



MEDIA MATTERS

Department of Journalism & Media Studies

Vol 3 | Issue 2 | October 2013

RESEARCH PAPER

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THE ROLE OF RADIO IN WOMEN DEVELOPMENT: A CASE STUDY OF GULBARGA CITY

Pallavi vaijanath

Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur

J.M. Chandunavar

Assistant Professor, Dept. of Journalism and Mass Communication, Karnataka State women's University, Bijapur

Abstract- Radio was identified as the most accessible mass communication tool for grass root people. The radio as a medium can easily reach the rural mass in short span of time. The advantage of radio is literacy is not needed for the users, while incurring lower investment cost for social development, empowering the Women at grassroots and their capacity building is the major concerns. Radio can emerge as a future tool for rural women development. Radio is a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance. The research for finding future tools for rural women development is inevitable. Radio will play a major role in identifying and addressing local infrastructure needs grass root development by means of participatory Communication media is the most popular means of women development

Keywords: - Radio- Women Development

I. Introduction

A woman has to play a vital role in life and society. In fact, she plays many a role in a single lifetime. She is the creator and protector of a family. She gives birth to a generation, develops it and thus forms the society. In fact, society is a product of women. But in spite of the importance attached to her personality, a woman is least respected – in the true same of the word in society. Buxi¹ stated that over thousands of years, she has not been able to be free of shackles and chains, binding her and confining her to a limited space to move and act. Following a long spell of fights and struggles – internal and external – and under the immense pressure of women's liberation activists, at the international level, various governments began to act a number of laws, protecting women, including some for granting reservation in different elected bodies, in order to provide them with a share in power at various levels. Sahu Basanta² observed that Media has played an important role in developing rural women. The Media industry has now become a career, in which more and more girls are joining.

Mass Media and Radio: Mass media is any medium specifically designed to reach a very large audience such as the population of a nation state. The mass media – newspapers, magazines, television, film, radio and recording are a product of this mass society, and they in turn produce a standard product for their audiences. Pruthi and co workers³ focused that at macro level, the mass media is an important agent of transformation and social change. They are inextricably bound up with the capitalist project and they play a centre-stage role in the reproduction. At micro level, the mass media mingles with the population as one of their family members. Pertaining to Radio, it was the first electronic medium to serve a mass public.

II. Review of literature:

Findings of a Study done by Gupta (1992), on "Mass Media and Social Change", revealed that the maximum number of respondents preferred the radio listening (73.33%), than reading the newspapers (66.67%) and television viewing (60.00%). [1]

A Study done by Bette et al. (1990) reported that radio broadcasts and general farm magazines were the two marketing information sources most frequently cited as useful. Radio and T.V. broadcasts were more frequently cited as the most useful source of marketing information by older farmers and operators of small farms. [2]

Srivastava et. al (1996), concluded that most of the respondents were daily reader of newspapers and magazines,

listeners of radio and viewing of T.V. Mass Media exposure had helped in changing old values of women and improving their social status. [3]

III. Research Design:

The survey method of research was deployed for the present study. Structured questionnaire was used to collect required data for the study. The questionnaire is basically covers social, economic, education and health related aspects. Simple random sampling technique was used for the collection of the data. The target population of the study was the population of the Gulbarga city. The survey was conducted during July to August 2013 at Gulbarga city. Four hundred questionnaires were distributed for the respondent, out of which 300 completely filled questionnaire were received with the response rate 75%, which is considered to be good presentation of the sample. The so collected data has processed and tabulated and analyzed for the analysis.

IV. Statement of the problem:

“The Role of Radio in Women Development: A case study of Gulbarga city”

V. Objectives of the study:

The study was conducted with the following specific objectives.

- a) To find out the socio-economic condition of the respondents under study
- b) To analyze the media profile of the respondents,
- c) To know the radio listening pattern of the respondents,
- d) To analyze the role of women development through Radio.

VI. Findings and Discussions:

Table 1: Distribution of Respondents by Age

Age	Listener	Percentage
10 –19	69	23.0
20 – 29	123	41.0
30 – 39	66	22.0
40 – 49	15	5.0
50 – 59	15	5.0
60 – 69	9	3.0
70 and above	3	1.0
Total	300	100.0

Table-1 gives the age wise distribution , More than 41% of the respondents belong to the age group of 20 to 29 years and 01% of the respondents belongs to more than 50 years of age.

Table 2: Distribution of Respondents by Education

Qualification	Listener	Percentage
Illiterate	72	24.0
Primary level	36	12.0
High School level	78	26.0
Under Graduate	24	8.0
Post Graduate (General)	3	1.0
Professionals Courses	15	5.0
Total	300	100.0

Table-2 table presents the educational status of the respondents. Nearly 26% of the respondents have completed high school level. Only 1% of the respondent have studied post graduate.

Table 3: Distribution of Respondents by Occupational Status

Occupation	Listener	Percentage
Farmers	35	11.7
Wage Laborers	28	9.3
Skilled Workers	3	1.0
Self Employed	15	5.0
Government Employees	9	3.0
Private Sectors	15	5.0
Homemaker	120	40.0
Students	54	18.0
Others	21	7.0
Total	300	100.0

Table 3: reveals about occupational status of the respondents. In this study the respondents female so nearly one-fourth (40%) of the respondents are home maker. Farmer and skilled workers are in the low ratio.

Table 4: Distribution of the Respondents by Media Users

Media Ownership	Listener	Percentage
Receiving newspapers at home	39	13.00
Magazines at home	18	6.00
Own a TV	237	79.00
Own Radio	39	13.00
Internet Connection	3	1.00

Table 4: reveals that by distribution of the respondents by Media Users, Nearly 13% of the respondents are receiving newspapers at home. Very few percentages (1%) of the respondents are having internet connection in their home.

Table 5: Distribution of the respondents by frequency of listening to Radio Programme

Frequency of Listening to Radio Programmes	Listener	Percentage
Daily	69	23.0
Five to six times a week	21	7.0
Three to four times a week	21	7.0
Once or twice a week	18	8.0
Less than once a week	18	7.0
Fortnightly	153	51.0

Table 5: shows that more than (23%) of the respondents listen to radio on daily basis. Only 7% of the respondents listen to radio five to six times in a week or three to four times in a week.

Table 6: places listening the Radio

Radio by the Respondents	Listener	Percentage
Local Radio Receiver	115	38.33
Mobile phone	85	28.33
Branded Radio Receiver with antenna	62	20.67
Others	29	09.67

Table 6: shows that nearly 38% of the respondents listen to radio by local radio receivers or branded radio receivers with antenna. 20.67% of the respondents are listening radio from branded radio with antenna by other equipment.

Table 7: Distribution of the Respondents by having interest to participate in programmes of Radio

Radio Programmes	Listener	Percentage
Yes	201	67.00
No	99	33.00
Total	300	100.00

Table 7: shows the interest in participating in programmes of Radio Station. 67% of the respondents are ready to participate in radio programmes. Other 33% is not showing the interest to participate in it.

Table 8: Distribution of the Respondents by having interest to participate in specific type of programmes of Radio

Type of programmes to participate	Listener	Percentage
Women Programmes	76	25.33
Live Programmes	53	17.66
Music Programmes	39	13.00
Drama	9	03.00
Education Programmes	14	04.66
Agriculture Programmes	29	09.66
Health Programmes	51	17.00
Others	30	10.00

Table 8: reveals about the interest of the respondents to participate in what type of programmes of Radio Station. Nearly 25.33% of the respondents are willing to participate in women programmes. Nearly 17.66% of the respondents are showing interest to participate in Live programmes and Health Programmes. 13% of the respondents are ready to participate in Music programmes. They will sing some traditional songs and folk songs. Nearly 09.66% of the respondents wish to participate in Agriculture programmes and others. More than 04.66% of the respondents are ready to participate in educational programmes. Because they are in the learning process, less than 03% of the respondents are ready to participate in dramas.

Table 9: Distribution of the Respondents by improvement of their life style through the programmes of Radio

Improvement in	Yes (%)	No (%)
Attitude	162(54)	148(49.3)
Knowledge	249(83)	51(17)
Education	261(87)	39(13)
Income	57 (19)	243 (81)
Motivation and Self Confidence	84(28)	216(72)
Agriculture / Fishing	48(16)	252 (84)
Health	237 (79)	63(21)
Nutrition	192(64)	108(36)
Sanitation	66(22)	234(78)
Family Management	48(16)	252(84)

Table 9: discloses the distribution of the respondents by their life style through the programmes of Radio. 87% of the respondents get improvement in education. Near to education, they get improvement in knowledge and Health also. 64% of the respondents developed in their nutrition aspects by the programmes of Radio. More than 54% of the respondents get improvement in their attitude. Some of them are attending transmission duties and live duties. From these duties they are getting some reasonable remuneration. 19% of the respondents are getting financial improvement (INCOME) . Nearly 16% of the respondents are improving in their family management capacity and Agriculture and fishing techniques by the programmes of Radio.

VII. Conclusion:

Communication media is the most popular means of women development. Information Technology (IT) is becoming a very popular social science. The main purpose of media is to inform, educate and motivate the community to accept new ideas and technologies so as to enhance their living conditions. The role of women in our society has changed dramatically in last 3-4 decades. The important conclusions drawn from the above points are to empower women and to increase their control over the decisions that affect their lives both within and outside the household. The study reveals that radio play very important role in for health, education and knowledge of the women.

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RELATION BETWEEN SOCIO- PERSONAL CHARACTERISTICS OF ORGANIC FARMERS AND KNOWLEDGE GAIN THROUGH RADIO- AN ANALYTICAL STUDY

Tahmeena Kolar

Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur

Onkargouda Kakade

Associate Professor and Chairperson, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur

Abstract-The success of agricultural development programmes in developing countries largely depends on the nature and extent use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media. This study focuses on the knowledge level of the farmers gained through radio in Karnataka and proposes to assess the relationship if any, between the knowledge gained by the organic farmers and selected socio- demographic variables. Multi stage sampling method was used to select 900 organic farmers and the data is collected with the help of structured questionnaire. The data is analysed by using percentage, frequency, Z test and P-value. The findings shows that there is a significant difference between gain in knowledge and the sex, age, education, land holding and social participation of the organic farmers. This is statistically proved from this study (P- 0.0001).

Key words: Radio, organic farming, knowledge gain.

Introduction:

Organic farming is a form of agriculture that relies on techniques such as crop rotation, green manure, compost and biological pest control. Organic farming in India is experiencing at real boom-when considering the number of farmers turning to organic practices, or the popularity of the topic among political leaders and in media.

Due to adaptation of chemical fertilizers in agriculture the yield and nutrients decreases. Hence in today's scenario the organic farming is very much necessary. In an era where 'food security' and 'sustainable development' are the buzzwords, the age-old concept of organic farming has acquired an altogether different meaning.

In Karnataka Bangalore, Dharwad, Mangalore, Hasan, Gulbarga, Bhadravati, Mysore AIR stations are producing and broadcasting several radio programmes on organic farming practices. Karnataka State Organic Farming Mission is also trying to create awareness through AIR- FM Transmitter network by sponsored Radio programmes in a state hook-up. There are some sponsored programmes based on radio interview with progressive organic farmers and their family, that educates radio listening farmers on Organic Crops, Organic manure: compost, vermin-compost, jeevanrutha, panch gavya, Plant protection, Application of Compost, Mulching of Crops, Intercropping, Mixed Cropping, Crop Residues, Animal Manure, Planting of Legumes, Green Manure, Off Farm Organic Waste etc. To start with farmers were requested to register their names with AIR, Bangalore as well as with

Organic Farming Mission for listening to and participating in this organic farm programme.

Through these programmes All India Radio is providing extension and education support to farmers regarding

organic farming every day. These programmes on organic farming was conceived to bring together the scientific community and knowledgeable persons on organic farming and allied subjects on the one hand and to take their

scientific knowledge adequately to the organic farming community on the other, which ultimately meant increased food production to the country and increased income to the farmers.

Review of literature:

DevendrappaSangappa (1990) reported that a positive and significant relationship was observed between the independent variables like education, family size, extension contact, media participation, credibility, utilization of information, discussion after listening and the dependent variables listening behavior.

Kakade Onkar (1995) observed that there was no significant relation between education level and knowledge gain of farmers. However the knowledge gain was slightly higher by the literates, when compared to illiterates.

Vijaya B. Hosamani (2009) shows that the formal education of participants had negative and non-significant relation with knowledge level. It might be due to the reasons that, though majorities (57%) of the participants were young and educated up to 12th standard (37%) and above (27%) but formal education in the state is less oriented to agriculture which requires practical experience to gain knowledge.

Statement of the problem:

“Relation Between Socio- Personal Charecterstics Of Organic Farmers And Knowledge Gain Through Radio”.

Objectives:

- To know the ganeral profile of the organic farmers.
- To find out if radio is effective enough in terms of knowledge imparting.
- To assess the relationship if any, between the knowledge gained by the organic farmers and selected socio-demographic variables.

Methodology:

The present study was carried out in Karnataka state. For this study eperimental method was used and for the selection of samples multistage sampling technique was adopted. Thus, the 30 districts of Karnataka was selected, from each district one taluka, each taluka one hobli, from each hobli two villages and from each village 10 listeners and 05 non-listeners were selected. The respondents were grouped in two categories i.e. experimental and control group. The total sample of the study was 900 in that 600 were listeners and 300 were non-listeners of All India Radio. To assess the knowledge level of the organic farmers the average, standard deviation, Z test and P-value was applied.

Results and Discussion:

Table – 1: Gender distribution of respondents

Gender	Experimental group	Control group	Total
Male	515 (85.83%)	263 (87.66%)	778 (86.44%)
Female	85 (14.16%)	37 (12.33%)	122 (13.55%)
Total	600 (66.66%)	300 (33.33%)	900 (100%)

The data presented in table 1 highlights that large numbers of registered respondents (85.83%) were male, while very few were (14.16%) female. Further, the gender distribution of non- registered farmers, most of the respondents (87.66%) were male while remaining 12.33% were female.

This supports the findings of Ani and Baba (2009), Nwachukwu (2010) and Oyesola et al (2011) as they reported that majority of the respondents were male and suggested that farming is mostly be practiced by males.

Table – 2: Age distribution of respondents

Age	Experimental group	Control group	Total
< 25 years	159 (26.5%)	52 (17.33%)	211 (23.44%)
26 – 35 years	132 (22%)	73 (24.33%)	205 (22.77%)
36 – 45 years	143 (23.83%)	73 (24.33%)	216 (24%)
46 and above	166 (27.66%)	102 (34%)	268 (29.77%)
Total	600 (66.66%)	300 (33.33%)	900 (100%)

The information depicted in table 2 reflects that 27.66% of the registered respondents were 46 and above age group category followed by 26.5% were below 25 years age. However, 23.83% were up to 36 - 45 years age and only 22% were belonged to 26 – 35 year of age.

In case of non-registered farmers, a vast majority (34%) of the respondents was in the age bracket of 46 and above, 24.33% were between 26 – 35 years and similar 24.33% were between 36 – 45 years age group and 17.33% fell between below 25 years age.

The findings with regard to result shows in accordance with those of Solomon (2008), Md. Salleh Hassan et al (2011) and Rasak Olajide and Amusat (2012) reported that majority of the respondents were in the old age bracket.

Table – 3: Education distribution of respondents

Education	Experimental group	Control group	Total
Illiterates	41 (6.83%)	33 (11%)	74 (8.22%)
Primary and secondary	213 (35.5%)	133 (44.33%)	346 (38.44%)
College	273 (45.5%)	111 (37%)	384 (42.66%)
Post graduation	69 (11.5%)	23 (7.66%)	92 (10.22%)
Others	04 (0.66%)	00 (0%)	04 (0.44%)
Total	600 (66.66%)	300 (33.33%)	900 (100%)

Table 3 reported that majority (45.5%) of the registered respondents had an education up to college level, followed by 35.5% had primary and secondary education, 11.5% were in post graduation level and only 6.83% were illiterates. However, rests of the respondents were in other education level.

In the field of non – registered farmers, a great majority (44.33%) of the respondents had primary and secondary education, 37% had college education and 11% respondents were illiterate. Hence, only 7.66% respondents were post graduates and there were no respondents in other education level.

Further, this is supported by the findings of Chandramouli (1986), Rehman Fariha (2011) and Olajide Rasak and Amusat (2012) they examined that majority of the respondents were literate.

Table – 4: Land holding distribution of respondents

Land holding	Experimental group	Control group	Total
Up to 5 acres	301 (50.16%)	146 (48.66%)	447 (49.66%)
6 – 10 acres	137 (22.83%)	72 (24%)	209 (23.22%)
11 – 20 acres	86 (14.33%)	40 (13.33%)	126 (14%)
21 acres and above	76 (12.66%)	42 (14%)	118 (13.11%)
Total	600 (66.66%)	300 (33.33%)	900 (100%)

Table 4 reveals that 50.16% of the registered respondents had very small farm size (up to 5 acres), followed by 22.83% had small (6- 10 acres). While, 14.33% had medium land and only 12.66% had big farm size (21 acres and above). Whereas, in case of non- registered farmers, 48.66% had very small farm size, followed by 24.33% small, 14% had big farm size and 13.33% had medium farm size respectively.

The findings is in conformity with the findings of Agwu, Ekwueme and Anyanwu (2008) and Nwachukwu (2010) they stated that a great majority of the respondents had a small cultivated land.

Table – 5: Distribution of respondents by level of social participation

Social participation	Experimental group	Control group	Total
Grama/Zilla/Taluk panchayat	54 (9%)	26 (8.66%)	80 (8.88%)
SHGs	86 (14.33%)	36 (12%)	122 (13.55%)
Co-operative	127 (21.16%)	73 (24.33%)	200 (22.22%)
Raita sangh	130 (21.66%)	68 (22.66%)	198 (22%)
Youth/ women's club	110 (18.33%)	37 (12.33%)	147 (16.33%)
Political party	61 (10.16%)	23 (7.66%)	84 (9.33%)
Savayava krishi sangh	151 (25.16%)	84 (28%)	235 (26.11%)
Any other	79 (13.16%)	31 (10.33%)	110 (12.22%)

Table 5 reported that most of the registered respondents (25.16%) were the member of savayava krishi sangh (Organic farming organization), followed by Raita sangh (Farmers organization) 21.66%, co – operative society 21.16, while 18.33% were serve as the member of youth or women's club and Self Help Group 14.33%, 13.16% were belongs to other organizations category, 10.16% were the members of political party and only 9% of the respondents were grama, zilla or taluk panchayat members.

Further, the above table indicates that majority of the non-registered respondents (28%) were the members of savayava krishi sangh (Organic farming organization), followed by co – operative society (24.33%), Raita sangh (Farmers organization) (22.66%), youth or women's club (12.33%), Self Help Group (12%), while 10.33% were serve as the members of other organizations, grama, zilla or taluk panchayat (8.66%) and only 7.66% were the members of political party. These findings supports from the findings of Radhakrishnan (1988) and Krishnamurthy A.T (1999) reveals that majority of the respondents have high level of social participation.

Table – 6: Test of significance in gain of knowledge

Experimental group		Control group		Z-value	P-value
$\bar{0}$	$\sum x^2$	$\bar{0}$	$\sum x^2$		
75.77	500.93	65.25	203.8	20.15	<0.0001

With respect to the gain in knowledge table 6 reveals that there is a significant difference in terms of knowledge gain between experimental group and control group which is statistically proved (P-0.0001).

These findings were in accordance with the findings of Krishnamurthy .B (1988) and Mohammad Reza and Abu Hassan (2010) they stated that the knowledge gain of the radio listeners is more.

Table – 7: Test of significance in gain of knowledge by gender

Gender	Experimental group		Control group		Z-value	P-value
	$\bar{0}$	$\sum x^2$	$\bar{0}$	$\sum x^2$		
Male	66.8	428.69	56.7	177.86	19.42	<0.0001
Female	9.65	71.82	9.07	26	23.61	<0.0001

In accordance with the gender table 7 indicates that there is a significant difference between parametric values of control group and experimental group. Hence, it is evident that there is a significant difference between gain in knowledge and the sex of the respondents.

These findings depicted support from the findings of Kakade Onkar (1995) inferred that sex of the respondents had no influence with respect to knowledge gain.

Table – 8: Test of significance in gain of knowledge by age

Age	Experimental group		Control group		Z-value	P-value
	$\bar{0}$	x^2	$\bar{0}$	x^2		
< 25 years	17.71	135.7	12.51	32.71	32.28	<0.0001
26 – 35 years	16.56	79.97	16.22	49.67	8.88	<0.0001
36 – 45 years	19.93	117.6	15.88	50.19	17.97	<0.0001
46 and above	18.23	37.95	23.44	15.26	5.19	<0.0001

Table 8 reported that there exist a significant difference in the perception of knowledge gain between experimental group and control group. It is clear that there is a significant difference between gain in knowledge and the age group of the respondents.

The findings of the study are similar with the findings of Singh (1972), Sundareshan (1978), Patil (1980) and Krishnamurthy .B (1988) they found that there is a significant difference between knowledge gain and the age group of the respondents.

Table – 9: Test of significance in gain of knowledge by education

Education	Experimental group		Control group		Z-value	P-value
	$\bar{0}$	x^2	$\bar{0}$	x^2		
Illiterate	6.13	33.02	7.31	22.6	7.44	<0.0001
Primary and secondary	27.55	176.54	28.98	90.82	14.5	<0.0001
College	33.88	230.13	24.95	76.1	24.84	<0.0001
Post Graduation	8.83	57.91	5.18	14.32	29.06	<0.0001
Others	0.84	3.32	0	0	332	<0.0001

From the table 9 it is evident that there is a significant difference between gain in knowledge and the education of the respondents.

The findings of earlier researchers Patil (1980), Joshi (1985) and Syed Sadaqath (2005) indicates that there was no significant relationship between education and knowledge gain of respondents.

Table – 10: Test of significance in gain of knowledge by land holding

Land holding	Experimental group		Control group		Z-value	P-value
	$\bar{0}$	x^2	$\bar{0}$	x^2		
Up to 5 acres	49.51	248	39.84	98.36	15.98	<0.0001
6 – 10 acres	21.26	114.36	16.66	48.13	16.64	<0.0001
11 – 20 acres	14.77	66.89	8.29	25.39	16.66	<0.0001
21 acres and above	12.97	62.45	8.89	29.36	14.32	<0.0001

Regarding the gain in knowledge table 10 shows that there is a significant difference between gain in knowledge and land holding of the respondents. This is statistically proved from this study (P- 0.0001).

The results of the study are in line with the findings of Joshi (1985), Krishnamurthy .B (1988) and Syed Sadaqath (2005) reveals that there was no significant relationship between land holding and the knowledge gain of the farmers.

Table – 11: Test of significance in gain of knowledge by social participation

Social participation	Experimental group		Control group		Z-value	P-value
	$\bar{0}$	$x\bar{}$	$\bar{0}$	$x\bar{}$		
Grama/Zilla/Taluk panchayat	8.18	44.45	8.01	17.69	15.92	<0.0001
SHGs	12.39	71.65	9.36	25.56	20.21	<0.0001
Co-operative	19.74	103.1	16.86	49.78	13.95	<0.0001
Ryata sangh	18.63	107.97	16.15	45.26	17.27	<0.0001
Youth/ women's club	13.35	92.6	8.67	25.5	28.67	<0.0001
Political party	7.73	52.5	8.48	16.65	3.51	<0.0001
Savayuva krishi sangh	17.49	129.86	19.63	58.52	18.43	<0.0001
Any other	7.9	69.78	9.29	18.63	28.57	<0.0001

Table 11 indicates that there is a significant difference in terms of knowledge gain and level of social participation of the respondents.

The findings are in agreement with the studies Patil (1980), Joshi (1985), Krishnamurthy .B (1988) and Syed Sadaqath (2005) reported that there was no significant relationship between level of social participation and knowledge gain of farmers.

Conclusion:

The radio farmer's agricultural programme enhanced the extent of adoption of organic agricultural technologies. Nevertheless, the adoption of the technologies is generally low. sex, age, education, land holding and social participation significantly influenced adoption of organic agricultural technologies disseminated via radio farm agricultural Extension programmes. The knowledge level of registered farmers is more than non registered farmers. The knowledge level of registered farmers is more due the participation in organic farming radio programmes.

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ROLE OF MEDIA IN ERADICATION OF POVERTY AND MALNUTRITION IN KARNATAKA: AN OUTLOOK

Dr. C K Puttaswamy

Associate Professor, DOS in Communication and Journalism, University of Mysore

Nagarajamurthy

Research scholar, DOS in Communication and Journalism, University of Mysore

Introduction:

Since independence, the issue of poverty is alive in every state and has remained a prevalent concern. Poverty is still a serious issue facing the developing economies. According to the World Bank World Development Report (1990), “the most pressing issue facing the development community is how to reduce poverty.” The World Bank World Development Report (2000-2001) stated that “Poverty amidst plenty is the world’s greatest challenge.”

The Planning Commission’s poverty line (2009-10) shows 10.87 million (1.087crore) of Karnataka population of 18.5 percent still lives below poverty line. More than 15.82 percent of the entire rural population and 23.54 percent of the urban population of Karnataka exist in this difficult physical and financial predicament. The division of resources, as well as wealth is uneven in India- this disparity creates different poverty ratios for different states in India. For instance, in Karnataka- Bangalore, Mysore, Dharwad and Hassan,mandya have low poverty ratios. On the other hand almost 40 percent of populations in the district like ChamarajaNagar, Koppala, Raichur, Bidar, and Bellary live below poverty line

Poverty alleviation

Planning commission released the poverty estimates in 2011, for the country shows a decline in the incidence of poverty by 7.3 percent over the past five years and stating that anyone with a daily consumption expenditure of Rs 28.35 and Rs 22.42 in urban and rural areas respectively is the above the poverty. The Planning commission has told the supreme court that the BPL population in the country is 40.74 crore and poverty line for the urban and rural areas could be provisionally placed at Rs. 965 per capita per month (approximately Rs. 32 per day) and Rs 781 per capita per month (around Rs 26 per day), respectively.

Poverty level fell to 18.52 percent in Karnataka, yet continues to be highest among the southern states.

The overall poverty ratio in the State has declined from 24.9 per cent in 2004-05 to 18.52 per cent in 2009-10. The Karnataka Economic Survey 2011-12 stated that “there is a decline in the incidence of poverty based on the Planning Commission's poverty line”. The State had set a goal of achieving 12.4 per cent poverty ratio in the 11th Plan period (2007-12) from the level of 24.9 per cent in 2004-05. Although the State has not been able to achieve the target, it has made good progress towards poverty reduction by achieving an overall reduction 6.5 per cent. The poverty ratio stood at 15.82 per cent with 5.87 million poor in rural areas (20.80 per cent with 7.81 million in 2004-05) during 2009-10 and the ratio in urban areas stood at 23.54 per cent with 5.09 million poor (32.60 per cent with 6.38 million poor in 2004-05) in 2009-10. Per capita net income of the State, at current prices, is estimated at Rs. 69,493 in 2011-12, an increase of 14 per cent as against Rs. 60,946 in 2010-11.

The Karnataka Economic Survey 2011-12 found that the return from investments of more than Rs. 32,483 crore by the State government was just 0.1 per cent during 2010-11. While the government is borrowing from the market for these investments, the returns are much lower.

Karnataka State’s Poverty highest among southern states

Poverty reduction measures are unsuccessful, 60 percent State’s poor in North Karnataka, 48Taluks (30 in North Karnataka) having an abject poverty. When compared to the other states in south India, Karnataka state has got third

place in population. As per the Economic Survey report released by the Department of Planning, Programme Monitoring and Statistics, poverty is still a major cause for concern for Karnataka.

As in 2009-10, Karnataka has 10.87 million (1.087 crore) poor people (18.5 pc). Andhra Pradesh has recorded 9.3 pc poor, Kerala 8.1 pc and Tamil Nadu 12.9 pc. However, the poverty ratio has come down from 25 pc in 2004-05 to 18.52 pc in 2009-10. Incidence of poverty based on Planning Commission's poverty line shows poverty ratio of 15.82 pc (5.7 million-57 lakh) poor in rural areas, 23.54 pc (5.09 million- 50.9 lakh) in urban areas and 18.52 pc (10.87 million- 1.087 crore) poor in the State as a whole in 2009-10.

Karnataka had aimed at reducing poverty ratio to 12.4 pc in the 11th plan period from 24.9 pc in 2004-05. Though it hasn't achieved this target, there has been an overall poverty reduction of about 6.5 pc.

Malnutrition

The planning department has expressed concern over malnutrition among children in the Karnataka. In 2007-08, the nutrition patterns showed about 47 pc of children were 'normal', 53 percent 'moderately malnourished' and 0.3 percent 'severely malnourished'. However, in December 2011, the percentage of 'severely malnourished' children stood at 1.75 pc.

"Malnutrition is again an area of concern, which is intended to be tackled through introducing the proposed village child development centres and better implementation of ICDS," it states in the report. Integrated Child Development Scheme (ICDS) provides supplementary nutrition, immunisation, health check-up, nutrition for children and mothers. During 2011-12, an expenditure of Rs 45,272 lakh (452.72 crore) has benefited 46.7 lakh people.

State Government policies and programmes to eradicate poverty and malnutrition development

The Government of India and state government have formulated development policies and implemented programmes with a view to eradicate poverty, malnutrition, develop community infrastructure, generate gainful employment opportunities and improve the living standard of the people in the country.

Major poverty alleviation programmes of the Karnataka government

- Anna Bhagya Yojane 30kg food grains (rice,jowar,ragi,wheat) every month at 1 rupees for BPL families-98.17 lakhs beneficiaries – under the leadership of Siddharamaiah, Chief Minister of Karnataka in August, 2013
- Ksheera Bhagya Yojane 150 ml. ,milk thrice a week to 1.04 crore schools and anganawadi children
- Loan waiver –loan for Scheduled caste and Scheduled Tribes amounting to- 349 crore and 68.69 crore respectively waived -1.87 lakh and 40.072 beneficiaries, loan for back ward class/minorities 514.26 crore to 4.98 lakh beneficiaries/362 crore waived-3 lakh beneficiaries
- Subsidy to homeless for construction of houses increased to 1.20 lakh from 75.000-3.2 beneficiaries
- Incentive to milk producers increased from 2 to 4 per litre -5 lakh beneficiaries
- Waiver of arrears electricity bill of bhahya jyothi beneficiaries arrears of 268 crore waived-20 lakh beneficiaries.
- Financial assistance of Rs, 1000 per month to be disabled
- Old age pension at the rate of Rs 500 per month to elderly persons aged 65 years and above and who are without any means of support
- Destitute widows- financial assistance of Rs 400 per month
- Bhagyalakshmi (initial Deposit under Bhagya Lakshmi Scheme for girls doubled with maturity value of Rs, 1 lakh)
- A pilot poverty alleviation project in BBMP and Karnataka state for primary school children, Akshara Dasoha.
- Several initiatives to improve economic opportunities and also reduce poverty among the socially under privileged.

Media role in eradication poverty and malnutrition: a perspective

This paper reveals that function of media and how media concepts are connected to poverty and malnutrition and economy of the state. The main duty of media organisations and media persons is to report the burning and major public interest issue, and the region's journalists are often at the forefront in highlighting the concerns.

The role of media in the processes to eradicate poverty, malnutrition, social change and economic development is now widely recognized by the scholars and policy makers all over the globe. The scholars have stated that central and state governments and public response to poverty and malnutrition depends on how media frames the issue. Given the media's societal responsibilities, poverty should be at the top of its reporting agenda. The point is that poverty does not have strong lobby groups, like the business sector. The nature of governments is such that on their own accord, they will only do so much for poverty. And some of the central government policies and programmes regarding poverty have not fully reached the poor people. Some of the regional news channels in Karnataka such as TV9, Suvarna 24x7, Janashri 24x7 and Kasthuri 24x7 have covered the poverty and malnutrition children in north Karnataka regions. Later, it became a national issue and then, local MLAs have visited some of the places to know the condition but didn't take any measures. The media, through sustained and consistent coverage, can prompt governments into more substantive action by bringing the weight of public opinion to bear on them. But the media's role is not widely understood and is often overlooked and lacks research.

Strengths and weaknesses of media coverage on Poverty and Malnutrition

Media persons did not highlight that more than 70 percent of the national wealth was concentrated in the hands of just 10 per cent of the population in India. The scale and insidious nature of poverty warrants new reporting approaches and strategies in order to prick the states conscience and prod governments into firmer action.

To be fair, in the state, media covers quite a bit of ground, but the structural causes of poverty, such as job loss, lack of economic opportunity, disability and analysis of the impact of government policy on poverty are often missing from the stories. Example, The New Indian Express, Bangalore has done research and published an article about poverty and economic status of a Schedule caste colony in Tumkur District on International day for the poverty eradication on October 17th, 2012. And a regional evening paper 'City Today' has published the problems faced by the malnutrition children in Mysore district on September 03, 2013.

Weaknesses in poverty reporting by media persons:

- Poor suffer "poverty of coverage" when the reporters are not given enough time and opportunity to speak to them;
- Event and statement-based reports that often lack of analytical depth and authenticity;
- Field reporting has taken back seat in regional media and state newspapers.
- Investigative reporting, which touch the surface, but do not address the root cause of the problem. Example, child labour is an issue in mining fields of Bellary but no one has highlighting the issue.
- Official statements based on hype, rather than ground reality.
- Reporters are not keeping an eye on the feedback of manifestos of political parties.
- In-depth reporting is not seen when it comes to issues of poverty and malnutrition.

Concluding remarks

Even though Karnataka is a wealthy state it has her own internal problems. So, In a large democratic country like India, all four organ of democracy which are legislature, Executive, judiciary and press have their own responsibility and have to work for the development of every individual of the country. But, the thing is there is no mutual understanding between them. The media have to rise to the occasion in meeting the needs of the people in the new age of information revolution. The vision of 21st century may remain empty and the progress toward that goal may become tardy if the media organizations fail to widen the base of informed, skilled and competent people at various levels. In spite of the tall claims of government in eradicating the poverty and malnutrition but still questions remains, Has the government really tried to take away poverty and malnutrition? Have the antipoverty programmes really reached the people? Are they real solutions to the problem of poverty? Do they government really want to eradicate poverty and malnutrition?

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MEDIA AS AN AGENT: ENVIRONMENTAL ISSUES AND MEDIA

Shabista Booshan

Assistant Professor, Symbiosis Institute of Media and Communication, Symbiosis International University, Bangalore

Ms Somya Gupta

*Student, Symbiosis Institute of Media and Communication,
Symbiosis International University
Bangalore*

Abstract:

Under article 21 of Indian constitution our fundamental right includes enjoyment of pollution free environment, did you know about this? Every developed nation wants more development, developing countries chases developed world and under developed countries battle to establish a standing. However in this run for Globalisation, Urbanisation, Privatisation, Industrialisation, Modernisation (GUPIM) environment has taken a toll. Environmental issues such as pollution, deforestation, global warming, depletion of ozone layer and wildlife preservation etc. have been a concern for the countries, corporates, communities and governments for years now.

Media works as a platform for encouragement and change, and is one of the best tools to bring about a great awareness in the society. But can it do something beyond, can it be an agent for bringing in a rewarding solution to a problem like one we are discussing in this paper. Can it be a linking cord between countries, corporates, communities and governments to help trigger a result oriented solution for combating present environmental issues?

Key Words: environmental issues, media, constitution, corporate, GUPIM

Introduction:

Environment is surrounding and anything that has any effect on an organism during its life time. The environment may lead to growth and development or may cause damage or danger to the ones it is affecting.

However understanding of environmental issues is a problem that is yet to be adequately solved. This understanding seems to be lacking worldwide, because media has very little contribution in spreading across ample information related to the burning environmental issues. Communication is the answer to the understanding of environmental problems. And media is the right trigger point to activate the countries, corporates, communities, governments and the public to rise and put a foot forward in safeguarding our environment. Media can rightly pitch in here as an agent for revolutionary modification ensuring a sustainable and progressive tomorrow.

However even though media coverage is at least partly responsible for focusing people's attention on environmental problems, but since the same media just drops the picked issue in lurch without extending on it exclusively for looking for a rewarding result, that there is very little done regarding this so far.

Research Study

Walt Whitman Rostow, an American economist gave an economic growth model-'Rostow's stages of growth'. According to this 5 decade old model India is in the drive to maturity stage and at a slow but steady pace it is heading towards the age of high mass consumption. Our understanding of the model ensures a CONCRETE future-skyscrapers, industries, skilled labour, and tertiary sector, positive BOP, better standard of living but an ailing environment.

Like any other sphere environmental concern is dependent on the amount and quality of information that one has about it. In this case the information is dependent on what its source is supplying us - mass communication and public sphere communication. Mass media acts as an agenda setter that pulls attention to those issues and problems, which would have gone unnoticed in the absence of media.

An aspect where there is a stark similarity between media and other business is ownership- both are owned by a handful of large corporations. Thus limiting the selection process of what needs to be disseminated.

Global environmental problems are frequently viewed as more serious as compared to local ones. Mass media has an integral role in creating more informed individuals with regards to environmental consciousness. Media can focus good local doings that lead to global good; one such example is of Biodiversity Conservation India Pvt. Ltd. by Dr. Hariharan Chandrashekar, the group provides green solutions for housing and other buildings. These solutions focus on sustainable methods to create zero energy homes that won't be a burden for the environment.

Relegating chronic environmental problems such as global warming and climate change to inside pages, importance is given to accidents and natural disasters which are then tied to climate change. This is again based on the agenda setting theory which clearly showcases that controversial, emotional and negative events garner maximum coverage. An example to support this observation is the kind of coverage this year's Uttarakhand floods received. On the other hand mass media has extremely effective tools for environmental communication which have not been sufficiently exploited for the same.

A few determinants with regards to media coverage of environmental issues are audience interest, editorial policy and profitability. Media helps in influencing the way government and ordinary people view environmental issues but contrary to this it has limited capacity to change government's and society's view and approach towards it.

More specialists need to be trained in order to improve the quality of reporting on environmental issues. A series of initiatives are been taken by the government of India focusing on various areas like Science and Research, Forestry, Climate Change, Greenhouse Gases, Low Carbon Economy, Biofuels and many more. But here again due to lack of media support these initiatives remain unheard and unnoticed.

The acts of generosity that corporates take up under the umbrella of corporate social responsibility (CSR) can be of two types; one where in they donate money for a cause and second when they incorporate environmental friendly techniques in their operations. Media can talk about both these sides but to different audiences. It is the responsibility of media only to highlight the achievements/failure of corporate in meeting to the guidelines that are environment related.

ITC's sustainability initiative – Ecotourism Society of India is one such example that is dedicated to the promotion of sustainable development in tourism and to promote responsible best practices in and among the tourism fraternity. NGOs represent an organised response by the civil society, in those areas in which the state has either failed to reach or has been inadequate. Here media can work as an adhesive to join the individual efforts of various together into one giant initiative; that can positively affect a large base. Although the advent of internet has eased the dissemination of information for environment enthusiasts but its reach in a country like ours is limited to urban areas. On the other hand traditional media tools like radio, television and print have their roots strongly set in. These mediums special radio (to reach out to rural populations) have been used for delivering information about environmental issues and concerns but the effectiveness of the same cannot be measured. Print media has been very proactive while reporting about environment but they need to be very cautious about the content and its authenticity as courts and government bodies take cognizance of what they say.

Problems in hand

- Together with government officials, environmental activists, scientists, and industrialists, the journalists and broadcasters set the agenda for environmental discourse and decision-making.
- Reach of media vehicles is different.
- Commercialization of media- leading to it being a vehicle for paid information.
- Lack of trust and reliability on media coverage.
- Different messages are needed for different kind of audience- rural and urban; developed, developing and underdeveloped.
- Lack of measuring tools to learn about the effectiveness of the disseminated environmental information- did people try and adopt sustainable operations?
- Lack of reliable source for information of environmental issues.

Solutions and Recommendations

- Involving environmental science specialists- scientists as reporters.
- Online database that can act as information centres of environmental issues.
- Media advocacy in the field of environment sciences and issues will be essential in bring a change.
- Currently the environmental communications are mostly top – down structures, but by empowering individuals, society and corporate, media can make it into a bottom – up model.
- Encouraging citizen journalists to do more of environment reporting.
- Digital communication is the future and so it is important for media to optimise its usage in their plan of action.
- Initiatives at the society and corporate levels.
- Family education of environmental issues is very important.
- Teaching the youth about the subject is also important.

Conclusion

Media is the catalyst to bring a change and media advocacy will initiate and develop a ‘sustainable public opinion’, and in addition to this it has the muscle to influence the policy makers. So a combination of sustainable public opinion and positively influenced authorities will lead us to a better future- a sustainable environment. In order to perform as a catalyst the media needs to be consistent, systematic and quality in its functioning, hence a little bit of alteration in the existing agenda setting parameters is required.

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THE MISSING MAJORITY: INVISIBILITY AND MISREPRESENTATION OF THE POOR IN INDIAN NEWS MEDIA

Rommani Sen Shitak

Assistant Professor, K.P.B. Hinduja College of Commerce, Mumbai

India today boasts of a robust media and entertainment industry. Currently India is only the 14th largest Entertainment and Media market in the world with industry revenues contributing about 1 per cent of its GDP (CII & PwC Report, 2012). While the absolute numbers of the growth of the Indian media industry are impressive, the same cannot be said of the social reach of the media.

The news media too has witnessed tremendous growth by filling the vacuum of unbiased and credible news provision since the days of state-controlled radio and television. However, there are many who caution that the growth of news media in India should not be confused with the state of journalism in the country. Herman and Mc Chesney (2001) note that the media system of India was built on a system of great inequality and continues to further those inequalities.

Shift in priorities

We are told that we are living in an information age, in which our access to information is unprecedented and accelerating. But in these times one of the characteristic features of the media has been the ‘rise of opinion’ (Turner, 2012). The media industries have embraced the commercial strategy of turning information into entertainment.

News today is largely dramatic and prolonged, live, unmediated footage. This method of news delivery is cost-effective and ensures the centrality of the anchor/studio as the absolute interpreter of sound bites. There is more opinion than news on the news channels today (Bhushan, 2013).

The outcome of such an orientation is not usually a greater variety or diversity of content. On the contrary, we see more and more of the same content across different platforms with the same levels of emphasis. P. Sainath, the celebrated rural affairs editor of *The Hindu* commented in a piece written in 2005 that today we have Mc Media – it tastes the same everywhere (Sainath, 2005).

In this context the role played by the television news media is significant. Since most private television networks have come into existence as a result of the liberalization of television sector in India, they tend to follow a news agenda which appears to champion the benefits of a free market (Thussu, 2007).

All this is done at the expense of difficult stories and issues such as poverty, exploitation and the dark sides of globalisation. There is a new found interest in fashion, lifestyle, sports particularly cricket, gadgets and celebrities. In the genre of news, this is particularly stark as the above mentioned items have become newsworthy whereas the struggles and concerns of rural India and those of the urban poor have been relegated to the backburner (Thomas, 2010).

Reporting poverty and the poor

The reporting of poverty in India today is largely episodic; there are a handful of mainstream media outlets that consistently deal with issues related to poverty. Thomas (2010) argues that there has been an increase in the number of journalists covering poverty. He, however, cautions that, “it is only occasional that a journalist opts to investigate the larger, long-term reasons for events such as drought or is inclined to frame poverty as a process rather than as an event” (Thomas, 2010, p. 104).

The emphasis on the elite sections of the media was amply demonstrated during terrorist attacks in Mumbai in November 2008 when both national and global television networks focused on the unfolding drama at the Taj and the Oberoi hotels but ignored those who were affected at the Chatrapathi Shivaji Terminus (CST), another site for the

attack. If you were watching television news channels a day after the attack you were most likely to miss the CST terror attack story because the cameras were focused somewhere else.

Zoya Hasan, professor at the Jawaharlal Nehru University in a column written for the Hindustan Times notes how the middle class has been the centre of attraction much at the cost of the poor. The public debate over the food security bill highlights this phenomenon. The new law aims to provide roughly 67 percent of the population a legal right over cheap food grains. The middle class criticism on this has revolved around the idea that this is wasteful expenditure of public resources designed to win votes in an election year.

A look at how some of the national English newspapers covered the debate around the food security bill provides insight on the urban and middle class bias of the media. The Indian Express in its editorial titled “entitlement follies” on August 27 called the bill a “fundamentally flawed law”. It questioned the political consensus on passage of the bill saying that such a move is dictated by election compulsions.

Commenting further on the bill the editorial says, “Never mind that it flies in the face of economic rationality at a time when growth is crawling at crisis levels.” The article ends by arguing in favour of economic growth oriented policies as that “offers the only sustainable way to improve the quality of life for the poor.” This despite the fact that the magnitude of decline in poverty of the last two decades has not been very significant as compared to some of the other Asian countries (World Bank).

The Times of India is harsher in its criticism of the bill. In an editorial on August 28 titled “In India Dobra” it argued how the said bill will take us back to the 1970s. The article compares the professed legal entitlements on food with socialist policies of the 1970s practiced by the then Indira Gandhi government.

It is important to note here that the article is bereft of any data on India’s record with poverty and malnutrition on the basis of which such assertions could be made. The editorial then takes an abrupt turn and says that India’s poor sanitation record is an “important factor in explaining child stunting.” says the editorial. One would expect some kind of informed reasoning and analysis from the largest circulating English daily of the country rather than naïve opinion giving.

The Hindustan Times appeared more neutral on the bill. In a report titled “Sonia’s ambitious food bill wins LS vote; UPA gets its game-changer” on the debate held in Lok Sabha on the bill, it provides an overview of what the different political parties had to say on the bill. The paper also carried a number of articles and columns that drew attention to the different shades of opinion on the subject.

None of the papers acknowledged that despite following a growth-oriented model since 1991, the performance on human development indicators – considered to be a more wholesome measure of wellbeing than just economic growth, hasn’t been very satisfactory. The Human Development Report of the United Nations Development Programme (UNDP) for 2013, released in March this year, ranked India at a low 136 among 186 countries on its human development index (Times of India, 2013).

Selective reporting of crimes against women

In recent times there has been a lot of uproar in the media on crimes against women especially after the infamous December 16 brutal gang-rape of a medical student in Delhi. In a country where rape and sexual assault of girls and women are so routine that they typically do not even merit mention in the media, the outrage over the horrific rape and beating of the medical student in Delhi took a life of its own (Ghosh, 2013).

While the street protests in urban India on sexual violence and the parallel media coverage of it is credited with bringing the issue in national consciousness, at the same time the media is also accused of reporting selectively on crimes against women. So while people and the media were crying ‘enough is enough’ after the Delhi gang-rape, the Dalit groups in India were asking a different question, a very valid question: why are some rapes more outrageous than others? (Thekaekara, 2013)

In September 2012, three months before the much-publicized Delhi incident, a 16-year old Dalit girl was gang-raped by at least eight higher-caste men in a village in the northern state of Haryana. The men even videotaped the assault, and eventually the images were shown to the girl’s father, who committed suicide shortly thereafter (Ghosh, 2013). The same issue didn’t generate as much attention and interest as the rapes that happened in Delhi, Mumbai or Kolkata.

Mazoomdar (2013) questioned the selective outrage of the journalistic community after a photo-journalist was raped in Mumbai. He says, “We tend to hit the road only when one of our own is targeted.”

The question being raised was why do the media ignore the daily attacks on poor, mostly Dalit, women and girls? The anger and outrage of middle-class India against violence on women from metropolitan centres are needed for these women too. Media coverage and public action are required on the same scale as witnessed in the case of December 16. It is in this context that the media is seen as failing to do justice to the women’s cause in India.

Conclusion

The paper discusses how the poor and their issues have been sidelined from the agenda of the media. However, not all is lost and there are some positive developments too in the country that offer hope on which a roadmap for the future could be built.

A number of opportunities for the coverage of poverty in India have arisen due to the new technology and more awareness among the rural population. The *Khabar Lahariya*, a fortnightly newspaper brought out by poor, low-caste women in Chitrakoot, Uttar Pradesh has played an important role in uncovering the face of rural poverty in the state (Thomas, 2010).

The Chhattisgarh People’s News Site – CGNet is another pioneering example. In a powerful assertion of the right to freedom of speech, as well as the right to be heard, CG Net, is a unique initiative to use mobile technology to both reach out to tribals in remote villages of the state and, in turn, get them to reach out to the world at large (Seshu, 2010). It is one of the finest examples of Citizen Journalism wherein young adivasis trained in using the mobile phones as a news gathering device record their concerns using the in-built camera (Thomas, 2010, p.202).

In conclusion, it can be said that since our country still has a lot to improve in the sphere of poverty reduction and the removal of socio-economic disparities, the news media needs to play a more constructive role in this regard. It is the poor who play an extremely important role in building the infrastructure of globalizing India and servicing its players hence it is imperative that their stories, concerns and their lives feature in the national agenda.

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MANOCHINTANA: REACH EFFECTIVENESS ON TELEVISION

Sanchita Chatterjee

Lecturer, Dept. of Mass Communication, Acharya Institute, Bangalore

Mubeen Taj . k

Dept of Mass Communication, Acharya Institute, Bangalore

Prof.A.S. Chandra Mouli

Professor, Bharatiya Vidya Bhavan, Bangalore

Introduction:

Information, communication and education are very critical to facilitate the general public to use health care services in the community. This study is focusing on integrating mental health care in primary care settings as part of District Mental Health Programme research in Thirthahalli taluk of Shimoga district. The proportion of individuals who were not using services at the point of evaluation was 70%. About one third of people with mental health problems never sought any help despite two psychiatrists working in the taluk. On examining the services provided in primary care settings as part of DMHP programs in the State, it was found that the proportion of individuals registered for care ranges from 10- 20%. All of the above evidences strongly suggest the need for intensive education about mental health problems in the community. Therefore, public education and awareness campaigns on mental health should be launched in the State, seemed imperative.

Against the said background, the Karnataka State Mental Health Authority (KSMHA) conceived Manochintana a series of programmes on mental health. They decided to put it on Doordarshan which is a public service broadcaster and enjoying a wide reach. In fact DD's mission statement also supports such educative programmes and hence it was the perfect fit for Manochintana.

There are millions of illiterates who have been suffering from mental disorders but have never realized that they can get them cured for want of education and exposure. In this context, Manochintana came as succour to all these ignorant people to look at them and understand how they should act.

All programmes of Manochintana were interactive in nature. Highly eminent people from the field like Psychiatrists, Psychologists, Doctors, Social workers, Child Psychiatrists were drawn to interact with the viewers. This was telecast during prime time in the morning from 8 am. The programme which started on 14th September 2009 on a weekly basis still continues. This is a testimony to the popularity of the programme. Dr. H Chandrashekhar, Secretary, Karnataka State Mental Health Authority is the sheet anchor for this series. The topics to be included resource person to be invited and the power point presentations on all topics were prepared well in advance. This was to facilitate the resource persons to understand the scope of the topic to be discussed. Since, the duration available was limited for the programme.

A study was planned to assess the effectiveness and usefulness of this programme across the state jointly by Doordarshan Bangalore and SMHA, Bangalore. The study intended to find out the reach, viewership as well as the perceptions of the viewers about the series.

Objectives

1. Facilitate use of primary health care services for mental health problems so access to care is Enhanced
2. Increase knowledge about mental disorders so that appropriate attitudinal change occurs in the community.

3. Increase people's participation in mental health care, reduction in stigma and discrimination, initiate self help in the community and advocate for continuous mental health services closer to where people live
4. Networking mental health resources district wise so that people can avail an assortment of services in the local district.

Sample design

This study was done in 3 districts and 12 taluks as well as 40 villages selected from Dakshina Kannada, Mysore and Bangalore urban districts. From 2 districts 200 households were selected each from both rural as well as urban. While in Bangalore urban, all the 400 households were drawn from the urban areas. Multi-stage systematic random sampling method was employed to select the districts, taluks as well as the villages. From each village 5 households were selected using the snowball method. While in urban the households were selected random systematically. From each household anyone person aged above 15 was interviewed. However due care was taken to exercise caution while selecting the respondents from the sample households. The effort was to cover all age groups and also from both sexes. This was to ensure that the sample has a fair representation of males and females as well as from all age groups. The fieldwork was done by a team of trained investigators.

From the analysis the total sample size is 1200—400 from rural and 800 from urban, the urban bias was inevitable since the ownership of TV in urban areas visa-via rural areas is much more. Similarly the cable penetration is much higher in urban areas than rural. Nowadays although DD is a terrestrial mode majority of households don't have the antenna but get the channel through the cable operator. Hence it was necessary to consider the cable penetration as an influencing variable in the process of selecting sample units.

As mention before this study was conducted on a sample of 1200 respondents, while from urban 800 were drawn and the rest 400 were selected from 40 villages.

Sex

The sample comprised more males than females. The Corresponding percentages are 62% and 38% respectively. While in urban the percentage of male are 66 the same in rural was 53 obviously and the female sample in urban and rural was 34% and 47% respectively.

Occupation

Findings reveal that housewives were more i.e. 24% this was followed by businessman 14% cultivators 12% and service personnel 7%, respondent in other occupation ranges from 1.8% to 7%.

The Rural Urban differential being in both urban and rural the housewives dominated the sample, 19% of housewives in urban and 35% of housewives in rural were the largest. Businessmen came second in urban followed by student while in rural the student respondents were 29% and cultivators 13%. 65% of the sample respondents were married in rural urban combine. Even in the rural and urban separately the proportion of marry respondents was 65%.

Age

Findings reveal that relatively more respondents (44%) were in the age group of 15-29 years rural urban combine, followed by 38% in 32-34 years age group. It is also evident from the table that number of respondents in the older age group was for less. In urban the maximum respondents hailed from the younger cohorts (52%) followed by 33% in 32-34 years age group. Similarly in rural 48% belong to the cohorts of 32-34 years followed by 27% in the age group of 15-29 years.

Education

As regards the distribution of respondents by education, more respondents i.e. 21% were 12th pass followed by around 20% having passed metric. Close to 20% were graduates and 11% of the respondents were illiterate.

Income

About 40% of the respondents had a monthly income of Rs. 5000 per month while 21% more than Rs. 15000, as regards the rest, it was between Rs.5000-15000.

Media Possession

A vast majority of respondents namely 86% owned colour TV among them 48% had cable connection and the rest 41% had DTH. Among other things 52% owned a mobile phone, 23% of respondents have computer, 15% each have CD and DVD player, 19% landline phone, 17% was getting newspapers and 11% magazines. The internet connection was found in 11% of households

Impact of Manochintana- An Analysis

Sample Information

Right from the regularity of viewing down to its practical application is discussed in the following paragraphs.

Awareness about the programme- It is evident that only 24% of respondents of rural urban combine are aware of the program named Manochintana and maximum numbers of respondents that is 70% in rural urban combine were unaware. In rural those who are aware were about 19% while the same in urban was 26%.

Viewership- Findings reveal that only 24% of total respondents in rural and urban combine watched the programme and 76% have not watched. The viewership in rural was far more (26%) than urban where it was only 19%.

Frequency of Watching- The above findings reveal that only 12% in urban and 6% in rural watched all the episodes while the rest were watching them intermittently. Nevertheless just about 10% on the whole were regular viewers

Source of Awareness- Distribution of respondents according to the source of information about Manochintana reveals that relatively more people (6%) in rural urban combine came to know through the social workers followed by relatives and friends. There were also other sources of awareness like surfing of channels, teachers, Asha volunteers etc.

In rural the major source of awareness was relatives while in urban social worker was the key informer.

Benefit from the Programme- As can be seen from the table totally about 19% of the families that listens to this programme derive benefit. This was more in urban areas (24%) than in rural where it was only 8%. The findings are indeed encouraging that nearly one-fifth of the families directly benefitted from these programmes.

It can be further seen that people perceived that this programme enable them to do more about their health as also getting solution to illness in the family.

Horizontal communication- It is evident from the table that 31% of the total respondents advised their friends and relatives to watch this programme. This was more frequent in urban (41%) than rural (12%). This is a testimony to the people's perception of the programme.

Captivating content- As can be seen from table 8 that the content on adolescence problems drew the attention more than others and amongst others programmes on HIV appeal to more percentage of respondents. The same trend could be seen in both rural and urban separately.

Usefulness of the programme- The perception about the usefulness of the series was positive of nearly one-third of the respondents (36%) in rural urban combine. However the positive feedback was more in urban (40%) than rural (26%). The avocation for perceiving it as useful was mostly because it dealt with problems of learning about children (14%) and general mental health issues (12%). The respondents in both rural and urban separately also appreciated programmes focussed on children followed by mental health education.

Whether Beneficial to the family- 28% of the total respondents considered the programme as beneficial to the family are personally. The urban respondents in particular found this very useful. The proportion being 38%. However, in rural only about 7% can be perceived as useful.

The major reasons for sharing a perception being-

- ➤ It provided solutions for mental stress in the family
- It gave us very useful information on mental health
- It provided useful information on several aspects of health.
- As many as 31% of the respondents told either their friends or relatives to watch this programme. This communication

was found more in urban than rural. The corresponding percentages being 41% and 12% respectively.

This horizontal communication was found more in urban area.

- As a confirmation the respondents were further probed whether the informed gave them feedback about their experience. Nearly 16% of the respondents answered in affirmative. Evidently this was more in urban (22%) than rural where it was just (2%).

Content Analysis- Views on the content of the programme were also solicited. Among the contents touched in the series maximum appreciation came for adolescent issues followed by general information on mental health. Another area was the problems among children.

As regards the content 38% were happy with whatever was covered in rural urban combine. Obviously the urban respondents were happier than the rural counterparts. The respective percentage being 43% and 25% was easy to follow. The rural viewers did not find it as easy as the urban counterpart.

Time of telecast- Nearly 30% of the viewers held the view that the time of telecast was convenient to watch. While 31% did not find it suitable. The suggested time by them was 8pm by 4.6%, 9am by 5%, 7:30pm 3.2% etc.

Recall- In order to check whether the respondents could retain the content of the programme, a question asking them to recall some of the Manochintana topics that they watched. As can be seen from table 10 maximum respondents recall teenage related programmes followed by HIV programmes, mental health programmes and programmes related to learning problems among children. Among those who watched this programme 34% were happy with the duration of half an hour while the rest wanted it for one hour.



A STUDY ON CARTOONS IN TWO MAJOR KANNADA DAILY NEWS PAPERS OF KARNATAKA:

A COMPARATIVE STUDY OF PRAJAVANI AND VIJAY KARNATAKA

Vinay. M

Faculty, Department of Journalism and Media Studies, Davangere University

Introduction:

From the time immemorial man has always effectively communicated and more importantly left a record of his own personal and social history. The cartoon has over the years come to be an effective of communication as well a critical comment about the time.

My study of cartoons in the two Kannada daily's is an attempt to analyze some of the work of cartoonists.

The word cartoon comes to us from the Italian and French words for card and paper. Originally a cartoon was a preliminary full sized sketch, far a work of art but done on the wall, ceiling or large canvas, where the final work of art was to be completed.

The specific content of the cartoon changes with the topic of the day. The cartoon is a language in itself, a universal language with no barriers, no linguistic forms, which is comprehensive enough for a glance to interpret and the meaning is conveyed.

Today cartoon is used in periodicals for political statement and social comment. The cartoon now has many additional functions. Many nations have their own popular Cartoonists, their own comic strips, comic books, magazines and newspapers.

Since cartoons are the drawings that depict a humorous situation, cartoon drawings are often accompanied of some captions describing a situation which could be either funny or completely satirical. There are different types of cartoons used at different places with different purposes such as editorial cartoons, political cartoons, satirical cartoons and others. Editorial cartoons, also referred to as political cartoons, serve as a visual commentary on current events. Usually satirical rather than merely humorous, they may communicate the political viewpoint of the cartoonist or add depth to an editorial opinion article in a newspaper or magazine.

A basic class of cartoon types includes the following:

The cartoon illustration, where the drawing is subordinate to the verbal text.

1. The single panel cartoon like in humour cartoons, where words often appear in caption with quotes, picture and caption in to a self contained unit.
2. The narrative art cartoon, where words typically appear in speech balloons with cartoons presented in sequence to tell a story.
3. The animated cartoon, where words come from the sound track and the cartoons themselves seem to move.
4. The cartoon product which includes all the other ways that cartoons are used today for personal messages and self presentation.

Methodology

This study is based on cartoons in two Kannada daily news papers of Karnataka. And thematic classification of content dealt with the topic, style, treatment and issue of the content.

Objectives of the study:

1. To study the major or prominent topics covered by the cartoonists.
2. To study the artistic style in the cartoons.
3. To study the coverage of issue in cartoons in their regional perspective.

Namely Regional, State and National issues.

For the purpose of this study. The cartoons that appeared over a period of three months in two Kannada dailies. Namely the Prajavanee and Vijaya Karnataka were selected

The three months chosen were. January, February, March 2013 and the total number of issues analyzed was 90 days. Considering the importance and frequency of the appearance of cartoons. Limitations Of The Study:

- Due to the time constraints. The sample period chosen was less than the intended six months period.
- The topical category could not be divided into more sub-categories like sports, Culture, education etc.

The cartoon is really an exaggeration to get at an underlying truth, which it conveys through a message, demonstrating a mood around the social or political situation that inspired the cartoon.

-Charles Press, The Political Cartoon

Findings and Analysis

In this study a total of 98 cartoons were found in the vijaya Karnataka and a total of 116 cartoons in Prajavani were analyzed. The theme of assertion was the unit for the content analysis .the thematic classification of content dealt the topic, style, treatment and issue of the content. For the purpose of this study the cartoons that appeared over a period of three months in two Kannada daily news papers Namely the Prajavanee and Vijaya Karnataka were selected

The three months chosen were January, February, March 2013 and the total number of issues analyzed was 90 days considering the importance and frequency of the appearance of cartoons.

The entire samples of 214 cartoons into consideration the following observation were made. In the topical categorization political topics formed 40.65 percent of the sample, social topics formed 19.62 percent economic topics were 11.68 percent and general interest topics formed 28.03 percent of the total sample.

Into the second category depicting the artistic style used in the cartoons, Personality caricature formed 21.49 percent of the total, while non-personality caricature is 50.93 percent of the sample. Visual puns are only 27.57 percent of the total sample. In the third category based on the issues depicted in the cartoons - state issues formed a majority with 55.60 percent of the total while national issues were 27.57 percent of the total sample and Regional issues formed 16.82 percent of the total in both the news papers.

The observation of topics covered by the cartoons. It was found that among the various topics- Political, Social, Economic and General Interest, political cartoons were dominant. This table shows that Vijaya Karnataka had a larger number of cartoons that were political in nature- 44 when compared to Prajavani which had 43 political cartoons.

General interest topic formed the other largely caricatured cartoons 38 in Prajavani and 22 cartoons in Vijaya Karnataka. Social affairs cartoon 22 Prajavani and 20 cartoons were found under this category in Vijaya Karnataka.

Economic cartoons were not a very large number. Prajavani had 13 cartoons under this category and Vijaya Karnataka had 12 cartoons in economic category.

Percentage-wise Prajavani had 37.06 percent of its cartoons under the political topic; 18.96 percent under social 11.20 percent under economic and 32.75 percent under general interest topic. Vijaya Karnataka had 44.89 percent of its cartoons on political affairs, 20.40 percent were social in nature, 12.24 percent were economic and 22.44 percent were on general interest cartoons.

Political affairs based on news items of the previous day, seemed to be the main feature among the daily cartoons, Vijaya Karnataka had a fairly larger amount of cartoons on social topics since the budget session was on, there were quite a few cartoons on economics in both the news papers that describes the artistic styles that are used by cartoonist

based on their tendency to use personality caricature, non-personality caricature and visual puns. Prajavani carried 26 personality caricatures in its sample cartoons. Vijaya Karnataka was dominated by non-personality caricatures in its cartoons. It contained 51 non-personalities and 20 personality caricatures out of a total 98 cartoons. visual puns were 32 in Prajavani and 27 in Vijaya Karnataka out of 116 and 98.

Conclusion and Suggestions

The study was undertaken with a view of studying the Indian cartoons in newspapers. The main objective was to make an analysis of Indian cartoons in two major Kannada daily's. The two daily's selected were-Prajavani and Vijaya Karnataka, the cartoons analyzed were those carried in these papers over a period of three months from January to march 2013.

Cartoon appeared a rich source of information because the complexity and completeness of their primary visual sign and secondary signs allowed for complex message about society and politics. Finally, because cartoons portray social trends, current political aspects it seemed that cartoons in papers during the last three months would reflect the culture, society and political aspects.

The total sample of 214 cartoons were analyzed; 116 from prajavani and 98 from Vijaya Karnataka, of a total 165 issues.

The topics were categorized under political, social, economic and general interest.

It was found that politics was the major subject of cartoonists in both papers. Vijaya Karnataka had a greater number with 44.89 percent, when compared to prajavani which had 37.06 percent of its cartoons on political affairs. Most cartoons were aimed at politicians and it was found that messages were aimed at the chief minister and his cabinet colleagues, in a variety ways.

In prajavani cartoons on social issues formed 20.40 percent and 18.96 percent in vijaya Karnataka. It shows that both the news papers had not given much importance to social cartoons. It was also observed that since the budget session was on during the sample period from January to march a comparatively large number of cartoons on economic affairs were obtained. Prajavani had 12.74 percent and Vijaya Karnataka had 11.20 percent, most economic cartoons dealt with price hikes in consumer goods and services and their implications on society at large. General interest topics formed a 32.75 percent in prjavani and 22.44 percent in the vijaya Karnataka. It shows that prajavani had given more importance to general issues when compared to vijaya Karnataka.

The state issues played vital role in both the papers with 60.20 percent in vijaya Karnataka and 51.72 percent in rajavani. The important affairs and the current events reflected to the state perspectives in most cartoons that are raising communalism in the state, state budget and corruption in various sectors but relatively low amount of Regional issues depicted in both the news papers that are 17.24 in prajavani and 16.32 percent in vijaya Karnataka. National issues in cartoons were more prajavani had 31.03 percent of its cartoons. And vijaya Karnataka published 23.46 percent of its cartoons. In entire sample of 214 cartoons into consideration the following observations were made. In the topical categorization, political topics formed 40.65 percent of the sample. Social topic formed 19.62 percent economic topics were 11.68 percent and general interest topics formed 28.03 percent of the total sample. Into the second category depicting the artistic style used in the cartoons, personality caricature formed 21.49 percent of the total while non personality caricatured is 50.93 percent of the sample. Visual puns are 27.57 percent of the total samples. In the third category based on the issues depicted in the cartoons ,state issues formed a majority with 52.29 percent of the total .while National issues were 25.46 percent of the samples and Regional issues formed 15.68 percent of the total in both news papers.

I've never canceled a subscription to a newspaper because of bad cartoons or editorials. If that were the case, I wouldn't have any newspapers or magazines to read.

-Richard M. Nixon

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WOMEN HEALTH ISSUES IN ENGLISH WOMEN MAGAZINES: A CASE STUDY OF WOMAN'S ERA MAGAZINE

Namrata Raut,

Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur
Shaikh Fahemeeda, Guest Lecturer at Bi Bi Raza Degree College, Gulbarga

Onkargouda Kakade

Associate Professor and Chairperson, Dept. of Journalism and Mass Communication,
Karnataka State Women's University, Bijapur

Abstract

Women's health issues majorly include menstruation, contraception, maternal health, child birth, menopause and breast cancer, breast tumor, migraine problems and post delivery health problems. They can also include medical situations in which women face problems like gender-differentiated access to medical treatment. Media is bringing awareness about the women health. Newspapers, Television, Radio are covering women health issues regularly. Magazines also publish the women issues, in fact women magazines are playing decisive role in women empowerment by providing them information and education. They focus on the women health issues which help women in taking precaution to avoid common, major and dangerous diseases and disorders in advance and can lead a healthy life. Present study is to assess the women health issues in woman's era which is popular and credible magazine among women. Six magazines of 3 months (October 2012 to December 2012) were taken for content analysis. It is found that, in this magazine more space (95620 sq cm) is given to advertisements with 228 items (40.78%), where as the Women health issues are given 8662.5 sq cm space with 15 items (2.68%) related to women health issues. In these 15 women's health items 10 are in article form, 1 is interview form and 4 items are in question and answer form. There was no single issue or photograph of women health on the cover page of the Woman's era magazine. With these results some suggestions are also drawn from the observation.

Key Words: Women Magazines, Women health issues, Content of Woman's era, Women empowerment

Introduction:

Every day, people are bombarded with new health information from a wide range of sources: Television, Internet, Magazines and Newspapers. Its information they are seeking because all the health-care cutbacks have led them to take more responsibility for their own and family's health. People are more discerning in eating and exercising habits, more disciplined about regular checkups, more interested in reading about preventive health and alternative medicine. The concept of health denotes more than just biological conceptions of wellness and illness; it is also shaped by social, political and cultural forces (Turner, 1996; Wakewich, 2000a). Women are continually confronted with messages about health and illness. These messages come from a variety of sources and the mass media. Women's magazines reflect and reinforce current forms of knowledge concerning women's roles in society. The present study is about the coverage of Women issues in Woman's Era Magazine which is the largest selling women's fortnightly English magazine in India. First published in 1973 Woman's Era now reaches 2.4 million readers.

Statement of the problem:

For understanding the background of the research topic, "Women Health issues in English Women magazine: A case study of Woman's Era", Literature review of the relevant studies has been carried out. There are no much studies carried about this issue. Hence, with this advantage the study is done with the following objectives.

Objectives of the study

- To study the content of the Woman's Era magazine.
- To evaluate the preference given to the different issues in Woman's Era.

- To study the space allocated to each issues in Woman's Era.
- To study the women's health issues in the Woman's Era.
- To study the space allocated to the women health issues Woman's Era.
- To study the formats preferred in health issues in Woman's Era.
- To study the women's health issues on the cover page of Woman's Era.

Research Methodology

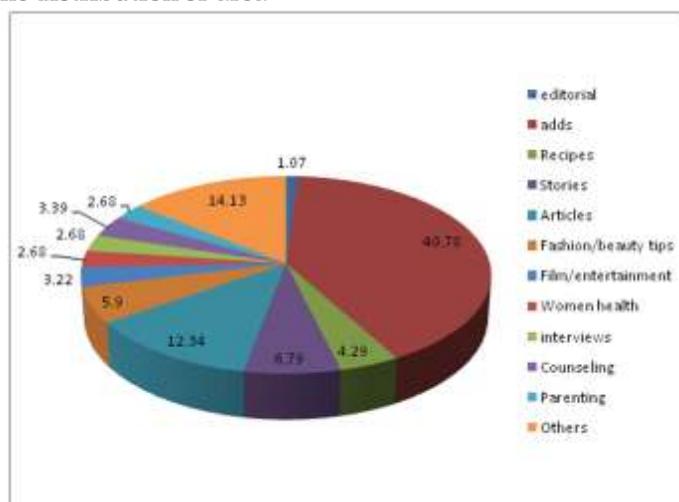
This study was conducted by using content analysis method. Six magazines of 3 months i.e. October, November and December 2012 are taken for content analysis. The contents of magazines are categorized into 12 categories those are, Editorial, Advertisements, Recipes, Stories, Articles, Fashion/Beauty tips, Film/Entertainment, Women Health, Interviews, Counseling, Parenting and others. These are analyzed with the numbers and space occupied. Conclusion is drawn using statistical methods.

Data Analysis:

Table No.1 content analysis of the magazine.

S.No	Name of the item	No. of the item	Percentage	Space	Percentage
1	Editorial	06	1.07	3042	0.92
2	Advertisements	228	40.78	95620.6	29.20
3	Recipes	24	4.29	31206.5	9.53
4	Stories	38	6.79	43643	13.32
5	Articles	69	12.34	18595.5	05.67
6	Fashion/beauty tips	33	5.90	31164	09.51
7	Film/entertainment	18	3.22	16698	05.09
8	Women Health	15	2.68	8662.5	2.64
9	Interviews	15	2.68	12523.5	3.82
10	Counseling	19	3.39	11385	3.47
11	Parenting	15	2.68	8728.5	2.66
12	Others	79	14.13	46171.5	14.10
	Total	559	100	327441.1	100

Graphical presentation of the distribution of area

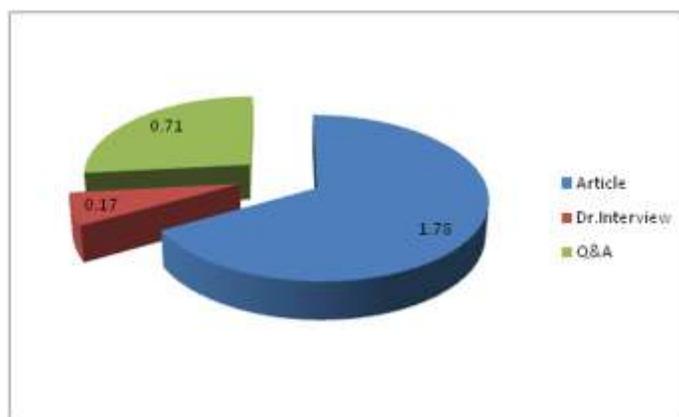


The above table indicates that the magazine has given the preference to the advertisement. It is clearly seen that out of 559 (327441.1 sq cm) total contents ads are 228 which makes the percentage of 40.78% with the space 95620.6 (29.20%) sq cm, Others 14.13 % (79) with the space 46171.5 sq cm, articles 12.34 % (69) with the space 18595.5 (5.67) sq cm, Stories 6.79% (38) with the space of 43643 sq cm, Fashion and Beauty tips 5.90 % (33) with space 31164 (09.51%) sq.cm, Recipes 4.29% (24) with space 31206.5 (9.53)sq.cm, Counseling 3.39% (19) space 11385sq.cm, Film and Entertainment is 3.22 % (18) with the space 16698 (05.09)sq.cm parenting, Women health 2.68% (15) with the space 8728.5 (2.64) sq cm, Interview 2.68% (15) with the space 12523.5 (3.82%) sq. cm, Parenting 2.68% (15) with the space 8662.5 (2.64)sq.cm. It is seen that almost equal space is given to Women Health issues, Parenting and Counseling.

No.2 The forms of Women’s health issues in Woman’s Era

Format	No. of items	Percentage	Space	Percentage
Articles	10	1.78	6798	2.07
Dr.Interviews	1	0.17	379.5	0.11
Q & A	4	0.71	1518	0.46
Total	15	2.68	8662.5	2.64

Graphical presentation of the women’s Health issues



The above table value indicates that the magazine has given the preference to the article format of the women health issues. Out of 15 items, 1.78% (10) with the space 6798 sq.cm, Question and Answer is 0.71% (4) with the space of 1518sq.cm, doctoral interview is at the least as 0.17% (1) occupy the space 379.5 sq.cm. Women’s health issues in the article forms are more favored in Woman’s Era. Health issues on cover page of the magazines

There was no single issue or caption, photograph of women health on the cover page of the magazine in 3 months span.

Conclusion

It is clearly seen that out of 559 (327441.1 sq cm) total contents ads are 228 which makes the percentage of 40.78% with the space 95620.6 (29.20%) sq cm. Women Health almost 2.68% (15) with the different space 8728.5 sq.cm for parenting, 12523.5 sq. cm for interview and 8662.5 (2.64)sq.cm. Among them, 1.78% (10) with the space 6798 sq.cm, Q&A is 0.71% (4) with the space of 1518sq.cm; doctoral interview is at the least as 0.17% (1) occupies the space 379.5 sq.cm.

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INCLUSIVE POLICY OF MEDIA TOWARDS UPLIFTMENT OF DALITS

KN Mahadevaswamy

Assistant Professor, Dept.of Journalism, Sahyadri Arts College, Shimoga

Abstract

The study focuses on how the dalits excluded in all segment of socio-economic opportunities in Indian society. Liberalization has brought about significant changes in the social, economic, and political life of India, affecting some domains in a strong sense, and others not much i.e., dalits. Through the liberalization policy various media (it includes analog and new media) entered into the Indian scene. Here the researcher tries to indentify the role of media in social exclusive and inclusive of dalits in systematic, focused political and cultural participation. Some dalit intellectuals subscribe to the view that liberalization beneficial to dalits, while other studies argue that it has impacted dalits very deleteriously,- means social exclusion.

Key words: dalit, exclusion, media, empowerment, and society.

Introduction

Story of human beings is the story of how they adapted to changing environments. The ability to change according to the context is a special characteristic of human beings, at a level very higher than animals. From the stone-age to web age, from hunter's life to browsers life this ability has helped the people to progress and reshape their lives.

From the 1990's mass media technology went through tremendous changes. The introduction of the new media technology has widened the scope of information dissemination, entertainment avenues and intellectual landscape. Finally all the messages could be communicated encrypted in binary digits, exchanged through satellites and information super highway. Internet was born making the world shrink into a 'global village' as McLuhan called it (1965).

The changing media technologies affected the culture, politics and ideologies of people. According to Benjamin (1937), the advent of photo-mechanical reproduction profoundly changed the function and value of the work of art as well as creating new media for a new age.

India has witnessed a remarkable spread of information technology. From the 1980's information industry is fast developing along with an enormous change in the lifestyle. The decade since 2001 has been of economic and political turbulence in India, has also witnessed an unprecedented growth of mass media particularly the electronic media or new media and structural changes for reaching consequences (Rao, 2006).

Now, India is considered as one of the most liberalized economy and as the IT super market in the Asian region. Increases in literacy and the change in the lifestyle had been corollary to the changing media landscape the country witnessed.

Communication technologies have a limited reach, access and utilization in India. However these patterns are related to the social realities existing in India. Indian population segments belong to various economic, social and cultural strata. Media reach, access and utilization levels vary according to the various population segments.

However, these communication technologies have limited reach in India. For a country of 122.02 million populations, the total circulation of all our top ten dailies was 9,02,34,000 (IRS 2011).

The total number of homes subscribing to DTH Satellite services in India has reached to 44.4 million up from 25 million in 2010, according to Singapore based consultation Media Partners Asia (MPA, 2012).

The recent report by the Internet and Mobile Association of India stated that, the number of mobile internet users in India expected to nearly double and hit 165 million by March 2015, up from the present 87 million mobile suffers.

The IRS (2012) report reveals, the internal users grows at 47.3 percent in the first quarter of 2012. The literacy and

media consumption in Q-1 of 2012 was 63.97051 literacy), 554-651 million (TV) growth 5.6 percent and 374.83 million (Internet) growth 47 percent.

TRAI, India report (2012) has mentioned 538.8 million urban subscribers while 267.74 million rural subscribers for mobile. The mobile growth in rural area is higher at 3.07 percent as compared to urban which was above 2.06 percent in January 2012. The total subscribers 771.8 wireless and 34.94 wire line users, the urban total 538.38 and rural is 267.74 million.

As communication thinkers speak about participatory and empowering media, it is important to note that people can be empowered and changed when media reaches them, they access it, and they utilize it. Eapen (1984) opined that India does not have a mass media, but “a class media”. People of different classes spread over various religions, regions, castes and tribe have different levels of access and utilization of the media.

Thus, access to and utilization of media depends on socio-economic and cultural factors, it is important to study the nature of ‘media have’s and media have- not’s in a caste ridden Indian socio-cultural context.

Therefore the researcher considers it is imperative to find out how the media is spread over dalit communities and their access and utilization patterns.

Significance of the study

Communication media especially the print media metamorphosed the society with the changing development situation. Media affected the culture, attitudes and behavior of people as to how they communicate and interact in the society.

Dalits, who live socio-culturally and economically in poor conditions, need to be studied where they stand in this time of sweeping changes.

This research provided how a dalit community is represented in the media. The blogosphere era everything is encrypted with binary terms. so, how the blogs are used for upliftment of dalits.

Statement of the Problem

In essence, the study addressed the question, “At what levels and how media emphasize dalit communities and their issues.

Objectives

The general objective of the study is to find out how the media represent dalit community and their issues are covered in an online blogs and online newspapers.

Limitations of the Study

- The study was conducted on online blogs which are managed by dalits and dalit forums.
- The researcher randomly selected the the blogs and online dalit networks.
- The contents are not thoroughly analyzed
- It is an attempt to know the number of online blogs, online newspapers etc.,

Methodology

For the purpose of the study the researcher browse the available blogs, online newspapers in the internet.

Review of Literature

As part of the study the researcher tries to identify the meaning Inclusive Policy of Media Towards Upliftment of Dalits, the researcher carried out an extensive review of literature to identify the various issues and perspectives with regard to the area of focus.

Dalit: The word dalit has gained wide popularity after the upheaval of caste based politics and political parties in India (Datta, 2005) literally the term dalit in Sanskrit means oppressed or broken.

Ambedkar (1948) defines dalits as those ill treated, humiliated, even discarded, denied common civil rights, peoples

mainly belonging to lowest ring of Hindu-caste system. The reviewed meaning of dalit in 1973 by dalit Panthers, (a political party founded by Dr. B.R Ambedkar) is scheduled caste, scheduled tribe, neo-Buddhists, the working people, the landless, poor peasants, woman and all those who are being exploited politically, economically and in the name of religion.

On the one hand, sections of society already connected - such as higher income, educated are adopting newer technologies faster and are connecting even more. On the other, groups with traditionally lower rates usage continue to lag far behind. So, the Digital Divide, the gap is widening along already strained economic and racial lines.

The caste system in India ... was actually based on an ancient concept of sustainable development which disciplined the society by partitioning the use of natural resources. Sukumar (2012) stated that, Dalit face oppression despite their strength in numbers and the assurance of equality they have been given underpinned both by the unrestricted right to vote and affirmative action. "One man, one note" was not a sufficient assurance of democracy. True democracy for Ambedkar meant 'one man, one value'. The media does not hold up a mirror to reality (Sukumar, 2012), it creates that reality.

For long years, media functioning was studied almost exclusively inters of a 'Transmission' model, which underlined the autonomy of the institution and its ability to influence social perceptions through 'indoctrination' processes.

The passage of years has altered the reality of the relationship between the media and audience. Media now is understood not as the transmission of a message through 'neutral' mechanical and electrical processes, but is the propagation of a system of a meanings that audiences diversely associate themselves with the media is not just about answering a community's needs for information, it is as much about constituting that community, so it can not be understood except as an institution originally linked to the evolution of modern social identities, whether acceptable (and respectable) 'nation' identities or more narrowly defined sectarian identities.

The coverage of dalit issues are very less in number

The main news papers like Hindu, Indian Express, Times of India, Daily Thanthi, Deccan Herald and other similar such news groups in India are still following the biased and self centered policies, they seldom have any time to write about issues that are tarnishing the Indian society and the future of India. All these news groups cannot and will not focus on real issues, furthermore they out rightly ignore the dalit issues in particular.

Chamber said about his upliftthem blogs, 'I am not going to change this stand on Indian media or the foreign media who writes about India. They all have the same approach, it is their nature, it is their very altruistic and bigotry nature and they often ignore to give due importance to dalit issues'.

Unfortunately, those readers and internet visitors who cling to this modern news systems like internet, blogs and message groups are also doing the same mundane things in their writings, these young writers do share those traditional bigoted approach like the Newspapers, however there are few exceptions that you will notice elsewhere in this editorial.

Ever since internet and IT became part of our lives, there is a tremendous transformation of our communication system, communication media, interpersonal communications and also in the press and TV media. This is a great challenge for the traditional media, so they have all facing this challenges some of them make it, and others are loosing the battle in this changing times?.

But, for the right thinking individuals and groups, this changing times are a superb opportunity to grab and boot the conventional news, as the consequence is our emergence of digital media, which is sending shivers into the spines of shivering "Traditional Media."

This is true as far as Indian national news media groups concerned, certainly, the modern boogers and the internet news sites that are making tremendous progress steadily among the readers. The price of these news media carrying mundane, celebrity driven and worthless news by ignoring what people actually need and what this society needs in terms of news on a day to day basis.

The traditional Indian news groups like Hindu, Indian Express and Times of India and the likes are fully staffed by hindu people who are to the most part are chauvinistic, casteistic people, who cannot think out of their little "Frog's Well" to say so!?

First of all, the newsmen and woman in India have this eternal bias and bigoted heads, but the other issue is the "Fear of loosing everything they accumulated and squandered by betraying the society and poor people?. If dalits move into the media, and if they become media moguls in India, which will be the disastrous end to all those who are running the news group. There will be hardly any non hindus (majority Indians such as the Shudras, Bcs and Sc, Sts) will buy the traditional media), this means only 15% of the population of India who will care about the traditional media, the rest of 85% the real non-hindus will go for the insightful dalit media.

Some of the Blogs and website that are challenging the traditional news papers are listed, these to the most part are run by dalits, except few but the few of them are genuine writers who seek attention to dalit issues (blogs such as: Ultra violet). Some of the Key blogs and sites are listed below, they range from Dalits writers blog to others who honestly see this casteism and it's pathological effect of Indian society, needs utmost importance to change India. These only few of the several other blogs and sites that are not mentioned here are doing their part of cleaning up the media monopoly and making sure that people get the right news at the right time. Some of those blogs are listed here.

I. Dalit Blogs for Dalits upliftment:

UpliftThem: <http://upliftthem.blogspot.com>

GreatScholar: <http://greatscholar.blogspot.com>

BabaSaheb Dr.B.R.Ambedkar & his People: <http://www.ambedkar.org/>

Atrocity News: <http://atrocitynews.wordpress.com>

Ambedkartimes: <http://ambedkartimes.com>

Dalit Solidarity News: <http://dalits.blogspot.com/>

Dalit Newwork News:

<http://www.dalitnetwork.org/go?/dfn/blog>

Apocryphal, A Gossip Corner on Dalit issues: <http://apocryphal.wordpress.com/>

Thus Spoke Dr.Ambedkar: <http://ambedkarquotes.wordpress.com/>

Meena Kandasamy: <http://meenu.wordpress.com/>

Nepal Dalit:<http://rajendraonline.wordpress.com/>

Eradicate Manual Scavenging: <http://www.swachchakar.blogspot.com/>

Super Hindus & Enormous Crime: <http://superhindus.wordpress.com/>

Samatha Blog:Community of Dalits: <http://samatha.freeflux.net/>

Dalit Voice: www.dalitvoice.org

Kuffir: <http://kufr.blogspot.com/>

bhupinder: <http://readerswords.wordpress.com/>

Dalit Murasu:<http://thatstamil.oneindia.in/dalitmurasu/>

Counter Currents:<http://www.countercurrents.org/>

II. Blogs that Justifiably supports dalit upliftment:

Mutiny India: <http://mutiny.in/>

Cyber Gandhi: Escape From India: <http://escapefromindia.wordpress.com/>

Kafila: <http://kafila.org/>

Ultra Violet:<http://youngfeminists.wordpress.com/>

Blogbharti: <http://www.blogbharti.com/>

Conclusion

Anyone who goes through these alternate digital news blogs and sites would appreciate the sheer knowledge, straightforward analysis of events by these individual writers can stand distinctively than that of Times of India, Hindu or Deccan Herald. This is the time to begin and demolishing the bigotry in the established traditional media in the world which is simply owned by few people and they make billions through selling news that are made up stories, to the most part, but nothing to do with helping people and uplifting the needy society?.

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BETWEEN GODDESSES AND VAMPS: THE IMAGE OF WOMEN IN INDIAN-TAMIL FILMS

V. Prabakaran,

Assistant Professor, Department of Visual Communication SRM University

Abstract

Cinema! This amazing spectacular innovation has cut into human life with a successful rapidity never experienced in the past. In the daily life of capitalist towns, the cinema has become just such an integral part of life. The passion for the cinema is rooted in the desire for distraction, the desire to see something new and improbable, to laugh and to cry, not at your own, but at other people's misfortunes. The cinema satisfies these demands in a very direct, visual, picturesque, and vital way. That is why the audience bears such a grateful love to the cinema, that inexhaustible font of impressions and emotions.

This popular media of mass consumption plays a key role in molding opinions, constructing images and reinforcing dominant cultural values. The paper deals with representations of women characters in mainstream Indian movies. The paper begins with a discussion on the field of feminist film criticism and how mainstream Indian Cinema and Tamil cinema in particular has restricted itself to defined sketches of womanhood. It also undertakes some glimpses from popular films to analyze this process of stereotyping – considering that reality in mainstream cinema is constructed from the male view point. A section is devoted to discussion on contemporary realistic brand of cinema and its understanding of women. In conclusion, a debate ensues on whether mainstream Indian cinema has been successful in portraying women of different shades in a society dominated by patriarchal values.

Keywords: Popular cinema, women, tamil, stereotypes, feminist

The image of Women in Indian – Tamil Films

The word objectification clearly depicts the image of a woman in Indian commercial mainstream cinema. As we surf through any music channels, all we can see are skimpily clad women dancing in some strange steps with songs which have very little musical or lyrical value. The popular culture is defining the trend, as it always had, and we are getting showered with such 'item songs' with famous actresses gyrating to the tune, or new 'item girls' stepping in everyday. The media wants to put it as the celebration of a woman's sensuality. But the question actually is: isn't this just objectification of the female embodiment? At a time when women seem to have broken free from the Indian home and family set-up into the world, and are ready to challenge stereotypes, is this happening in the Indian film industry and the industry's portrayal of women in films? As the spectacular Institution called Indian Cinema celebrates 101 years, are Indian films reflecting this changing social trend? These are questions worthy of exploring.

As per the history manifests, in the dawn of the era of films in India, women were not allowed to be part of it. Working in films was thought something even worse than being a prostitute. The pioneer of Indian Cinema, Dadasaheb Phalke, couldn't get a lady as his heroine and had to take a boy called Salunke to be his female lead. Norms of behavior

In most of the movies women were just idols to respect and the characterization of women were inspired by Manusmriti which had a profound effect on shaping the morals of Indian society. They never broke the society's law, they were super in all household works and most, most, most importantly, they always maintained their chastity. Earlier there was also a trend that the girl, who is not abiding the unwritten laws of society, is the escort of the villain guy(s), or the "vamp". She can never be the example of ideal Indian women; she can be only the follower of the Evil side of the story.

Dissanayake & Gokulsing (2004), attribute historical and cultural reasons to the portrayal of women in "stereotypical" roles in Indian films. In traditional Indian society, there were definite and consensual norms of behavior that regulated the conduct of women Sita, immortalized in the Ramayana is the ideal woman, the ideal wife; she is steadfastly loyal to her husband and obeys his wishes unquestioningly. In traditional Indian society women's roles were essentially as daughter, wife and mother.

While women were embodiments of purity, they could have romantic love affairs which are based on the Radha Krishna model of pure, all consummating, absolute love with no space for mistakes, errors or slips. Indian films represent the lead actress in the role of romantic woman based on this model. (Dissanayake and Gokulsing, 2004 p.78). In this context, Ganti (2004) writes, in the very early days of cinema when Phalke was beginning to make films, women were not willing to act due to the stigma attached to public performance. Acting, singing or dancing for an audience was associated with prostitutes and courtesans, and so were outside the boundaries of decent society. (p. 114)

Vampitude here can be defined as the desire of a woman to undermine the rectitude of a man, usually with her sexuality as her primary weapon. The mythological nymph Menaka who helped trip over the sage Vishwamitra with her wiles is our exemplar. The classic though unwitting vamp of Tamil literature may be Madhavi, the dancer who moves in with Kovalan, the husband of the virtuous Kannagi in *Silappatikaram*. Of course it's highly debatable topic in Tamil literature, karpir siranthaval kaNnagiya MaThaviya? (Who is best Kannagi or Madhavi in terms of their character quality?) Is Madhavi the starting point of Tamil film vampitude?

The Tamilness of Madhavi is in most vamps replaced with the westernization of the professional screen seductress. Much like Helen and Bindu did in the Bombay film industry, actresses like Silk Smitha made entire careers in vampitude, working on the villain's behalf to test the hero's resolve.

Women: in the lens of Men

The movie, *Padayappa*, is one of the best examples that depict women in terms of "good" versus "bad." Considering the movie, the hero, and *Padayappa* lists women into three categories according to their physical appearances. He names the women as "saathveekam" who look divine, equal to female Goddesses such as "Saraswathi" or "Lakshmi," by wearing the Tamil traditional clothes such as saree or half saree. The second type of women is "prasothakam" who look very sexy by wearing modern dresses such as short skirts and tight pants, and give a feeling of lust. According to *Padayappa*, the last category of women is "bayanakam" the women who look violent from their first sight and give the feeling of fear. When his friends ask him, what type of women that he is fallen in love, he proudly says that I love the woman, who belongs to the category of "saathveekam". This movie shapes women and their characteristics in terms of "good" versus "bad" through emphasizing their physical appearances and dressing codes.

That the nature of the objectification may have changed, but ideas and perceptions about women or the way women are projected in Indian cinema is still debatable. We want a bond, especially marriage, to sanctify sexual relationship between men and women. Marriage is an important ritual. Even the most compatible minds in *Sindhu Bhairavi*, the singer and his fan, were not allowed to live together, even after the wife reconciled herself to that.

Contemporary women

On the other hand in the recent films we witness few changes in the stereotypical portrayal. When the lead ladies of earlier cinema had left with no choice, kept their past life if any in secret, today's young woman expressed it. In the recent film *Rajarani* the story begins with John (Arya) and Regina (Nayanthara) getting married in a church. When they take their wedding oath Regina utters her lover's name 'Surya', instead of John and on hearing this, Regina's father faints in the church. Regina feels sorry for her father and eventually ends up marrying John. She also reveals her past relationship with Surya (Jai), who is very timid and humorous, to her husband John.

In this film, portrayal of the lead character Regina should be noticed. When her love interest Jai is not bold enough which was considered as the predominant male character to say about their love to his dad, here Regina did that. And during their romantic period she took him to pubs, malls and even dancing floors, which could be again portrayed as male characters and criticized as bad women characters on screen.

But at the same time in the film *Sillnu Oru Kadhal*, only the male lead had past life, of course the love life only! And the wife of Gautham (Surya), Kundavi (Jothika) even found the girl with whom her husband had love before their marriage and arranged for their meet. Satisfies male in all possible ways is the most important quality of a female on screen! We are obsessed with values and deviations are seen as a social crime. Marriage and thali had drawn boundaries to women. The theme is well portrayed in *Andha ezhu Natkal*. The heroine's former lover himself does not allow her to walk out of her marriage. You can't forget the popular dialogue by Palakkattu Madhavan (K. Bagyaraj) to Dr. Anand (Rajesh) in the climax of the above said film.

Namma nattu pengal specility enthaan ariyo? women?

Enda kadhali ungalukku manaivu aaittu varum aanal ungal manaivu enikku kadhali aaittu varathu.

Do you know the specialty of our country

My love can become your wife but your wife can't be my love.

In the film *Alaipayuthe*, Sakthi (Shalini) the lead girl who ventures to marry her lover Karthik (Madhavan) in secret at a temple, but continues to live with her parents, waiting for an opportune moment to break the news. All the while she wears her thali (mangalsutra) but keeps it concealed — for, she can't bear to be without it. But at the same time, sakthi in a scene will look for her thaali when she was getting ready to the hospital. She is a doctor. Her husband makes fun of her when she couldn't find it. During the conversation, he asked why she removed. She replied,

K: Enna thedara hm?

K: What are you looking for?

S: thaali

S: Mangalsutra

K: Adipaavi tamil ponna ne (laughing)

K: Are you a tamil girl?

S: Sirikaktha. nethu rathiri kuthuthu ne thana kalatti potta?

S: Don't laugh. You only took off last night since it disturbed you

K: Nana huh ne tholachuttu en mela pazhi podaraya saguname sari illa enakku yethavathu nadanthuchuna en pontaty than poruppu

K: Me huh? After u lost, pointing me? Bad symptoms, if something happened to me my wife is responsible for that.

S: Bayamurthatha enga vachen

S: Don't frighten me? Where I kept it?

K: Kallupillayar mathiri unnaku pakkathula ukkarthu irukknenla enna vituttu manja kayara poi thedara

K: Am just sitting opposite to you idle, but you just looking for the yellow thread (mangalsutra)

S: Ennakku thaali than venum ne vendam poo

S: I just need that, not you! go.

In *Pizza*, living together results in the girl becoming pregnant. But the story veers away, erasing the relationship from the mind of the audience. Living together is common in a world where men and women are economically independent, but a long-term relationship warrants marriage.

In the film *Siva Manusula Sakthi (SMS)*, Siva (Jiva) asked Sakthi (Anuya) to sleep with him to prove that she loves him and wanted to marry him for sure, since they prank each other in the film often. Eventually she did that!

But in *Mayakkam Enna*, a girl (Richa Gangopadhyay) abandons her boyfriend for a new relationship that ends in marriage. Her subsequent life is one of suffering with a husband Karthik Swaminathan (Dhanush) who becomes mentally unstable and frequently drunk, but she is firm not to allow a more sympathetic man to take advantage of her. She is a dedicated wife and her only mission in life is to rehabilitate her husband.

In the film *Paruthiveeran*, the heroine Muthathazhu (Priyamani) gives idea to her lover (karthi) who was thinking of the obstacles of their wedding, to sleep with her and make her pregnant. So that it won't be a big problem for them to get married.

Engenyum Eppothum is the film which showcases two couples and their life. Manimegalai (Anjali) who paired opposite Kathiresan (Jai) played a very bold, talkative woman who was keen on her work, desire and ambitions towards life. Highly self motivated. And also in the other pair, lead lady amutha (Ananya), drew a caricature of her fiancée on her room wall with inspirations from the person whom she started liking. Keeping him on mind she said no to all bridegrooms not simply but with the commends on their physical conditions including the skin tone (dark) which always was the male behavior on screen.

Conclusion

In summary women are either absolutely pure wives or girlfriends, or self-sacrificing mothers and sisters, or they are

immoral prostitutes, cabaret dancers, strippers and vamps. These are very clear-cut categories in films. If for any reason, the pure woman showed Eroticism on screen it was for the sake of the good and pure hero and therefore it was alright.

They were always deciding and choosing and doing as per the norms and values of family, culture and society. In this sense, a hero who smoked and went to a cabaret dance was still a pure man, but a heroine who by choice dressed in a sexually attractive fashion (wore revealing attire), or a vamp to whom the hero goes to satisfy his desires were all not as pure.

Other than Item numbers, Women are hardly doing anything in these mill-made stories, other than gracing a party, or any occasion, or a college fest, smiling sweetly with a bunch of flowers in their hand and artificial wind to flow their tresses.

When the hero takes up angry young man concepts with him, the lead ladies ended up with stand by your man concepts. Only a very few of these women were self-defining, powerful characters who decided for themselves and chose for themselves in terms characterization in mainstream Tamil films.

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GENDER ISSUES AND THE MEDIA: A CRITICAL PERSPECTIVE

Arathi K

Lecturer, Sri Siddhartha Centre for Media Studies, Maralur, Tumkur

Abstract:

Whenever the media discusses in terms of the issues of women, it is quite surprising that there is a lot of gap between the way a woman from an elite class is represented and a woman from the middle class or the poor class is represented. Media, which is quite often the voice of the rich or the powerful, remains the same when it comes to the issues like rape and murder. The media, which should have been the voice of the voiceless, or the socially exploited, has become a playground for those who can play with words and the emotions of the common reader. May it be an issue concerning the molestation of a woman or murder/attempt to murder a woman; if she is from the rich class or if she belongs to the mainstream which has abundant exposure to the media it is made news and as consequence there are a number of protests throughout the country and various organizations claim that the victim should attain solace or at least justice should be made. But if a girl from the voiceless community faces with the same fate it's either ignored in the media or published as two inches news in one column. The different stands being taken by the media which has an unimaginable role in the society is questionable. May it be a woman from the rich/powerful class or the woman from the poor/powerless class her virtue remains the same. The damage caused to the self of a woman will haunt her throughout her life. If justice has to be made, it should be for all.

Considering the aspect the paper is an attempt to study the stands of print media, regarding the gender issues. The study will follow the analytical discourse method.

Key words: gender issues, print media, molestation, social exploitation



ANIMATION IN TV COMMERCIAL AN IMPACT STUDIES

Anitha .B

Assistant Professor, Acharya Institute of Graduate Studies, Bangalore

Abstract:

In today's film 3D animation is a very common part. U pick any good movie u can find act least 15 minutes of CG elements. And for these lots of 3D animators are needed. Actually CG have become popular because it creates a virtual world which is crafted with fantasy. The 22nd September 1955 gave birth to commercial television broadcasting in the United Kingdom. Right from the outset advertisers were quick to seize upon the opportunity and advertising possibilities that animation put in front of them. During these early years up to a 3rd of television advertising was animated such as the "murray mints, the too-good-to- hurry mints", or snap, crackle an pop, "for Kelloggs's Rice Krispies which both debut in 1955.

The use of animation in commercials certainly proved popular with advertisers, and with home viewers but it was the "home pride flour men" who proved that it could also be an effective tool. The "home pride flour men" ad debut in 1965. The ad featured two men in black business suits and bowler hats standing in between two packets of flour. A sieve is placed over the head of one of the men and flour poured into it. The process is repeated with home pride flour which sieves much quicker as it is graded and the second man is instantly covered in flour turning his black suit white. The reason is explained by the man in the hat; voiced by –dads army star john le mesurier; and his words produced the slogan 'GRADED GRAINS MAKE FINER FLOURS'

One of the main advantages of using animation in advertising is the ability of animators to create environments and worlds that could not be accessed or reproduced by a live action camera crew. These artificial environments can be used to stimulate imagination and desire, to create a fantastical world of possibility, which can then be realized by the purchase of a given product. Coco-pops are advertised by a variety of jungle characters that inhabit a fantastical world of imagination and fun that is extremely appealing to young children.

Also when advertising medical products such as toothpaste, animated medical presentations can be employed. These usually take the form of a split screen with the advertised product on one side of the screen and a leading competitor on the other. The animation will then demonstrate just how the product works and is more effective than a rival brand.

The problem facing animating advertisers is a problem, which faces animators in general. The immediately obvious thing about animation is that it is an overtly fake dietetic form; that is unlike live action, which is often concerned with replicating the real world to achieve mimesis; the artificial process of creating narrative form is emphasized by the fact that the viewer is witnessing inanimate drawings brought to life through motion. The difficulty here is that advertising is the process of creating desire within the consumer; it suggests that there is a more desirable reality available to its audience through the consumption of a product. Successful animated adverts must therefore reconcile the fact that they are presenting to the consumer a fiction by alluding to an underlying truth.



COMMUNAL HARMONY AND THE FOURTH PILLAR

V. M. Raja Sekhar Reddy,

Assistant Professor, Department of Visual Communication, SRM University

Abstract:

In the present times, with the advances in technology, the reach of media, be it print or electronic has become omnipresent, wide and deep. The mass media has become the single most potent medium to shape public opinion. It can vulgarize or brutalize the society. Or it can help lift the society onto a higher level. In a diverse country like ours, which has different hues and shades of cultures and diversities, the role of media becomes all the more important.

In the current era, when India is marching ahead on the path of economic development and acquiring a glorious place on the world stage, the need of the hour is, to preserve, promote and defend the secular, pluralistic, socialist and democratic values of our Constitution. Which are not of much concern for the present gen x news channels which are running behind each other in the TRP race.

To maintain and strengthen communal harmony, the society has to use different channels and mediums. Media is one of the most forceful and effective medium given its wide reach, effective delivery mechanism and ability to mobilize public opinion. Communal disharmony and conflicts are fuelled by trepidation, disbelief and revulsion. The different channels of media are the transmission channels through which fear, suspicion and hatred spread. Similarly, the confidence, faith and sense of security also get transmitted through the same channels. Whatever be the form, insecurity is perhaps the major cause of concern. We have not till now had many instances, of societies or communities that are fully integrated and therefore fearless. The societies and individuals must rise above fear, jealousy and hate. When such individuals combine themselves into a community, the problem of communal jealousy and discord will disappear. In the present time, when there is a deluge of 24 hour news channels, numerous newspapers, radio channels, magazines etc, the journalists are vying with each other to churn out saleable news stories in fiercely competitive market. Sometimes in pursuit of increasing the TRPs or readership, they tend to sensationalize the news and lace the news with spice to attract more eyeballs.

Here the media construction of reality is far from truth and is detrimental to the fabric of communal harmony. The media should refrain from doing this and strictly adhere to the principle of social responsibility.

Keywords: Media in India, Media on communal issues, reporting sensitive news



OBJECTIVITY OR JUSTICE: A CRITIQUE OF THE ROLE OF MEDIA IN COMBATING COMMUNAL DIVIDE

Dr. Sanjay Malgatti

Asst. Professor, Dept. of Mass Communication and Journalism, Karnataka University Dharwad

Shinto Augustine

Research Scholar, Dept. of Mass Communication and Journalism, Karnataka University, Dharwad

Abstract:

A land of multi-lingual society harboring a vast variety of tribes, castes, communities, religions, languages, customs and living styles, India romps over the richness of its diversity. Apart from its romantic portrayals, the reality warrants for maintaining the balance among several groups which may fall prey to extremist and exclusivity inclusion or exclusion. Every group has its own set of cultural and religious beliefs and conventions constructed on certain shared identification of the sense of sacred. The exclusive nature and feelings of communities in a multi-religious environment always implicate a possible spark of hatred and resultant violence. India has witnessed several blood stained tragedies of communal divide among different sets of people. Many authors are of the opinion that the British 'divide and rule' tactic of the colonial times had built the barriers among the hearts of different groups especially between Hindus and Muslims. The heart breaking and blood stained division of the sub continent into India and Pakistan, demolition of Babri Masjid and the Godhra incident, and hundreds of outbreaks of violence in the name of religion have already fragmented the sole of India's of harmony. Media has a significant and effective role in maintaining the balance among communities. They can fuel up or put down the flames of hatred and division. This paper is an effort to figure out the media prowess to tackle the communal menace that is lurking at the bright future of India.



COMMUNAL ISSUES AND MEDIA

Dr. Shashikala Patil

Assistant Professor, Symbiosis Institute of Media and Communication, Symbiosis International University

Abstract:

India is a country of diversity and heterogeneity because of its vast variety of races, castes, customs, languages, communities and living styles. Though they live together in peace and harmony, the nation has witnessed a number of serious communal issues. Now these issues are perceived as a problem that impedes and warps the process of development of our country.

In this context media has an influential power in promoting communal harmony and national solidarity in India. Media, bearing both positive and negative sides has the power to shape attitudes and expressions of its target audience. Cut throat competition results in media drifting away from ethics towards TRP ratings. But Media should not forgo societal interests for its own vested interests.

Today, media is considered the fourth pillar of the state in safe guarding national solidarity and integrity. As the famous saying goes “With great power comes great responsibility”, so the media too, should be fully aware of its power but further more towards its responsibility, concomitant and should use in the society’s best interests.

Key Words: - Communal factors, Mass media, Society, Government, Indian culture and Religion.



COMMUNAL ISSUE AND MEDIA- A STUDY OF SOUTH CANARA

Mrs. Moulya B

Research scholar, Department of Mass Communication and Journalism, Mysore University

Mr.C hengappa A.D

Lecturers, Department of Journalism, Alva's College, Moodbidri

Ms. Reshma

Lecturers, Department of Journalism, Alva's College, Moodbidri

Abstract:

India is a country with thousands of communities and diversified religions, culture, tradition so for and so forth. India is a democratic country and media in our country is referred as the fourth pillar of the democracy. Being the fourth pillar, it should be more responsible than the other pillars. Even though judiciary, executive, legislative are not running properly the fourth pillar media takes the opportunity to criticize them. As we have number of religions and communities media should bring harmony in between those communities and must do an impartial analysis.

Central Government Act i.e. section 295 in The Indian Penal Code, 1860 says, "Injuring or defiling place of worship, with intent to insult the religion of any class.-- Whoever destroys, damages or defiles any place of worship, or any object held sacred by any class of persons with the intention of thereby insulting the religion of any class of persons or with the knowledge that any class of persons is likely to consider such destruction, damage or defilement as an insult to their religion, shall be punished with imprisonment of either description for a term which may extend to two years, or with fine, or with both".

Section 295A says "Deliberate and malicious acts intended to outrage religious feelings of any class by insulting its religion or religious beliefs. Whoever, with deliberate and malicious intention of outraging the religious feelings of any class of citizens of India by words, either spoken or written, or by signs or by visible representations or otherwise insults or attempts to insult the religion or the religious beliefs of that class, shall be punished with imprisonment of either description for a term which may extend to 8[three years], or with fine, or with both".

The legislative history of Section 295(A) is interesting. A tract, Rangila Rasool, was published in which there were scandalous references to Prophet Mohammed's personal life. The Lahore High Court ruled that although the writing was certainly offensive to the Muslim community, the prosecution was not legally sustainable because the writing could not cause enmity or hatred between different religious communities, which is the gist of the offence under Section 153(A) of the IPC. There was an outcry from the Muslim community and a demand for change in the law. Thereafter Section 295(A) was enacted. Incidentally the author of the tract was murdered in Court.



UTTARAKHAND: AN ENVIRONMENT DISASTER OR A POLITICAL PROPAGANDA?

Rahul Dayama,

Department of Communication, Bangalore University

Abstract:

The Indian media played a huge role in the freedom struggle of the country and during the development process of the country. It was slowly in the 1980's and later part of 1990's that environmental reporting took centre stage as various laws on environmental protection were passed by the Parliament. Then a need was felt to cover the environmental harm caused by the industrialization of the country. The 'chipko movement' is a wonderful example of media reacting to the demands of the people to protect their livelihoods and environment. Apart from reporting on how environment can be saved natural calamities like the Latur earth quake, Gujarat Earth quake in 2001 and the Tsunami in 2003 were some of the natural disasters that were covered by Indian media extensively. This also connected the entire nation with aid and assistance pouring in from all over. However the same results weren't achieved during the reporting of the Uttarakhand Disaster in June 2013, when heavy rains resulted in landslides and had lakhs of people stranded all over the hilly state. This study will critically examine the reporting of Uttarakhand disaster that was wrapped up as a political story too. Though the media camped in Uttarakhand with the purpose of covering a natural disaster that impacted lives of millions, it got swayed away by given wide and vast coverage to the politics of the issue with major political parties like the BJP and Congress taking pot-shots at each other and using the humanitarian disaster to gain political mileage ahead of the Lok Sabha polls of 2014. The attacks by BJP that Rahul Gandhi had not visited the flood ravaged state and it was counter attacked with a statement from Congress that Sushma Swaraj, Leader of Opposition in Lok Sabha didn't do the same. The media instantly picked up such banter clearing moving away from the agenda of environment harm and plight of millions. So the entire coverage shifted to politics and what readers or viewers got was a highly diluted story of the wide spread environmental harm caused by rapid urbanisation on the banks of the river Ganga. Not many stories on the ecologically sensitive river Ganges were done to. The media plays a very significant role in not only motivating people to adopt environment friendly methods of living but also helps in framing government policies by moulding public opinion. The Uttarakhand coverage can be regarded as one of the lows of Indian media. Using Content Analysis the study will aim to look into the 'political' angle of an environment story and how the media didn't do enough justice to this huge National Disaster.

Key Words: Uttarakhand, environmental reporting, politics, ethical reporting, environment disasters.





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16th KM, Old Madras Road, Bangalore - 560 049. Tel. : +91 80 66487600
Fax : 91-80-66487667 E-mail: gcc@gardencitycollege.edu

www.gardencitycollege.edu