capabilities conducting development policy and innovative programmes in the field of health, livelihood, education, micro-financing, and income generation programmers. These programmes have also made important contribution in the effort to eradicate various social problems as these are all closely intertwined with the rapid inclusive growth of the country. There are some reports showing rapid inclusive growth is possible with more participation by the private sectors. However, unless big companies make

significant improvement and constructive changes in promoting philanthropic behaviors, their best efforts may not prove sufficient for ending various problems being faced by the larger section of society. Meanwhile the companies have started focusing on the middle and lower income group markets and have embraced inclusive growth.

Some of the big corporate entities like Infosys, WIPRO and TATA have become role models in CSR activities in India. TATA group spends more than 40% of its profit for social service. Even though recent bill on CSR of the government is a good move, we can’t completely depend only on corporate interventions in social issues. Government cannot escape from its responsibility. Public enterprises in India have already been spending upto 5% of its profits for social causes. Corporate can initiate their own social projects or they can join hands with NGO’s. The need of the hour however is to make the local business houses comprehend their obligation towards giving back to the society. The crack seems to lie in the understanding and positive reception of the importance of CSR in the overall scheme of things. Another broad comparative study was made on 232 major corporations, from among the *Fortune* 500, to determine how and to what extent they were involved in social programmers. This research indicated that the greatest involvement in social programmes concerned quality control to meet consumer expectations, anti-pollution activities, and employment and training. Motivations for social programmes were probed and the conclusion was that enlightened self-interest was the most important motive for social action in urban and consumer affairs.

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

The development debate associated with FDI is now extended to CSR. The proponents of CSR generally hail voluntary initiatives as a pragmatic and innovative way of enhancing the contribution of MNCs to inclusive development. Many also regard such initiatives as an alternative to government regulation, which is often seen not only as unfriendly towards business but also as difficult to implement, particularly in developing countries. Major portion of criticism of CSR has centered on two main concerns: first, many CSR initiatives amount to "greenwash", or attempts to disguise what is fundamentally business-as-usual; and second, that CSR is a indisputable effort on the part of big business to get better social, environmental conditions leading to inclusive growth (Utting, 2003).

Indian business houses have gained experience in the field of CSR and that is very much obvious from the range of CSR programs that have been undertaken in the last decade. CSR has moved beyond pure charity and philanthropy and has slowly creeped into a professional phase demanding inclusion of CSR into company policy and strategy. The companies have started focusing on the middle and lower income group markets and have embraced inclusive growth. Hundreds of millions of low income groups will be ready consumers if the affordability and income and livelihood generating needs are fulfilled. Bringing products and services to remote parts of the country and to low income people in both urban and rural areas has become much more than a way to fulfill corporate social responsibility. "Inclusive

growth is now a business opportunity. The above mentioned cases of Inclusive growth are an excellent demonstration of the innovation that Indian companies can bring to help create inclusive growth domestically and another example for businesses operating in any market of how inclusive business models can have development impact and create commercial success" (Bhujbal and Sharma, 2011).

CONCLUSION

Companies' social involvement plays a vital role for rapid inclusive growth and to eradicate social exclusion in the society. Companies' social presence through social business will help in increasing stronger financial performance, social accountability, reputation and branding. This is the time to think to involve small and medium scale industries in the activities of CSR as every business house should give evidence of social responsibility. CSR is a gold mine and it offers opportunities for small players to make their presence felt in the society. It is also an opportunity to share skills with the local NGO's for the welfare of the humanity. Orienting, educating and training the NGO's will help in addressing many social problems. There is still a need of CSR in some untouched sectors including human rights, poverty eradication, rehabilitation, training, tribal development, etc which need more focus for rapid inclusive growth.

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Developmental Functions and Community Media: Is it illusory ?

K. PADMAKUMAR

Abstract

The developmental functions of community media is widely recognised and well documented by a multitude of researchers around the world in the field of social sciences. Drawing from the functions of community radio, as prescribed by UNESCO, the paper examines the content and functioning of two community radio stations in South India. It examines the developmental aspects of community radio. Ideally, a community radio station should serve the marginalized sections of society by giving them assurance to expression, encouraging their involvement. A voice based media assuredly has a greater impact, especially in rural areas with low literacy rates. In communities with low levels of literacy and poverty, the radio is the most effective and inexpensive medium with which to help catalyse social change (Girard, 1992; Dagron, 2001). When compared with countries like Australia, Philippines and Sri Lanka, Community radio in India is still in its nascent stage. Does it really improve the lives of the community? Or does it simply mimic the mainstream media in its approach by disassociating itself from its identity? These are some of the questions, the paper seeks to address. It attempts to measure the influence of the demographic characteristics such as gender, age, income, education, and occupation of the community radio listeners on their perception of developmental functions of community radio, as outlined by UNESCO, while also looking at some of the challenges faced by community radio operators in South India.

Keywords : Developmental Functions, Alternative Media, Community Media

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INTRODUCTION

A community radio station is defined as one that is operated in the community, for the community, about the community and by the community (Tabing (2002). The community may be territorial or it could be a set of people with shared or similar interests. It could be a group with similar or same factors like ethnicity, race, gender, caste, class, profession etc. The radio station is often manned and run by people within the community itself, at least in terms of production or it can involve local participation for policies etc. Generally, Community Radio is defined technologically in terms of low-power transmission to a homogenous population area.

Community radio gained popularity in the late 70s over public and commercial radio. The community radio allows groups with limited or negligible access to mass media to express themselves and be heard. This is especially important in countries where the government rule is akin to a dictatorship. Because of the low cost and relative ease with which a radio is manufactured, maintained and operated it has a farther reach than most media and can thus target those sections of society which have been marginalized or excluded. The radio gives them a voice so that these issues are heard which is very important for development communication (Dagron, 2001). In communities with high levels of literacy and poverty, the radio is the most effective and inexpensive medium with which to help catalyse social change (Girard, 1992 and Dagron, 2001).

To be a community radio station, it must be owned and run by a non-profit organization or a co-operative initiative. Generally, the members here are the listeners themselves and its task is to aid and help improve the community life. The principal stakeholder in a community radio is the community itself and this allows the station the discretion to choose what kinds of programmes are run and what issues are addressed and what kind of entertainment it will provide. The essential purpose of the station is to enrich the cultural heritage of said community while keeping them connected to the mainstream. The process of community radio is to bring people together and generate enthusiasm within the community itself. It reminds the community of their responsibilities and pushes the community to progress and develop in a positive way. (Khamkar, 2006)

The Characteristics of community radio as defined by AMARC (1994), UNESCO and Tabing (2002) are:

- Meet the needs of an identifiable community
- Accessible to the community
- Freedom to communicate
- Participatory
- Ascertain the economic capability of people
- Inspire community well-being
- Enhances interactivity between producers and receivers
- Operated by community members
- Facilitates free flow of information and opinions
- Independent
- Provides access to marginalized groups

LITERATURE REVIEW

Steve Buckley (2000) answered the role of radio in making the citizens of a nation responsible for the political, economic and national management of their country through his research on community radios in Africa by making a comparison between the cost of Internet access and the cost of owning a radio in South Africa. He opined that the same amount of expense can make a radio station serve more number of people and become a gateway to the wealth of information and resources available on the Internet. The analysis showed the growing trend of development of tele-centres in Africa, where people are given a wider access to Internet. The convergence of media widened this trend even better by converging tele-centres with radio studios (termed as *Community Media Centres)*. Although there are plenty

of assets for this community radio system, there are a few constraints for it that is also featured in this research. Buckley recommended a greater awareness of community radio among the policy makers and regulators in accordance to its importance and necessary assistance to be given to the community radio sector as it has a remarkable potential to make strategic contribution to education and social development of the country.

Yao Ahade (2000) emphasised the role of community media in French Speaking West Africa through a detailed analysis of the growth of the media, with a thorough cross cut of its functioning, struggles met with, technologies used and more. Despite the presence of the radio clubs and rural printing presses, government continued to have an authoritative approach to the rural areas during 1960s. Around 1980s, new types of community media started appearing with the purpose of promoting the community participation. The role of community printing press in rejuvenating the citizens of the sphere are also given due importance. There were also presence of audio-visual media like drama, which contributed to the citizen's improved interactions and exchange of information.

The functions of community radio in Brazil forms the base for Sayonara Leal (2009) research that acts as the foundation for political, social and cultural discussions and develops into an informative – and at times opinionated - medium. Therefore, it functioned primarily as a public platform. The study had stemmed various modes by which the community radios in Brazil had become a forum for public debates. Around 15 radio stations were analysed with detailed interviews and collection of public opinions. From its analysis, community radio seemed to be the right mode for mobilising the masses for the local development. From the data, a strong demand for concessions to exploit community radio services across Brazil was seen. The study concluded that there was an unveiled potential for community radios to become a social accelerator. A more centric approach was suggested to overhaul the obstacles.

Gergely Gosztonyi (2009) focused on the community radio scenario in Hungary and the regulation passed by the Government that enabled the successful creation of a community radio sphere after years of media oppression. It discussed the issues between the community radio and the Hungarian media authority Orszagos Radio EsTelevizioTestulet (ORTT) over the allocation of frequencies for non-profit and community broadcasting. It stated the example of the three most popular community radio stations in Hungary Civil radio, Kiksz Radio and Tilos Radio which are all based in Budapest and share the same frequency (FM 98). However, the study stated that due to the specific criteria set down for non-profit stations by ORTT, there were relatively few community radio stations in Hungary. The study traced the challenges of Remete Radio in Pecs-Istenkut that transmitted in a rural area from a narrow valley hindering the broadcast signals. The assessment of the station done in a haphazard manner led to improper planning eventually resulting in a negative impact on the surrounding community. The study also stated that there were significant difficulties in obtaining a broadcast permit from the authorities in the case of the community radio stations.

The journalist Fredrick Noronha (2003) observed that Community radio in India was considered as an effective mode of communication and information for the uneducated masses. Authorities had now made the process of sanctioning license for setting up a radio station a difficult task. Noronha focused on the new trend of community radios being taken up by educational institutions. The students did not seem to be interested in topics of social welfare & community awareness, which ultimately lead to the failure of that community radio. The issues on allocation, assignment, management of radio spectrum also acted as an obstacle for the growth of community radio in India.

During the course of reviewing the literature, the researcher could gather vast amounts of literature for community radio in the international arena and realised that there have not been adequate studies done region

wise and station wise on community radio stations in India. The path-breaking studies that were carried out by earlier researchers pertained mostly to policies of community radio stations even before the proliferation of community radio stations in India. Hence, the researcher embarked on a study to measure the influence of the demographic variables such as gender, age, income, education, and occupation of the community radio listeners on their perception of developmental functions of community radio, as outlined by UNESCO, while also looking at some of the challenges faced by community radio operators in South India.

OBJECTIVES

1. To analyse the effect of Age of the respondents on the perception of community radio for development.
2. To analyse the effect of Education of the respondents on the perception of community radio for development.
3. To analyse the effect of Income of the respondents on the perception of community radio for development.
4. To analyse the effect of Occupation of the respondents on the perception of community radio for development.
5. To analyse the effect of Gender of the respondents on the perception of community radio for development.

METHODOLOGY

The researcher combined both qualitative as well as the quantitative techniques for seeking the answers to the research questions. Hence, the study adopted the Triangulation Method. Triangulation has been defined as the two or more methods of data collection in the study of human behaviour (Cohen and Manion, 1989). The quantitative part of the study was carried out in the form of a survey. The survey was conducted in two community radio stations in South India namely Anna Community Radio, Chennai in Tamil Nadu and Radio *Sarang*, Mangalore, in Karnataka.

The researcher constructed an attitude scale on the functions of community radio. The statements were on the basis of functions of the community radio stations outlined by the **UNESCO (**unesdoc.unesco.org), to improve the quality of life among the people by enabling and creating new opportunities in terms of 'Local Identity', 'Diversity of Voices', 'Diversity of Programs and Content', 'Open Dialogue and Democratic process', 'Promotes development and Social Change', 'Promote Civic and Livelihood Awareness', 'Promote Good Governance', 'Encourage participation and sharing of information', and the 'Voice to the Voiceless'. Thirty five statements using the Likert`s five-point scale of 'strongly agree', 'agree', 'no idea', 'disagree', and 'strongly disagree' levels were included in the instrument.

A sample of 450 respondents who had listened to the community radio shows on a 'regular' basis or 'occasionally' were selected for the study. Respondents were drawn from the listeners of two community radio stations namely Anna Community Radio , Chennai and Radio *Sarang*, Mangalore using purposive sampling technique. Questionnaires were distributed to the listeners of the two community radio stations. 500 questionnaires were distributed and the researcher managed to obtain 450 completed responses. The incomplete questionnaires were not included in the sample of the study.

The qualitative technique, FGD- focus group discussions were conducted with the producers of community radio stations. Focus group discussion was chosen for its advantages, as it is exploratory in nature. The researcher conducted a focus group discussion (FGD) with the producers of various community radio stations in order to understand the problems faced by them. The focus group consisted of 10 members who were all willing to share their thoughts and experiences.

Sample Distribution

Table 1 Distribution of Respondents on the Basis of 'Gender' 'Age' and 'Income' Variables

Gender	f	Age	f	Income per month	f
Men	209	< 16	28	< Rs. 2000	125
Women	241	17-22	137	Rs. 2001-3000	29
		23-28	158	Rs. 3001-4000	81
		29 >	127	Rs. 4001-5000	102
				> Rs. 5001	113
Total	450	Total	450	Total	450

Table 2. Distribution of respondents on the basis of 'Education' 'Occupation' and 'Social Grouping' variables

Education	f	Occupation	f	Social group	f
Illiterate	68	Farmer	53	FC	106
Less than 9th Std.	46	Student	124	BC	158
10th Standard	60	Business	76	MBC	82
Higher Secondary	106	Housewife	64	SC	86
Graduate	102	Employed	101	ST	18
Post Graduate	68	Unemployed	32	-	-
Total	450	Total	450	Total	450

DATA ANALYSIS & INTERPRETATION

The first section present the results of One-way Analysis of Variance (ANOVA) showing the effect of age, income, education and occupation on their perception of community radio functions for development . The second section presents the results of t test showing the effect of gender on their perception of community radio functions for development .The third section presents the results of the focus group discussions conducted with the producers of community radio stations in South India.

Table No. 3 Results of One-way ANOVA Showing the Effect of 'Age' of the Respondents on their Perception of Community Radio for Development

		Sum of Squares	df	Mean Square	F	Sig.
Total score	Between Groups	8198.494	3	2732.831	4.499	0.004
	Within Groups	270902.450	446	607.405		
	Total	279100.944	449			

3 (a) Table of Means

Age of the respondents		Total
< 16	N	28
	Mean	123.25
	Std. Deviation	24.066
17-22	N	137
	Mean	128.81
	Std. Deviation	24.291
23-28	N	158
	Mean	132.04
	Std. Deviation	26.136
29 >	N	127
	Mean	138.07
	Std. Deviation	23.191

The results of ANOVA reveal that there is a significant difference in the respondents' perception of community radio for development in terms of age. The table of means shows that those who belong to the age group, 29 and above (M 138.07) show a strong inclination towards community radio functions compared with the other age groups, below 16 years (M 123.25), 17-22 years (M 128.81) and 23-28 years (M 132.04). Hence, it can be observed that the age group 29 years and above has a significant influence of community radio for development which is followed by the age group 23-28 years. Thus, it can be inferred that there is a significant effect of the age of the respondents on their perception of community radio for development.

Table 4 Results of One-way ANOVA showing Effect of Income on Perception of Community Radio

		Sum of Squares	df	Mean Square	F	Sig.
Total	Between Groups	7163.417	4	1790.854	2.828	0.025
	Within Groups	224177.2	354	633.269		
	Total	231340.6	358			

4(a) Table of Means

Income per month		Total
< Rs. 2000	N	125
	Mean	136.72
	Std. Deviation	22.095
Rs. 2001-3000	N	29
	Mean	136.68
	Std. Deviation	28.536
Rs. 3001-4000	N	81
	Mean	138.05
	Std. Deviation	21.361
Rs. 4001-5000	N	102
	Mean	132.17
	Std. Deviation	22.752
5001>	N	113
	Mean	127.06
	Std. Deviation	29.429

The results of ANOVA reveal that there is a significant difference in the respondents' perception of the community radio for development in terms of Income. The table of means shows that those who belong to the Rs. 3001- 4000 income category (M 138.05) show a strong inclination towards community radio for development compared with the other income groups less than Rs. 2000 (M 136.72), Rs. 2001-3000 (M 136.68), Rs. 4001-5000 (M 132.17), Rs. 5001 and above (M 127.06). Hence, it can be observed that the Rs. 3001-4000 category has a significant influence on the community radio for development which is followed by less than Rs. 2000 income group of respondents. Thus, it can be inferred that there is a significant effect of the Income of the respondents on their perception of community radio for development.

Table 5 Results of One-way ANOVA showing the effect of Education on Perception of Community Radio

		Sum of Squares	df	Mean Square	F	Sig.
Total	Between Groups	15477.63	5	3095.527	5.214	< 0.001
	Within Groups	263623.3	444	593.746		
	Total	279100.9	449			

5 (a) Table of Means

Education		Total
Illiterate	N	68
	Mean	143.57
	Std. Deviation	21.973
Less than9th	N	46
	Mean	129.8
	Std. Deviation	29.641
10th standard	N	60
	Mean	133.33
	Std. Deviation	23.445
Higher secondary	N	106
	Mean	133.53
	Std. Deviation	20.318
Graduate	N	102
	Mean	129.71
	Std. Deviation	25.286
Post graduate	N	68
	Mean	123.19
	Std. Deviation	27.694

The results of ANOVA, reveal that there is a significant difference in the respondents' perception of the community radio for development in terms of education. The table of means shows that those who belong to the illiterate category (M 143.57) show a strong inclination towards community radio compared with the other education groups like less than 9th class (M 129.8), 10th Standard (M 133.33), higher secondary (M 133.53), graduate (M 129.71) and post graduate (M 123.19). Hence, it can be observed that the illiterate category has a significant influence on the community radio for development which is followed by the higher secondary. Thus, it can be inferred that there is a significant effect of education of the respondents on their perception of community radio for development.

Table 6 Results of One-way ANOVA showing the effect of Occupation Perception of Community Radio

		Sum of Squares	df	Mean Square	F	Sig.
Total	Between Groups	19446.7	5	3889.35	6.651	< 0.001
	Within Groups	259654	444	584.807		
	Total	279101	449			

6 (a) Table of Means

Occupation		Total
Farmer	N	53
	Mean	143.19
	Std. Deviation	21.194
Housewife	N	64
	Mean	139.56
	Std. Deviation	21.655
Student	N	124
	Mean	134.37
	Std. Deviation	22.206
Business	N	76
	Mean	127.72
	Std. Deviation	21.284
Employed	N	101
	Mean	125.67
	Std. Deviation	29.511
Unemployed	N	32
	Mean	122.25
	Std. Deviation	28.419

The results of ANOVA, reveal that there is a significant difference in the respondents' perception of the community radio for development in terms of occupation. The table of means shows that those who belong to the farmer category (M 143.19) show a strong inclination towards community radio compared with the other occupation groups like housewife (M 139.56), student (M 134.37), business (M 127.72), employed (M 125.67) and unemployed (M 122.25). Hence, it can be observed that the farmer category has a significant influence on the community radio for development which is followed by the housewife. Thus, it can be inferred that there is a significant effect of the occupation of the respondents on their perception of community radio for development.

Table 7 Results of t - test showing Effect of Gender on Perception of Community Radio

		t	Sig. (2-tailed)	Std. Error Difference
Total score	Equal variances assumed	0.966	0.334	2.357
	Equal variances not assumed	0.968	0.333	2.352

7 (a) Table of Means

Gender	N	Mean	Std. Deviation
Men	209	133.43	24.516
Women	241	131.15	25.291

The results of t test as shown in the table 7 reveals that there is no significant difference on the respondents', perception of community radio for development in terms of gender. However, the table of means (7(a)) reveals that men (M 133.43) show some inclination towards community radio when compared with that of women ('M' 131.15).

Table 8 : Findings of the Focus Group Discussions

Question	Response
Do you consider the target audience and the people of the community before broadcasting any community radio program?	Almost all of the community radio operators said Yes. They believe that community radio is aimed to serve people and it's their duty to ensure that it reaches each member of the community.
Do you think it is important to carry out technical training (train individuals from the community on the basic functions of radio broadcasting) for community radio stations across the world?	A majority of the respondents said Yes. They felt that training community members to use equipments and other technicalities would ensure manpower & representation of people from the community, therefore contributing to the effective functioning of the Community Radio. However some felt that training is not always necessary.
At present, is the decision making with regard to program content, duration and schedules carried out under the consultation of one or more members of the community?	All the Community Radio operators under question said No. They reasoned out that as people are not aware of the functioning of community radio and the program content they don't get involved in any such activity.
Do the people of the community select the Station Manager (the person in-charge of the administration & operational decisions) of the community radio station?	A majority of the community radio operators answered in the affirmative saying that it is the people from community itself who select the station manager for the operation of the community radio station. Some of them said that they have no idea about this.
Are the policies of the community radio station framed by one or more representatives from the community?	The respondents had a mixed view on this matter. Some even said that a majority of the representatives themselves are not aware of the policies and there is no question of framing them.

CONCLUSION

The study revealed that the community radio when correlated with the variables like Age, Income, Education, Occupation and Gender, showed that the illiterate respondents of low income group, farmers and housewives, and respondents above 22 years seem to be having more affinity towards community radio. Thus if community radio stations are promoted aptly by the Government and other funding agencies, it can cater to the interests and needs of those who are socially disadvantaged people. Further radio has the potential to bring in inclusive growth which all the government development policies are trying to achieve. The study endorses the popular premise that community radio can essentially play a developmental role.

The study also reveals that among the different income groups, the lower income groups spend more time listening to community radio. According to Amartya Sen (1998), one of the reasons for poverty is the source of "unfreedoms". "Unfreedoms" refers to "*deprivation of people's basic capabilities, such as ability to express their concerns influentially*". It is in this context, the role of community radio assumes a larger role by giving voice to the voiceless. This is reflected in the present study that even the poorest of the poor are more inclined towards community radio.

The focus group discussions conducted by the researcher sheds some light on the problems faced by the community radio operators. The operators felt that there is a need for periodically training community members to use radio equipments and other technicalities. The periodic training would ensure manpower and representation of people from the community, therefore contributing to the effective functioning of the Community Radio.

Most of the community radio operators felt that 'Sustenance' and 'Lack of Resources' are some of the major challenges faced by community radio stations. They require long-term monetary support, which they don't always get easily. Funding usually lasts only for a short period of time after which the sponsors withdraw because of which they have problems pertaining specifically to sustenance in terms of money and other factors. After the

initial funding, the station has to look for its own for funding or make use of community aided help. Community radio stations are allotted 5minutes (300 seconds) of advertising per hour currently by the government. They also felt that there is a need to increase the duration of advertisements from the current 5 minutes per hour. But even if the government agencies consider this proposal, it will not be feasible for the already resource crunched community radio station operators. The operators will have to acquire selling skills and hunt for advertisers in addition to this they will also have to produce good quality radio content.

The absence of a proper monitoring authority for community radio stations (CRS) also gives the freedom for some of them, especially run by the educational institutions to broadcast classroom lectures and other events which is of little or no relevance to the community members. They use it as a means for filling up the programming slots. The practice of employing students as content producers and RJs by educational institution run community radio stations are also on the rise. This works against the very basic characteristic of the community medium as it is a platform for the marginalised to articulate their aspirations and concerns. They promote the medium as a platform for training their students hands-on, where, ideally, a community media should be the medium of the underprivileged, being the voice of the voiceless. The main characteristic of community radio, its Local Identity seems to be overlooked and the show content is mostly in English. While analysing the content of some community radio stations, the researcher observed that some community radio stations were airing film songs. There seems to be a tendency by some CRS to imitate the mainstream media in its approach. It also raises an important question as to whether the community medium in India is actually serving as a real alternative medium of the voiceless or trying to be just another version of the popular commercial medium?

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Media Indexing to Measure Freedom And Development

N. USHARANI

Abstract

The importance of Communication in development has been recognized. The role of information in empowering people has been proved with empirical evidence. Nevertheless, attempts to quantify and qualify media intervention in development has not yielded one universal index that can be used on par with economic, social and political indicators used in measuring human development. Measuring media is contentious. It is a challenge to develop a media index with appropriate dimensions and indicators. Media is a complex concept and using it as a benchmark to measure development of a country has challenged the social scientists. This paper examines the initiatives to develop media index for measuring media development.

Keywords: Media index, freedom index, development, social development, mass media

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INTRODUCTION

Today there has been recognition of the existence of socio-cultural dimension of developments in the field of information and communication technologies. Development is more comprehensive to include social, cultural and environment and peace besides economic dimensions. "*Development is first and foremost social…….intimately linked to peace, human rights, democratic governance, environment ……..culture and life styles of the people*" (world summit for social development, UNESCO) .

Development is measured on the basis of scientifically validated scientific, economic, social, political and cultural dimensions and indicators. Mass media which is a social institution and pervades all these dimensions is yet to get recognition as a dimension to measure development. Nevertheless, endeavours have been made by UN to measure Human Development by incorporating media as a dimension but with little consistency.

UNESCO was instrumental in initiating a debate on access to information as a prerequisite to development since its inception in 1945. UNESCO successfully gave a new dimension to the concept of development by widening the perception of poverty to correlate with education, knowledge and communication. Poverty is a combination of materialistic and non-materialistic needs. "It also reflects poor health and education, deprivation in knowledge and communication, inability to exercise human and political rights and the absence of dignity, confidence and self-respect" (UNDP, 1997, 9, iii).

THE EARLY INITIATIVES

The United Nations involvement in media dates back to the conference it hosted in 1948. The definition of information adopted by UN considers it as "prerequisite to the full enjoyment of freedom of information as a basic human right" . In 1948, the UN proclaimed in the UN conference on Freedom of Information, that Freedom of information "is the touchstone of all the freedoms "and the UN General Assembly declared its commitment by stating that " freedom of information is one of the basic freedoms and that it is essential to the furtherance and protection of all other freedoms" (No. 33 UNESCO Report, 1961). " In 1958, the General Assembly of the United Nations called for a "program of concrete action" to build up press, radio broadcasting, film and television facilities in countries in process of economic and social development". (Paris, UNESCO, 1961). Following this UNESCO conducted a survey by arranging few meetings with media experts, professional media organizations and government agencies covering three

important regions of Asia, Africa and Latin America, in places like Asian meeting at Bangkok in 1960, Latin American region in Chile in 1961 and African meeting at Paris in 1962.

UNESCO has been propounding the concept of independent media and free flow of information to prevent what is called the "risks of uniformization and exclusion. It has reiterated the development of pluralistic and independent media and has declared that "freedom of expression must be exercised "without any obstacle". UN General Conference defended freedom of expression stating that press freedom is an essential component of any democratic society." (World Communication And Information Report, UNESCO, 1999).

It evolved and recognized the new quantitative media index to measure the penetration of mass media in any country. Though it was not a comprehensive media index it assumed importance as it focussed on an initiative to recognize the role of media in measuring development. The media index by the UNESCO suggested minimum standards for the spread of mass communication in any country. The index required according to UNESCO, a nation to meet the global standards of development should have 10 copies of daily newspapers;5 radio receivers; 2 cinema seats and 2 television receivers for every 100 inhabitants. This index helped UNESCO to quantify the mass media penetration in different parts of the world and categorized nations as developed, developing and underdeveloped. "Unesco suggested a yardstick by which to measure the sufficiency or insufficiency of mass communication facilities in the developing countries and evolved "Unesco minima". When this yardstick was applied several countries fell below the Unesco standard . The report said that "Nearly 70 percent of the world`s peoples lack the barest means of being informed of developments at home" in 1960s.

For the first time, an initiative was made in 1950s to link media with literacy, per capita income, urbanization and industrialization.

Table -1 Shows Development Data for 1957-59 Illustrating Link Between Media and Other Indicators of Development

Newsprint consumption per capita	Per capita income .83	Literacy [a] .82	Urbanization[b] .69	Industrialization[c] .68
Daily newspaper circulation per 100 persons	Per capita income .83	Literacy .79	Urbanization .75	Industrialization .51
Cinema seating per 100 persons	Urbanization .86	Industrialization .82	Per capita income .80	Literacy .68
Number of Radio receivers per 100 persons	Per capita income .86	Industrialization .78	Literacy .72	Urbanization .71

(a) Literacy: percentage of adult population able to read and write
(b) Urbanization: percentage of population living in localities of 2,000 and more inhabitants
(c) Industrialization: percentage of gainfully employed males in non-agricultural activities

Source: United Nations Educational, Scientific, and Cultural Organization, Paris (France). No. 33 ,1961- Spearman's coefficient of rank correlation was used in this analysis

Unesco premised that " any realistic approach to the problems of developing the information media must clearly include an examination of the relationship between underdevelopment of the media and underdevelopment generally". (Ibid). A survey was undertaken by Unesco to test the hypothesis and succeeded in correlating the indicators of development with that of media development. This was the first ever attempt in the world to apply statistics to correlate media and development in order to make the study more scientific and systematic.

This data was collected from 120 underdeveloped countries of South East Asia, Latin America, Africa and Middle East. The survey considered media as one dimension was associated with economic, social and educational development dimensions. The Table 1 shows that there is correlation between media and economic development when development is measured in terms of income. With this study Unesco showed with empirical evidence that media data could be correlated with economic data to measure the

development of a country. This data for underdeveloped countries was compared with that of developed countries and "it confirmed that as income rises, the demand for mass media increases in comparatively greater proportion in the underdeveloped than in the developed countries" (No33, UNESCO Report, 1961). The study inferred that improved economy helps in the expansion of mass media.

Though the methodology adopted by UN was debatable and later was rejected by communication scholars in the 1990s it however introduced media as one of the dimensions to measure national development on par with economic dimensions. UN encouraged scholars to study mass communication by establishing an independent office and appointing various committees and instituting research studies on mass communication from 1960s onwards. The UN General Conference invited scholars to study mass communication from the perspective of development and established formal department within UN to implement the media development programme in developing countries.

HUMAN DEVELOPMENT INDEX AND MEDIA

A review of Human Development Reports published in the last 25 years helps in understanding the changing perception of media and its pivotal role in measuring development.

Launched on 24 May 1990 in London, the first Human Development Report, opened with a simply stated premise: "People are the real wealth of a nation and human development is all about enlarging their choices."

The very first HDI in 1990 raised the vital issue of Freedom and Human development. In the absence of recognized measurable Freedom index the report called for evolving an index to measure qualitative indicators like freedom. "While the need for qualitative judgement is clear, there is no simple quantitative measure available yet to capture the many aspects of human freedom – free elections, multiparty political systems, uncensored press, adherence to the rule of law, guarantees of free speech and so on." (HDI

Report 1990). What is needed is considerable empirical work to quantify various indicators of human freedom and to explore further the link between human freedom and human development." (HDI Report 1990).

In the HDI Report of 1991, the world becomes conscious of freedom. "A human freedom index (HFI) is presented for 88 countries. Although much further research is necessary, a first, tentative conclusion can be drawn: high level of human development tend to be achieved within the framework of high levels of human freedom". ....its very objective of increasing people' choices could not be achieved without people actually being free to choose-what they want to be and how they want to live" (HDI 1991).

One of the highlights of this report was the examination of empirical evidence linking of human development with freedom. "Any index of human development should therefore give adequate weight to a society's human freedom in pursuit of material and social goals." (Report 1991). In 1991, HDI ponders a great deal on integrating Human Freedom Index with HDI for the first time and discusses the merits and demerits of measuring the development of countries against this categorization.

It is basically a Freedom Index known as Humana Index designed by Charles Humana. He developed the Index after studying the reports, declarations and proceedings and debates on human rights. Humana Index consists of "40 distinct criteria for judging freedom". Humana has based this index more on the issues that have been talked about under human rights. The index therefore reflects the issues deliberated under political freedom and human rights. Its 40 indicators also include issues directly related to press freedom. The index has following indicators about media (Report 1991);

- Teach ideas and receive information
- Political censorship of press
- Independent newspapers
- Independent book publishing
- Independent radio and television networks

Called the Freedom Index rather than press index, it was used in a survey undertaken in 1985 to measure the correlation between development and freedom in different countries wherever the data was available. The Index evaluates the freedom performance by categorizing the countries into 3 groups, namely High Freedom Ranking, Medium Freedom Ranking and Low Freedom Ranking. This Index was correlated with HDI index. Based on the 1985 data in the World Human Rights Guide an attempt was made to quantify the data to rank the countries on Freedom Index. The data was quantified by assigning a "one" to each country where freedom is protected and a "zero" to a country where freedom is violated, ultimately preparing the country ranking. On the whole the survey of 1985 gave evidence to the fact that there is association with human development and human freedom. it showed correlation between high HDI and high HFI but due to lack of data of the specific period of specific countries, the index could not be accepted. The Humana Index on freedom was criticized for being highly subjective and clarity on the perception of "freedom". However, Human Development Report 1991 did not use the Index owing to contentious issues. Nevertheless, the HDI report of 1991 assumes importance as it endeavours to recognize "Human Freedom" as one of the dimensions of Human development. Nevertheless, the report calls for more scientific deliberation on quantifying freedom including press freedom that is universally applicable and feasible to be developed as a dimension of human development.

DEVELOPING MEDIA INDEX

Globally, there have been many endeavours to measure Media freedom as a broad dimension for determining the media and political environment of different countries. These organizations have attempted to evolve Freedom of the Press Index and rank the countries through quantification of the data. However, organizations like United Nations have evolved media index on the basis of media intervention in development called Media Development Index. Therefore, there is a dichotomy in the purpose of measuring media by these organizations as one determines the political agenda and the other focuses on social agenda of a country. Nevertheless, both initiatives focus on varied and complex dimensions and indicators of media. Measuring the immeasurable intangible issues of media and evolving criteria of international standards acceptable to all countries is the challenge one faces in studying media intervention .

MEDIA FREEDOM INDEX

Freedom of Press Index by Freedom House

The earliest attempt to measure press freedom and to develop a press index globally was made by the American organization called the Freedom House. It was established as early as 1941 "as a media watchdog dedicated to the promotion and democratic principles around the world". (Laura Schneider, 2014). The need to have a press watchdog to promote and protect democracy and freedom of expression in the early part of 20^{th} century is attributed to two things. Firstly, World War II focussed the world attention on media as a tool of propaganda when radio and cinema were extensively used during war by Hitler led regime illustrating the power of media. Secondly, the governments in different parts of the world perceived media as the potential tools of political power. This period also saw many intellectuals and political scientists establishing theories of media advocating media control to underline the significance of media as a tool of propaganda and public opinion. Immensely believing in media power in politics, politicians targeted media freedom and advocated media control and curbing freedom of speech and expression.

Freedom House was mainly formed to protect democracy and it enjoyed the support of then US President Franklin D.Roosevelt. As a result, this organization is supported with financial assistance by the successive American governments. Freedom House is claimed to be the first organization to promote the cause of democracy outside USA. It is an impendent organization but seems to fully funded by the American government. " They analyse the

challenges to freedom, advocate for greater political rights and civil liberties, and support frontline activists to defend human rights and promote democratic change" (freedomhouse.org).

Freedom House developed the Freedom of the Press Index in 1980. It had already launched Freedom in the World Map in 1970 and ranking the countries on the criteria of political structure and freedom. In the absence of any criteria to measure media, Freedom House developed a formal index exclusively devoted to press. Though formal reports are available from 2002, this organization has been conducting worldwide survey covering 197 countries and annually releasing its report on International Ranking of countries on Press Freedom Index. It claims that the "index is based on the principles constituted in Article 19 of the Universal Declaration of Human Rights (UDHR),21 approved by the UN in 1948" (United Nations, 1948) .

The Freedom of the Press Index prepares the international ranking on the basis of freedom of press and ranks the 199 countries and regions under three categories, namely, "Free", "Partly Free" and "Not Free". Using a calendar year as the period for assessing press freedom, it assigns numerical scores to generate ranking on the basis of 23 methodology questions. Each country is given the numerical score and the score may vary from 0 (Best) to 100 (Worst).

The Index consists of 3 broad categories namely Legal Environment, Political Environment and Economic Environment (Freedom House Index, 2015). Under each of these 7- 8 questions about the functioning of the press and freedom of speech and expression from legal, political and economic perspectives are posed and responses for every country or region assessed. So, the Freedom of Press Index measures media freedom on 3 dimensions namely Legal Environment (30 points), Political Environment(40 points)and Economic Environment (30 points). Each dimension will have 7-8 indicators in the form of questions and each question is numerically scored between 0 (Best) and 10(Worst) and the range varies from question to question. For instance one question may have numerical scoring between 0 (Best) and

2(Worst) and the other may have between 0 (Best) and 6(Worst) so on and so forth. Here lower number of points is allotted for positive responses and higher points for negative ones.

Though it is a quantitative measurement, the judgement is qualitative which can become subjective. The criticism against this Index relates to high degree of subjectivity in the assessment. "The fact that each rating is based on the opinion of one person only supports the assumption of subjectivity. This means that although the index quantifies the indicators and provides numbers, the process is very qualitative. The fact that one single analyst rates several different countries can be seen as another shortcoming. How can one person be a real expert and have in-depth knowledge of various different media environments? Further, the fact that both the indicators and the weightings were determined by very few people suggests subjectivity" (Laura Schneider, 2014).

Press Freedom Index by Reporters Without Borders

Reporters Without Borders or Reporters Sans Frontières (RSF) in French is an NGO based in France. It was founded in France in 1985 by four journalists: Robert Ménard, Rémy Loury, Jacques Molénat and Émilien Jubineau and receives funds from public and private institutions. It also gets financial support from French government but claims to mobilize financial resources outside governmental institutions. It started publishing Press Freedom Index since 2002 "reflecting the degree of freedom that journalists, news organizations and netizens enjoy in each country, and the efforts made by the authorities to respect and ensure respect for this freedom" (Reporters Without Borders, 2014). It has worldwide presence with a huge network of correspondents in 150 countries. Known for radical thoughts, RSF has been documenting the functioning of media across the globe on wide range of issues like press censorship, violence against journalists, killing of journalists and press environment. It carries out media service by documenting every incident involving journalists.

Claims to be a consultant of UNESCO, RSF publishes the Press Freedom Index annually covering 180 countries and is recognized globally. Basically the assessment is thematic focussed on the safety of journalist and the freedom enjoyed by journalists in reporting news in every country. "The Reporters Without Borders', World Press Freedom Index ranks the performance of 180 countries according to a range of criteria that include media pluralism and independence, respect for the safety and freedom of journalists, and the legislative, institutional and infrastructural environment in which the media operate" (Report 2015).

The Index is based on the annual survey conducted in 180 countries . Its scoring system is 0-100 where (0) is Perfect Media Freedom and (100) is Worst Media Freedom suggesting (0) signifies best and (100) signifies worst. The Index has following categories (Report 2015);

- 0 to 15 points: **Good situation**
- 15.01 to 25 points: **Satisfactory situation**
- 25.01 to 35 points: **Noticeable problems**
- 35.01 - 55 points: **Difficult situation**
- 55.01 - 100 points: **Very serious situation**

The Freedom Index has 7 dimensions namely, Pluralism, Media Independence, Environment and self-censorship, Legislative framework, Transparency, Infrastructure and Abuses. The questionnaire consists of both close ended and open ended questions and weightage in terms of points varies depending on its importance and is exhaustive. It conducts a survey and distributes the questionnaires to a sample of respondents in each country and is available in 20 languages. Over the years, the Press Freedom Index has been recognized and cited as a valuable document by governments and organizations worldwide.

With abundant quantitative data at its disposal, RSF has attempted to give insight into two issues. Firstly, it has given a correlation between freedom of a country and the press freedom prevalent in that country illustrating the degree of freedom given to journalists even in democracies. The comparative study makes interesting revelations. Secondly, it attempts to compare and correlate the Press Freedom Index with important economic indicators viz., Oil exports, purchase of weapons and per capita GDP. This is perhaps the first time an independent organization has attempted a correlative study of economic stability and press freedom globally. Therefore, this initiative assumes importance.

The 2015 report reveals that "Per capita GDP correlates positively with media freedom (a correlation coefficient of 0.41). Norway and Denmark are good examples. They are among the 20 countries with the highest per capita GDP in the world and are ranked 2nd and 3rd respectively in the 2015 Press Freedom Index. At the other end of the scale, the world's poorest countries such as Ethiopia, Gambia and Eritrea are ranked 142nd, 151st and 180th. In these countries, poverty and authoritarianism go hand in hand, and information is suppressed in favour of state propaganda" (Report 2015). The study points out that "Saudi Arabia is the best example. The world's biggest oil exporter (7.5 million barrels per day), the kingdom is ranked 164th in the 2015 Press Freedom Index and got the worst score for legislation governing media and information" (Report 2015).

Table -2 A Comparative Study of Freedom Index

Reporters Without Borders		Freedom House	
Ranking	Ten best – Press Freedom Countries	Ranking	Ten best – Press Freedom Countries
1.	Finland	1.	Norway
2.	Norway	2.	Sweden
3.	Denmark	3.	Belgium
4.	Netherlands	4.	Finland
5.	Sweden	5.	Netherlands
6.	New Zealand	6.	Denmark
7.	Austria	7.	Luxembourg
8.	Canada	8.	Andorra
9.	Jamaica	9.	Switzerland
10.	Estonia	10.	Liechtenstein

Reporters Without Borders		Freedom House	
Ranking	Ten worst – Press Freedom Countries	Ranking	Ten worst – Press Freedom Countries
171	Lao People`s Democratic Republic	190	Equatorial Guinea
172	Somalia	191	Iran
173	Islamic Republic of Iran	192	Syria
174	Sudan	193	Cuba
175	Vietnam	194	Belarus
176	China	195	Crimea
177	Syrian Arab Republic	196	Eritrea
178	Turkmenistan	197	Turkmenistan
179	Democratic People`s Republic of Korea	198	Uzbekistan
180	Eritrea	199	North Korea

Ranking	Reporters Without Borders	Freedom House
India	136 (Category – Difficult Situation)	81 (Category – Partly Free)

The comparative study of Freedom Indexing by Freedom House and Reporters Without Borders shows that there is 50 per cent correlation between the two indexing in both best and worst categories with first and last ranks showing no relationship between indexing. As far as India, the largest democracy in the world with a constitutional guarantee of Freedom of Speech and Expression, is concerned there is no relationship between the two rankings. RSF ranks India at 136 position under the category of "Difficult Situation), whereas in Freedom House global ranking, India occupies 81 rank and is classified under " Partly Free". The difference is attributed to the choice of dimensions and indicators used in rankings. RSF focuses more on the safety of journalists and the working conditions of journalists whereas Freedom House underlines political, legal and economic environment in assessing the freedom of the press.

Nevertheless, the correlative studies also shows contradictory findings showing no correlation between press freedom and economic stability with China being the classic example illustrating the need to evolve a more scientific methodology to study the correlation between the dimensions of press freedom and economic development.

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