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Information for Contributors

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A 'bioblurb' of approximately 100-150 words should be supplied for inclusion in 'Notes on Contributors'. This should include current and recent academic and professional affiliations, together with a list of major publications (with dates and name of publisher) and forthcoming books.

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Editor's Note

This issue of Journal of Communication and Journalism Research focuses on digitalization of Media and Communication and its impact on our culture and society.

In their article, **Melwyn S Pinto and Prof. D S Poornananda** discusses the transportation of Newspapers from print to the digital medium. With the ongoing shift of newspaper from print platform to the digital one, if the gratification paradigms experienced by the audience remain the same is the issue dealt in this article.

Dr. Uma Bhushan presents a paper that discuss the need for a new course in new media education titled "Public Relations and Social Media" from an integrated, management and corporate communication perspective. The course will prepare public relations practitioners to employ social media's potential for building and maintaining relationships with a wide range of stakeholders.

Meljo Thomas and **Muhammadali Nelliyullathil** discuss the dilapidated Job satisfaction of journalists as the profession becomes business oriented and the journalist becomes less risk-liking. Retention of journalistic profession depends on the question that whether the journalist is satisfied or dissatisfied in the job. This paper investigates studies on job satisfaction among journalists and provides a systematic review of theories, determinants and measurements used in different social contexts by the researchers so far.

Dr. Umer O Thasneem argues that western discourse on free speech, based as it is on the binaries of liberal and illiberal spaces- and by implication races- from a postcolonial point of view and pin down its major flaws. The attempt here is to locate the genesis of this thinking in imperial mindset, conditioned by West's inherited prejudices and motivated no less by its commercial logic. Accordingly, the essay argues absolute freedom to be a myth.

Dr. Sunder Rajdeep attempts to analyse how blogging causes transformation in adult population and how blogs by and large connect to the community and bring about behavioral changes in human beings. How blogs help in sharing knowledge and whether it enhances relationships on a personal and professional levels are also being discussed in this article.

Ritu Raveendran focuses on the role of Community radio which has become an important vehicle to carry development messages to the grass roots of society. Community radio serves different needs, in accordance to the requirements of the community in which it functions. Some of the community radios in India which serves the marginalized sections, and impart knowledge about agriculture; literacy and overall community development are explored here.

'Akshaya' has been a high profile project of the government of Kerala for providing e-governance services. The study by **Deepa** aims to assess and evaluate the services of Akshaya centres. The study reveals the e-governance services of Akshaya centres, their beneficiaries and the problem faced by the entrepreneurs while running the centre.

Advertisements through the use of signs and symbols create an 'image' of the product or service and try to manipulate the consumers. Advertisements take the glimpses of real life and make them richer to transport the consumers to a 'make-believe world'. In these advertisements women are

found to consolidate the prevalent patriarchy of the society and the reference to contemporary liberated women is very rare. The paper by **Shaswathi Das** tries to show this celebration of 'body – image' as a means of subjugation and powerlessness on the part of women and raises question on its behalf.

The interconnection between television viewing and children's academic achievement has been researched copiously producing contrasting findings. Many factors such as time spending on television viewing, type of programme, cultural settings, academic environment, family norms and demographic variables are found to predict the association between television use and academic achievement in different ways. **Smitha** explores the trends in research tradition as well as the fluctuating nature of the predictors.

The present study seeks to analyze the crucial role played by new media in rural communication. The study by **K S Ragini** stresses the vital role played by new media in the lives of rural people to find out whether it influences them in their day to day lives. It also tries to explore the media exposure of the people of that area and their preference of media.

Consequence and impact on information and communication due to the fast developments in communication technologies is discussed by **Divya**. People, 'who were formerly known as audience', shed off their aura of media consumers, develop new-fangled affinity/indifference to media of various types, resulting in unpredicted, sometimes, contradictory impacts like closure of newspapers in the West and explosion of the Press in the East.

Dr. Francis Karackat explores the ethics and professionalism in newspaper journalism in the era of new media focusing on various incidents occurred in Kerala. The article raises questions on honest, trustworthy, fair and courage of our journalists in gathering, reporting and interpreting information. Do they seek truth and report it accurately. How independent are they and free of obligations to any interest other than the public's right to know and How accountable and responsible are they to their readers are addressed.

Dr. A Hameed and **Dilshath** investigate the effect of Instructional Learning Strategies on Achievement and Retention in Mathematics of standard VIII students. Jigsaw II Model of Cooperative Learning and Existing Activity Oriented Method of Teaching were discussed in the article which employs a Quasi Experimental Design for effective results.

Anoop Kumar analyses the assimilation of convergence practices into the media field by journalists, changes in journalistic values, changes in *doxa* of the field and agent's *habitus* through the lens of Pierre Bourdieu's field theory. In-depth interviews were conducted with six journalists from newspapers in North India for this study. The thematic analysis of the data reveals that journalists appropriate new technologies to redefine the *habitus* and adapt to the contemporary dominant work practices.

Luqman tries to find out the role of new media technologies in organisational communication of Kudumbashree. The data elicited through a survey among the members of Kudumbashree in

Malappuram district of northern Kerala, reveals that majority of the members are e-illiterates and face various communication barriers.

Dr. Muhammadali N
Chief Editor

Newspapers in the Age of Internet and Changing Gratification Paradigms

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Abstract

Newspapers as a print medium have evolved over the years and with the emergence of the Internet, they are being transported to the digital medium. With the ongoing shift of newspaper from print platform to the digital one, if the gratification paradigms experienced by the audience remain the same is the issue dealt in this article. While, the dominant gratifications of newspaper reading in the pre as well as post Internet era have remained more or less the same, the gratifications of the 'digital print' medium are set to evolve differently in the days to come.

Keywords

Newspapers, internet, gratification paradigms

Introduction

It is by now quite established that the dependence on newspapers as a primary source of news and information is declining. And there are definite signs of further decline in the near future especially in the West. According to Paper Cuts, a website that tracks the US press, over 166 major newspapers have either completely shut down, or closed print edition and moved only to online edition since 2008 (Paper Cuts, 2012). *Newsweek*, the second largest circulated weekly in USA closed its print edition in January 2013. In that year, more than half of adults in Britain were accessing news content online (Sweney, 2013). Such a trend may manifest years later in the rest of the world especially in India where the growth path of print media remains unaffected. Yet, a serious concern exists as there is a steady growth in Internet users along with a notable decline in the average time spent on print media (Kumar & Sarma, 2015).

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The Internet as a platform for news delivery created challenges and opportunities for the newspaper industry. In an effort to cater to their present and prospective readers, major newspapers throughout the world have launched online versions of their editions. For the net users, the online versions of newspapers are easily accessible, less expensive and provide them latest updates on the unfolding events and issue. Are there any differences in uses of the two forms of newspapers? What are the reasons that drive people to read print editions and online versions of newspapers? Answer to these fundamental questions can be obtained from the Uses and Gratification (U&G) research carried out across decades including the decades of the Internet.

Study objectives and method

The present study seeks to identify and compare the gratifications sought by readers of newspapers before and after the emergence of the Internet. To realise these objectives, an analysis of studies on the newspaper gratifications was carried out to identify the gratification typologies before and after the emergence of the Internet. The differences in gratification paradigms in the two time periods and the audience behaviour in using the newspaper in the age of the Internet were examined.

Uses and gratification theory

The uses and gratification approach, a sub-tradition of media effects research, was developed to study the gratifications that attract and hold audiences to different media and their diverse contents that satisfy their social and psychological needs (Cantril, 1942). Since the 1940s, researchers have developed a number of constructs to assess the gratifications users seek and obtain from various media and their content. Also, the relationships between the gratifications and the socio-psychological variables of media users have been investigated. Notwithstanding its shortcomings such as media users' self-reports in assessing gratification typologies, uses and gratification research has proved valuable in assessing audience needs and in highlighting those needs as a source of challenge to media producers to 'cater more richly'(Katz et al., 1973-'74).

The uses and gratification theory is ingrained in the active audience conception in which the focus is on what people *do* with the media, and not what media do *to* people. What people *do* with the media depends on their needs and motivations that drive them to select some from a competing plethora of media and their content. The motivations in combinations with one another produce certain patterns of media gratifications based on needs. While gratifications are the perceived fulfillment of a need through an activity, such as media use (Palmgreen, 1984), the needs are "the combined product of psychological dispositions, sociological factors, and environmental conditions" (Katz, Gurevitch, & Haas, 1973, pp. 516-517).

The uses and gratification conception has its roots in the studies of 1940s that delineated audience's media use. The precursors to the emergence of uses and gratifications as a theory were a few important studies conducted in the 1940s in the US by Herta Herzog and Bernard Berelson.

Herzog, Austrian American communication researcher, pioneered the field of gratification research through her study titled 'Professor Quiz: A Gratification Study.' The study identified four gratifications: competitive self-esteem; diversified information/education; self-rating; and sporting appeal (1940).

In her subsequent study, 'What Do We Really Know About Daytime Serial Listeners', Herzog (1944) sought to identify the motivations of housewives for listening to radio soap operas suggesting a conscious selection process on the part of the listener. Her analysis showed that women's personal characteristics motivated them to listen to daytime serials. And the gratifications they derived from the serials were: 'emotional release', 'remodeling one's misery', and for 'making adjustments' when faced with problems. Herzog also found that more the problems these women faced, more was the time they spent listening to radio serials.

Yet another pioneering uses and gratification study was conducted by Berelson (1949) in mid 1945, when newspaper delivery men went on strike in New York City depriving the city dwellers of their newspapers. The study titled 'What Missing the Newspaper Means', showed that the absence of newspapers had handicapped half of the readers in some way as they were reading newspapers to satisfy several gratifications such as 'for information about and interpretation of public event', 'a tool for daily living', 'for respite from boredom', 'for social prestige', and 'for social contact'.

Most of the early studies besides being descriptive and simple in analytical procedures were qualitative exploration of audience members' perceptions of their experiences, motivations, and connections with various types of media content. Studies conducted in the 1960s strived to develop media use typologies and identify the factors responsible for different patterns of consumption and gratifications.

The uses and gratification perspective became more systematic and formalised in its approach in the 1970s. Katz, Blumler, and Gurevitch provided a first systematic outline of the components of the uses and gratifications research. They noted that uses and gratifications research seeks to understand "(i) the social and psychological origins of (ii) needs, which generate (iii) expectations of (iv) the mass media or other sources, which lead to (v) differential patterns of media exposure (or engagement in other activities), resulting in (vi) need gratifications and (vii) other consequences, perhaps mostly unintended ones" (1974, p 20).

Since then, uses and gratification researchers have systematically investigated the uses of newspapers, television, and internet, the new medium.

Uses and gratification of newspapers before internet

In 1985, unions of two Philadelphia newspapers went on strike. Elliot and Rosenberg seized the opportunity and conducted a study on the lines of the one by Berelson (1949) when newspaper delivery men went on strike in New York City in 1945. In their study, Elliot and Rosenberg (1987) explored the "relationship between newspaper gratifications sought and media use during and after the newspaper strike" (p. 679). Based on their findings, they came to the conclusion that "media gratifications are primarily the result of the social situation and background factors and may depend more on habit than on internalised need states" (p. 687). The study however showed that when it comes to surveillance/contact dimension of newspaper use, people tend to associate "gratifications received from one medium with the use of another medium" (p. 687). In other words, surveillance/contact is a definitive media use which people tend to satisfy through media, not necessarily only through newspapers. Thus, they noted, "the safest interpretation, we think, is that gratifications obtained are related to habitual behaviors" (p. 687). This finding is a somewhat different from that of Berelson's study (1949), in that Berelson's study specifically stated that newspaper users were handicapped as they could not satisfy their gratifications due to the newspapers' strike. While the context of Elliot and Roseberg was somewhat modern with the rise of several other mass media, Berelson's context in the 1940s had fewer alternatives for people to satisfy their media gratifications.

A study conducted in Hawaii (Blood, Keir & Namjun, 1983) concluded that 'duty to be informed' item was the best predictor of newspaper readership. Also, the strong uses of newspaper were 'read to understand', 'read to keep up', 'use in daily living', 'fun to read' and 'read to relax' in that order. The study also discovered that "(As) respondents' endorsement of the index (citizen duty to be informed) increases the relationship between newspaper readership and diversion/entertainment weakens" (p. 51).

As detected in the early studies, subsequent researches showed surveillance to be the strongest gratifying need for which people read newspapers (O' Keefe & Spentnagel, 1973; Lometti, Reeves, & Bybee, 1977). From the study of Towers (1985), it emerged that surveillance and diversion were the two major reasons for the use of newspapers. Interaction was another factor, but less significant. Towers' study also indicated to significant difference in the use of newspapers by readers on weekdays and Sundays. While regular subscribers used newspapers mostly for surveillance on Sundays, others searched for entertainment and leisure factors as newspapers lay greater emphasis on these two aspects on Sundays.

Similar results have been arrived at in studies conducted different countries. A cross-national study conducted by Lee (1988) among students of the US and Korea found that in general students in both the countries used newspapers for interaction-utility, information seeking, and diversion, though Korean students showed greater information seeking satisfaction than Americans. Therefore, Lee

avers, "gratifications sought factors of the two countries are highly similar, although not completely identical" (p. 156).

An overview of the studies above would suggest that while the gratification paradigms of newspapers have somewhat remained constant, audience now have greater alternatives to satisfy similar gratifications. Surveillance comes across as the most dominant media gratification that people seek from newspapers.

Gratification paradigms in the post internet era

Embedding is the processing of hiding one image in the form of another. The entry of the Internet in the 1990s as a medium with the inbuilt advantages of easy access, affordability and diversity had the potential to overshadow the print medium of newspapers. The threat was real. Many newspapers began to lose their readers in the 1990s onwards especially in the US. However, much before the rise of the Internet, Chaffe and Choe (1981) had averred that the decline of newspapers and newspaper readership was not merely due to the rise of newer media. Other reasons affecting newspaper reading were individuals' structural constraints (disadvantaged location); transitional constraints (personal life-cycle changes); and self-constraints (interests) (pp. 202-203). In an effort to explain how 'society has influenced the media' (p. 314), De Fleur (1996) had rightly noted that "the development of additional media during the several decades of the 20th century has provided functional alternatives within the cultural system, which are making modest inroads in the degree to which the society satisfies its collective needs for communication content through the "consumption of newspapers"" (p. 320).

De Fleur further argued that it is not just the medium and the technology that are responsible for its rise or decline, but also the socio-cultural traits which keep on evolving as times change. However, he submits to the fact that even the character of a particular medium itself can be its raison d'être. For example, "while newspapers required three quarters of a century to become a household item, television reached virtual saturation in a matter of just a decade" (p. 324).

Many scholars through empirical studies have examined the supplementary and displacement or substitution effects of the Internet on the use of traditional media of newspapers and television. The supplementary role of the Internet has been dealt in detail by Althaus and Tewksbury (2000). Their study showed that the use of WWW for surveillance supplemented rather than substituted the use of traditional news media in a networked community. They also noted that while WWW may be complimentary to traditional media for surveillance, it is a serious competitor to traditional media in meeting entertainment needs. That is because most respondents used it primarily for entertainment and secondarily for news. Nguyen and Western (2006) have emphatically noted that online news and information usage reinforce traditional media usage. Flanagin and Metzger (2000) had found that the Internet information was perceived to be as credible as television and radio, but less credible than newspaper.

Scholars have also detected the displacement effect of the Internet on television media. In 2001, Dimmick, Chen and Zhan (2009) conducted a unique study through a telephone survey with 211 respondents in Columbus, Ohio to find out the displacement effect of the Internet on traditional media. The study used the theoretical framework of uses and gratifications and niche theory. The results clearly indicated that the Internet had a competitive displacement effect on traditional media in the daily news domain with the largest displacements occurring for television and newspapers. More specifically, their study revealed that "displacement effect is largest for television, with 33.7% of all respondents reporting that they used broadcast television for news less often after they started using the Internet for news, whereas 28% reported using newspapers less" (p. 26). The outcome of the study showed that the Internet did affect the use of mostly television and newspapers.

According to media substitution theory - whenever a new medium emerges - it can alter the audience' use patterns of the older media. For example, a study by Kaye and Johnson (2003) indicated that the exodus of people from traditional media has been faster among those Internet users whose media patterns have changed. What it suggests is that for such audiences, there is no increase in the use of traditional media any longer.

With reference to substitution theory, the study by Choi and Haque (2002) found that the significant downslide in the use of older media such as television, radio, newspapers as well as communication with family members was observed only in the case of heavy users of the Internet.

A review of studies conducted following the dawn of the Internet era in the 1990s has showed that 'surveillance' continued to be the strongest gratifying needs (Vincent & Basil, 1997; Diddi & La Rose, 2006; Ayyad, 2011). Calder and Malthouse (2004) in their study found that newspapers as a medium were high on experiences such as 'regular part of my day', 'shows me diversity', and 'something to talk about'. The researchers conclude that such "experiences represent the strengths of the medium" (p. 129).

Koçak and Kaya (n.d.) in their study conducted in a university in Turkey discovered that the students found newspaper to be a credible and reliable medium. The factor analysis of four items suggested that students used newspapers mostly for relaxation and entertainment. They also used them for information and to gratify their personal interests. Further, other uses of newspapers were to update their knowledge of current events and issues, and to learn about other people's opinion. The study by Flavian and Gurrea (2007) identified four major motivations for reading newspapers: search for specific information, search for updated news, leisure-entertainment, and habit.

The results of these studies amply indicate that the onset of the Internet has not reduced the use of newspaper and television. For surveillance needs, most

people continue to prefer newspapers and television than the Web. However, those who use the Web extensively tend to use it also for surveillance needs (Althaus & Tewksbury, 2000). This seems quite natural, considering the fact that they spend more time on the Web than other media.

In India, there have been a few significant studies in this field. Kohli-Khandekar, in her seminal work *The India Media Business* (2013), holds that India is one of those countries where the readership of newspapers is on the rise (p. 1). This has been possible mainly due to the rise in literacy, among other reasons. She affirms that newspapers in India are used by readers for surveillance and entertainment.

Hasan and Sharma (2011) in their study among Indian homemakers found that women use print media mostly for news and information. The second most important use for them was entertainment which included movies and sports. The third important gratification they sought was 'passing time'.

In India, the Internet is yet to pose a threat to newspapers. This point has been well made by Bamezai et al. (2011):

> "Newspapers in the age of information have become such an integral part of people's life that there can be no threat in the near future. Even in the Hindi belt newspapers will hold the sway since the personal computers are limited to 6 to 8 percentage of the population and if these were to grow to 15–20 percent, it could make a significant difference only after a decade or two to challenge the print media "but not at the cost of each other" (p. 118).

What they suggest is that the affinity people in India have for the newspaper has not yet declined, partly because the Internet penetration is low and partly because newspaper reading is part of the daily routine for people as they wake up.

What emerges from these studies is that the gratifications readers sought from reading newspapers are not very different from the experience of people in the West. However, unlike in the West, print media in India is years away from shifting its base to the online realm.

An overview of uses and gratifications studies in the post Internet era and earlier suggests that people's gratification needs from reading news and views from the newspapers have evolved across time. One thing common to both these periods in terms of gratification paradigms is that newspapers are preferred to gratify the surveillance needs. This has remained quite constant over the years, despite the decline of the medium as such. With the coming of the Internet though, there is a tendency to consume information in bits and pieces, with less preference for deeper

and extensive reading (Bauerlein, 2005). Accordingly, readers seem satisfied mostly with just updating themselves with current events.

Further, from these studies it emerges that the dominant gratifications people seek from newspapers both in the pre and post Internet era have more or less remained similar, though their rank order may have shifted. The most dominant gratifications that the readers seek from the newspapers are surveillance, entertainment and relaxation. However, the emergence of other media, especially the Internet, has severely affected newspaper as a medium and also altered people's dominant uses of it. Even as studies have shown that the decline of newspapers as a medium began much before the emergence of the Internet, one cannot deny the fact that the Internet by its very nature tends to attract audience more than any other medium. As the Internet becomes more widespread in the coming years, the time spent on it by the audience will also increase and correspondingly, the time devoted to other media, especially newspaper, will decrease, a trend being observed already (Kumar and Sarma, 2015). When gratifications sought from a particular medium are satisfied by a newer medium, consumers are very likely to migrate to that medium quite easily.

Conclusion

The emergence of the Internet has definitely changed the way people perceive and consume different media. To that extent, the gratifications sought by people also have evolved considerably. Several of the studies reviewed above show that the traditional media tend to be substituted with the Internet, as it is likely to satisfy audiences' gratifications of traditional media. A survey in the US also showed that nearly 31 per cent of the people had deserted a news outlet, as it "no longer provides the news and information they had grown accustomed to" (Pew Research, 2013). With the rise of digital media, today the audience has better options to pick and choose the news content they desire to explore.

Pew Research for 2012 said that 39 per cent of those surveyed had consumed news online or from their cell phones. The survey also said that those who consumed news through digital means rose to over 50 per cent (Pew Research, 2012). Social network is playing another key role in consumption of news as 50 per cent of users were sharing news on their social network page (Pew Research, 2014).

With such developments, newspapers need to evolve. Going online with interactive and multimedia features seems to be an alternate option available to traditional print media. And many newspapers and other print media have already taken the cue quite seriously.

While some newspapers/magazines such as *Newsweek* in the US have closed the print version and have fully gone online, others are giving greater attention to their online version. According to one estimate, till 2013 in the US around 450 of the over 1380 newspapers had gone for the paywall option, namely

they were charging the readers who were coming online to read the newspapers (Pew Research, 2013). And the study also showed that the trend had worked and in several cases, especially in the case of *New York Times*, it had yielded profits as (its) "circulation revenue now exceeds its advertising revenue, a sea change from the traditional revenue split of as much as 80% advertising dollars to 20% circulation dollars" (Ibid).

In India, print media are yet to face challenges from the Internet. However, most major newspapers and magazines have launched their online versions and considerable efforts are being put in to make the online versions elegant and reader friendly. This trend suggests that those in the print media business are quite certain of the fact that sooner than later print as a medium will decline even in India and more and more people will consume news online.

For the moment though, a healthy blend of both print and online versions of the print medium in the Indian scenario seems quite feasible, even as owners are not able to extract any revenue from the digital version (Chandrashekhar, 2013).

However, print media in India need to devise ways in which the online digital realm of their medium becomes a viable solution in the wake of the impending readership decline. This does not seem to be as simple and easy as it sounds. But, they can take cue from their western counterparts who have been successful in transforming the digital version of the print medium profitable.

Even as this trend becomes normal in the coming years, one question will continue to hold its sway: will the reading experience of the so called 'online print medium' (if it can be called so) be the same as its original print counterpart? In-depth studies and research in this field could lead one to answers that could be decisive in further strengthening the revival of print in the digital media.

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Teaching Public Relations through Social Media: Proposal for a New Course in New Media Education

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Abstract

Millions of people use social media services daily, opening up attractive opportunities for businesses. Social media offer myriad new communication channels for organizational members to share information and talk to various stakeholders. Social media offers an exciting new area for the public relations discipline to produce research and pedagogy that is in high demand by students, industry constituents, and other disciplines. This paper presents the outline for a new course in new media education titled "Public Relations and Social Media" from an integrated, management and corporate communication perspective. The course will prepare public relations practitioners to employ social media's potential for building and maintaining relationships with a wide range of stakeholders. Public Relations by its very is nature, practical and skills-oriented. The proposed new course seeks to fill the pedagogical gap of a lack of interactive, experiential learning in public relations through social media.

Keywords

Social media, public relations pedagogy, new media, integrated communication, corporate communication

Introduction

New media is becoming the preferred term for a range of media practices that employ digital technologies and the computer in some way or another. New media definitions remain fluid and are evolving, with some definitions of new media focusing exclusively upon computer technologies and digital content production whilst others stress the cultural forms and contexts in which technologies are used.

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One key feature of new and emerging media technologies is that they are often portable and facilitate mobility in communications. Social media describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other about products, brands, services, personalities, and issues (Mangold & Faulds, 2009).

New media has a wider reach that anything before it (Lindgren cited in Galloway, 2005). They propose a comprehensive list of social media encompassing a wide range of online, word-of-mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, blogs (sites containing digital audio, images, movies, or photographs), and social networking websites: Wikis, blogs, social networks: Twitter, Blogger, Facebook, MySpace, Ning.

Scholars such as Ashcroft & Hoey (2001), Mangold & Faulds (2009), Hurme et al. (2001), Wang et al. (2009) and Pavlik (2008) define several advantages of internet-based communication. It gives freedom of speech and wider distribution of information Social media is subtly changing the relations between organizations and their constituents. This form of media extends attention and thought of communication process participants. Internet technology facilitates a more distributed and plastic form of thinking. This shift is more than merely a change in the way we read or a change in our behaviour (Bull et al., 2008).

The terrain of public relations practice is shifting with new media bringing about substantial increases in stakeholder strength through facilitating communication within stakeholder groups and between different stakeholder groups (Merwe, Pitt & Abratt, 2005). The Internet gives public relations practitioners a unique opportunity to collect information, monitor public opinion on issues, and engage in direct dialogue with their publics about a variety of issues (McAllister & Taylor, 2007).

What are social media?

The following criteria define social media:

Incorporate old and new internet technologies - The World Wide Web is about 20 years old. The internet is 50 years old. Social media incorporate all of the technologies developed over those time spans from e-mail through forums, instant messaging, file sharing, video transmission and more.

Multimedia - Blogs, podcasts, video, photos, forums, internet messaging, texting. The internet subsumes all audiovisual and print media because it can transmit them. Social media, by extension makes use of all media forms. There is even a growing possibility of hepatic communication - the mechanical simulation of touch - across the internet, which social media will adopt once it is fully developed.

Geographically collapsed - There is no distance in social media. One can follow the Tweets of another who is half-way around the world or "friend" another thousands of miles away or blog to anyone on any continent who is interested in what you have to say.

Immediate - It takes less and less time for one to publish on social media. With a service like Twitter or internet messaging, it is a matter of seconds – the time it takes to type or speak. Social media can be – and often are – live.

User-generated and published information - However, users often republish information they have discovered elsewhere, so user generation is loosely defined

Internet-based but not totally so - Meetup.com, for example, uses the internet to set up local face-to-face meetings. The internet is the organizing agent but communication is personal.

Community sharing - posts and comments, file sharing, community of interest. Community interest varies by individual and group. Some blogs, for example, spark hundreds of comments. Others generate none. The community of interest can be active or passive.

Challenges posed by the internet age

Due to its fragmented nature, social media present a Return-On-Investment problem. One may put in a lot of work reaching influential people for little result. Effort expended in social media may not work out in cost-per-thousand terms. One has to think in cost-per-influential terms – reaching the right audience, no matter how small it might be.

A second challenge is influence. How do you know any blog, tweet or Facebook page carries reach and influence with a target audience? There are no straightforward techniques for learning this. You can follow blogs, tweets and Facebook postings to determine if they are appropriate. You can investigate where the blog might show or be linked in other people's blogs through such services as Technorati .You can determine the blog ranking as well in Technorati. You can examine the number and type of friends on a Facebook page. You can check the number of followers of tweets that an individual or organization sends. However, none of these is a guaranteed way to determine the type and influence of audience you might reach. There is no Audit Bureau of Circulation for social media.

The third challenge is time. To use social media effectively requires learning one's way into each medium and building trust with participants. Clients expect practitioners to have established relationships in order to get messages out, but this is not always possible unless one is going to the same audience continuously. For example, if you are a media relations specialist in the auto industry, you can over time discover and cultivate the influential people in that

industry. But, what if you leave the auto industry and move to airlines? You will start over. Agency practitioners especially face this challenge because they often work on multiple accounts in different industries. They learn to research quickly and to build lists swiftly but that doesn't mean they have built the relationships needed for social media. For this reason, a general PR practitioner might be handicapped entering the social media environment.

Doing PR through the social media

Responding to the demands of emerging media in an environment where traditional media demands on public relations practice are not reducing significantly will be a major area of concern for the profession in coming years. Evaluation challenges will be further complicated by the seeming fluidity of both the new media technologies themselves and the conventions of their use. It is imperative that public relations practitioners and educators embrace the full potential of new media if they are to overcome threats from other specialist areas within organisations as new media technologies cut across disciplines. The public relations terrain may seem more attractive, and be more prone to invasion from those outside the profession, if a perception develops that the area is now more technology-driven and less about 'touchy-feely' communication or traditional media.

The rapid success of social media has left corporations "in the dust" as they seek to promote their products on these platforms, develop strategies and policies, and fill newly created social media-related positions with qualified individuals (Kelly, 2010, p. 30). Companies are scrambling to hire and/or develop the newly created positions of social media directors (and similar positions) while simultaneously trying to figure out how best to use social media in the organization (Gillette, 2010).

Although by no means comprehensive, the following list offers observations supporting the need for developing pedagogy in social media:

- Social media use is thriving.

- Companies are devoting increased resources to tracking and developing involvement in social media.

- Leaders increasingly understand the need to use social media but are not sure how they fit into their organization. (Bhushan, 2014)

- Social media are so new that companies are seeking leadership to drive strategy.

- The demand for thoughtful leadership in social media is being met by so-called experts who are providing companies with the equivalent of social

media snake oil (Baker, 2009), necessitating the development of legitimate training and intellectual capital.

- Social media campaigns must be implemented as a part of a larger, well-defined organizational communication channel strategy.

- Companies are actively seeking candidates to fill social media leadership positions.

- The demand for candidates with a sophisticated understanding of social media is greater than the supply (Gillette, 2010).

Impact on public relations education

If new media are to be embraced, public relations practitioners will need more technical skills in areas such as web publishing, new software operation, online security, search engine optimisation, web analytics and web trend analysis software operation. They will need enhanced online information architecture skills and skills related to managing an increasing amount of complex information digitally. Writing for cross-media delivery will continue as a major component of practice but the demands for multimedia elements will bring even more challenges in this area.

Research has shown that public relations practitioners who embrace new technologies such as blogging are perceived within organisations as having more power, in that they are willing to be leaders in the industry and use new tools to better reach target publics (Porter, Trammell, Chung & Kim, 2007).

Alexander's (2004) comprehensive exploration of the challenges for the public relations curricula remains in large part the state of play in the field. Identifying the need for educators to provide a thorough grounding in how technology can facilitate relationship management, he \stated that there is 'an urgent need for academics and practitioners to review current course and subject content and work towards ensuring future practitioners are capable of working in the new public relations environment' (2004, p. 4). There is a perception among students that their undergraduate courses may not be adequately preparing them for practice in the areas of new technologies and electronic communication. One study found that about one-third of students in the US felt either not very prepared or under prepared to work in these areas (Gower & Reber, 2006).

Unfortunately, no similar studies are available in India.

One of the main challenges for academicians is that many of the vocationally-oriented areas covered in current public relations curricula are still deemed to be highly relevant to current professional practice requirements. This raises the question of what should be let go from the existing public relations curriculum to accommodate new and emerging areas.

Public relations however, is not alone is trying to address these issues. Journalism education is also facing challenges associated with new media. One study showed that although journalism students reported receiving their news online, they still expected to work in traditional areas of print and broadcast journalism with only a few anticipating working in online journalism (Heider, 2006).

The situation for public relations academics has been equated with being like Alice in Wonderland down a hole trying to make decisions and forge programs in a fluid environment and that 'it seems like the technology, options, and opportunities change faster than a single course can wind its way through the university approval bureaucracy' (Wickham, 2006, p.91). This could also be applicable to public relations courses.

Deuze's (2006) discussion of journalism educational challenges, perhaps, shows a way forward. If Deuze's (2006) concepts (p. 23) are applied to a public relations context the challenge is not about working out how to 'to adapt our already overloaded curricula to the convergent future' but is about having a debate on why we should still educate public relations practitioners, what set of ideas about public relations and its role in society guides this education, and what our definition of graduates is as they go out into the world.

Given these observations, public relations academics and practitioners need to demonstrate leadership to managers who are still trying to figure out how companies can best use social media in their respective organizations. Public relations scholarship is on the threshold of a rare opportunity to build its status as pioneers in the development of social media scholarship and curricula. And this needs to be done forthwith. Scholars have been advocating social media's potential to add impact to our discipline's research (Meredith, 2009; 2010) and pedagogy (D'Angelo, 2010; Meredith, 2009; 2010).

The discipline of marketing has been aggressively addressing the need for content relating to social media. For example, the American Marketing Association has offered many excellent virtual events and webcasts on social media topics. While the marketing discipline is doing an admirable job steering the marketer's use of social media to speak to customers, public relations scholars and academics have been rather slow in grabbing the opportunity to approach social media from an integrated, management and corporate communication perspective. As previously mentioned, organizational leaders must consider social media as part of a larger, well-defined organizational communication channel strategy. Social media have value as communication tools for building and maintaining relationships with a wide range of stakeholders. Thus, public relations scholars can help managers leverage social media's potential for reaching internal and external constituents, such as employees, the media, government, shareholders, as well as customers. In turn, my course will examine the promise, pitfalls, and best practices of social media as new channels for communicating with various audiences.

In this background, I propose a course Public Relations and Social Media, not as a prescription but as a starting point of a discussion among the scholars in this field. Public Relations by its very is nature, practical and skills-oriented. The proposed new course seeks to fill the pedagogical gap of a lack of interactive, experiential learning in public relations through social media.

A snapshot of the course "public relations and social media"

This course will explore social media as a communication tools for an integrated corporate communication strategy. Doorley and Garcia (2007) define corporate communication as the centralized management of communication on behalf of the organization's reputation—and thereby its competitiveness, productivity, and financial success. This definition provides useful grounding for the proposed course. "Public Relations and Social Media" will examine how managers can/are using social media for shaping an organization's reputation.

Course objectives

The course will address the following objectives:

• How can/are managers using social media to speak to various stakeholders?

• How and when should social media be used for communicating in organizations?

• How are companies planning and managing social media platforms?

• What are managerial considerations associated with the transparency and openness that social media creates?

The course content will cover topics related to the rise of social media, the integrated nature of public relations, charting of social communication channels, maintaining equilibrium between organizational transparency and social media practices, developing authentic social media messages, creating a credible corporate voice, use of social media with regard to specific audiences such as employees or situations such as crisis management.

Pedagogical approach

As Barker and Stowers (2005) note, communication professors must prepare to learn from, as well as teach, their students. Today's high-caliber students are often engaged in real-world applications of the topics we are teaching. Thus, students can offer validation and insight into our course materials and discussions.

In the case of social media, students' savvy is a real advantage. Professors need to play the role of facilitators rather than teachers and in turn, they have the opportunity to engage and share their own knowledge and experiences with social

media. As a result, the teacher's expertise in communication will drive the course supplemented by the students' advanced understanding of a specific technology and/or platform.

The course content will be delivered through simulated exercises set in business organisations wherein students will learn by operating from the shoes of senior PR practitioners and handle different public relations problems in real time and under substantial time pressure. Pennell and Miles (2009) have advocate problem-based learning (PBL) for business communication courses, a pedagogy where students learn by tackling real, complex problems. The course pedagogy will adopt these techniques in achieving the learning outcomes by involving the students in individual and group projects.

Student learning outcomes

Students will develop strategic plans for the use of social media as a communication channel, examine the best practices of businesses using social media, and create strategic recommendations for an *actual client* implementing social media into an organizational communication strategy. The main learning outcomes of the course are:

1. Recognise the relative strengths and weaknesses of the different social media tools
2. Study and understand from best practices of social media utilization by business organisations to communicate with internal and external stakeholders
3. Track, appraise, and respond to social media messages in various social media platforms
4. Design reliable, genuine, lucid, and effective messages targeted to specific audiences
5. Develop effective internal and external social media action plans for organisations.

Student assignments

Student assignments include both individual and group projects.

Individual project

Students will function in the role of a newly hired social media director for a self-selected Fortune 500 company. In the first part of the project, students will design a case study analyzing the company's use of social media. This case study will include a discussion by the student of any initiatives under way by the company in social media and completion of a company competitor analysis. Students will also develop a communication channel map, a visual representation of the company's use of communication channels to reach various stakeholders.

In the second part of the individual project, students will follow, analyze, and respond to messages generated daily about the company on social media platforms over a 3-week period. Using free social media–monitoring tools, such as Social Mention, students will follow and identify company message trends. After they compile 3 weeks of data, they will develop recommendations to improve the company's social media efforts, including digging deeper into existing platforms and/or suggesting movement into new platforms.

Group project

In this practical project, students will work in teams as consultants for an actual client, any company that is already aggressively using social media. Students will recommend new campaigns and ways of expanding the use of social media as communication tools. They will also develop and deliver a plan book intended to shape the future of the company's communication strategy for using social media.

Conclusion

Social media offer an exciting way for business communication to align itself with a cutting-edge business trend. Social media platforms provide a means of relationship building through communication. Businesses adopt social media and related digital technologies for a wide variety of corporate communication functions, including marketing, media relations, internal communications, investor relations, corporate social responsibility, public affairs, and crisis communication (Argenti & Barnes, 2009). In this context, the public relations discipline can provide the much needed integrated communication approach to social media research, training, and pedagogy.

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Journalists' Job Satisfaction: A Systematic Review of Theories, Determinants and Measurements

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Abstract

Job satisfaction (JS) of journalists decline as the profession becomes business oriented and the journalist becomes less risk-liking. Retention of journalistic profession depends on the question that whether the journalist is satisfied or dissatisfied in the job. This paper revisited 35 studies across 30 nations relating to JS of journalists obtained from a systematic search on electronic databases. Investigating studies on JS among journalists, the paper provides a systematic review of theories, determinants and measurements used in different social contexts by the researchers so far. The review revealed that JS of journalists vary in accordance with different factors of JS that had different significance in different personal, professional, and social contexts.

Keywords

Job satisfaction (JS), journalists, JS theories, JS determinants, JS measurements

Introduction

Job satisfaction is a job attitude and the most extensively researched area in the organizational psychology. Smooth functioning of media organization depends on the satisfaction of journalists which is related with individual, organizational, professional and societal factors.

Combining the results from studies on journalists' job satisfaction across the world, the present study attempts to dig out the pattern of results and the relationships between job satisfaction and its predictors/determinants. Again, it comprises the measures and tests that are generally employed by the journalism researchers in the area. This review examines the literature closely related to job satisfaction of journalists employed in various news media and in different nations

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with distinctive cultural and working environment. And it draws a picture of the research done in the area of journalists' job satisfaction as a whole.

Job satisfaction (JS)

Job satisfaction (JS) is a job attitude and is measured with the extent to which one is feeling good and committed to his job. JS of a journalist is the content that s/he has regarding the profession. According to Luthan (1998) there are three dimensions of job satisfaction: emotional response to a job situation, how well the expectations are met and attitude towards important characteristics of a job.

JS of a journalist depends on a number of factors like nature of the work, organizational atmosphere, professional status, etc. These factors carry diverse intensities in deciding job satisfaction of media personnel. Moreover, the importance given to various factors vary depending on country, culture and personal factors of a journalist. In the words of Chang and Massey, "journalists from different nations assign different levels of importance to job characteristics, rewards equity, and P-E fit antecedents to job satisfaction" (Chang & Massey, 2010).

Identification of the literature

Electronic data bases were used to identify the literature relating to job satisfaction of journalists. Relevant literature on the topic was obtained from e-journal repository of the CHMK library, University of Calicut. The studies were retrieved from the Sage Journals and Taylor and Francis Online (between 1st December, 2012 and 30th June, 2015) using the keyword, job satisfaction of journalists. Automatically generated 200 published research articles from each e-resource, spread over 109 journals, were identified and scrutinized. The full texts or abstracts from all the databases searched were reviewed prior to their inclusion. Finally, 35 papers that directly dealt with job satisfaction of journalists were selected for the review. Other studies (n=365) that partially related with the topic of review were excluded.

Job satisfaction of journalists

Job satisfaction (JS) of journalists received widespread attention only during the last two and half decades after its inception in early 1960s. Over the time, the interval between job satisfaction studies among journalists has been reduced and the area is enriched with impressive amount of data. In the beginning, job satisfaction research among journalists was done once in a decade and was restricted to certain nations. Starting from 1990s, the first decade of the new millennium saw a jump in the number of research done on job satisfaction of journalists.

Even now, several nations lack a single study on job satisfaction of journalists as such though there are related studies searching characteristics of journalists. Asian and African countries lead the list in this regard except for a few

countries like Indonesia, Bangladesh and Nigeria. U.S journalists continue to be the most researched group among media persons around the world.

Massive amount of data on journalists produced by the researchers threw light on various realm of the professional field including job satisfaction. Research done on journalists and their satisfaction in the profession across the world has been integrated and reported in the present review.

Table 1: Summary of included studies on JS among journalists

Author(s) Location	Respondents	Instruments	Key findings	Comments
Samuelson (1962) U.S.A.	223 newspaper journalists	Questionnaire survey	JS positively correlated with job experience and negatively with size of the organization	Satisfaction increased the span of journalistic career
Johnstone, Slawski and Bowman (1976), U.S.A.	1,300-plus journalists	Questionnaire survey	JS positively correlated with education and experience. 88% of journalists were (very/fairly) satisfied in the job	Education clubbed with experience recognized as a strong predictor of job satisfaction
Weaver and Wilhoit (1986), U.S.A.	1001 newsroom workers	Questionnaire survey	JS positively correlated with perceived journalistic commitment of the organization to the public	Journalistic values of the organization are desired by the journalists
Bramlett-Solomon (1992), U.S.A.	U.S. Black journalists	Questionnaire survey	Black journalists were less satisfied than their white counterparts	Race is a JS determinant among U.S journalists
Stamm and Underwood (1993), U.S.A.	429 U.S. news persons at daily newspapers	Questionnaire survey	JS positively correlated with perceived newspaper quality	Organization's quality boosts JS
Demers (1994), U.S.A.	U.S. journalists	Questionnaire survey	JS positively correlated with perceived autonomy and social status	
Weaver and Wilhoit (1996), U.S.A.	U.S. journalists	Questionnaire survey	Dissatisfaction with management policies, low salaries and inadequate advancement opportunities.	Risk-liking generation shifted to risk-disliking generation preferring 'normal lives'
Furnham and Hughes (1999), U.K.	312 TV journalists and creatrives	Questionnaire survey	Night shift-work affected social and domestic relations negatively	Shift-work emerged as a JS predictor
Smucker, Whisenant, and Pedersen (2003), U.S.A.	78 female sports journalists	Questionnaire survey	JS positively correlated with level of pay, supervision, relation with co-workers and the work itself	Comparatively low gender discrimination in a specialised beat
Kirat (2004), U.A.E.	32 women journalists	Questionnaire survey and interview	Despite being expatriates in nature, journalists advocated national unity, development and kept a pro-government mentality	Nationality play in JS with different intensity under different modes of govt
Rivas-Rodriguez et al. (2004), U.S.A.	782 minority journalists (Native Americans/African Americans/Lati	Questionnaire survey	Minority journalists in general and men in particular held the idea that a minority head could influence the media attitude towards minorities	Representation can effect better coverage to minorities

	nos/ Asian Americans)			
Miloch et al. (2005), U.S.A.	78 women sports journalists	Questionnaire survey	Daily editions relied more upon female journalists despite their job titles	Specializations reduce the element gender discrimination
Greenberg et al. (2007), U.S.A.	54 media personnel assigned to the Iraq war of 2003	Interview	Embeds experienced less stress than unilateral and they remained content in their profession	Security to life and job are inevitable to a journalist to remain content
Sachsman, Simon and Valenti (2008), U.S.A.	Environment Reporters	Questionnaire survey	Specialisation and religious affiliation related positively to JS whereas education and job satisfaction were negatively correlated.	Influence of the religious affiliation detected for the first time in JS studies
Beam and Spratt (2009), U.S.A.	400 news people	Questionnaire survey	Perceived management care influenced journalists' job satisfaction, workplace morale and career commitment indirectly.	JS owes reasonably to the management care
Burke and Fiksenbaum, (2009), Norway	Norwegian journalists	Questionnaire survey	Passionate journalists enjoyed higher levels of psychological well-being and produced more positive work outcomes whereas addicted ones registered lower levels in the same.	Passion or addiction towards job predict the journalists' JS
Reinardy (Summer, 2009), U.S.A.	715 daily newspaper journalists (27.6% response rate)	Online questionnaire survey	Lack of desired organizational support to cope with the higher levels of exhaustion, role overload and job demands led the women journalists to have lower levels of professional efficacy	Significant differences between men and women in terms of perceived organizational support
Reinardy (August, 2009), U.S.A.	715 daily newspaper journalists (27.6% response rate)	Questionnaire survey	JS correlated positively and negatively with motivational and hygiene factors respectively	Collapsing foundation of journalism caused journalists to quit the profession
Martin (2010), U.S.A.	Arab American journalists	Questionnaire survey	Professional efficacy, raising the confidence level of journalists, enabled them to 'produce valuable and influential news'	Journalists' quality contributed much to the organization's reputation
Chang and Massey (2010), U. S. And Taiwan	323 U. S. Journalists and 211 Taiwanese	Online questionnaire survey	Collectivism-led Taiwanese were less satisfied with their job than Americans who valued individualism more	Collective efforts attain success than individual efforts
Reinardy (2011), U.S.A.	2,159 journalism's lay off survivors	Questionnaire survey	Positive and negative reading of the changing situations led the journalists to be satisfied or dissatisfied in the job	JS depends on how journalistsread the situations
Reinardy and Crawford (2011), U.S.A.	288 TV sports casters	Questionnaire survey	Most satisfied group among broadcast journalists, sports casters' job satisfaction owe a lot to the autonomy, a kind of unadulterated freedom	Specialization reduce work load
Massey and Elmore (2011), U.S.A.	101 freelance journalists	Questionnaire survey	Women freelance journalists were significantly younger and earned more than that of	Work load and gender play

			their male freelancers. They (prior journalists) were satisfied with their work hours, earnings and time spent to meet familial obligations	differently to decide one's JS
Tsui and Lee (2012), Hong Kong	552 Women journalists	Questionnaire survey and in-depth interview	The credence of the conflict varied with personality, position, social and economic class of the woman journalist and the news organization's position in the news market	Journalists have a contradictory logics of success (long hours' hard work, critical mind set and an uncompromising personality),
Deprez and Raeymaeckers (2012), Belgium	Flemish journalists 2003 (N = 1,026) and 2008 (n = 682)	Questionnaire survey	Negative shift in job satisfaction over the years	JS fallen in the field of journalism over years
Semary (2012), Dubai	100 TV journalists	Questionnaire survey	Female journalists were likely to be more satisfied than their male colleagues and they tended to keep the job	JS determinants vary according to the gender of journalists
El-Nawawy and Strong (2012), Saudi Arabia	176 news workers of Al-Arabiya TV channel	Questionnaire survey and 15 qualitative interview	Journalists compromised the news gathering limitations as a trade-off for a secure job supported by a caring management and high public profile that provided job satisfaction	JS determinants receive different weightages depending on mode of Govt.
Reinardy (2012), U.S.A.	272 sportscasters	Questionnaire survey	Job satisfaction helped sports broadcasters to sideline the job stressors and most of them were non-burned out in the job	JS neutralises stressors of a journalist
Willnat, Weaver and Choi (2013), 18 countries across the world	Journalists	Online Questionnaire survey	Journalists from different nations differed when they chose the important predictor of job satisfaction	Nationality, culture and mode of govt are predictors of JS
Lim (2013), South Korea	252 online journalists	e-mail survey	Online journalists' emotional response to their and their competitors' coverage and scooping were significantly correlated with their job satisfaction, workload, and the perceived quality of their news website	The in-depth interviews will be able to address the issues not covered by the e-mail survey
Thomas and Nelliyullathil (2013), India	122 Journalists from Kerala	Questionnaire survey	Being 'passion-led professionals,' Kerala journalists were satisfied in their job	
Reinardy (2014), U.S.A.	887 TV news workers	Questionnaire survey	Journalists who enjoyed their work are intrinsically motivated and had higher levels of satisfaction	Journalism is a profession that requires intrinsic motivation
Flores and Subervi (2014), U.S.A.	U. S. Latino journalists	Questionnaire survey	Advancement, growth and work itself were the motivation factors and salary and relation with peers were the hygiene factors that influenced the job attitudes of journalists	Two factor theory extensively employed to determine JS of journalists

Ofili et al. (2014), Nigeria	320 Journalists from the South	Interviewed with structured questionnaire	More than half of the journalists experienced job stress either in moderate or in severe form and majority of them was dissatisfied with their jobs in which gender and job title played vital roles	Job stress leads to job dissatisfaction
Lucht (2015), Iowa	Journalists in Iowa	Questionnaire survey	Male and female journalists differed regarding the issues they considered salient and they used to describe their perceptions and attitudes in the discourses	Gender difference reflects in media content

Job satisfaction among journalists is extensively studied by the researchers across the world (see table 1). Most of the early studies in the area were centred on the U.S journalists followed by their counterparts from the U.K. It was because the researchers were U.S natives and as U.S newspaper industry was the first in its kind to reach its zenith in circulation. Slowly, researchers from other nations, especially those with democratic background, tried to unearth the job satisfaction of journalists as they were content makers of the fourth estate.

Journalists held contradictory logics of success (long hours' hard work, critical mind set and an uncompromising personality) and their JS depended on how journalists read the situations. It was newspaper journalists who were surveyed for digging out job satisfaction in the journalistic field for the first time. Gradually journalists from other media, especially TV journalists grabbed the attention as the medium grew fast and extensively than print. Job satisfaction of online journalists is rarely studied as they are comparatively employed in a new type of media.

Journalism is a profession that requires intrinsic motivation. Intrinsically motivated journalists are likely to be satisfied in their job. Satisfied journalists seem to enjoy long span of journalistic career. JS neutralises stressors of a journalist that may lead a journalist to job dissatisfaction.

Job attitudes of journalists showed a tendency to change over time. Different generations of journalists viewed the journalistic job differently and there is a shift of value as the early generations were risk-liking journalists where the newer generations are risk-disliking ones who preferred to live a normal life. Yet some factors remained as influential as it was in the early studies. Study after study researchers proved the presence of different determinants of job satisfaction among journalists.

Nationality along with culture and form of government prevailed in a nation played prominent roles in deciding job satisfaction of journalists. Nationality play in JS with different intensity under different modes of govt. JS determinants received different weightages depending on the mode of government.

JS determinants vary according to the gender of journalists. Gender wise studies got more attention as the gender role was getting redefined and as more and

more female journalists were inducted to the male-dominated journalism field. As a result, work-family conflict becomes a prominent factor in deciding job satisfaction of male journalists which was not so in earlier times. Comparatively low gender discrimination was reported in a specialised beat though significant difference between men and women was identified in terms of perceived organizational support.

Journalists like to work in an organization that holds journalistic values tighter. Organization's quality boosts JS of the journalists. And in turn, journalists' quality contributed much to the organization's reputation. However, JS owed reasonably to the management care. Adequate organizational support enhanced the JS of an employee. Race is a JS determinant among U.S journalists as it is in the case of minorities in all nations studied. Representation, as suggested by journalists, can improve coverage of ethnic, gender, class and caste minorities. Studies show that specializations/specific beats reduce the element of discrimination along with one's work load. Religious affiliation of the journalist was also detected as a JS predictor.

Risk-liking generation of journalists paved way for risk-disliking generation preferring 'normal lives.' Security to life and job are inevitable to a journalist to remain content. Shift-work became a JS predictor. Collective efforts were more successful than individual efforts. Passion or addiction of the journalist towards the job predicted their JS.

JS in the field of journalism has fallen over years. The situation of the field worsened by collapsing foundation of journalism and increasing number of job stressors caused journalists to quit the profession.

Considering research methodology, questionnaire surveys were seemed to be widely used to extract job satisfaction of journalists starting from the very first study of Samuelson. Digitised questionnaires (e-mail surveys) along with in depth interviews were the trend later. Anyhow questionnaire surveys continue to be the most used method to attain job satisfaction of journalists despite of nationality, culture, media type, and so on. The in-depth interviews will be able to address the issues not covered by the e-mail survey.

Job satisfaction and theories

Providing theoretical framework for a research on job satisfaction of journalists is relatively a recent phenomenon as the Table 2 shows. But the theories were available just after the initial study in the area of JS of journalists by Samuelson in 1962. At present, researchers are keen to provide a theoretical framework for their study.

Table 2 depicts the chronological usage and adaptation of various JS theories by the researchers over time.

Table 2: Theories used to analyse JS of journalists

Theory	Key empirical sources
Social Responsibility Theory (of the press)	Rivas-Rodriguez et al. (2004)
Job Demand-Control (JD-C) Model	Greenberg et al. (2007)
Effort Reward Imbalance (ERI) Model	Greenberg et al. (2007)
Job Characteristics Theory (Hackman and Oldham, 1976)	Chang and Massey (2010)
Rewards Equity Theory (Adams, 1965)	Chang and Massey (2010)
Person-Environment Fit (P-E theory) (Harrison, 1978)	Chang and Massey (2010)
Conservation of Resources Theory (Hobfoll, 1989)	Reinardy (2012)
Bourdieu's field theory (1977, 1984)	Tsui and Lee (2012)
Herzberg's two-factor theory/Hertzberg's Hygiene Motivation Theory	Smucker, Whisenant, and Pedersen (2003), Reinardy (August, 2009), Reinardy and Crawford (2011), Deprez and Raeymaeckers (2012), Semary (2012), Flores and Subervi (2014)
Self Determination Theory (SDT)	Reinardy (2014)

Adopting theories from social sciences, journalism researchers try different theories to give some theoretical base to their studies. Starting from Social Responsibility Theory (SRT) of the press (Rivas-Rodriguez et al., 2004), the attempt is extended to Self Determination Theory (SDT) (Reinardy, 2014). The theories applied to analyse JS of journalists by the researchers are: Social Responsibility Theory of the Press, Job Demand-Control (JD-C) Model, Effort Reward Imbalance (ERI) Model, Job Characteristics Theory, Rewards Equity Theory, Person-Environment Fit (P-E theory), Conservation of Resources Theory, Herzberg's two-factor theory/Hertzberg's Hygiene Motivation Theory and Self Determination Theory (SDT).

Herzberg's two-factor theory/Hertzberg's Hygiene Motivation Theory is the most widely adopted theory to find out JS of journalists by the researchers so far. According to this theory, job satisfaction and dissatisfaction of a person are resulted from different and unrelated determinants; satisfaction is motivated by the factors like pay and benefits, recognition and achievement whereas dissatisfaction is associated with working conditions, company policies and structure, job security, interaction with colleagues and quality of management [Smucker, Whisenant, & Pedersen (2003), Reinardy (August, 2009), Reinardy and Crawford (2011), Deprez and Raeymaeckers (2012), Semary (2012), Flores and Subervi (2014)].

Predictors of JS

The research on journalists' JS produced an impressive amount of data. Journalists' success is based on contradictory logics that incorporate long hours' hard work, critical mindset and an uncompromising personality. Hence, JS of journalist derives

from the notion that how journalists read and interpret the situations around his profession.

The chronological identification of predictors or determinants of JS among journalists are well demonstrated in the Table 3.

Table 3: Predictors/determinants of JS of journalists

Predictors/determinants	Key empirical sources
Job/professional experience/tenure	Samuelson (1962), Weaver and Wilhoit (1986), Smucker, Whisenant, and Pedersen (2003), Massey and Elmore (2011), El-Nawawy and Strong (2012), Reinardy (2014), Ofili et al. (2014)
Organization size	Samuelson (1962), Demers (1994)
Professional standards/factors	Johnstone, Slawski and Bowman (1976), Weaver and Wilhoit (1986), Reinardy (2009), Willnat, Weaver and Choi (2013)
Supervision	Bramlett-Solomon (1992), Smucker, Whisenant, and Pedersen (2003), Semary (2012)
Newsroom/editorial policy	Weaver and Wilhoit (1986), Stamm and Underwood (1993),Weaver and Wilhoit (1996), Reinardy (2009), Willnat, Weaver and Choi (2013)
Ownership structure	Stamm and Underwood (1993)
Autonomy	Weaver and Wilhoit (1986), Demers (1994), Sachsman, Simon and Valenti (2008), Chang and Massey (2010), Reinardy and Crawford (2011), Deprez and Raeymaeckers (2012), Semary (2012), El-Nawawy and Strong (2012), Willnat, Weaver and Choi (2013), Thomas and Nelliyullathil (2013), Reinardy (2014)
Social status	Demers (1994), El-Nawawy and Strong (2012), Flores and Subervi (2014)
Journalistic commitment /standards	Weaver and Wilhoit (1986), Weaver and Wilhoit (1996), Reinardy (2009), Reinardy (2012), Willnat, Weaver and Choi (2013)
Promotion/Advancement opportunity	Weaver and Wilhoit (1996), Smucker, Whisenant, and Pedersen (2003), Chang and Massey (2010), Deprez and Raeymaeckers (2012), Willnat, Weaver and Choi (2013), Flores and Subervi (2014)
Shift-work	Furnham and Hughes (1999), Ofili et al. (2014)
Gender	Smucker, Whisenant, and Pedersen (2003), Rivas-Rodriguez et al. (2004), Sachsman, Simon and Valenti (2008), Reinardy (2009), Massey and Elmore (2011), Deprez and Raeymaeckers (2012), Semary (2012), Reinardy (2014), Ofili et al. (2014), Lucht (2015)
Level of pay	Weaver and Wilhoit (1986), Weaver and Wilhoit (1996), Smucker, Whisenant, and Pedersen (2003), Reinardy (2009), Chang and Massey (2010), Massey and Elmore (2011), Deprez and Raeymaeckers (2012), Semary (2012), Willnat, Weaver and Choi (2013), Flores and Subervi (2014), Ofili et al. (2014), Lucht (2015)

Relation with co-workers	Smucker, Whisenant, and Pedersen (2003), Reinardy (2009), El-Nawawy and Strong (2012), Flores and Subervi (2014)
Work itself	Smucker, Whisenant, and Pedersen (2003),Sachsman, Simon and Valenti (2008), Reinardy (2009), Thomas and Nelliyullathil (2013), Reinardy (2014), Flores and Subervi (2014)
Position	Smucker, Whisenant, and Pedersen (2003), Celia and Francis (2012), Deprez and Raeymaeckers (2012), Semary (2012), Ofili et al. (2014),
Personal identity/Personality	Rivas-Rodriguez et al. (2004), Celia and Francis (2012), Lucht (2015)
Occupational/Work stress/work load	Greenberg et al. (2007), Reinardy (2009), Chang and Massey (2010), Reinardy (2012), Lim (2013), Reinardy (2014), Ofili et al. (2014)
Economic/social class	Celia and Francis (2012),
Specialisation	Sachsman, Simon and Valenti (2008), Massey and Elmore (2011), Deprez and Raeymaeckers (2012)
Religious affiliation	Sachsman, Simon and Valenti (2008)
Management care	Greenberg et al. (2007), Beam and Spratt (2009), El-Nawawy and Strong (2012)
Organizational commitment	Beam and Spratt (2009), Reinardy (2009), Chang and Massey (2010), Reinardy (2011), Thomas and Nelliyullathil (2013), Lucht (2015)
Psychological/Emotional stress	Greenberg et al. (2007), Beam and Spratt (2009), Ofili et al. (2014),
Professional efficacy	Reinardy (2009), Martin (2010), Reinardy (2012),
Work-family conflict	Smucker, Whisenant, and Pedersen (2003), Reinardy (2009), Burke and Fiksenbaum (2009), Reinardy and Crawford (2011), Massey and Elmore (2011), Reinardy (2012), Lucht (2015)
Job demands	Smucker, Whisenant, and Pedersen (2003), Reinardy (Summer, 2009), Chang and Massey (2010)
Organizational support	Smucker, Whisenant, and Pedersen (2003), Reinardy (2009), El-Nawawy and Strong (2012), Reinardy (2012), Reinardy (2014), Lucht (2015)
Social support	Smucker, Whisenant, and Pedersen (2003), Reinardy (2009)
Passion	Burke and Fiksenbaum (2009), Thomas and Nelliyullathil (2013)
Addiction	Burke and Fiksenbaum (2009)
Nationality/culture	Chang and Massey (2010), Willnat, Weaver and Choi (2013)
Job security	Chang and Massey (2010), Deprez and Raeymaeckers (2012), El-Nawawy and Strong (2012), Lucht (2015)
Work schedule	Chang and Massey (2010), Massey and Elmore (2011)
Task significance	Chang and Massey (2010), Deprez and Raeymaeckers (2012)

Individualism-collectivism	Chang and Massey (2010)
Job/work quality	Weaver and Wilhoit (1986), Reinardy (2011), Deprez and Raeymaeckers (2012), El-Nawawy and Strong (2012), Lim (2013), Reinardy (2014)
Adaptation	Reinardy (2011)
Work/job/performance pressure/stress	Deprez and Raeymaeckers (2012), Ofili et al. (2014), Lucht (2015)
Content variations	Deprez and Raeymaeckers (2012)
Expectation level	Semary (2012)
Working environment	Semary (2012), Lucht (2015)
Education	Semary (2012)
Working hours	Reinardy (2009), Massey and Elmore (2011), Deprez and Raeymaeckers (2012), Semary (2012)
Scooping/coverage	Lim (2013)

JS determinants of journalists varied across time, nationality, gender and so on along with their job attitudes. Journalists from different generations, nations, culture, gender and race viewed the journalistic job differently and valued the predictors differently. The line of JS determining factors extends from job experience and organization size (as identified in the first JS study of journalists, Samuelson, 1962) to scooping/coverage (prominent factor for online journalists, Lim, 2013).

JS determinants/predictors extracted from various research done across the world on JS of journalists that are found prominent at least in one research are: Job/professional experience/tenure, organization size, professional standards/factors, supervision, newsroom/editorial policy, ownership structure, autonomy, social status, journalistic commitment/standards, promotion/advancement opportunity, shift-work, gender, level of pay, relation with co-workers, work itself, position, personal identity/personality, occupational/work stress, economic/social class, specialisation, religious affiliation, management care, organizational commitment, psychological/Emotional stress, professional efficacy, role/work load, work-family conflict, job demands, organizational support, social support, passion, addiction, nationality/culture, job security, work schedule, task significance, individualism-collectivism, job/work quality, adaptation, work/job/performance pressure/stress, content variations, expectation level, working environment, education, working hours, and scooping/coverage.

The most occurred factors (16 in number) that decided JS of journalists across the 35 studies are: autonomy, gender, job experience, professional/journalistic standards, editorial policy, advancement opportunity, levels of pay, position, relation with co-workers, organizational commitment, management care / organizational support, work itself / work quality, role, job demands, work load/stress, and work-family conflict. In short, different factors of

JS of journalists had different significance in different personal, professional, and social contexts.

Job satisfaction measurements

Journalism researchers applied various measurements to know the JS of journalists across the years starting from Furnham and Hughes who used The Index of Organizational Reactions (Smith, 1962; 1976) in the last year of the last decade of the last millennium. Then onwards, researchers across the world devised different measurements to scale JS of journalists. They are: Job Descriptive Index (JDI), Job In General (JIG), Overall Job Satisfaction, Perceived Organizational Trust Scale, Perceived Organizational Morale Instrument, Job Demand-Control (JD-C) Measurement, Organizational Commitment Scale, Perceived Organizational Support Scale, and Perceived Job Quality Scale.

The chronological evolution and use of the measurements are well illustrated in the Table 4.

Table 4: Measurements used to find JS of journalists

Measurement & original source	Key empirical sources
The Index of Organizational Reactions (Smith, 1962; 1976)	Furnham and Hughes (1999)
Job Descriptive Index (JDI)	Smucker, Whisenant, and Pedersen (2003),
Job In General (JIG)	Smucker, Whisenant, and Pedersen (2003),
Overall Job Satisfaction (Cammann et al.'s (1983) MOAQ Job Satisfaction scale)	Reinardy (Summer, 2009), Reinardy (2011), Reinardy (2014)
Perceived Organizational Trust Scale (Ashford, Lee, and Bobko,1989)	Reinardy (2011)
Perceived Organizational Morale Instrument (Armstrong-Stassen, 1998)	Reinardy (2011)
Job Demand-Control (JD-C) Measurement (Karasek, 1979)	Reinardy and Crawford (2011)
Organizational Commitment Scale (O'Reilly and Chatman, 1986)	Reinardy (2011)
Perceived Organizational Support Scale (Eisenberger et al., 1986))	Reinardy and Crawford (2011), Reinardy (2014)
Perceived Job Quality Scale (Hackman and Oldham, 1980)	Reinardy (2011), Reinardy (2014)

It is evident from the data in Table 4, scales were developed conceptualizing job satisfaction in different modes primarily as general and specific, and considering various organizational structures and career dimensions such organizational reaction, morale, commitment, support etc. and job quality, and job demand-control dichotomy. However, the data shows that the key empirical sources were limited

to three major research teams: Furnham and Hughes, Smucker, Whisenant, and Pedersen, and Reinardy and Crawford.

Conclusion

Job satisfaction (JS) of a journalist is the job attitude resulted from the confrontation of various internal and external factors like journalistic values of a society, nature of the journalistic work, organizational environment, professional/personal status, etc. An individual journalist engaged in his profession with his/her own personality, employed in a media organization, lived in a nation with distinguished mode of govt, and followed a set of journalistic values.

Five decades long research on JS of journalists across the world generated laudable amount of data. The most occurred factors that decided JS of journalists were: autonomy, gender, job experience, professional/journalistic standards, editorial policy, advancement opportunity, levels of pay, position, relation with co-workers, organizational commitment, management care / organizational support, work itself / work quality, role, job demands, work load/stress, and work-family conflict. All the above mentioned factors in one way or other involved in deciding the journalist's job satisfaction with diverse intensities. Review indicated the fact that different factors of JS of journalists had different significance in different individual, professional, and social contexts. Hence, JS of journalists vary over years and across nations as far as this review was concerned.

In general, the researchers followed survey method using semi/structured questionnaires/interviews to extract the data on JS of journalists directly or by mail/e-mail. Though they tried a number of theories, Motivation-Hygiene Theory was used extensively. Scaling JS with various measures, researchers tend to prefer Overall Satisfaction Scale for the purpose. However, the methodology, theory and the measurement for further studies on the topic should be decided on the basis of the specific nature of the journalism field in a nation.

The present review was restricted to JS of journalists alone excluding all other relevant findings came across and so care to be taken regarding application of the study to other issues relating to journalists.

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Defending the Right to Offend: A Critique of Western Discourse on Free Speech

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Abstract

This essay tries to critique the western discourse on free speech, based as it is on the binaries of liberal and illiberal spaces- and by implication races- from a postcolonial point of view and pin down its major flaws. The attempt here is to locate the genesis of this thinking in imperial mindset, conditioned by West's inherited prejudices and motivated no less by its commercial logic. Accordingly, the essay argues absolute freedom to be a myth. Even in the so-called liberal democracies there exist institutional and non-institutional forms of curbs on people's right to write and express themselves freely. To be sure, the quantum of freedom available to individuals and collectivities vary significantly in various contemporary societies. This has to do, as this essay argues, with a range of socio-cultural factors but more significantly with the means at the society's disposal to neutralize, domesticate, and co-opt dissenting voices and opinions. Furthermore, market and commercial forces play a decisive role in determining this freedom and its limits.

Keywords

Freedom of expression, witch-hunt, blasphemy rules, Charlie Hebdo massacre

Introduction

Freedom of expression is one of postmodernism's most sacred notions that anything remotely suggestive of interrogating its holy provenance and right to absolute and unfettered sway is likely to ruffle quite a few feathers and raise radical postmodernist hackles. And often not their hackles and hecklings are as fearsome and ferocious as those of the fanatics and religious-minded whom they eagerly oppose. The battle-lines here seem to be clearly drawn along the old colonial lines: viz. the tolerant space occupied by the white imperial masters versus the intolerant geographies peopled by Orientals of various hues, but

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predominantly the rabid Islamic variety, portrayed as a set of troglodytes amenable to neither reasoning nor rationalizing. What this discourse spawns is a historically disembedded narrative which tries to sweep under the carpet both past and present wrongs committed by the militarily and symbolically powerful upon their victims, and its continued cannibalistic legacy both in material and symbolic terms. The latest event that proved to be a shot in the arm for this discourse was the gruesome *Charlie Hebdo* massacre in Paris.

This essay tries to critique the western discourse on free speech, based as it is on the binaries of liberal and illiberal spaces- and by implication races- from a postcolonial point of view and pin down its major flaws. The attempt here is to locate the genesis of this thinking in imperial mindset, conditioned by West's inherited prejudices and motivated no less by its commercial logic. Accordingly, the essay argues absolute freedom to be a myth. Even in the so-called liberal democracies there exist institutional and non-institutional forms of curbs on people's right to write and express themselves freely. Though priests and religions must have lost their Mephistophelian grip on such societies, they have developed new forms of liturgy and iconography that are deemed as sacred as the old religious sanctums. All violation of such space both physical and epistemic are treated with severity matching the sanctions deployed by old regimes for crimes of blasphemy and irreverence to authority. To be sure, the quantum of freedom available to individuals and collectivities vary significantly in various contemporary societies. This has to do, as this essay argues, with a range of socio-cultural factors but more significantly with the means at the society's disposal to neutralize, domesticate, and co-opt dissenting voices and opinions. Furthermore, market and commercial forces play a decisive role in determining this freedom and its limits.

The old Greek states are often idealized as places where freedom of speech existed in classical times itself. But the Greek definition of freedom was institutionalized through a host of exclusionary practices: women and slaves did not fall into fully recognized human category there and hence enjoyed no freedom; and there was hardly any philosopher or public figure in ancient Greece, who raised their issue with the seriousness it deserved. For a thinker like Aristotle, who in his wisdom considered women to possess only half the teeth as men and certain races to be natural slaves (Rattansi, p. 14), their problem must not have even presented itself as an issue. This shows the circumscribed nature of the discourse in ancient Greece which despite being 'free' was well aware of the limits of its freedom. Ancient Rome, on the other hand, had little pretensions on this score.
There were tough rules of proscription that prevented people from speaking freely and Rome's greatest orator Cicero himself fell a victim for allegedly overstepping the limit. Michael Ryan notes about Roman phobia of media:

> The tongue was the first medium of communication, along with hands for making gestures. The first great communicators...were orators, and one of them Cicero...was so good at the use of his hands in oratory that when he was murdered by his enemies, they

severed his hands and nailed them- along with his tongue- to the door of the Roman Senate. That horrible detail from history suggests emphatically how influential the media can be. The Romans so feared the media used by orators to sway the masses that they killed those who used them too well (Ryan, p. 122).

Things weren't different in medieval monarchies. The kings and clergy enjoyed supreme powers in societies and were protected from verbal assaults and criticisms by firmly entrenched conventions and rigorously deployed networks. One needs only recall Foucault's description of the punishment meted out to Damiens, the regicide to know how such crimes were dealt with in the past (Foucault, p. 15). However, even in such societies a modicum of freedom was allowed to exist, at least to the extent the authorities felt confident of harnessing and co-opting dissident voices. The figure of the wise court jester or fool is a case in point. Fools were actually the wisest among courtiers who donned the mantle of fools in exchange for royal proximity and a certain licence to get at and nitpick their royal paymasters. The Beerbal of Mogul court and Shakespeare's fools are classic examples.

In a sense modern media plays very much the role of the medieval fool. Like the court-fools they depend on official patronage in the form of physical protection, advertisements, awards and other inducements for their growth and survival.   Even while being critical of governments, they are genetically programmed to keep themselves within bounds of permissibility.   Editorial infringement of this permissibility is bound to invite sanctions of various kinds from authorities. These include threats, arrests, denial of official advertisements, stifling of financial resources and even forcible closing down of media establishments. Part of media training in journalism schools involves imbibing and internalizing the rules of permissibility under an obtainable political configuration. This also entails mastering ways of utilizing the available freedom to its optimum potential. Donning the mask of the satirist or the humorist is one such recourse that media men often take to. This is a convenient way of circumventing curbs both in the forms of official and self-censorships. The satirist who wears the mask of pseudonyms is a classic example; the pseudonym ensures him/her a limited anonymity just as the genre, satire/humour, redefines and amplifies his bounds of permissibility. In this sense his/her resemblance with the court-jester is more apparent than that of his fellow media-crats. However, like the court- jester he too knows/should master the limits of his latitude. Few liberal democracies would tolerate satirists poking fun at such symbols like national flags, national constitution or martyrs' monuments. In short, freedom of modern media is circumscribed in several ways.

To carry forth this theme, i.e. the fact that absolute freedom of speech is a myth or chimera, one needs to only to look at how modern states deal with instances deemed as treasonous or anti-national. The US is often regarded to be the prime example of countries where unbounded freedom exists. Acts that would invite punitive actions in other countries, like flag burning or desecration of national symbols-for example by painting the national insignia on the toilet paper- are not deemed as readily punishable crimes in the US after the promulgation of First

Amendment and the repeal of the sedition law (1921). However, as J D Peters demonstrates in his study *Courting the Abyss,* this freedom may be severely limited when national security is at stake (Peters, 2005, pp. 175-182). Despite being an avowed champion of free speech sans limits, even the celebrated American jurist Oliver Holmes-famously called Dissenter for his usually dissenting stance-assented to the need for curbs on the kind of speech and writing that were inimical to national interest. In the celebrated Schenck Versus the United States case he declared that 'The most stringent protection of free speech would not protect a man in falsely shouting fire in a theatre and causing a panic' (Finkelman, 2006). Schenck's crime was sending pamphlets against forcible conscription during the First World War. His pamphlets contended forceful conscriptions to be against the spirit of individual freedom embodied in the US constitution. But the law was unsparing and the Espionage Act was invoked against Schenck. In fifties the scope of the same Act was broadened and much abused in the McCarthy led Communist witch hunts.

In our own times similar laws are being invoked to silence and intimidate hacktivists like Edward Snowden and Julian Assange. According to Oliver Holmes, no idea of freedom guarantees anyone the right to shout fire and cause panic in a crowded place. But Holmes would have been wiser if he had said that no such freedom exists to people whose interests are inimical to the US. As for the US itself, it was precisely what the country did by raising the spectre of chemical weapons and WMD supposedly 'amassed' by Saddam. The crucial point here is: US, as a country, though portrays itself to be the bastion of unlimited freedom has never hesitated to control and curtail peoples freedom when it impinged upon its own interests.

Other European countries are no exception. There are blasphemy rules in many European countries including Britain meant to protect the Christian faith from sacrilege. Calling for the abolition of monarchy is still a crime in Britain and flag-burning is punishable with long-term imprisonments in most European countries. Besides denying or challenging the officially sanctified version of the historicity of the Holocaust- which for Europe recalls its primal sin in various manifestations as Sven Lindqvist brilliantly argues (Lindqvist, 1996) - is a crime in much of Europe. This means Baudrillard could not have even thought of writing a book titled *The Holocaust did not Take Place*, the way he pulled off a cerebral stunt immediately after the Gulf War. It also means Salman Rushdie would have found himself a state guest behind the bars had he chosen to devil up with the history of the Holocaust the way he messed up with Islamic history.

Notwithstanding the fact that absolute freedom is a myth, it has to be admitted that greater freedom exists in the western world on questions of religious choice and the right to interrogate, contest and even lampoon or revile religious authorities. The sight of violent, overcharged mobs taking to the streets to protest against cartoons or films depicting religious figures or holy men is an unusual scene in European cities. So unusual that for European capitals and cities, it is less of a problem than football hooliganism or drug and drunken violence. Probably, reviling a football star or falsely accusing a film star of paedophilia might trigger more angry

reactions from the youths of Europe than attributing such a crime to a religious figure.

Herein lies an important clue as to the change in modern western attitude vis-à-vis the issue of free speech. In Europe until the modern times blasphemy was viewed as a serious crime and blasphemers like heretics were subjected to most harrowing forms of punishment: they were subjected to brutal inquisitions and many of them were burnt on stakes. In these brutalities Europe and its settler colonies probably outmatched Asia and Africa. But with the advent of Darwin and Nietzsche, Europe replaced Adam with the ape and Christ and cross with a whole panoply of nationalistic emblems like flags, martyr's squares, and national anthems. Reviling or insulting these national symbols became modern equivalents of the old crimes of heresy and blasphemy. Such crimes acquired more sinister tones and invited fiercer censure if committed by people whose allegiance and loyalty were deemed suspect. Hence, emigrants and minorities had to be doubly alert in showing proper respect to state symbols. Recent controversies about Hamid Ansari's supposed refusal to salute the national flag and French home Minister Christiane Taubira's failure to properly honour the national anthem are instances that brought this issue into renewed focus (www.bbc.com/news/blogs-trending-2744750). Laila Halaby in her novel *Once in a Promised Land* describes how in the aftermath of 9/11 sporting of American flags became an obligatory condition for people of minority ethnic and religious communities in the States as a means of reaffirming their loyalty (Halaby, 2007, p. 255).

So, the argument is: though blasphemy must have ceased to be a crime in many western countries, there are other crimes that have taken its place and the unfettered right to speech- the kind of which its fierce votaries like Salman Rushdie clamour for- does not exist anywhere in the world be it liberal democracies or other forms of political dispensations thriving in various parts of the world.

As stated earlier, there are certainly gaping differences in the quantum and quality of freedom available under various dispensations and most Asian regimes, especially middle-east monarchies like Saudi Arabia fare badly on the scale when posited beside their western counterparts. But a closer inspection reveals that this has to do with differing notions of sacred and inviolate that different societies subscribe to and more importantly with the means at a community's disposal to regulate, mediate and domesticate counter opinions and dissenting voices. In Western societies, a few media oligarchies enjoy a virtual monopoly on the flow of information. These oligarchies controlled by huge business firms and having close affinity with dominant ideologies determine the contours and limits of the discourse. Ann Kaplan, for example, describes how following 9/11 US journalists had to tread a delicate line regarding what could be written about the event. This was despite the fact that the opinions in both the academia on the street about the incident was more fluid and less patriotic than what the dominant media construed and constructed it to be (Kaplan, 2005, pp. 13-15). The Palestinian born US writer Sharif S. Elmusa's remarks on how every presidential candidate in the United States is conventionally bound to tout his/her pro-Israeli credentials during the election campaigns (Elmusa,

2012, p. 30) should be read in conjunction with this. Despite Israel being guilty of violating several UN resolutions and responsible for daily human rights violations, a vocal support for it is one of the essential items in the CV of a potential US president.

The reason for this is doubtlessly the disproportionate hold that pro-Israeli elements have on shaping the contours of American mainstream discourse. These are instances of the dominant discourse vigilantly policing its borders without any apparent recourse to force or legislation. JD Peters observes how dominant classes in US society have often been fiercer votaries of free speech than the downtrodden classes (Peters, 2005, pp. 270-75). The dominant classes- in American situation the WASPs-who enjoy a virtual monopoly of the media are assured of their visibility and audibility. The views of the marginalized and the minorities on the other hand, are blacked out and rendered invisible by the panoptical mechanism of the media. Gillian Rose's analysis of the visual culture and its stereotyping operations are relevant in this context (Rose, 2007). As Rose brilliantly demonstrates, media representations perpetuate dominant notions of the times and demonize the Other; this Other might be anyone as it suits the political and cultural expediencies of the time. It might be the immigrants, racial or religious minorities or, as Rose mentions it, the economically underprivileged sections of the society (Rose, 2007, pp. 74-102).

As symbolic and economic power is concentrated in the dominant classes, the underdogs always find themselves at the receiving end of the worst forms of epistemic violence. Thus the meaning making industry/media casts and pins down the other in a web of negative metaphoric from which s/he finds it unable to break free because of the stranglehold of customized representations. The representation of blacks and Jewsin many Hollywood productions earlier and the new rage of vilifying Arabs fit into this pattern. When the object populations internalize/ are overexposed to these negative stereotypes, their response at times takes the dangerous manifestations of the suicide bomber psychology that Talal Asad (2007, pp. 60-79) and Terry Eagleton (2005, pp. 150-93) describe. For Eagleton, a suicide bomber is one who feels humiliated to a degree that he considers self-annihilation preferable to his wretched from of existence (Eagleton, p. 162). The gruesome *Charlie Hebdo* massacre assumes a symbolic- though no less frightening-manifestation when read in this context, viz. the symbolically deprived taking upon the symbolically powerful using the means of physical violence as a means of reprisal against epistemic violence.

This kind of reasoning, I am aware, is sure to invite charges of being too simplistic. But it becomes less so when analyzed in the wider historical and post-colonial contexts. In many instances, whether it be the *Charlie Hebdo* massacre or the earlier attacks on western publishing houses or journals, the attacks were carried out by people belonging to former colonized countries who found themselves at the receiving end of both epistemic and physical violence by the dominant groups. In the consciousness of these marginalized groups this violence sets off a chain

reaction and combines to form a deadly concoction, together with the sedimentary memories of historical oppressions, exploitations, and cruelties.

The comments by Nabila Ramdani in the context of Charlie Hebdo massacre is relevant here:

Those of us trying to make sense of the *Charlie Hebdo* massacre need to understand the bloody history of Paris. That four hugely popular cartoonists were considered legitimate targets by murderers said to have been living within a few miles of the Louvre and other global symbols of liberal Gallic civilization doesn't seem possible: donnish satirists are not meant to be gunned down in quaint Paris arrondissements any more than municipal policemen used to dealing with traffic and tourists.

Sadly, the French capital has been associated with some of the worst barbarism in human history...The terror started by the 1979 Revolution led to tens of thousands of deaths, with many o fits victims guillotined in front of vengeful crowds. Savage mass murders continued throughout the 19th and 20th centuries.

The three French Algerian men believed responsible for the 12 deaths in Paris on Wednesday would have been steeped in a recent history of this conflict which in the 1960's was exported from the battlefields of Algeria to Paris itself. During one notorious atrocity in 1961, up to 200 Algerians were slaughtered around national monuments including the Eiffel Tower and Notre Dame Cathedral.

Half a century on, the violence has subsided but there is still a strong sense of resentment among alienated communities living in housing estates on the outskirts of the capital. Many are Muslims of North African who complain that discrimination against them extends to every field of life, from housing and employment to the right to religious expression.

The climate of intolerance across France may well have been something *Charlie Hebdo* was reflecting, rather than creating, but strict laws banning hate literature would certainly have made many of its past issues unpublishable in countries including the UK.

Like the rest of us, Ramadani condemns the massacre in no uncertain terms but stresses the need to contextualize the incident in the wider social background shot through with a history of blood and violence. Part of the reason why the discourse on free speech is being built on the binaries of civilized and tolerant West versus the savage and intolerant, Other is the historically disembedded construction of the discourse. Many Easterners see Western material and cultural productions to be built on the sites expropriated from them after a long history of carnage, plunder, and ransacking. Renewed instances of epistemic violence trigger in them memories of the old traumas which take vengeful and bloody manifestations.

Violence certainly should have no place in modern civilized polity and ideas are to be countered with nothing but ideas in liberal spaces where the right to

speech is evenly guaranteed for all. This is a simple logic no one should disavow. However, the latter part of this statement is open to dispute. Had the liberal democracies been level playing grounds which allowed free circulation of ideas this would have indeed been beyond dispute. But the playground is neither level nor what is being bombarded upon the Other as ideas are anything but ideas. Images packaged with imperial scorn and contempt are shorn off all semantic charge; all they contain is a dangerous concoction of spleen and vitriol. In short, this armoury in its genetic make-up is as crude and uncivilized as that of its opponents. Desecrating and degrading what the others hold as sacred and inviolate is the credo to which they both subscribe with equal gusto.

For Juvenal, one of the greatest exponents of satire, the very aim of satire is to rectify human vices and follies through the use of gentle ridicule. But in the hands of its modern practitioners like Wyndham Lewis, Evelyn Waugh and others the genre degenerated into a device for wanton racial and ethnic degradation. The racist venom, for example, that Waugh spew in books like *Black Mischief* (2000 [1932]) and *Decline and Fall* (1928) represent epistemic violence of the worst sort. One of the familiar motifs that these writers use is the bestialization and simianisation of the Other. In this sense, these cultural crusaders are merely the literate and sophisticated counterparts of the skin-heads in western cities. For them, the black-skinned human being is not merely a cousin of the ape but the ape himself in a more degenerate form. Indeed, shocking the reader as well as the targets of satire is the form's avowed principles. Put in another way, this means: the practitioners of the satirist's arts want us to be shocked and outraged but not outraged beyond the limits they have set for us. Of course, limits are for the target populations to observe; as for the privileged artist, the producer of cultural material there are no such limits. This was best illustrated by the Italian artist Pierro Manzoni who packed his own excreta as an object of art for the benefit of post-modern purveyors of taste (Appignanesi et al., p. 44).

The Other here certainly has the option of countering such ideas with ideas, a right which the 'overdog' is zealously holding out to the underdogs. Sure the Other who has been bestialized and deformed can cry out: "No I ain't no ape; but a homo-sapient like my white masters!" But even to make a spectacle of himself/herself by doing this the Other should have proper access to the media, which is wholly controlled by the very forces who are responsible for the symbolic violence being perpetrated upon the Other. Of course, the access to the media, it might be claimed, is not as uneven now as it used to be because of the advent of the social media. But again there is another hitch. To counter obscenity and profanity with equal vigour and verve as your opponent, you need to have the same levels of obscenity capital. Unless your arsenals are as vulgar and obscene, as that of your opponents, you stand no chance in this gentleman's game. The western investment in the game, over the past few years has made it a tough proposition for the other to compete with them in this area. So all kinds of toxic material dressed up as cultural artefacts are dumped onto the market and the audience like the consumers of junk food and pesticide laden fruits are expected to develop their own immunity systems against their

bombardment over the screen and through print. Indeed such a voracious consumer eviscerated of emotions and sentiments represents the apogee of evolution as envisaged by consumer capitalism.

The western monologue, scarcely articulated in words, but hardly concealed in its attitude can thus be summarized: Our religions and gods are no longer sacred for us. When they were, of course, we held them in reverence and esteem and incinerated anyone who dared to profane them. But we have now dumped them in our junkyards; as for a few, they have been recycled or morphed into toys fit for children by the likes of Disney. You too should follow our example and do the same with your gods and deities. Or at least allow us to revile or tamper them as we wish and watch us as we do it with perfect equanimity and poise or you will be considered Neanderthals or Calibans or Cannibals or worse still Talibans. This sounds crude. But this is exactly the crudity that lies in the western assumption of its presumed right to trample upon Other's feelings and sensibilities. As Slavoj Zizek so poignantly demonstrates, quoting Badiou, this tolerance that the West exhibits has a fanatic dimension to it: "...we see from day to day how this tolerance is nothing else than a fanaticism, since it tolerates only it own vacuity" (quoted by Zizek, 2009, p. 30).

What is the need of the hour is a more nuanced understanding of the issue of free speech that would involve evolving a new set of paradigms that respect people's right to speech while at the same time ensuring their right to dignified existence and protection from violence, both physical and symbolical. In Modern societies where individuals' right to dignity and privacy are accorded such a premium status, the feelings and sentiments of whole communities should not be allowed to be held for ransom, whatever the reason. This is something that cannot be done through legislation but only by cultivating and encouraging proper sensibilities: sensibilities that are trained to treat each Other with respect and dignity. Unless we learn this art, global village will be no idyllic world our dreams fashion it; but a 'darkling plain where ignorant armies clash by night.'

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Content Analysis of Blogs: Transformation in Adulthood

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Abstract

New media has had a profound effect on three of the most essential categories of society in the twenty-first century: economics politics and the exchange of ideas. Democratisation of the creation, publishing, distribution and consumption of media content is the most prominent character of new media. Most technologies described as new media are digital often having characteristics of being manipulated, networkable, dense, compressible and interactive. In today's average web/blog post, news articles, op-eds amongst others, are not only entries in mixed media: photos, writing, video format but they are organized according to hyperlink organisation. The study focuses on how blogging causes transformation in adult population and behavioural changes in human beings. The study also looks how blogs help in sharing knowledge and whether it enhances relationships on a personal and professional level.

Keywords

New media, blogs, content analysis

Introduction

New media is a 21st century term to define all that is related to the internet and the interplay between technology, images and sound. In fact the definition of new media changes daily and will continue to do so. New media evolves continuously.

New media holds out a possibility of on-demand access to content anytime, on any digital device as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the democratisation of the creation, publishing, distribution and consumption of media content. What distinguishes new media from traditional media is the digitising of content into bits. There is also a dynamic aspect of content production which can be done in real time but these offerings lack standards and have yet to gain traction.

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Wikipedia is an example of combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model in which most users are also participants.

Most technologies described as new media are digital often having characteristics of being manipulated, networkable, dense, compressible and interactive. Some examples may be the Internet, websites, computer multimedia, computer games, CD-ROMS and DVDs. New media does not include television programs, feature films, magazines, books or paper-based publications unless they contain technologies that enable digital interactivity.

Nevertheless in seeking a definition of new media we need some basic tenets that can help us get a better positive understanding of what new media is beyond what new media isn't. New media can be characterized by the variegated use of images, words and sounds. These networks of images, sounds and text data are different from old media formats such as hardcopy newspapers because of the nesting characteristic.

Nesting is a way of organising of the presentation of information according to subjects while paying secondary attention to the context. In the place of context, nesting: most commonly seen in text or image hyper-linking, is a format that fosters organisation in a way in which elements interact with one another instead of simply following a straight order. New media requires a non-linear interpretation since many sources are often oriented around the same subject-centre but are not always collated. At the end of the day all this means is that one of the primary characteristics of new media is that it is freed from the linear restrictions of older formats such as newspapers, books and magazines.

Importance of new media

New media has had a profound effect on three of the most essential categories of society in the twenty-first century: economics politics and the exchange of ideas. Economically new media is the globe's commercial skeleton. Fiber optic wiring networks between the worlds' cities connect one to another. Not only does this simple fact make global finance and trade a physical reality since data networks between firms and investors are universally accessible but it also impacts the possibilities and conceptions of so called old commercial enterprises while giving rise to the new ones. Every time a customer goes online to shop for that rare book title or that overstocked iPod or even the digital camera from a large retail store available down the block, new media is on both sides of that transaction. New media is not only the product but helps to mould the process of electronic commerce.

This means that manufacturing and production are largely focused on making the hardware that supports new media while softer enterprises like news agencies, programmers and artists adapt their crafts to the flows of the electronic current. New media processes and communications add another dimension to the business and consumers' practices.

During the French Enlightenment the authors of the famed *Encyclopaedia* created a system of footnotes that referred to certain other entries. The subtle structure of such an organisation underlies a profoundly partisan representation of facts and images. The same is largely true in hyperlink writing. While the content that is mentioned and presented within an article may be empirically accurate, it is important to note that the selection of sources and outside connections may still be highly subjective. This quality makes research a more shaded and complex enterprise and sometimes even enriches the reader's understanding of a given issue.

The exchange of ideas and images are is of primary importance in considering the potential for new media. Not only are political horizons widened but so too are artistic and educational ones. Today, there is a tremendous ability for individual users who write, paint, report, educate, etc. to make connections to one another in a way that might allow them to circumvent the conventions of institutional and closed opportunities.

Blogs are a part of new media

The most interesting part of new media has to do with the restructuring of research, global economics, social interaction and the currents of writing and dissemination of all information that have accompanied its emergence. Web and blog-writing in particular are not particularly revolutionary or ground-breaking because it changes the way people use language or construct basic sentences. It is ground breaking because it allows people to structure and nest information into documents differently. In today's average web/blog post, news articles, op-eds amongst others, are not only entries in mixed media: photos, writing, video format but they are organized according to hyperlink organisation.

Hence, the said study of new media is important because it is associated with blog-writing and its analysis.

Operational definitions

Blog: A blog is a shortened version of Web log. Blogs are essentially sites on the Web that may cover news and events, the interests, hobbies or business of the person writing the blog or virtually any subject.

Blogging: Blogging is the act of posting content on a blog: a Web log or online journal, or posting comments on someone else's blog.

Literature review

Audiences as media producers: The study 'Audiences as Media Producers: Content Analysis of 260 Blogs,' examines the role of the Internet as a revitalizer of social relations together with growing research on the social potential of the Internet revealing beneficial and harmful behavioral consequences of Internet use. Extensive studies of blogs have demonstrated their ability to create online networks social contact. Communication researchers have studied personal home pages in the past but they have not focused on blogging, which is different because it utilizes more user friendly software and sometimes presupposes a journalistic approach also dictates a diary-like format and orientation. The study analyses a random sample of all such blogs to determine content characteristics and speculate on gratifications obtained from sustaining them. The approach will determine audiences as producers of media content and whether this technology extends the traditional boundaries of journalism and address the personal and social gratifications of blogging.

This content analysis revealed that blogs, on average, feature personalized accounts of information that resemble the diary format more than the independent journalism ideal.

The study also found that these template-influenced online diaries were frequently extensive and verbose, offered moderate interactivity and made little use of a graphical user interface or multimedia tools. The online diary metaphor serves the blogging context well because these online daily musings are disorganized, frequently fragmented, and largely self-referential.

Blog analysis: trends and predictions: The data has been derived from the research paper: Blog analysis – Trends and Predictions. The project attempts to explore the abundant information available in the form of blogs and try to apply various natural language processing algorithms to find out interesting interpretations of the available information. It aims at predicting the trends and other inherent latent information presented in the blogs with various NLP techniques. It has shown interesting results with the sample data and hence it has great potential to predict and present various interesting information.

Blog content analysis: The National Archives of Singapore commenced a study to carry out a content analysis of blogs in relation to the World War 2 Interpretative Centre, Reflections at Bukit Chandu (RBC) that was opened in 2002. Such analysis provided important supplementary feedback and information to those that are already obtained via official feedback forms, occasion interviews of walk-in visitors and online feedback from users of virtual exhibitions. The work aims to directly contribute towards the understanding of blog analysis in these areas.

Content analysis of corporate blogs: The researcher has extracted the data from the 'Content analysis of corporate blogs as a relationship management tool,' journal. The purpose of this study was to examine how major corporations in the USA utilise corporate blogs for building and maintaining relationships with various publics. The design, methodology and approach of the research was to apply the relationship management framework, a longitudinal content analysis of corporate blogs which was conducted in 2006 and 2008. The blogs are identified by a thorough search of blogs operated by corporations listed on Fortune 500 companies or Interbrand Top 100 global brands. This study proposed a new research framework for studying corporate blogs.

Research methodology

The researcher has found that applying content analysis to blog content is a relatively easy process that allows researchers to perform and prepare data at their convenience and to avoid lengthy ethics approval procedures. The method provides a rich opportunity to study users' styles, patterns or preferences that does not necessitate any researcher intervention.

The purpose of this research is to study how blogging causes transformation in adult population and how blogs by and large connect to the community and bring about behavioural changes in human beings. This research also focuses on how blogs help in sharing knowledge and whether it enhances relationships on a personal and professional level.

Research questions

1. What is the present state of knowledge sharing practice by the bloggers?

2. Does blogging cause transition of digital knowledge in adulthood?

3. Do blogs by and enlarge connect to the community and bring about behavioural changes in adulthood?

4. Can blogs help open bloggers to views, sharing of experiences, behaviour, solve problems, enhance articulation, improve literacy and inculcate in them the cultural, intellectual, philosophical and socio-psychological changes?

5. What are the different views expressed in blogs by the bloggers?

6. What are the descriptive elements of blogs?

Aims and objectives

1. To ascertain how blogs can help open bloggers to views, sharing of experiences, behaviour, solve problems, enhance articulation, improve literacy and bringing about cultural-intellectual–philosophical and socio-psychological changes among the students.

2. To determine the different updates on the blog formats along with addressing basis for selection of news and views by bloggers.

3. To investigate the foremost reasons of transformation that has taken placed in bloggers.

Hypotheses

1. Social media helps transform the concepts of identity and community.

2. Adulthood takes place when the individuals deal with the social, cultural and political changes with the help of Social media.

3. Bloggers start their blogs for expression.

Sampling design

The study was Content analysis based research on 15 bloggers with specific target respondents comprising of Post Graduate students pursuing Communication and Journalism Programme at University of Mumbai, India. It studied how blogging causes transition in adulthood. Blogs by and large connect to the community and bring about behavioural changes in human beings.

The respondent students had voluntarily chosen an assignment 'to start and maintain the blogs' out of 10 parameters of internal assessment of the Communication and Journalism programme. The other parameters were Writing test, Survey, Analysis of Content, Seminar, Producing audio visual teaching aids, Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration, Producing a publication, Internship and Producing 20, one-minute news stories on Mobile format. The assignment was in partial fulfillment of the Programme.

The methodology had been used quantitative and qualitative. The content analysis was done on daily updates made by the respondents on their blogs. The researcher has done a research more contemporary and relevant in India (which is a developing country) because people are starting, maintaining blogs and being exposed to new technology and development.

Very few studies have been conducted on this topic with Social media and transition to adulthood perspective.

Methodology

This study required both primary and secondary data sources. Primary data was used for investigating the consequences of blogging. Secondary data was obtained from the Uniform Resource Locator (URL) that is created by the students for a blog. The content analysis was done on daily updates made by the respondents on their blogs.

For data presentation and analysis, SPSS (Statistical Package for the Social Sciences) software was used.

Data processing

The researcher has chosen a sample size of 15 bloggers for a long research period that was for four months: August, September, October and November in the year 2012. A study had been made to study their each post over the period of four months.

Content analysis was conducted to identify and quantify structural and functional properties of the blogs. The researcher has coded for 21 categories. The names of the 15 bloggers were as : Nahid Bhutt , Srirekha Chakravarty,   Jessy Jacob, Pranay Dalvi, Ruchita Bania, Prathamesh Maskar, Ninad Khakar, Josh Joseph, Shivani Vishwakarma, Sneha Das, Madhuri Prabhu, Danielle Fernandes, Jerusha Gaikwad, Sandhya Dagwal and Tushar Ovhal.

The researcher had found 10 major categories of content of the bloggers. Which were as: Business and economy, General, Natural Disasters, National News, International News, Renowned Personalities, Entertainment, Problems, Media and Social Media and the Sports.

Most of the blogs consisted of news updates. Hence the above categories were made. The Business and Economy category included the blog updates consisting of the news related to business and economy for example: A post by Pranay Dalvi dated 15 September, 2012 stated: TATA's return to Nagpur after 125 years with reality project, was considered under this category. The General category stated things related to festivals, health, food, spirituality, diary-type personal thoughts, friendship, gaming, nature, self- development, environment, poems, scenery, photos and philosophy. This category depicted individualistic and intimate forms of self-expression. These blogs were highly self-referential. For example one blog post that falls in this category is Health Concerns that mentions important health tips and 10 ways to be happy, stated by Jessy Jacob on 5 October, 2012. The National News consisted of issues related to India and that which falls under the National Concern. The International news category stated problems and things related to outside countries. For example: Srirekha Chakravarty discussed American elections and updated her post in November, 2012. The Natural Disasters categories mentioned things related to earthquake, hurricane etc. The Renowned Personalities category included discussion about popular people for example: Jessy Jocob in her

post, dated 6 October, 2012 mentioned about: A singer and a columnist Varsha Bhogle committed suicide. The Entertainment category includes films, movie-reviews, celebrity gossip etc. The political, local, regional, religious, infrastructure, social, problems also including crime, and terrorism is stated under the category of Problems. The news related to Facebook, twitter, journalism, advertising etc. fell into the category of Media and Social Media. The Sports category states all the news related to sports: tennis, cricket, badminton, lawn tennis etc. and the news about the players in their respective sports was also covered under this category.

Also a study was made whether the bloggers have inserted visuals or not for their each blog post.

The researcher had further measured the text length by counting the number of words in the first entry of each blog.

Data analysis

Table 1: Name of bloggers and their frequency of blogs updates
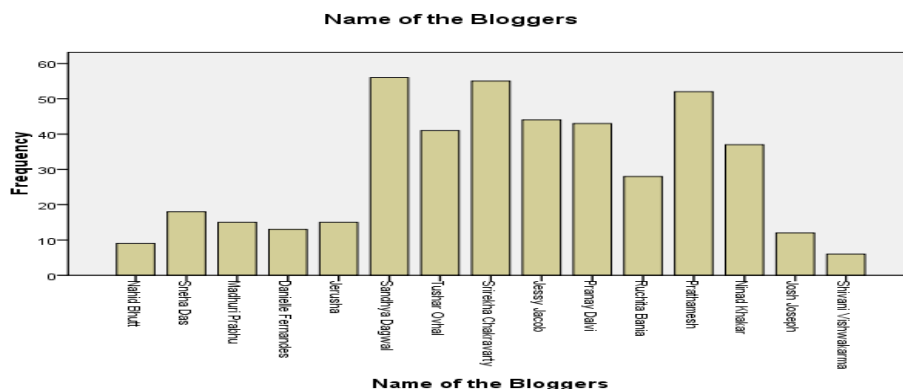
The variable chosen for the above data was Name and the Value labels were the names of the 15 bloggers and the values were added accordingly in the chronological order of their names. The above chart shows the frequency: the number of times each blogger has posted. The freqency of Nahid Bhutt is 9, Sneha Das is 18, Madhuri Prabhu is 15, Danielle Fernandes is 13, Jerusha is 15, Sandhya Dagwal is 56, Tushar Ovhal is 41, Srirekha Chakravarty is 55, Jessy Jacob is 44, Pranay Dalvi is 43, Ruchita Bania is 28, Prathamesh is 52, Ninad Khakar is 37, Josh Joseph is 12 and Shivani Vishwakarma is 6.

The frequency chart shows that the maximum number of posts was updated by Sandhya Dagwal with a count of 56 entries over a period of four months. The minimum number of posts was updated Nahid Bhutt with a count of nine entries.

There was no consistency in the blogs updated by the bloggers. Some bloggers updated many posts while some bloggers updated a very few blog posts.

Table 2: Content categories and number of blog updates made in each category
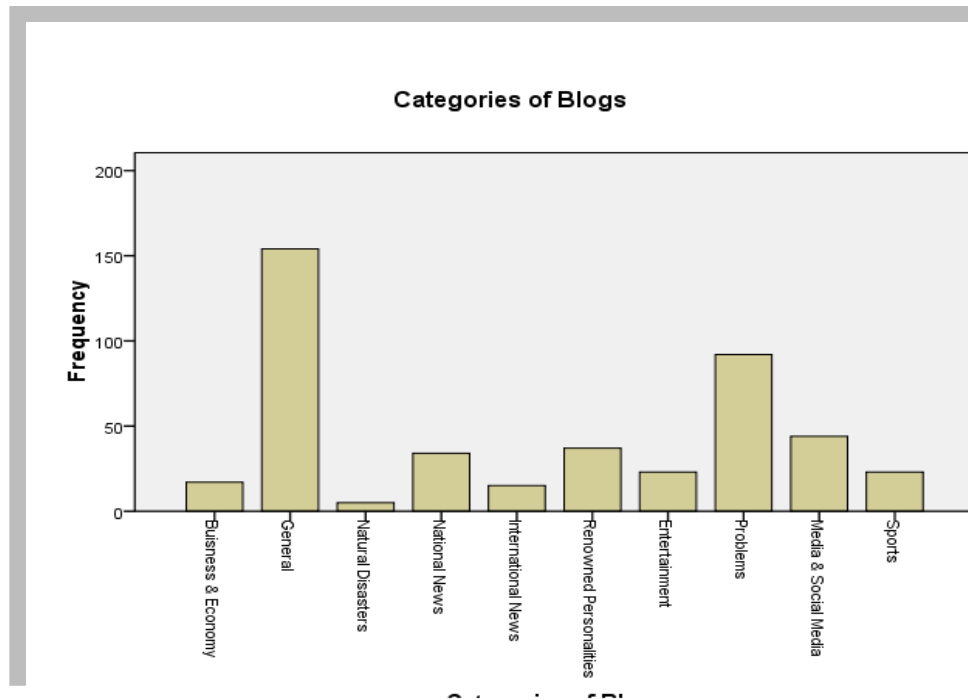
The above data shows the number of entries made in each category. There were 17 blog updates in the Business and Economy, 154 in General, 5 in natural disasters, 5 in National News, 34 in International News, 15 in 37 in Renowned Personalities, 23 in Entertainment, 92 in Problems, 44 in Media and Social Media; 10 in Sports category consecutively. The bar chart shows that the maximum blog updates fell in the General category. The students discussed more about festivals, health, food, spirituality, diary-type personal thoughts, friendship, gaming, nature, self- development, environment, poems, scenery, photos and philosophy. This shows that the students liked to express their thoughts and views to other people and friends rather than sharing news. Their approach was descriptive. The blogs featured a more diary-like format which accounted for the lack of a vivid interface. The bloggers in their majority viewed the Internet-related tools as the means to publish their personal musings. Also, the students discussed and posted news under the problems category. The chart shows quite a number of entries by the bloggers in the same. The students discussed various problems related to political, local, regional, religious, infrastructure, social, crime, and terrorism. This shows that most of the students today are reading news and are kept aware of the various happenings that take place around us. Along with self-awareness the blog updates are also a

medium to spread awareness amongst other people and make them cautious. Then in the 3rd rank was Media and Social Media news covered by the students. This shows that today's youngsters are more discussing about Social Media: Facebook; Twitter etc. and the same is gaining traction amongst them. They also seem interested in the activities of journalism and advertising thus discussing about media. Very less news was covered under the category of Natural Disasters.

Visual analysis

There were 175 posts with visuals and 269 posts that were without visuals. Most of the blogs were in textual format. But also the usage of the visuals is not very less.

Gender

Among the 15 bloggers there were nine females and six males. Also content analysis of each blogger was made.

Language used

14 bloggers posted their blogs in English wherein Tushar Ovhal posted his blog updates in Marathi. This research studies blogs in two languages: English and Marathi.

Conclusion

After thoroughly examined the data by the researcher, there was no consistency in the blogs updated by the bloggers. Some bloggers updated many posts while some bloggers updated a very few blog posts. The students discussed more about festivals, health, food, spirituality, diary-type personal thoughts, friendship, gaming, nature, self- development, environment, poems, scenery, photos and philosophy. This shows that the students liked to express their thoughts and views to other people and friends rather than sharing news. Their approach was descriptive. The blogs featured a more diary-like format which accounted for the lack of a vivid interface. The bloggers in their majority viewed the Internet-related tools as the means to publish their personal musings. Also, the students discussed and posted news under the problems category. The chart shows quite a number of entries by the bloggers in the same. The students discussed various problems related to political, local, regional, religious, infrastructure, social, crime, and terrorism. This shows that most of the students today are reading news and are kept aware of the various happenings that take place around us. Along with self-awareness the blog updates are also a medium to spread awareness amongst other people and make them cautious. Then in the 3rd rank was Media and Social Media news covered by the students. This shows that today's youngsters are more discussing about Social Media: Facebook; Twitter etc. and the same is gaining traction amongst them. They

also seem interested in the activities of journalism and advertising thus discussing about media.

Also the study revealed that more females are educated today and are exposed to online tools. There is scope for writing blogs in various languages today.

Blogs are thus, a medium to spread awareness, make people cautious of the happenings around them. It also serves as a medium of education. They also learn programming skills and find a way to connect with other bloggers, friends, colleagues, family etc. It provides them self- gratification and serves as a medium to open to be more expressive, and help construct their knowledge. It also becomes a habit when it is appreciated by others. Thus, blogging in general brings about cultural changes, inculcates in them problem solving skills, enhanced articulation, and improved literacy intellectual, philosophical and socio-psychological changes.

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Community Radio in Rural Development: Indian Experiences

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Abstract

Community radio, though relatively new in India, has become an important vehicle to carry development messages to the grass roots of society. It serves different needs, in accordance to the requirements of the community in which it functions. Some of the community radios in India which serves the marginalised sections, and impart knowledge about agriculture, literacy and overall community development are explored here.

Keywords

Introduction

Community radio takes different forms in tune with the surroundings where it functions, fulfilling its two main objectives: democratization of communication and community empowerment. Consequently, it provides the peripheral sections of the society with a voice and accomplishes the ideal mainstream media's mission of monitoring the society, particularly the power holders, to ensure a good governance and equitable and balanced development.

The mushrooming of community radios in the developing nations owes to the quest of its people for a system which is neither government controlled nor privately owned. The movement started in the 1900s gained momentum and has witnessed exponential growth in the later years. International agencies and governments understand the potential of this system in empowering people through information and participation and in order to facilitate its expansion, legal as well as policy frameworks are developed (Myers, 2011). In India the broadcasting sector was monopolized by the Government. The Supreme Court's historical ruling in February 1995 on airwaves opened up the sector for private players, but solely for airing entertainment programmes.

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In 2000, the demand for a third tier system took contour when well established educational institutions were allowed to run stations on their campuses. Anna FM, the first licensed community radio station thus became functional on February 1, 2004. Four years later, government issued new guidelines that allowed NGOs and other civil society organisations to own and operate radio stations. Today, the sector has been able to carve out a niche for itself. As in February 2015, there are 179 functional community radio stations in the country.

Community radio in rural development

Development is multi-faceted and collective development denotes not only economic development, but the non-economic aspects as well. The Dag Hammarskjold Project of 1975 laid out the need for development activities to be indigenous and self reliant. It said that development would acquire its full meaning only if it is rooted at local levels (Haque et al., 1975). In India, with a multitude of sub-cultures and regional languages; the capacity of mainstream media to serve individual needs is largely limited. Again, world over, the traditional vertical approach of media has turned out to be futile in enabling grass root level development activities. This stresses the necessity for a people cantered medium such as community radio. Also, the majority of Indian population- 68.84% (Census Report, 2011) dwells in rural areas which lack even basic amenities and infrastructure. Coupled with illiteracy, it hinders the effective involvement of print as well as electronic media. Even rural newspapers or community television cannot claim the penetration community radio has attained.

Thus rural development is intricately associated with effective information dissemination fostering the grass root level community involvement. The present study embark on five aspects of rural development namely women empowerment, agriculture, education, third gender issues and community development through case studies of community radio stations pan India.

Relevance of the issues

The Indian constitution guarantees equality of status and opportunity to all its citizens and prohibits any sort of discrimination. Despite the guarantees, women have lagged behind men in almost all sectors (6th Five Year Plan, n.d.).Gender is a major aspect in community radio projects launched by community based initiatives. Conventional ideology of male superiority coupled with their control over productive resources has limited women's options for a better life (Pavarala & Malik, 2007). So empowerment of this marginalized section is a major aspect of rural development. Women engagement is given priority by almost all community radios. Still, to a large extent, their participation is confined to administrative roles. Empowerment is entwined with power. According to Rowlands (1998), there are various relational powers namely power over (controlling power), power to (generate new possibilities without domination), power with (collective power); and power from within (spiritual strength) (as cited in Melkote & Steeves, 2001).Unless

the inequities in power aren't efficiently addressed, the envisaged empowerment may not be realistic. True human development enables self management and participation in decision making (Haque et al., 1975).

Agriculture has been the backbone of Indian economy. The primary sector's (agriculture, forestry and fishing, and mining and quarrying) contribution to the Gross Domestic Product (GDP) has come down in the successive years, post independence (Acharya, 2014). In addition to the decline in land availability and other hostilities, the failure of the existing communication systems to provide timely information and updates to the relevant people is a major setback. The indigenous farming methods are getting wiped out. A centralized information system may turn to be futile as it might not serve the local requirements.

The waste of human learning potential is more serious than wastage of non renewable physical resources. Illiteracy is seen as a symptom and cause of upward spiral of ignorance and poverty (An Indian Personality for Television, 1985). Development without education is out of question. For India this is all the more serious because we constitute 17.5% of world population; that means nearly one out of every six person is from India (Census Report, 2011).Taking into account the complex social structure of the country, community radios can effectively contribute to people's learning process. MacBride Commission noted: "the development of comprehensive national radio network, capable of reaching remote areas, should take priority over the development of TV, which however, should be encouraged where appropriate special attention should be given to areas where illiteracy is prevalent" (MacBride, 1981).

The late 20th century witnessed a change in understanding of homosexuality as a variant of human sexuality; not a sin or crime (Rao & Jacob, 2012). Following the acceptance of American Psychiatric Association and World Health Organisation many countries have accepted them. In India, it has been considered a practice, not an identity. After a landmark ruling by the Supreme Court in April 2014, the transgender people are now recognized as a "third gender". They are entitled to get the same treatment, privileges and rights as others. Despite a few positive instances, they are still being prejudiced in most parts of the country. They aren't given representation in media. Community radios can serve in this regard as to create awareness in the society to end the discrimination, to bring the problems of the third genders to the mainstream and to engage them creatively. This is particularly important as the third genders form a significant portion of many societies and to bring them to the mainstream of society is necessary for development to be real.

Traditionally, villages are the basic units of Indian society. Even though urbanization and industrialization are progressing at great pace, the benefits do not reach all alike. The development messages are unevenly distributed and this creates hindrances in overall development. Community development visualizes an all encompassed upliftment in the general lifestyle of people, and each and every section in particular. The development of infrastructures, improvement in health,

education, income generation and empowerment of weaker sections are given much focus. Community radio is the best possible way to make this practical.

Cases under study
Women empowerment: Rudi no Radio, 90.4 (Ahmedabad, Gujarat)

Women empowerment achieved a new height when Rudi no Radio started broadcasting on November 26, 2009 as the 49th CRS in the country. Community women are in charge of programme production and broadcasting. It broadcasts for a total of eight hours daily and reaches 40 villages. Trainings, workshops etc. are organised and rural women are motivated to participate and contribute their knowledge on indigenous medicines, arts, recipes etc. Listener groups of women and children are created. The radio station received the *Laadli* Media Awards for Gender Sensitivity (Western Region) in the Special Award category 'Efforts to empower women through media' in 2010 and two awards in the first CEMCA Community Radio Awards for Good Practices in 2011.

Agriculture: TNAU CRS 107.4 (Coimbatore, Tamil Nadu)

There are 62 State Agricultural Universities in India(ICAR, n.d.).Six of these universities own a community radio station each. Established in 2010, TNAU CRS under Tamil Nadu Agricultural University has been working to encourage farmers to adopt latest technologies in the field. Over the years, the university has engaged in farm school broadcasts over AIR. Through discussions, interviews, skits and features, they interact with all sections of the community and envision raising their standard of living.

Education: DU CR 90.4 (University of Delhi, Delhi)

Being one of the leading educational institutions in the country, community radio of Delhi University serves dual purpose. The students as well as the local communities are provided with opportunities for skill development through internship and training programmes. Innovative programme patterns and technological advancements are made possible.

Third gender issues: Radio Active 90.4 (Bangalore, Karnataka)

Licenced to Jain Group of Institutions, Radio Active is an urban Community Radio addressing sexual minorities, women, and children- a few among the diverse groups they cater to. Launched in 2007, the station is a platform for different communities including NGOs to share ideas on issues of importance. Radio Active seeks to promote inclusion, good governance, policy advocacy issues and enhance community cohesion by dialogues to support collective problem solving (CR Compendium, 2015).

Community development: Jnan Taranga 90.4 (Guwahati, Assam)

The North- East India comprising of eight states is constantly conflict-ridden. The effort of Krishna Kanta Handiqui State Open University to launch the area's first community radio is definitely praise- worthy. The station is an open platform for all sections to voice their views and grievances. The station serves rural and urban people alike, through a variety of programmes. There are regular phone-in programmes for listeners to provide their views on various issues.

Conclusion

Community radio is the answer to the quest of public as well as development agencies for enabling dialogue for, by and of the people. The villages in India face divergent issues and hence they require solutions tailored to suit particular demands. A community radio broadcasts programmes which give an ample view of the community life, including the various internal as well as external factors influencing it. It enhances the flow of information, enables technology transfer and encourages the participation of the weaker sections and minorities of the society; thus empowering them. They are given a platform to raise their issues and concerns. The potential of community radio in providing services during times of natural catastrophes and in remote places are proven many a times. This medium fills in the gap created by the main stream media, making people realise their potential and role in bringing changes in the society of which they are a part.

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Role of Akshaya in E- governance: A Study Based on Entrepreneurs of Malappuram District

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Abstract

The advent of Information Technology (IT) made it possible for the government to become e-enabled and transform itself in to a government online and bring the masses closer to government. It provides a unique and new opportunity in the fields of education, health, rural development, poverty alleviation, employment etc. The 'Akshaya' has been a high profile project of the government of Kerala for providing e-governance services. The study aims to assess and evaluate the services of Akshaya centres. A structured questionnaire was distributed among 100 entrepreneurs of Malappuram district out of which 92 persons responded to this survey. The study revealed the e-governance services of Akshaya centres, their beneficiaries and the problem faced by the entrepreneurs while running the centre. Based on the survey some suggestions have been put forward for the improvement of the working of Akshaya centre.

Keywords

E- governance, Akshaya, E- Payment, Entrepreneurs, Malappuram

Introduction

Akshaya was conceived as a landmark ICT project by Kerala state Information Technology Mission to bring the benefits of this technology to the entire population of the state. Akshaya bridges a digital divide in state which helps to fulfil the socio-economic development targets of the state of Kerala.

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E-Governance is increasingly being viewed as the route for governments to strengthen good governance, for it not only improves efficiency, accountability and transparency of government processes, but it can also be a tool to empower citizens by enabling them to participate in the decision-making processes of governments. At the same time, this process also enables involvement and empowerment of marginalized groups through their participation in the government process.

The government of Kerala has been trying its level best to promote e-governance in all areas like education, health care, public utilities etc. Akshaya, the unique project of Kerala is a key component of the e-governance road map of the state. In the initial phase Akshaya project aims IT literacy to at least one member of each families in the state. In the second phase programme some new services being implemented. The Government to citizen (G2C) services implemented newly in Akshaya includes e-payment, e-filing etc. Akshaya project now gets an outstanding opportunity to react to the demands of citizens by offering new methods of service delivery to meet the expectations of the users.

Need and significance of the study

The present study aims to investigate the role of Akshya in e-governance with special reference to entrepreneurs of Malappuram District. One of the key objectives of Akshaya is Information Technology (IT) dissemination to the masses. Now Akshaya offer various e-governance services to the citizens and it is necessary to study its e-governance services. The study would help to know how Akshaya centres are helpful to the public, what are the services they offer, what are the benefits the project brought to the community and to understand the problems encountered by stakeholders at Akshaya Project.

Objectives of the study

1. To assess the E-governance service provided through the Akshaya
2. To assess the service rendering time of Akshya
3. To know the beneficiaries of Akshaya centre
4. To Know the frequency of use of E-governance services
5. To know the problems faced by the entrepreneur while running Akshaya centre

Methodology

The population used for the study consists of Akshaya centre Entrepreneurs. Data were collected using questionnaire methods and the questionnaire was designed based on the objectives of the study. Malappuram district are divided into 14 block panchayath. From which 100 Akshaya centers are selected randomly form six block panchayath. The selected blocks include Arecode, Tirur, Thirurangadi, Tanur , Mankada and Kuttippuram. The investigator distributed 100 questionnaires to selected Akshaya Center Entrepreneurs. Out of 100 questionnaires, 92 were duly filled in and returned back which included 81 from male entrepreneurs and 11from female entrepreneurs. All the questions in the questionnaire were analyzed on the basis of formulated objectives and interpretations were made through analysis.

Review of literature

Gomez and Elizabeth (2010) conducted a study on public access to ICT user's perceptions of trust in libraries, telecenters and cyber cafes. The purpose of the study was to understand what is happening at different types of public access venues, how they were meeting the needs of underserved communities in different countries, and how they can be strengthened to better contribute to global development. The main question of the study was to find out what are the opportunities to strengthen institutions that offer public access to information and communication especially through the use of digital ICT. The study was conducted in partnership with local research teams who studied public libraries, telecenters, cyber cafes and other venues of importance in each country. Multiple data collection and analysis methods like document review, expert and operator interviews, user surveys, site visits and focus groups were used to provide data. The study was conducted during 2007-2009 by the University of Washington (UW) in 25 countries, where there was public library system. The findings of the study reveal that the use of public access venues were shaped by the trust factors like safety concerns, relevance of the information, reputation of the institution, and users perception of how "cool" these venues were.

While libraries tend to be trusted as most reputable, telecenters tend to be trusted as most relevant to meet local needs, and cyber cafes tend to be perceived as most "cool". These findings provided valuable insight into understanding how people trust different types of public access ICT venues. The insight presented can help to inform future research to better understand the causes and consequences of trust in public access ICT. Understanding these perceptions of the way services were provided in venues that offer public access to ICT.

Gopakumar and Rajalekshmi (2007) conducted a study on e-governance through telecenters. The main purpose of the study was to look at the issue of e-governance services through telecenters from the broader perspective governance and to discuss the importance of trust between citizens and intermediaries in the realization of e-governance services. The study was primarily based on case study of Akshaya telecenter project in Kerala. Multiple data collection methods were employed for the study. The data sources included documents, archival records, interviews, direct observation and participant observation. The finding of the study revealed that through the personal trust between the people and the intermediary seems apparently important for making a payment system successful, a deeper investigation revealed that it was on the account of the institutional trust in government that the payment system was able to function. The study tried to highlight how the institutional membership of the intermediary is critical for effective e-governance service delivery.

Data analysis and interpretations

Service rendering time

Service rendering time in terms of working hours were collected and analyzed here.

Table 1: Service rendering time

Time	Akshaya entrepreneurs		Total
	Male	**Female**	
5 hr	-	-	
8hr	38 (46.91%)	9 (81.81%)	47 (51.08%)
10hr	30 (37.03%)	2 (18.18%)	32 (34.78%)
Above 10hr	13 (16.04%)	-	13 (14.13%)

The table 1 shows that about half of the male entrepreneurs (46.91 percent) are working eight hours a day, 37.03 percent male entrepreneurs working ten hours a day. A few of the male entrepreneurs are working more than ten hours a day. Most of the female entrepreneurs (81.81 percent) are working eight hours a day and a very few number of female entrepreneurs are working ten hours a day.

The overall analysis shows that about half of the Akshya centres (51.08 percent) working eight hours a day. A good number of Akshaya centre (34.78

percent) working 10hours in a day. A very few Akshya centres (14.13 percent) are working above 10 hours.

Beneficiaries of Akshaya service

All the categories of the society get the advantages of Akshaya service. Table 2 shows the entrepreneurs opinion regarding the beneficiaries of Akshaya services.

Table 2: Beneficiaries of Akshaya service

Users	Akshaya Entrepreneurs		Total
	Male	**Female**	
Private Employees	36 (44.44%)	7 (63.63%)	43 (46.73%)
Businessmen	30 (37.03%)	9 (81.81%)	39 (42.39%)
Government employees	42 (51.85%)	8 (72.72%)	50 (54.34%)
Agriculturist	40 (49.38%)	9 (81.81%)	49 (53.26%)
Students	56 (69.13%)	10 (90.90%)	66 (71.73%)

The male entrepreneurs responded that 69.13 percent of the users are students and half of user categories are government employees. According to the female entrepreneur's majority of (90.90 percent) users are the students. 81.81 percent of users are businessmen and agriculturist.

The overall analysis shows that a large majority of the users are (71.73 percent) students. More than 50 percent of users are from the categories of government employees as well as agriculturist. About half of (46.73 percent) the users of Akshaya centres are the private employees, 42.39 percent users are businessmen. The overall analysis shows that students are the main users of the Akshaya centres and they get more benefits from the Akshaya centre.

E-payment services through Akshaya

Akshaya centre provides different e-payment services. The table 3 shows the different e-payment services. Which include KSEB bill payment, KWA (Kerala Water Authority), BSNL(Bharath Sanchar Nigam Ltd.), University fee etc.

Table3: E-payment services

E-payments	Akshaya entrepreneurs		Total
	Male	**Female**	
KSEB	57 (70.37%)	7 (63.63%)	64 (69.56%)
KWA	1 (1.23%)	1 (9.09%)	2 (2.17%)
BSNL	63 (77.77%)	7 (63.63%)	70 (76.08%)
University Fee	65 (80.24%)	9 (81.81%)	74 (80.43%)
Others	19 (23.45%)	6 (54.54%)	25 (27.17%)

Majority of the male entrepreneurs (80.24 percent) provide university fee payment through their centre and 77.77 percent pay BSNL bill. Majority of the female entrepreneurs (81.24 percent) provide university fee through Akshaya centre. 63.63 percent mentioned KSEB payment and BSNL payment. A few of them are approached for KWA bill payment.

From the overall analysis it is clear that Majority of the entrepreneurs (ie.80.43 percent) provide University fee payment through Akshaya. 76.08 percent mentioned that they provide BSNL payment. 69.56 percent pointed out that Akshaya centre provide KSEB e-payment service and a few of the entrepreneurs (2.17%) provide KWA e-payment service.

Frequency of use of E-governance services through Akshaya

The table 4 shows the opinion regarding frequency of using e-governance services. Now there are so many G2C services that are provided through the Akshya centres which include E-payment, E-filing, Rural E-banking, UDI and Online application of ration card etc.

Table 4: Frequency of use of E-governance services through Akshaya

Services	Mostly		Often		Rarely		Total
	Male	**Female**	**Male**	**Female**	**Male**	**Female**	
E-literacy	36 (44.44%)	7 (63.63%)	18 (22.22%)	1 (9.09%)	7 (8.64%)	1 (9.09%)	70 (76.08%)
E-payment	52 (64.19%)	9 (81.81%)	24 (29.62%)	1 (9.09%)	2 (2.46%)	-	88 (95.65%)
E-filing	25 (30.86%)	3 (27.27%)	9 (11.11%)	2 (18.18%)	4 (4.93%)	1 (9.09%)	44 (47.82%)
E-ticketing	40 (49.38%)	4 (36.36%)	14 (17.28%)	6 (54.54%)	13 (16.04%)	-	77 (83.69%)
SPARK	12 (14.81%)	2 (18.18%)	3 (3.70%)	4 (36.36%)	3 (3.70%)	2 (18.18%)	26 (28.26%)
Janamithri Police Station	5 (6.17%)	2 (18.18%)	3 (3.70%)	1 (9.09%)	2 (2.46%)	1 (9.09%)	14 (15.21%)
Rural e-banking	7 (8.64%)	2 (18.18%)	2 (2.46%)	3 (27.27%)	2 (2.46%)	-	16 (17.39%)
E-krishi	8 (9.87%)	3 (27.27%)	3 (3.70%)	2 (18.18%)	2 (2.46%)	2 (18.18%)	20 (21.73%)
Ente Gramam	4 (4.93%)	1 (9.09%)	3 (3.70%)	-	2 (2.46%)	2 (18.18%)	12 (13.04%)
Intel Learning	11 (13.56%)	3 (36.36%)	3 (3.70%)	1 (9.09%)	9 (11.11%)	2 (18.18%)	29 (31.52%)
Medical transcription	7 (8.64%)	2 (18.18%)	5 (6.17%)	-	6 (7.40%)	1 (9.09%)	21 (22.82%)
E-vidya	30 37.03%	7 (63.63%)	20 24.69%	4 (36.36%)	3 33.70%	-	64 (69.56%)

Woman empowerment programmes	8 (9.87%)	3 (27.27%)	2 (2.46%)	-	2 (2.46%)	-	15 (16.3%)
Online Application of ration card	68 (83.95%)	11 (100%)	7 (8.64%)	-	1 (1.23%)	-	87 (94.56%)
Registration of BPL/APL	17 (20.98%)	10 (90.90%)	3 (3.70%)	1 (9.09%)	-	-	31 (33.69%)
E-District	-	-	-	-	-	-	0
Unique Identification Number/Aadhar	63 (77.77%)	11 (100%)	12 (14.81%)	-	3 (3.70%)	-	89 (96.73%)
E-manal	-	-	-	-	-	-	0
Others	3 (3.70%)	2 (18.18%)	1 (1.23%)	1 (9.09%)	1 (1.23%)	-	8 (8.69%)

The table 4 shows that 83.95% male entrepreneurs indicated that they provide online application of ration card and 77.77 percent used service related to the Unique Identification Number. 24.69 percent male entrepreneur often provides E-vidya services and Intel learning is the rarely provided service by the male entrepreneur.

In case of female entrepreneurs all of them provide UDI and Online application for ration card frequently and 90.90 percent female entrepreneurs provide registration of BPL/APL service. 54.54 percent female entrepreneur often provides E-ticketing service. SPARK, E-krishi, Ente Gramam and Intel learning are the often provided (18.18%) services by the female entrepreneurs.

The overall analysis shows that Unique Identification Number is the most frequently providing service, followed by e-payment service and online application of ration card service.

Problem while running Akshaya centre

There is a lot of problem faced by the entrepreneurs while running the Akshaya centre. Table 5 shows the main problems faced by the entrepreneurs of Malappuram district.

Table 5: Problem while running akshaya centre

Problems	Akshya Entrepreneurs		Total
	Male	**Female**	
Financial problem	56 (69.13%)	9 (81.81%)	65 (70.65%)
Lack of training program	12 (14.81%)	3 (27.27%)	15 (16.30%)
Lack of infrastructure facility	60 (74.07%)	10 (90.90%)	70 (76.08%)
Lack of trained staff	56 (69.13%)	8 (72.72%)	64 (69.56%)
Lack of participation of society	10 (12.34%)	6 (54.54%)	16 (17.39%)

According to 74.07 percent male entrepreneurs their main problem while running Akshaya centre is lack of infrastructure facility and 69.13 percent faced both financial as well as lack of availability of trained staff. In case of female entrepreneurs, majority (90.90%) are facing lack of infrastructure facility 81.81 percent facing financial problem.

Majority of the entrepreneurs (76.08 %) opined that lack of infrastructure facility is the main problem for running Akshaya centre and 70.65 percent of the entrepreneurs are facing financial problem. A few of the entrepreneurs mentioned about the lack of training programme.

Suggestions for the improvement

Development in information and communication technologies (ICT) are transformed the society in dramatic way. It plays a vital role in society and provides transparency in governance. It helps to provide and exchange information with citizens, business or other government departments. The view and comments received from the entrepreneurs of Akshaya helped the investigators to offer some feasible suggestions for the improvement of services of Akshaya centres in Malappuram District. The following are the suggestions.

The financial difficulty of Akshaya centres can overcome by increasing the service charges to a certain extent. At present the government offered a very meager amount for their service.

Government, quasi-government, local self government institution may entrust more services through Akshaya. This will help the Akshaya centre's financially. For rendering better services in addition to net facility they need more machineries and equipments. The government should implement special funding mechanism to meet the economic problems faced by the Akshaya centre.

For the smooth functioning of Akshaya centre there should be strong connection between the government, Akshaya authority and the public. Net speed is more important for the smooth functioning of various services. So the authority should provide high speed net facility.

Akshaya officials should conduct regular meetings with the entrepreneurs to discuss common problems faced by the Akshaya centre. The Akshaya centre's should situate in a place where there is sufficient transport facility.

Conclusion

E-governance services provided through the Akshaya centre varies from time to time but it helps to deliver the government services to the public effectively. Now Akshaya centres are widely used for various E-governace services like e-payment, UID, e-ticketing, and so many educational services. The success of provision of services depends on the entrepreneurs itself. The entrepreneurs make new possibilities for job and Akshaya helps the people to satisfy their government to citizen services. Akshaya act as a multipurpose community centre to deliver the government services more accessible to the public and reduce the time and money they spend.

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Construction of Body – Image through Advertisements

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Abstract

In India advertisements are the primary revenue resource for both print and audio-visual media. So the advertisers and their policies control the media and fulfil their agenda of 'brainwashing the consumer'. Advertisements through the use of signs and symbols create an 'image' of the product or service and try to manipulate the consumers. Advertisements take the glimpses of real life and make them richer to transport the consumers to a 'make-believe world'. This construction of image becomes an important area to focus in case of advertisements of cosmetic and beauty products which give assurance of 'image-makeover' to the women consumers. In these advertisements women are found to consolidate the prevalent patriarchy of the society and the reference to contemporary liberated women is very rare. The paper tries to show this celebration of 'body – image' as a means of subjugation and powerlessness on the part of women and raises question on its behalf.

Keywords

Advertising, women consumers, image, appearance, illusion.

Introduction

Advertisements though are supposed to be used for the marketing of products, have become an integral part of our culture. It is no more 'just a business expenditure undertaken in the hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture' (Leiss et al., 2005).Customs, traditions, lifestyle practices, social norms which constitute culture also 'contribute to the construction of advertisements, which therefore emerges as a powerful tool of capitalism that inscribes cultural flows and effects that seduce, provoke, control, and determine consumer desires'(Dasgupta et al., 2012).

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Multinational companies mostly from the western world are targeting developing economies like India to market their products and this marketing is chiefly done through advertisements in different media like- in print, in electronic media and the latest addition that is through 'new media'. It is needless to say that among these three types of media through television advertisement advertisers get access to a vast audience of potential consumers and 'the combination of sound and vision ensures the message great force and impact' (Dyer, 1986). So in this paper the focus will be mostly on the television advertisements.

Background

Advertisement was first telecast on Indian television in the year 1976. Though initially public service advertising dominated the media scene, gradually with the advent of private players advertising for the merchandise got a spur. Technological improvements and innovations in the production of advertisements over the years have made them more sophisticated and persuasive. As Dyer says in his book 'Ads present us with images and then make them seem true. As a result they befuddle our experience and mystify our perceptions and experiences of the real world by offering spectacular illusions...'.This construction of illusion becomes particularly important in case advertisements by the manufacturers of cosmetic and beauty products.

The cosmetic industry mostly market its image-enhancement products 'that have constructed body images, sexuality, docile bodies to achieve non traditional body images, processes that have impacted Indian culture, primarily in the urban and suburban areas'(Dasgupta et al., 2012). Women in modern urban and suburban India are 'empowered and not passive dolls' (Maitrayee Chowdhury) and there is a 'growing awareness of the body by urban, upwardly mobile Indian woman (Maitrayee Chowdhury).

As elaborated in the book 'Consuming identities: global advertising, marketing and cultural identity in India' how advertisers find it difficult to do demographic profiling of the consumers because of the various diversities of the subcontinent. Even psychographic profiling which defines groups of consumers along the lines of lifestyle and taste rather than variables such as age, gender and household income proves insufficient to place an individual in any specific psychographic category. Wright has also explained because of these diversities the whole concept of 'mass marketing' in India becomes somewhat absurd and 'mass' becomes a fairly specific group of people. Image-enhancements mostly target upper-class teen girls who are 'directed toward their role as members of a global community'. While they maintain their Indian cultural values they engage themselves with global lifestyles.

As mentioned by Dasgupta 'advertisements of cosmetic products in India have changed the body images and sartorial preferences. Of course the ''thin is beautiful'' body image has become has become the desirable targets for youngsters

leading to gyms and fitness parlours mushrooming in every locality, with facilities in these outfits matching the economic ability of that particular area.'

Role of body communication

Human beings communicate with each other through verbal and non-verbal means. While words form the verbal communication, body language which comprises of facial expression, eye contact, posture, gesture, body shape etc. communicate 'feelings, social meanings and values'. Richardson and Robinson have mentioned in their book 'Introducing Gender and Women's Studies' that groomed, slender, attractive, make-up (mostly white) women's bodies are mostly used to sell products. If we carefully look at each of the term we will find that the manufacturers of cosmetic products target these features and create a desire in the mind of the consumers to possess them.

As elaborated by Gillian Dyer appearance is an important medium of communication and appearance consists of the following attributes:

Age: Age is an important factor in a person's appearance. For the image-enhancement advertisements the emphasis is on 'youth'.

Hair: Female hair is largely presented as an object of sensuality for the opposite sex and an object of self-admiration for the women themselves. The colour, length, texture and style of a person's hair are important qualifiers of their overall appearance. So the advertisers are found to come up with the promise to add something to the above-mentioned features of a woman's hair.

Body: As stated earlier body can be thin, fat, short, and tall. If we give a careful look at the advertisements of the products starting from energy drink, breakfast cereals to treadmills we will find that the advertisers are working towards rewarding us with a 'perfect body shape' and quite naturally the target is the female bodies in most of the cases. Women in advertisements of lipstick, eye make-up, shampoo, nail-polish, tights etc. are often represented by bits of her body – eyes, head, hands or legs and so on.

Looks: Looks are related to the overall style and impression created by a character and it is needless to say that 'good looks' is emphasized in the advertisements which has been equalled with light skin tone, smooth hair-free skin and of course thin structure of the body.

Advertising as an image initiator

Advertising creates images larger than the reality and constructs a myth of perfect body shape among the teenage girls. As women enter their teenage years they pay increasing attention to the size and shape of their bodies, to the clothes, styling and make-up. Advertisers play on this psychology in building an illusion. As pointed out by Dyer 'Not a few advertisements are based on appeals made to scientific 'fact' and on the technique of 'before-and-after' using the product. And another powerful

technique of persuasion is to play on guilt feelings and worry, the fear of being lonely or socially ostracized or of old age'. He further exemplifies that the same person can be called as: obese, fat, chubby, well-built. As words not only describe a person or an object rather they convey feelings. Advertisers exploit this power of the words in giving their opinion about a body shape and sell their products on these premises.

'Advertisements thus create myths and construct icons and dominant images as the model to follow…' (Dasgupta et al.2012). Body shapes have a specific physiological and biological origin but advertisers provoke women to rectify and enhance the body-image and also teach to hate the natural body-type. Carol Munter has given a list in the article 'Fat and the Fantasy of Perfection' what generally women hate in their bodies. Some of them are:

'my fat tummy fat around my waist

…..flab, arms, legs

Wrinkles on neck…Signs of age around mouth and eyes

…oily skin being too pale…the way my body makes me feel like a mistake in general…

My hair (at times)…wattles under my chin….my hands….my appetite…my nose...' (Munter, 1984).

While appreciating and celebrating feminine beauty these advertisements reproduce certain power relationships and ideologies that already exist in the society. One can notice that 'throughout the 1980's and early 1990's Indian womanhood was a crucial site for the construction of national subjects that centred on the importance of the Indian family' (Wright, 2001). The emphasis on the body image started gaining currency with wave of Globalization. Richardson and Robinson has said in their book – 'Globalization has led many companies to target wealthy elites in an ever-expanding number of countries – China, Japan, Korea and India, for instance - who represent eager consumers for high end products' (Dasgupta et al., 2012).

As a result wife and mother caring for their husbands and children which were the prototype of 'idealized versions of women' and the most favourite category of women consumers for the advertisers are no longer as simple and straight as they were in earlier times. Many women of 40's and 50's are successful, independent working women and advertisers target them with products to hide their age, to keep them fit and healthy.

Another important segment of women are housewives and advertising thrives mostly on the idea that being unappreciated means 'unattractive and embittered housewives' (Wright, 2001). We often come across the advertisements

of fairness creams, body lotion where women's endeavour to care of her skin is actually an effort to receive her husband's attention.

As Wright explains 'in these cases the women's role as wives are to take care of and please their husbands.' Dasgupta also added 'professional woman is still shown as one who feels success lies not in intellect and in skill but fair skin and glossy, silky long hair'. The advertisers are found to make promises that a perfect image not only earns the appreciation of male counterparts but can help in getting 'a good job or even a break as a model or film star' (Dasgupta et al., 2012).

Conclusion

The myth of perfect body has fuelled the mushrooming of beauty parlours, massage parlours, Gyms and clinics for 'aesthetic surgery'. The message that are repeated by the advertisers that unless and until a woman is thin, she has a fair-skin; she looks gorgeous with the usage of cosmetics she is 'unacceptable, unworthy of admiration, unable to be loved, unsuitable as a sexual partner' (Munter, 1984).

Advertisers mostly assign women a position which seems that their 'survival rests on pleasing' men. The question arises here is this an attempt by the media players to assign women 'to the realm of fantasy and to magic, not to life?' (Munter, 1984). As Dasgupta said in the book quite categorically that women continue to be regarded as the second sex, " Women thus have been treated as the other, marginalized in mainstream media representation by the powerful men who control media industries, with media content help in to systematically reproduce that unequal gendered social relationship" (Creedon & Cramer). The representation of the "new woman" who has the power to make choices about their lives is very rare in the advertisements. Women are generally portrayed as attractive, an object of desire, as a submissive human beings who are looked at, who are to be taken care of, to be appreciated and to be chosen.

The concept of transformation has become the key and realities like disability, aging and weight have become the vehicle for fantasies about a perfect body image which can be best illustrated by the advertisement on the India television. Every human being has limitations and imperfections. The advertisers try to create awareness about these limitations and create a 'perceived need' for their products. As Carol Munter says women are taught to shape their bodies and not the world.

The question arises do the women get admiration only for their bodies in the real world? Should they rely on the false hope offered by the advertisers for the attainment of bodily perfection? Or 'does this imply that advertising not only consolidates but also continues to construct gender inequalities despite atypical subversions?' (Dasgupta et al., 2012). In spite of the cultural freedom of women and equal power relations between men and women advertisers continue to depict them as 'the chosen and not the choosers, the sexually acted-upon and not the actors'. Munter further states that 'the fantasy of transformation starts from a sense of

powerlessness' and advertisers construct 'imagined flaws' in a woman's body to position their products. Munter has given a beautiful list of illusionary perception centring around the perfect body image which advertisers normally reiterate – if a woman is thin she will be popular, she will turn people on, she will be admired, she have power, she will be loved, she will be envied so on and so forth. So we can raise the question with Munter that isn't the fantasy with perfection of body image is the real fantasy about the rejection of the self? Doesn't the desire for perfection turn out to be the ultimate in subjugation: the eradication of the female self? So the women need to understand that what is important is what they feel about their bodies, not what the advertisers dictate.

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Television Viewing and Academic Achievement: An Analysis of Research Trends

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Abstract

Over the last six decades the interconnection between television viewing and children's academic achievement has been researched copiously producing contrasting findings. Many factors such as time spending on television viewing, type of programme, cultural settings, academic environment, family norms and demographic variables are found to predict the association between television use and academic achievement in different ways. This paper reviews the past studies to explore the trends in research tradition as well as the fluctuating nature of the predictors. This review reveals that extreme use of television among children has negative impact on their academic performance irrespective of the socio cultural settings where the studies were conducted. More so it is found that most studies underline that educational programmes are positively associated with children's performance at the schools. Parent's education, socioeconomic status and television content were also identified as main indicators influencing students' performance.

Keywords

Television, academic achievement, television and children, media effect studies

Introduction

Television plays a vital role in children's lives, especially in their academic performance and behaviour. Studies on influence of television produced results of

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positive and negative effect leading to arguments that support total rejection of television from human life or embracing it as fruitful learning apparatus. This conflicting nature of the relationship between television viewing and academic achievement, and other variables such as age, home environment and the like are complex, multidimensional and inconclusive (Beentjes & Voort, 1988).This paper summarizes the past studies on television and academic achievement. It includes television viewing spending time, television content, family environment etc.

Identification of the literature

The relevant literature on television and academic achievement were obtained from the e-journal repository of the CHMK Library, University of Calicut. The studies were retrieved from repositories such as Sage Journals, Oxford Journals and Taylor and Francis Online using two main keywords – Television and Academic achievement. 21 papers directly related to television and academic achievements were selected for the review.

Table 1 details the features of the study including author, year and location, sample profile, measurement systems and key findings.

Summary of studies on television and academic achievement

Author/Location	Respondents	Instruments	Findings
Michael Morgan and Larry Gross (1980) new jersey	625 students (48%male & 52%female, 6-8 grade)	CAT (California Achievement Test), Interview	Television viewing adversely affects the academic achievement and IQ
Jigisha Shastri a & Prerana Mohite (1997), Baroda, India	727 (382 boys & 345 girls) 2-4 grade	Questionnaire survey Teacher's rating scale (TRS) Graded Word Test (GWT) Reading Analysis Test (RAT) School Records (SR)	Moderate viewing is helpful for children's academic performance and selected cognitive skills.

Stephen J. Caldas & Carl Bankston (1999) USA	42000 (African-American & White students)	Examination score	TV viewing has a Moderate negative effect on the academic achievement of whites and has no effect on the African American.
Stephen J. Caldas & Carl Bankston (1999) USA	42000 (10grade students)	Examination score	Television viewing has a moderate negative effect on the academic achievement of the advantaged group (Whites), but has no positive effect on the achievement of the disadvantaged group (African-Americans
Varghese Nellisseri (2001) India (Kerala)	300 (156 boys & 142 girls	Questionnaire survey	Television does not seriously affect the academic achievement of children
Suman Verma and Reed W. Larson (2002) India	100 middle class Indian families	Questionnaire survey	TV viewing of middle class Indian youth is typically a relaxed antidote to stresses of the day that they share with the family
Marina M Pool, Cees M Koolstra, & Tom H A van der voort (2003) Netherlands	160 (80 boys & 80 girls) 8 grade	Experimental method	background television is more likely to interfere with homework performance than background radio
Dimitri A. Christakis, Michelle M Garrison & Frederick J Zimmerman (2004) USA	Child care centre directors (N=2089) & home based child care	CATI (computer assisted telephone interviewing)	Early exposure to television was too associated with subsequent attention problems of children.

	providers (N=583)		
Elizabeth A Vandewater, David S Bickham (2004) USA	310 children	Questionnaire Survey	family conflict negatively and educational media use positively influences the children's reading skills
B R Shejwal and Joy Purayidathil (2006) India (Maharashtra)	654 higher secondary students (368 boys & 286 girls)	Questionnaire survey	Excessive television viewing is harmful for student's academic achievement
Sarem ozdemir (2006) Turki	250 (children and adolescents)	Questionnaire survey	Children and adolescents are spending the majority of their time with television. And Mostly they esteem a character and want to act like their famous character.
Carl Erik Landhuis, Richie Poulton, David Welch and Robert John Hancox (2007) New Zealand	1037 children	Psychometric assessment & Composite measure of television viewing	Excessive television viewing may lead to children and adolescence attention problems
Natascha Notten and Gerbert Kraaykamp (2009) Netherland	345,967 students from 53 countries	Questionnaire, International students assessment report	Home media can influence both positively and negatively on science performance of the children.
Rahila P Gowon (2009) Nigeria	100 students	Survey & Experimental design	Television and radio have a positive influence on speaking

			skill of students but no effect on writing skill
Iman Sharif, Thomas A. Wills& James D. Sargent (2010) Wilmington	6486 youth (10 - 14 years.)	Telephone survey	Screen exposure time and content had adverse effect on school performance
M.S. Farooq, AH Chaudhry, M Shafiq&G Berhanu (2011) Pakistan	600 students from 10th grade. (300 male & 300 female)	A questionnaire survey	Higher level of socio economic status is the best indicator contributing towards the quality of academic achievement of the students.
Nicola A. Conners-Burrow and Lorraine M. McKelvey (2011) Canada	92 low income pre-kindergarten age children	Survey (parents reports media viewing habits) and Interview (teacher reports classroom behaviour	Viewing of inappropriate content was associated with higher hyperactivity and aggression scores and lower social skills rating, where as the amount of viewing was not related to these class room outcomes
Nicole Martins and Kristen Harrison (2012) USA	396 White and Black preadolescent boys and girls.	longitudinal panel survey	Television consumption has a great impact on children's self-esteems.
Anilkumar Verma and Ram Kalap Tiwari (2012), Faizabad, India	100 students of class 6-8 grade (50 boys & 50 girls)	Media status Questionnaire, us of media (daily diary), Annual examination score	Excessive television viewing is dangerous to the scholastic performance of the school students
Ravi Kant (2012) Bihar, India	400 students (CBSE 200 & UP board 200) 100 lower and	Verbal test of creativity & TV viewing habit Questionnaire	Creativity and TV viewing was positive overall, but insignificant

	100 higher students		
Avosa Arthur Ahinda, Zadock Obuchere Murundu, Michael Okello Okwara,Benson Chrles Odongo&Joel Okutoyi (2014) Kenya	40 teachers and 132 parents from 20 pre-schools	Questionnaire survey	Television viewing has a harmful effect on both academic performance and language acquisition of pre- school children

Television viewing has an important role in everyday activities of children since they spend more time watching television than any other activity except sleeping. American children, ages 2-17, watch television on an average of 25 hours per week or 3.5hours a day. Almost one in five watch more than 35 hours TV each week (Gentile & Walsh, 2002). Children watch an average of 2.2 hours per day at age one and 3.6 hours per week at the age of three. And early exposure to television was too associated with subsequent attention problems in children (Christakis et al., 2004). Ozdemir (2006) found that children and adolescents are spending most of their time in front of the Television. African-American students watch television more than their White counterparts (Caldas & Bankston, 1999).

Conners-Burrow & McKelvey (2011) shows that children watch television more than three hours a day and most of them are watching cartoon programmes. Time spent on television viewing and creativity of high achiever students was negatively related. They spent more than two hours per day for watching television. In case of low achiever students, there is a positive relationship between spending time to watch TV and creativity. Television viewing helps low achiever students to collect all types of information and it enhances both their learning and creativity (Ravi Kant, 2012). Arya (2004) found that, children watch an average of 1-3 hours in a day and television increases the knowledge value of the children.

Television programme and academic achievement

Sometimes Television content also influences the academic performance of the students. Screen exposure time and content had adverse effect on school performance and it had an indirect effect on poor school performance through its increased sensation seeking. Heavy viewing had an indirect effect on poor school performance through its increased school behavior problems (Shariff et al., 2010). One longitudinal study (Anderson et al., 2001) reveals that adolescents who have watched educational programme as Pre-Schoolers have a positive effect on their grades, behaviour, creativity and social behaviour during later years.

Wright et al. (2001) found that viewing child audience informative programme between ages 2 and 3 predicted higher academic performances of low

income children. They also revealed that the effects of television viewing depend on program content and genre. For very young children, viewing informative programming designed for children was associated with subsequent letter-word skills, number skills, receptive vocabulary, and school readiness. Individual differences in these skills were fairly stable through the pre-school years, suggesting that early effects of viewing can be lasting. These patterns occurred in a multiethnic and multilingual sample of children from low to moderate income families, groups that may be especially likely to benefit from educational television. Vandewater and Bickham (2004) found that, family conflict negatively and educational media use positively influences the children's reading skills.

Both television programme and radio progrmme have a positive influence on speaking skills of students, but no effect on their writing skills. The study revealed, both Television and Radio have an important role in language development (Gowon, 2009). Homework combined with watching soap opera was found to obstruct academic performance (Pool et al., 2003).

Effect of TV viewing on academic achievement

Many researchers found that television viewing had a harmful effect on the behaviour and school performance of the students. Television viewing adversely affects the academic achievement and IQ (Morgan & Gross, 1980). Shejwal and Purayidathil (2006) revealed that excessive media use of students especially, television viewing affect the academic growth. Heavy television viewing leads to poor performance compared to low viewers. Time spending for television was dangerous to language skills in students, and also it dangerous to the scholastic performance of the school students (Verma & Tiwari, 2012).

Both childhoods television viewing and adolescence television viewing independently predicts attention problems in adolescence and excessive television viewing may lead to attention problems in children and adolescence (Landhuis et al., 2007). Television viewing has a harmful effect on both academic performance and language acquisition of pre- school children (Ahinda et al., 2014).

Television's impact on reading and other academic skills depends not only on the amount of television watched, but also on what is being watched as well as the age of the child (Reinking, 1990). There was no evidence for negative effect of television on school achievement (Gaddy, 1986). Shastri and Mohite (1997) have found moderate viewing is helpful for children's academic performance and selected cognitive skills. Television does not seriously affect the academic achievement of children (Nellisseri, 2001). Kant (2012) found, for low achiever students, there is a positive relationship between spending time for television viewing and creativity. Television viewing helps low achiever students to collect all types of information and it enhances both their learning and creativity. Media assets can influence the science performance of the students and television improves the knowledge level (Notten & Kraaykamp, 2009).Television can be used to change

and reinforce attitudes of high school students towards their education, as well as a wide variety of other topics (Mullings, 2012).

Duration of TV viewing had a direct role in causing headache and eye strain; but it had no significant effect on sleep disturbances and school performance (Reddy & Sashidhar, 2013).

Urban girls watch television more than urban boys (Verma & Tiwari, 2012). Television consumption has a great impact on children's self esteems. Television increases the knowledge value of the children. Males had better knowledge value than females (Martin & Harrison, 2011). Heavy viewers of television were poor, compared to light viewers in their academic achievement and mathematical reasoning. Significant gender differences were noted both in academic achievement and mathematical reasoning (Shejwal & Purayidathil, 2006).

Family and Academic Achievement

Television viewing of middle class Indian youth is typically a relaxed cure to the stresses of the day that they share with their families (Verma & Larson, 2002) Relationships between the family environment, TV viewing and low-level activity are complex, and these behaviors are quite distinct. The study revealed that, parent's television viewing was positively associated with their children's television viewing (Salmon et al., 2005). Family influence is found to be stronger than the effect of TV on children (Nellisseri, 2001). Family conflict was the powerful stress in children's lives, reading skills and educational media use (Vandewater & Bickham, 2004).

Adolescents' television viewing rate is related to their parents' television viewing rate and is higher when mother were unemployed (Verma & Larson, 2002). Higher level of socio economic status and parent's education is the best indicator contributing towards the quality of academic achievement of the students (Farooq et al., 2011).

Discussion and Conclusion

Studies on television viewing and academic achievement reveal the gaps exist in the literature. Many researches were conducted to find out the relations between television viewing and academic achievement. But all conclusions were different. Some studies found television has a positive effect and others found it had a negative effect on academic achievement of the students.

There is no doubt that, television highly influences the children. Literature showed that children spent most of their free time in front of television. And they watched TV more than two hours a day. The studies found that television had positive and negative effects on academic achievement. On the other hand, some studies revealed that there was no relationship between television and academic

achievement. Many studies observed that there was no clear evidence to harmful effect of television on academic achievement. Programme content was the important factor for influencing academic performance. Educational programmes positively influenced the academic achievement of the students. Parent's education, socio economic status etc. had an important role in the academic performance of children. In short, these reviews reveal that controlled viewing will enhance academic performance.

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New media and Rural Communication: Case Study of a Kerala Village

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Abstract

The present study seeks to analyze the crucial role played by new media in rural communication. The study stresses the vital role played by new media in the lives of rural people. The main objective of the study is to find out whether new media influences them in their day to day lives. It also focuses on how they make use of new media and tries to find out the access of internet (internet service providers) in this area and also the relevance of social media among the rural masses. The survey is conducted among the people of Vettom Panchayath in Tirur taluk among the age group of 20-35 years reveals that the new media usage is centred mostly on entertainment purposes. Thus the result calls for increased intervention from governmental and nongovernmental organisations, local bodies in fostering new techniques of new media related to informative activities beyond   mere entertainment.

Keywords

New media, rural communication, rural development, participatory communication, ICT, interactivity

Introduction

Development is the process of improving the living conditions of a society. Human development strives to 'enlarge the range of people's choices to make development more   democratic and participatory'. These choices include access

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to income, employment opportunities, education, health and a clean and safe physical environment. Each individual should also have the opportunity to participate fully in community decisions and to enjoy human, economic and political freedom. People's participation has historically been the ideological basis for a sound democratic society. The goal of participation is to empower communities to determine their objectives and take action to achieve them.

Participatory communication aims to facilitate the expression of people's needs and priorities through effective communication process where new media has a vital role to perform. The internet has revolutionized our society, people and their lives. In today's global economy, where computers and internet are so fundamental to production and participation, it is clear that if the right to development is to be taken seriously, that right must encompass the development of ICT infrastructure. People need information as an integral part of community development; information about their rights as citizens and about what has worked to promote development at the community level. Participatory communication has a long history in development communication and continues to grow and evolve with participatory development practices.

During the past three decades, the role of communication has undergone a dramatic change from a one-way, top-down transfer of messages to a social process of sharing and participation. This approach known as Participatory communication highlights the importance of cultural identity, dialogues, concerted action and participation at all levels, international, local and individual where new media acts as a catalyst.

Rural development is concerned with social justice, economic growth, and improvement in the living standard of the rural people by providing adequate and quality social services and basic needs. Present strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes. The above goals can be achieved only through a proper sharing and active participation in developmental projects. The different methods of communication and media can facilitate development by encouraging dialogue and debate especially new media with its unique characteristics. Furthermore, they can give a voice to rural people thus enabling them to articulate their own development agendas. The spread of education and general awareness on one hand and the revolutionary changes in communication and information technologies on other hand have made media the most potent means of mass education and mass mobilisation in our time. Media is now being increasingly viewed as the most effective means of communication. In fact media now influences all works of our life -personal, social and professional.

The quest for rural development must lead us in the direction of empowering those sections of society who are in the need of being empowered. This is the real meaning of democracy and this is the area in which media can and media must play an important role. To understand what role media can play in rural development we have to understand media scenario in all its dimensions, we have to understand scope, reach and impact of media on society as well as the functions it is supposed to perform. We also have to understand how media influences social change in a developing society. But before this it will be worth to see how information technology has changed the face of media as well as the society which media caters to.

Theoretical background

The ICTs rests on two theoretical approaches: Participatory approach and Diffusion of innovation approach.

Participatory approach

Participatory approach tries to exhibit the democratisation of information through ICTs and the way information is consumed i.e. New media. New media through dissemination potentially affects the development and helps in shifting the monopoly centres to go down to the grass root 'levels.

Diffusion of innovation

Diffusion of innovation theory considers the role on ICTs in light of Roger's (1962) explanations of inculcating awareness and enthusiasm for technical innovations. The concern of diffusion of innovation is to explain the rate and the direction of the adoption of new technologies. This viewpoint is closely related to the need of generating communicative contexts which are akin to the people of that area, which will ultimately result in changing the behaviour and attitudes of people and hence ultimately in development.

The speed of technological developments in the fields of communication has no doubt changed the face of media and society in the past two to three decades. In the light of above observations, the present study seeks to analyze the crucial role played by new media in the participatory communication process there by leading to rural development in Vettom panchayat.

Vettom Panchayath is situated in Tirur taluk of Malappuram district .The area of this panchayat is around 15.43 square kilometres. The population is around 50,000, women outnumbering men. Nowadays various developmental projects have

been undertaken especially in educational sector that has improved the living standard of people over there.

Taking the field manageability and other related matters purposive samples were used for the present study.250 samples were collected, out of which 238 were successfully coded and analysed. The sample involved people from different walks of life including the most popular fishing community, agricultural labourers, educated youth, the employed and unemployed.

The questionnaire was used as an instrument to facilitate the survey for the purpose of this study. The questionnaire was distributed among the people of Vettom panchayat. Microsoft Excel Software was used for initial data entry. To test the probability level of significance of association between the variables, Pearson Chi-square test was used.

Analysis and findings

The study focuses on the role of new media and its role in rural communication. Thus the study is titled "New Media and Rural Communication-A Case Study of a Kerala Village". A detailed account of the sample in terms of various demographic variables is given below.

Sample description by gender and age

The sample contains more females (57.14%) than males (42.86%). In respect of the respondents' age, the sample was divided in to three categories. They were (1) in the age group of 20-25 years (2) 26-30 years (3) 31-35 years. Majority of the respondents (53.78%) belonged to 26-30 years category. 38.66 % belonged to 20-25 years category and 7.56% to 31-35 years category (Table 1).

Table 1: Sample description by gender and age

Gender	Age Group			Total
	20-25 Years	**26-30 Years**	**31-35 Years**	
Male	42	52	8	102
Female	50	76	10	136
Total	92	128	18	238

Sample description by education

Based on education, the sample was divided in to three groups; (1) Primary level (2) Secondary level (3) Graduates and above. A lion share of respondents (47.05%) belongs to primary category. 36.97% of the participants belong to secondary level category and the rest 15.98% belongs to graduates and above category (Table 2).

Table 2: Sample description by education

Education	No. of persons
Primary	112 (47.05)
Secondary	88 (36.97)
UG & above	38 (15.98)
Total	238 (100)

Figures in parenthesis denote percentage

Sample description of income

Based on income, the sample was divided in to three categories.

Table 3: Sample description of income

Level of income	Number of persons
Up to 5000	124 (52.10)
5000-10000	82 (34.45)
Above 10000	32 (13.45)
TOTAL	238 (100)

Figures in parenthesis denote percentage

The above data shows that majority of the respondents belong to the monthly income category of below 5000 rupees.(52.10%). 34.45% belong in the income group of rupees 5000-10000.Only 13.45 % earns above 10000 rupees per month.

Media exposure

To understand what role media can play in rural communication, we have to understand media scenario in all its dimensions, we have to understand scope, reach and impact of media on society as well as the functions it is supposed to perform. The study also tried to find out the peoples' exposure to different types of media (Table 4).

Table 4: Media exposure

Type of Media	Usage Strength
Print	218
Radio	104
TV	238
Internet	154

The data collected from the respondents show that TV is used by all of them. At the same time the print media has not lost its relevance among the respondents showing (91.59%) usage. The result shows that radio is however declining its prominence (43.7%). However it is evident from the observation that internet is used as a popular medium of communication (64.7%). Rate of internet usage is very commendable although it is a rural area. The data revealed that the unique characteristics of new media such as interactivity, speed, efficiency etc made the respondents attracted towards internet.

Table 5: Gender and respondents first preference of media

Gender	Type of Media			Total
	Print	Radio/TV	Internet	
Male	32(31.38)	20(19.61)	50 (49.01)	102
Female	56 (41.18)	50(36.76)	30 (22.06)	136
Total	88 (36.97)	70(29.41)	80 (33.62)	238

Figures in parenthesis denote percentage. P value = 0.055403.

From the above table, it can be observed that majority of the male population preferred internet medium (49.01%). While majority of female population considered print media as their top preference. From the above data, it can be observed that all media gains somewhat equal relevance among the respondents.

As the probability value of 0.055 is greater than 0.05, it is evident that the association between gender and preference of media is not significant. In other words, gender has not significant role in determining the preference of media.

Media preference by education

Table 6: Education and respondents first preference of media

Education	Type of media			Total
	Print	**Radio/TV**	**Internet**	
Primary	50(44.64)	49(43.75)	13(11.61)	112
Secondary	31(35.23)	12(13.64)	45(51.13)	88
UG and above	7(18.42)	9(23.68)	22(57.90)	38
Total	88(36.97)	70(29.41)	80(33.62)	238

Figures in parenthesis denote percentage, P value = 0.817338.

The above findings show that majority of the primary group selected print media as their most preferred medium (44.64%). The majority of the secondary category selected internet as their top preference (51.13%) while majority of UG and above category opted internet as their top preference (57.90%).

As the probability value of 0.8 is greater than 0.05, it is evident that the association between education and preference of media is not significant. In other words, education has no significant role in determining the preference of media.

Income and media preference

Table 7: Income and respondents first preference of media

Income	Type of media			Total
	Print	**Radio/TV**	**Internet**	
Up to 5000	55(44.35)	40(32.26)	29(23.39)	124
5000-10000	20(24.39)	20(24.39)	42(51.22)	82
Above 10000	13(40.63)	10(31.25)	9(28.12)	32
Total	88(36.97)	70(29.41)	80(33.62)	238

Figures in parenthesis denote percentage. P value = 0.912594.

The above findings show that majority of the people of the category up to 5000 selected print media as their most preferred medium (44.35%). The majority of the 5000-1000 category selected internet as their top preference (51.22%) while majority above 10000 rupees category opted print as their top preference (40.63%).

As the probability value of 0.9 is greater than 0.05, it is evident that the association between income and preference of media is not significant. In other words, income has no significant role in determining the preference of media

Details of internet providers

From the findings it is clear that internet is a popular medium among the respondents. The data gathered also reveals that 80.51% of respondents make use of private internet providers. Only 19.49% uses public sector providers (Table 8).

Table 8: Details of internet providers

Type of internet connections	No. of persons
Private Internet providers	124 (80.51)
Public Internet providers	30 (19.49)

Figures in parenthesis denote percentage

From the above, it can be assumed that the private internet providers are attractive to them when compared to public sector internet providers. The results further showed that people are using internet through mobile phone and thus depending private internet providers who assure them a speedy and efficient service. The leading private internet providers are Vodafone and Idea. The public sector internet providers are losing their ground.

Users of social media

From the findings, it is clear that most of the internet users are using social media as a tool for communication. Out of the total internet users (154 respondents), 142 are using social media.(92.2%). The findings further stresses that internet is mainly used for surfing social networking sites such as face book, Skype etc. In this area a large number of people working abroad and hence social media acquire greater significance.

Purpose of internet usage

Table 9: Purpose of internet usage

Purpose	No. of persons	Percentage
only for entertainment	120	77.92
only for information	24	15.58
Both information and entertainment	10	6.50

It is evident from the study that most respondents use internet for entertainment purpose (77.92%). 15.58% uses internet for information. People using Akshaya centres and other agencies for services such as passport, Aadhar card, e-manal, marriage registration, aid from matsyafed etc. Only 6.50% use internet for both information and entertainment.

Conclusions and recommendations

The study had addressed itself to determine the role of new media in rural communication. The study aimed to find out the different ways of media exposure

among them. It also tried to find out whether variables such as gender, education and income had any significant role in determining their preference of medium.

The findings revealed that the Print, TV/Radio and Internet showed their presence as communication tools in this area. The results reflect that TV is the most popular medium among the people. Print media too plays a significant role among them.

The study revealed that 65 % of the total population are using new media as a tool for communication, a spectacular show when compared to other parts of rural India. This shows the acceptance of modern technological methods of communication by the people of this area which further enhances their capacity to know things better and faster. It also concluded that variables such as gender, education and income had no significant role in determining the peoples' preference of media.

It concluded that the usage of internet is also popular in this area. The study also revealed that private internet providers are more favourite to them which they consider speedy and efficient. Mobile phones are increasingly being adopted across the area. In survey all families were said to have access to at least one mobile phone in which most of them had an internet connection mostly provided by private agencies. This shows that the public sector internet providers are losing their ground

The study also explicit that the new media is used by the majority for entertainment purposes and the reach of social media is expanding every day. Social media acts a vital socializing tool among the participants such as facebook, skype etc. The study also concluded that the peoples' participation is very poor in new media regarding informative and other developmental purposes.

For the technological development to be favoured in the internal regions of rural areas, it is necessary that a desire for their use exists. Such a desire can be moulded only through awareness programs and educational endeavours.

The study put forward new insights in to the significance of new media in rural communication. The study identifies and recommends best practices for initiating necessary changes including communication, new media usage and also to adopt people friendly techniques so that they become active participants of new media.

It is important that the new media is used as a tool to enhance the traditional means of communication or the traditional media. Traditional media needs to be

applied through new media. New media has the potential to revive traditional media, which can be be used as a catalyst for bringing change, revival in rural development.

The developing countries like India can meet the challenge only through developing alternative concepts of media programming, which have roots in their own social and cultural settings. This demands a great amount of will to experiment on the part of entire gamut of media industry including the new media and also to strengthen public sector undertakings like BSNL.

It is important that knowledge is made friendly through the means acceptable to the local populations. It needs to be made to fit into their systems and seep into the existing cultural values and traditions of knowledge. In finding ways for technology to be of service to people, one must not overlook how culture and the arts help build communities and shape national consciousness resulting in sustainable development.

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Reading Behaviour of Youth in Digital Environment

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Abstract

With the advent of digital technology and its consequent impact on information and communication, media consumption is fast changing in its various aspects like audience formation, media-audience interaction and use patterns (Kaplan & Haenle, 2010). Similarly, media production, distribution and ownership also undergo tremendous changes in the networked online environment. Newer and newer professional techniques are practiced, new devices are introduced and unending debates over ethical considerations are going on. Issues and challenges experienced never before are arising out innovations, come by almost every day. On the other hand, people, 'who were formerly known as audience', shedding off their aura of media consumers, develop new-fangled affinity/indifference to media of various types, resulting in unpredicted, sometimes, contradictory impacts like closure of newspapers in the West and explosion of the Press in the East. Unexpected outcomes of the inventive steps and styles coming up on technological front often trigger cultural shocks to the traditional societies in the form of increased use of online pornography or e-commercial scams. The present article seeks to revisit the structural factors elaborated by the Weibull in analysing Uses and Gratification of media consumers against the background of the present day new media trends.

Keywords

Uses and gratification, networked media, new media users

Introduction

Digital media offers to users and content developers hitherto unattainable freedom and chances to unearth new facts and integrate wider audience, listen to more voices and present a variety of angles to the news stories; in addition the facilities for storage and retrieval. At the same time technology offers stronger ways to

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water the rules more closely though technology, ranging from sting operation to real time broadcasting, capturing personal and intimate moments and spreading them instantly reaching on to millions across the globe in seconds.

The chances for getting news, that too live and real time, from multiple channels/sources make people opt for networked digital tools rather than traditional media like cable television, print newspapers and public or private radio. Ubiquity of smart devices, that too converging multiple media on a single platform round the clock with less or no payment, causes for total shift in the way traditional audiences are formed and integrated themselves with the mass media. Fragmented audience and narrowed social categories customize themselves with the new trends practices by new media using the unlimited option for diversification and innovation.

In his discourses on structural approach to audience formation McQuail elaborated that "the media use is largely shaped by certain relatively constant elements of social structure and media structure. Social structure refers to social facts such those of education, income, gender, place of residence, position in the life cycle and so on which have strong determining influence on general outlook and social behaviours. He continued as follows: "Media structure refers to the relatively constant array of channels, choices and content that is available in a given place and time (McQuail, 2006).

In this changing scenario, the present article looks into what happens to the audiences when they consume online digital media content or media itself. The framework of analysis in general is that of Uses and Gratification (U&G) perspectives and specifically that of the U&G bases schema developed by Weibull.

Revisiting U&G perspective

Uses and Gratification is a psychological perspective that looks in to the way and motivations of the individual's media use. Its framework is receiver-based and cantered on the receivers' needs and wants as well as the nature of their satisfaction with the media experience. Demographic and psychographic variable of the users in addition to their personal choices of media are crucial components of the framework. The assumption is that based on the needs, motivations and the expectations clubbed with sociological and psychological structures as well as the past experiences the individuals use media and attain relative gratifications of varied forms. In U&G perspective, the audience is active and selective.

The foundation of Uses and Gratification approaches is the famous Lasswellian concept of communication (1948), which defines the functions of mass media as surveillance of environment, correlation of events and transmission of heritage. Wright (1960) added entertainment as an addition to this list. In 1940s scholars like Lazarsfeld (1940) and Herzog (1940, 1944) focused on the reasons for audiences use of various media and their content while in later ages, Blumer and

McQuail (1969) and Blumer and Blumer and Katz (1974) unearthed the dynamics between expectations and gratifications in practical perspectives. In 1950s, the arrival of television trigged more studies on the motivations of the use of new medium.

At the same time, the scholars (Blumer & McQuail, 1969) started to focus on the possible linkages among media use patterns, gratifications and the other personal or social behaviours like politics. Rosengren (1974) studies stressed the significance of personal characteristics and traits of the user in his /her potential use of media. It is the team led by Palmgreen, Wenner and Rayburn (1980) introduced a refined foundation to the Uses and Gratification perspectives, which has been well discoursed in later research literature and prompted more studies.
The traditional media gratifications as listed by McQuail are as follows:

1. Information and education
2. Guidance and advice
3. Diversion and relaxation
4. Social contact
5. Value reinforcement
6. Cultural satisfaction
7. Emotional release
8. Identify formation and confirmation
9. Lifestyle expression
10. Security
11. Sexual arousal
12. Filling time

In 1965, Palmgreen and Rayburn put forth the well-known formula to measure gratification in relation to the user's expectancy and the real experiential outcome.
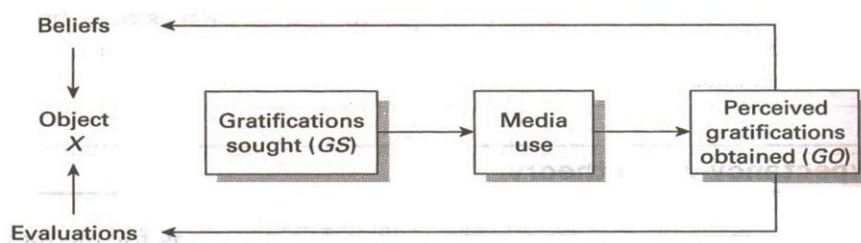

Figure 1: Expectancy-value model of media gratifications sought and obtained (Palmgreen and Rayburn, 1985)

The formula is

$$GS_i \quad = \quad b_i e_i$$

Where GS_i =   Gratification sought by the user from a particular medium

b_i =   Belief of the user that the media will have potential to provide
             a particular result.

e_i = User's evaluation, essentially emotional, most often on the basis
of the outcome experienced.

Review of Weibull's structural factors

In a networked society, both the social and media structure are being reshaped reciprocally and independently depending on their characteristics. This fact is well detailed in the graphical representation of the phenomenon, presented by Weibull (1985).
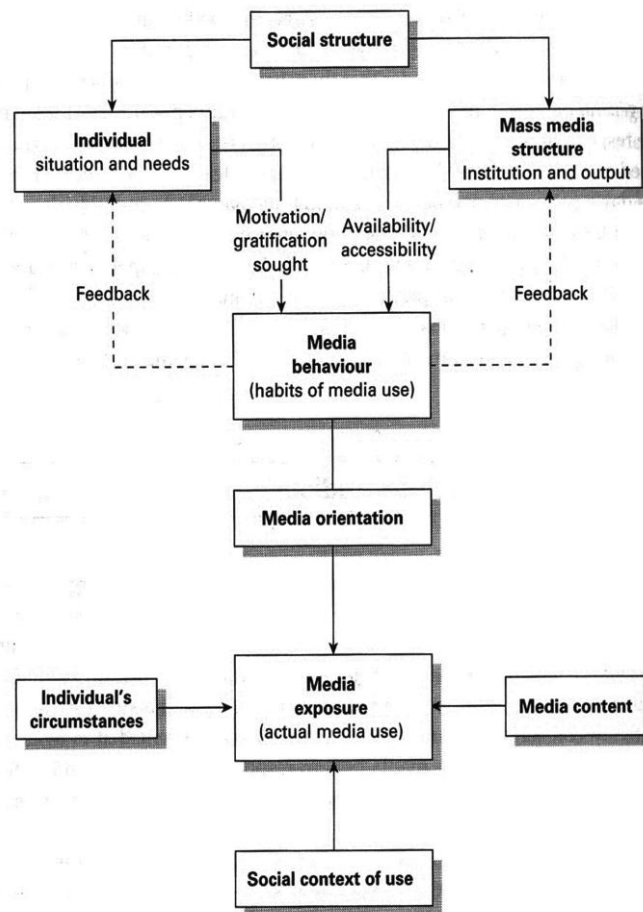

Figure 2: Structural model of media use (Weibull, 1985)

The model indicates the dynamics exist in individual situation and need and it refers to the mass media structure, both as institution and output. They collectively contribute to media behaviour and consequently, in a wider perspective, to media orientation. Though this schema was set keeping the traditional models of communication and consumption in mind; it is well fit for digitized media-scape also, especially when digital tools redefining the information seeking behaviour as well as the content consumption patterns in diversified individual circumstances. Weibull's conceptualization was based on the uses and gratification perspective, but when applied to the mediated digital context, it is doubtful whether other facets like social context of use are significant.

In his original work, Weibull tested this schema with traditional print media environment, specifically newspaper reading. While discussing the implication of structural changes and their inner dynamics, Weibull indicated the limitations of the changes take place.

In changing content, especially socio economic and technological scenarios, needs are created and get oriented by the personal choice and societal trends. It never happens in vacuum. As McQuail observed, many these appear to have a social or psychological origin. Typical of such needs are those for information, relation and relaxation, companionship and diversion or 'escape'.

The advanced archival systems available with digital media and absent with traditional media developed a mindset among information seekers that, information, irrespective of its type- peripheral/in-depth referential/primary, scholastic/superficial etc.- is always in the reach and no need to keep in brain since well-established and highly sophisticated retrieval mechanism is present a click away. This invalidates the traditional notion of information need as conceptualized in uses and gratification perspectives suggested by every scholar in the field.

The second concept is of relaxation. Traditional media was either informational or entertaining or both at a time, but social context limits or predicts the options to provide relaxation to human minds. In such contexts, media serve as better safety valves that offer relaxation just like any other cultural entity or product. In networked digital media sphere, the cultural dimension of media is being lessened by the overpowering nature of the networks which make the digital environment itself a culture. Similar is the case of companionship. The intensive and high end integration potential of digital networked media offer two types of companionship, rather than the one-dimensional nature of the traditional media. The first one is embedded in the media itself. For example social networking sites, which put forth a number of ways of connection and companionship while the other way of relationship is through audience's interaction and subsequent engagement in the production of media content. The latter assumes more significant when user generated content constitutes a lion share of the content available in digital media. More so, the practice blurs the lines between the user and the audience as well as sender and receiver providing chances for interchangeable use of the terms. In a

schema where user's content generation overpowers the traditional content development practice, media themselves come close to the audience and serve as an advisor in neighbourhood. In that sense, the nature of digital media, most often than not, go beyond the conceptualization by Weibull in his discourses on uses and gratification schema.

Diversion/escape is a concept well attached to companionship in traditional media. Similar to what was detailed in the case of other typical 'needs' diversion is also offered by new media not as an auxiliary function, but as an escape by itself. Earlier in their studies of newer devices like electronic media (Perse, 1990) and telephone (Dimmick & Rothebuhler, 1984) put forward the notion of affinity, while discussing the uses and gratification aspect and McQuail has summarized the same as follows: "Relative affinity with different media is associated with differences of expectation and gratification sought" (McQuail, 1996).

Same way it's worth exploring what happens, the rewards media offer to the audience when journalism goes online and being a networked practice. According expectancy- value theory, media use, especially its volume and nature, by the reward that use expect from media, that too on the basis of his/her past experiences with the media. This reward which is most often experience at psychological level is considered by media users with their subjective value. This essentially what is termed as gratification (Palmgreen & Rayburn, 1985).

Conclusion

How far the formula works in the scenario of networked media? In conventional media as authors envisaged, the use is accounted for by a collection of attitudes towards the positive or negative outcomes by the medium and that a series of sub tasks involved in valuation of these outcomes by the user. This purely psychological process achieved after perception forming and the influence by the past experience. This is very natural in the case of traditional nonlinear medium like newspaper or radio where the user has a well-defined pre idea about the media and it is progressed in the true linearity in a phased manner. When it comes to networked online media, which is in fact not a single medium but a bunch of media clubbed together thanks to multi-mediality, unfold layers after layers arranged horizontally or vertically through non-linear, but hyperlinked content. In this environment, needs and expectations are not mainly developed on the basis of the users past experience and perception of the medium, but, on the basis of momentous stimuli since the non-linearity stir stimuli in unexpected ways. In other way, the interaction experience of choosing of the media as well as their content is crucial, unprompted action, mostly guided by hyperlinks.

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Newspaper Journalism in Kerala in the Era of New Media

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Abstract

The article explores the ethics and professionalism in newspaper journalism in the era of new media focusing on various incidents occurred in Kerala. The article raises questions on honest, trustworthy, fair and courage of our journalists in gathering, reporting and interpreting information. Do they seek truth and report it accurately. How independent are they and free of obligations to any interest other than the public's right to know and How accountable and responsible are they to their readers are addressed.

Keywords

Newspaper journalism, new media, professionalism

Introduction

A newspaper is the mirror of the society. A journalist's task is to directly reflect the world to the reader, without distortions or biases that will alter the "real" view. As watchdogs of democracy and "custodians of conscience," journalists ought to expose misdemeanor and transgressions, and illuminate solutions to public ills.

The Hutchins Commission (1942-1947) that steered an official inquiry into the role of the media in a modern democracy identified five obligations of journalism as a profession (Commission on Freedom of the Press, 1947)

1. A truthful, comprehensive and intelligent account of the day's events in a context that gives them meaning;
2. A forum for the exchange of comment and criticism;
3. The projection of a representative picture of the constituent groups of society;
4. The presentation and clarification of the goals and values of society;
5. Full access to the day's intelligence.

Today ethical journalism is on the verge of a collapse across the world. The Project for Excellence in Journalism (PEJ), a research organization in

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America, in its critical evaluation of the performance of the news media said, journalists are "sloppier, less professional, less moral, less caring, more biased, less honest about their mistakes. The public retained a deep scepticism about what they see, hear and read in the media" (Project for Excellence in Journalism, 2015)

McChesney (2010) asserts: "The days when journalism was a public service directed at the entire population are… long gone. Today much of journalism is increasingly directed at the middle class and the upper class while the working class and the poor have been written off altogether."

ISRO espionage case 1994

The Indian Space Research Organization (ISRO) espionage case of 1994 in Kerala, the sensational concocted story was the worst instance of journalism ebbed out to the rock bottom in Kerala. The major allegation was against S. Nambi Narayanan, a scientist at the Indian Space Research Organization. He was accused of handing over drawings and documents relating to the Viking engine and cryogenic technology to foreign/enemy countries in exchange for large amounts of money in US dollars and that these took place at three different locations (Chennai, Bangalore and Thiruvananthapuram) in January, June and September 1994. The detailed investigation by the Central Bureau of Investigation (CBI) established that the alleged meetings between the accused never took place, that no documents were seized from or transferred to anyone, that no documents or original drawings connected with the cryogenic and the Viking engines were lost or missing, and that, no money transactions ever took place (Nair, 1999).

The chain of events began on October 20, 1994, with the arrest of Mariam Rasheeda, a Maldivian woman held up in India due to the cancellation of Indian Airlines flights following the plague scare. A case of overstay was registered against her. But the following day, *Desabhimani* newspaper in Malayalam reported the arrest as a crackdown on a spy-ring operating from ISRO. The story took a new turn with *Kerala Kaumudi,* another Malayalam newspaper, naming Raman Srivastava, the then Inspector General (IG, South Zone), as the kingpin of the spy-ring. Kerala police then enlarged the spy-ring beyond Mariam Rasheeda to register a case of espionage against Fauziya Hassan, another Maldivian, K. Chandrasekhar, the representative of Glavkosmos in India, S.K. Sharma, a Bangalore-based labour contractor, S. Nambi Narayanan and D. Sasikumaran, ISRO scientists. The cases were handed over to a special Investigation Team headed by Siby Mathews IPS.

On December 2, 1994, the cases were transferred to the CBI, after Siby Mathews had put it on record that the Kerala police was ill-equipped to investigate the espionage case. On the basis of a ruling by a Division Bench of the High Court of Kerala that Raman Srivastava had links with the spy-ring, Srivastava was suspended. At the political level, the ruling triggered a coup led by K. Karunakaran's arch rival A.K. Antony with the overt support of the press in Kerala, which saw the exit of Karunakaran from Chief Ministership that paved the way for his long political exile. But on May 2, 1996, the Chief Judicial Magistrate,

Ernakulum, absolved all the accused and declared that the case was false and baseless, fabricated and planted (Nair, 1999).

After *Kerala Kaumudi* 'implicated' Raman Srivastava in the ISRO espionage case as an exclusive news on October 21, 1994, allegedly as a retaliatory move against him for the implementation of the High Court order with the police force replacing its editor and managing director M.S. Mani with M.S. Madhusoodanan, the other newspapers came out with their own concocted 'scoops' to survive in the fierce circulation war that prevailed in Kerala (Nair, 1999).

Sooryanelli sex scandal case 2003

Sajidev (2003) in an experimental study examined whether the sensationalized coverage of Sooryanelli sex scandal in Kerala in 1996, alleging the involvement of the former Union Minister and deputy chairman of RajyaSabha, Prof. P. J. Kurien, had created a distorted image of the accused among the electorates of Kerala (In fact, Kerala High Court exonerated Prof. P. J. Kurien and Supreme Court confirmed the acquittal in 2007). A questionnaire based on 5-point-Likert-type scale was administered to measure the attitude of the control group respondents with the experimental group of respondents who were given published documents that gave detailed information on the investigation reports absolving Prof. P. J. Kurien. The study found that the differences between the two groups were statistically significant proving that the newspapers had failed to present facts in their entirety on his acquittal as convincingly as the allegations of his involvement in the scandal were reported.

Case of solar scam and Saritha 2013

Media in Kerala had crossed the boundaries of ethical journalism while covering the 2013 solar panel scam involving a fraudulent solar energy company, Team Solar, which used two glamorous women Saritha S. Nair and ShaluMenon to create political contacts with links even to the Chief Minister's office, to dupe several influential people in Kerala. In fact, A.P. Abdullakutty, one of the Members of the Legislative Assembly (MLA) representing the constituency of Kannur, who had been in the shade of sexual allegations levelled by Saritha S. Nair had to plead with the media to let him and his family live peacefully. In an appeal to the media he wrote:

> I was subjected to a harrowing and unfair media assault. A section of the media engaged in witch-hunt and nobody cared that I too have a family and two small children. We were on the verge of suicide. Nobody cared to listen to me. My children wouldn't go to school in Thiruvananthapuram as they could not stand the taunts and teasing. My wife, a dentist, stopped practising in a private dental hospital (Media hounding me, 2014).

Need and significance of the study

Despite the upsurge in newspaper circulation across the country, the credibility of newspapers is heavily on the wane. The Press Council of India Sub-Committee Report (2010) on paid news syndrome identified several factors for the breakdown of journalism as a noble profession in the recent past:

- Increasing concentration of ownership;
- Higher levels of manipulation of news, analysis, and comment to suit the owners' financial and political interests;
- The downgrading and devaluing of editorial functions and content;
- The growing willingness within newspapers to tailor the editorial product to subserve advertising and marketing goals set by owners and senior management personnel;
- Hyper-commercialization;
- Price wars and aggressive practices in the home bases of other newspapers to overwhelm and kill competition;
- Private treaties with corporates that undermine the independence and value of news;
- Rogue practices like paid news and bribe-taking for favourable coverage (Press Council of India Sub-Committee reports on paid news, n.d.).

Against this backdrop the investigator was prompted to ponder over the following questions related to ethical issues in newspaper journalism:

1. How honest, trustworthy, fair and courageous are our journalists in Kerala in gathering, reporting and interpreting information? Do they seek truth and report it accurately?
2. How independent are our journalists? How free are they, of obligations to any interest other than the public's right to know?
3. How accountable and responsible are they to their readers?

In seeking answers to the questions posed above, the investigator held in-depth interviews with the editorial heads of four mainstream newspapers in Kerala, and with the chairman of Kerala Press Academy:

1. Thomas Jacob, Editorial Director, *MalayalaManorama*
2. M. KesavaMenon, Editor-in-Chief, *Mathrubhumi*
3. C. Gouridasan Nair, Resident Editor (Kerala), *The Hindu*
4. Vinod Mathew, Resident Editor (Kerala), *The New Indian Express*
5. N.P. Rajendran, Former Chairman, Kerala Press Academy

Issue of credibility of newspapers and journalists in Kerala

The editors of these four newspapers and the former Chairman of Kerala Press Academy admitted that there had been corrosion in the credibility of journalists perceived by the public. The onslaught of 24-hour television news channels and the wide popularity of the web portals that thrive primarily on titillating news were

identified as major reasons for the trustworthiness deficit. Fierce competition among newspapers to raise their circulation had casualties in quality journalism. Yet, the seasoned journalists in Kerala categorically declared that an overwhelming majority of journalists were committed and credible, that the deviations of low-profile journalism were all exceptions, and that newspapers were still depended on by the public as a credible medium.

Vinod Mathew from *The New Indian Express* says, "If the journalists were to be less trustworthy and the newspapers had lost their credibility, the circulation of newspapers would have dwindled in Kerala. If journalists are not trusted, newspapers won't sell. The upsurge in the circulation of newspapers reflects the confidence the readers have in the journalists as reliable sources of information."

Vinod adds, "The journalists the public used to seeing are those on 24-hour news channels. The reporters and the news anchors on television by and large are verbally aggressive. Television news frequently has a sensationalist mode. This leaves negative notions about journalism and journalists in the viewers. It has affected the image of journalists detrimentally."

Thomas Jacob from *Malayala Manorama* said, "Newspapers are more ethically seasoned than 24-hour news channels because newspapering has 170 years of history. Television has been in existence only about 20 years and the ethical system is still evolving. Newspapers give the freshers who join, a minimum of two years of intensive in-house training, familiarising them with the ethical norms and equipping them with the required tips to make a sound judgment on news packaging. Such a lengthy supervised internal training is yet to become a reality in television news arena."

Thomas Jacob has high esteem for journalists in Kerala. He says, "In Kerala, journalists at large are ethically sound in their mode of operation. But the stigma brought in by a handful of journalists like BarkhaDutt indirectly linked with the 2G spectrum scam, has a negative bearing on the image and credibility of journalists.

On the issue of credibility of newspapers, C. Gouridasan Nair from *The Hindu* made the following assertions: "Newspapering is a very complex and composite process. It is not within an individual's control. Every newspaper has a system and a structure. It is within a well-established organizational setting that journalists work. A judgment on the performance of journalists should be made realistically from a comprehensive perspective. What matters ultimately is the working culture and climate that exists in the news organization. A journalist has no personal priorities and therefore, he is bound to abide by the policy and precedence of the organization that he has become part of."

Gouridasan Nair adds, "Any venture that involves capital investment, human resources, structure and revenue is an industry. Newspapering requires capital and human resources. It functions with a finely-tuned structure. It is an

industry, as in the case of hospitals and schools. Journalists are one of the components of an industry."

Gouridasan Nair reiterates, "Today no newspaper or television channel has monopoly over truth. With a wide array of information sources, each giving different versions of truth, the earlier perception of a single newspaper claiming to have the absolute possession of truth no longer exists. People have wider exposure to the realities across the world particularly with the plethora of television news channels and web portals."

M. KesavaMenon from *Mathrubhumi*made a scathing attack on 24-hour news channels for bringing down the standard of journalism in Kerala. He says, "A newspaper has 24 hours to shape the story verifying facts and ensuring accuracy. Because of vicious competition, speed prevails over accuracy on television news channels. Whatever is reported by journalists is telecast as breaking news. Most of the controversies are generated by television news channels. Newspapers are under pressure from television channels to give their follow-up. Such a trend naturally erodes credibility of journalists."

Kesava Menon affirms emphatically, "We do not report news just because it is covered by the news channels. We confirm the authenticity of the information from credible sources and delve into their implications from multifarious dimensions. Only after having filtered by the various gatekeepers from reporter to bureau chief to news editor to chief subeditor to subeditor to the proof reader in the sieves of truth and objectivity that a news is packaged in a newspaper."

Complementing the views expressed by KesavaMenon, the feedback from N.P. Rajendran was stronger, "A 24-hour news channel can thrive only where there is surplus of news with wide geographical coverage with stories flowing from across the country or the world. In a small State like Kerala where the population is confined to just 33.39 million, there is absolutely no scope for a 24-hour news channel. There are six full-fledged 24-hour Malayalam television channels in Kerala, each of them in cut throat race battling for a better television rating point. There is the key problem of shortage of news to feed the viewers throughout the day. Therefore, news is 'generated', controversies are 'created', events and issues are 'hyped', and the insignificant and the trivial are made 'vital'. News analysis gets relegated to pure verbal gymnastics."

Rajendran adds, "This trend is a setback to quality journalism. Television news channels today set the agenda; they fix the lead and the headlines. In as much as people are dependent on television for news, a counter news packaging is a staggering task. Journalists are aware of the casualties and constraints in their profession. But they are helpless in as much as individuals are powerless. Only collective moves can bring in the desired change."

According to Gouridasan Nair, "Accuracy is an area where newspapers are far ahead of television news channels. People trust newspapers more than the television. There is greater depth in newspaper content. Broader enquiries are made into the issues and events covered in newspaper. That is the reason why there had not been shrinkage in the circulation of newspapers despite the array of 24-hour news channels. Newspapers do not jump into conclusions. Television always goes for breaking news and runs after inconsequential matters. Newspapers stick to facts and are never carried away by trivialities.

As Thomas Jacob points out, "A newspaper that masks truths will be rejected by the readers. Readers are well-informed and intellectually sharp enough to identify the deficiencies and flaws in editorial content. Readers can easily detect subjectivity and partisan stance in news as they depend also on the competitors for comprehensive information."

Issue of sensationalization

Sensationalization is observed when newspapers blow up crime stories, use puffed-up headlines, intrude into personal grief for exclusives, and resort to mucky content. The editors of the four newspapers in this study owned up some lapses in the past and categorically declared that sensationalist mode of news programming was a very rare occurrence. The bombardment of 24-hour television news fair was highlighted as the key factor exerting a negative influence on mainstream newspapers.

Kerala's former Minister for Forests, K. B. Ganesh Kumar's skirmish with his wife Dr.Yamini in April 2013 was reported violating the key principles of moral propriety. Dr.Yamini's allegations of domestic violence and Ganesh Kumar's counter charges of blackmailing and manhandling were played up by the newspapers with lurid details.

On the issue of sensationalization of news, Thomas Jacob says, "Even if a newspaper decides to exercise restraint in reporting sensitive and sensational issues, there is a heavy pressure to toe the line of the rival media. When a story is killed on account of ethical issues and the same story is reported in rival news organizations, it is misinterpreted as a decision taken because of vested interests or under pressure from the powerful."

Quoting an example, Thomas Jacob, says, "In February 2014, *Holy hell: A Memoir of Faith, Devotion and Pure Madness,* written by Australia-born Gail Tredwell, a former disciple of a Hindu spiritual guru, Mata Amritanandamayi, sparked a controversy over its allegedly explosive content. We did not sensationalize the issue.

Vinod Mathew contended that *The New Indian Expresss* had judiciously reported the scandals linked with cricketer Sreesanth and film actress ShwethaMenon.

Commenting on the consequences of sensationalizationKesavaMenon said: "Sensationalization of news is a short-cut journalism. We can woo readers only for a short span with such gimmicks. No newspaper can have a long-term growth with tabloidization. Readers of substance can be sustained with only quality journalism."

Gouridasan Nair has a very positive evaluation of newspaper journalism in Kerala. He says, "There is a serious newspaper reading culture in Kerala. The readers have a refined mindset. The mainstream newspapers follow a dignified editorial policy. Invasion of privacy was too frequent earlier. The worst was when journalists intruded into grief-stricken members of the family struck by an unprecedented tragedy. Today's journalism is accompanied by human touch. It was a collective decision taken by the newspapers never to carry family suicide on the front page. But television is now encroaching civility. We present the readers what they need to know, not what they like to read. No crime stories carry lurid details. We follow a level-headed journalism."

Issue of Commercialization

A newspaper that falls back on advertorials, engages in circulation war, functions subservient to the owner's economic interests and serves as a lapdog of those in power is driven by commercialization.

The Hindu carried an editor's note on the front page on April 24, 2012 giving clarifications to the readers on a jacket in the form of an in-house advertisement endorsing a superstition connected with *AkshayaTritiya* celebration in Hinduism. SiddharthVaradarajan, the then editor declared that neither the editor nor anyone from the editorial side was involved in the drafting of the message, nor did they know of, let alone approve, its contents. It was not *The Hindu'*s editorial position that *AkshayaTritiya* was one of the most auspicious days in the Hindu religion and that buying gold on that day would make people prosperous throughout the year, he wrote. An assurance was also given to the readers that internal steps were taken to ensure that advertising messages put out in the name of *The Hindu* are consistent with its editorial policy and code of editorial values. Readers were given a word that the firm line between the business operations of the Company and editorial operations and content will be strictly adhered to by all in the future.

When the IIPM (The Indian Institute of Planning and Management), Delhi released advertisements claiming that *The Hindu* had termed it as a B-school with a human face, SiddharthVaradarajan was quick to respond with an editor's note on March 25, 2013: "*The Hindu* hereby would like to make it clear to current and prospective students of IIPM that it has not made any such editorial endorsement of the institution. We have now formally written to IIPM asking it to refrain from

repeating the claim, and putting it on notice of our intent to proceed suitably against it if it persists in doing so" (Panneerselvan, 2013).

Commenting on these two incidents, Gouridasan Nair says, "*The Hindu* went to the extent of giving an editor's note on the front page because it is a newspaper that thrives on ethical principles. It is a reflection of the conviction of the management that the newspaper is ultimately accountable to the readers who have placed their trust in its contents."

Thomas Jacob spoke about the indispensability of advertisements for the survival of a newspaper. He said, "In the past, there had been a strong resistance to advertisements from the part of the readers. But today the readers are reconciled to the reality to advertisements because they know the running expenses of the newspaper cannot be met with the pittance received as subscription from the readers. The introduction of jacket advertisements had irritated the readers in the beginning. But with every newspaper going for jacket advertisements quite frequently, readers have now learnt to live with it as a necessary evil."

Reinforcing this reality, Vinod Mathew adds, "A newspaper has to be made economically viable. It is the responsibility of the editorial department to make it sellable with content that is tailored for the readers. Advertisements are the major source of income to make the newspaper affordable for the readers."

Kesava Menon recommends a proper balance: "Newspapers are also driven by profit motive. Newspapering is not a charitable enterprise. It involves heavy financial investment and human resources. But no compromises are made to protect the commercial interests to the detriment of the readers. No demands are placed on the editorial department to plant or to slant stories to augment the commercial interests of the sister concerns of the newspaper management. Maintaining equilibrium in news and advertisement is an ongoing struggle. Both the news and the marketing departments in a newspaper have to work in partnership.

Recommendations for improving the ethical standards

1. A collective move from the part of the editorial heads of newspapers, 24-hour television news channels and web portals is required to formulate a common editorial policy to tackle the issue of sensationalism in the programming of news for restoring the credibility of journalists among the public.

2. A consensus has to be sought jointly by the editorial and managerial heads of the newspapers on the frequency of jacket advertisements and on the policy of advertorials appearing in newshole to deter commercialization ruling the roost.

3. The in-house training in ethics being carried out in newspapers should be enhanced with a proper blend of in-depth theory and regular practice.

4. A periodic assessment of the quality of journalism reflected in newspapers should be made jointly by the newspaper editors for corrective action.

Conclusion

The responses from the editors of the four mainstream newspapers in Kerala validate the hazards of sensationalist and commercial mode of operation in newspaper journalism in Kerala in the age of new media. Collective action is required from newspapers to counter frivolous journalism and tabloidization of broadsheet journalism. The consequent erosion of credibility calls for a greater sense of ethical sensitivity and accountability from the part of journalists in their profession.

Similar sentiments of the editors in Kerala have also been shared by KuldipNayar (2012), India's celebrated journalist:

> Journalism as a profession has changed a great deal from what it was in our times. I feel an acute sense of disappointment, not only because it has deteriorated in quality and direction but also because I do not see journalists attempting to revive the values once practised…what appals me most is that editorial primacy has been sacrificed at the altar of commercialism and vested interests. It hurts to see many journalists bending backwards to remain handmaidens of the proprietors, on the one hand, and of the establishment, on the other. This is so different from what we were used to (Nayar, 2012).

Nayar laments that journalism is now a profession merely for a livelihood for a significant number:

> I have known journalists leaving one newspaper for another to improve their prospects but can count on the fingers of one hand those who resigned on a point of principle. There was a time when journalists preferred resignation to regimentation…Journalists have for their part reconciled themselves to the situation of being at the mercy of proprietors…What has disappointed me most is the compromise that journalists make to advance their careers. Indeed, success has become synonymous with passiveness. If you know how to get along, you advance in life and begin to believe that talent does not matter, but conformism does… The rule, 'I sing the song of him whose bread I eat', sums up their philosophy (Nayar, 2012).

The views expressed by the editors are quite compatible with the declaration of T.J.S George: "Newspapering was a mission until 1947. It necessarily had to become a profession. In fact it became an industry, in the worst sense of the term" (George, 2007).

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Effect of Instructional Learning Strategies on Achievement in Mathematics of Standard VIII Students

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Abstract

The present study investigates the effect of Instructional Learning Strategies on Achievement and Retention in Mathematics of standard VIII students. For this purpose, Jigsaw II Model of Cooperative Learning and Existing Activity Oriented Method of Teaching were utilized and compared. Jigsaw II method is intended to maximize the learning of children in Mathematics. The present study has been conducted employing the Quasi Experimental Design. The Design used in the present study was the Pre-test Post test Non-equivalent Groups Design. The Study made use of two types of lesson transcripts, Achievement Test in Mathematics and other standardized tools. Statistical techniques used were Mean Difference Analysis and One-way Factorial ANCOVA. The study reveals that Achievement in Mathematics of Standard VIII students are depended on the Jigsaw II Model of Cooperative Learning Strategy than the Existing Activity Oriented Method of Teaching.

Keywords

Instructional learning strategies, academic achievements, cooperative learning strategy, Indian education system

Introduction

Indian educational system has been constantly subjected to reforms. Instructional strategies have been developed and practiced to boost-up student achievement in

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different academic subjects especially in Mathematics. Previously, efforts have been mainly vested in the areas of curriculum, school policies and textbooks. But more recently, attempts arebeing concentrated to make classroom practices more flexible and attractive to pupils. At the same time, a growing interest has also been sensing to make the students to feel the process of learning as a meaningful and happy affair. In connection with these efforts some reflections of success have been reported from some kind of innovative practices in the classrooms; but these attempts are very rare.

Mathematics is a systematized, organized and exact branch of science. The scope of Mathematics is very wide, as it covers all the activities of human beings. Using the existing methods, children are not getting successful results in Mathematics. But using cooperative learning (Jigsaw-II Method) every child will be having better understanding and maximum output (Artzt & Newman, 1997). Cooperative learning is a social process and that cooperative learning activities are essential if students are wanted to be able to construct their own knowledge. In Cooperative Learning, students work together to achieve in joint learning groups. Any assignment in any curriculum for any age students can be done cooperatively. It promotes student's psychological health and social competencies (Slavin, 1980). Here comes the relevance of innovative Cooperative Learning strategies developed by several researchers (Johnson & Johnson, 1975; Sharan & Sharan, 1976; Aronson, 1978).

The investigator reviewed different Cooperative Learning Procedure like Learning Together (Johnson & Johnson, 1975); Group Investigation (Sharan & Sharan, 1976); Numbered Heads Together (Olsen & Kagan, 1992); Think Pair Share (Andrini, 1994); Complex Instruction (Cohen, 1998); Student Team Learning (Slavin, 1980); Student Teams Achievement Divisions-STAD (Slavin, 1983); Teams Games Tournaments (TGT) (Devries, Slavin, Fennessey, Edward, & Lombardo, 1980) ; Jigsaw Learning-1 (Aronson, Blancy, Stemphan, Sike & Snapp, 1978); Jigsaw-II (Slavin, 1980 b). Among these methods, the investigator selected the 'Jigsaw-II Model' of Co-operative Learning Strategy for treatment.

In Jigsaw II, instead of each student having a unique section, all students read a common narrative, such as a book chapter or a short story. However, each student is given a topic on which to become a expert. The students who have the same topic meet in expert groups and return to their teams. Then students take individual quizzes, which are formed in to team scores and the highest scoring team and individuals are recognized in a class newsletter (Slavin, 1990). Jigsaw method of learning transfers the class room as a game board, learning as a game, an intellectual game in which all members of the team have something to be done, and something to be contributed. The individual's inevitable contribution through the group or team processing ultimately leads to the expertise gained by each member regarding the learning materials. This expertise as a personal asset, they share with other members in the team. Jigsaw learning is a learner – based strategy in which the students learn the content or language skills by mutual interaction within the

group and between the groups. Jigsaw is more different and advanced than conventional group activities (Slavin, 1990).

Jigsaw II method (Slavin, 1980) is intended to maximize the learning of children in Mathematics. It helps in reducing the stress on child while solving the problem and this method will help children to learn thing directly connected with life. Better result of group working is utilized in this method, because group is not an occasional one but a permanent system. Though teachers have applied so many new methods of instruction, Achievement in Mathematics is still reducing and in such a situation Jigsaw II Method will be of sure help in academic achievement in Mathematics.

Academic achievement is one of the prime concerns of learning, whether it is individual learning, whole class learning or cooperative learning like Jigsaw. A plenty of studies revealed that there is a positive relationship between Jigsaw learning (or such collaborative learning strategies) and academic achievement. Fraser and Walberg (1984) give evidence from studies that cooperative Learning was more successful than other competitive or individualistic learning. In the study of Sharan (1980), it has been consistently demonstrated that student's cooperation facilitates academic achievement. Intensive studies conducted by Slavin (1980), Glass, Cohen, Smith and Filby (1982), Olsen and Kagan (1992) reported that there is a positive relationship between cooperative learning strategy and pupils academic achievement. Review of related literature revealed that cooperative learning also promotes self-esteem, inter-ethnic relations, collaborative work, intergroup relations etc. (Jackson, 1990). Cooperative or collaborative learning would be a solution strategy because it has been found that cooperative learning contributes not only to academic achievement but also helps to develop social skills and democratic values that are beneficial to society as well as to each individual (Angry, 1990; Felder, 1995: Xing, 1996).

Variables of the study

The independent variable selected for the study was Instructional Learning Strategies (Cooperative Learning Strategy – Jigsaw II Method and Existing Method of Teaching) and the Dependent Variable, Achievement in Mathematics of Standard VIII students. Pre Experimental Status in the subject matter measured by a Pretest and Verbal Intelligence were the control variables selected for the study.

Objectives

The major purpose of the present study was to investigate the effect of Instructional Learning Strategies (Cooperative Learning Strategy and Existing Method of Teaching) on Achievement in Mathematics of Standard VIII students. The following were the objectives of the present study.

1. To study whether there exist any significant difference in the Mean Pre-test scores of Experimental and Control Groups for the Total sample, Boys and Girls.

2. To study whether there exist any significant difference in the Mean Achievement scores of Experimental and Control Groups for the Total sample, Boys and Girls.

3. To study whether there exist any significant difference in the Mean Gain Scores of Experimental and Control Groups for the Total sample, Boys and Girls.

4. To study the effectiveness of Jigsaw II method of Cooperative Learning Strategy over Existing Method of Teaching in terms of Achievement in Mathematics of Standard VIII students.

Hypotheses

The present study was designed to test the following hypotheses.

1. There is no significant difference in the Mean Pre-test scores of the Experimental and Control groups for the Total Sample, Boys and Girls.

2. There is no significant difference in the Mean Achievement scores of the Experimental and Control groups for the Total Sample, Boys and Girls.

3. There is no significant difference in the Mean Gain Scores of the Experimental and Control groups for the Total Sample, Boys and Girls.

4. Pupils taught through Jigsaw II Method of Cooperative Learning Strategy will not differ significantly in term of Achievement in Mathematics than pupils taught through Existing Method of Teaching.

Method

The present study has been conducted employing the Quasi Experimental Design. The Design used in the present study was the Pre-test Posttest Non-equivalent Groups Design. One class division from one school was treated as the Experimental group and one class division from another school was treated as the Control group. The Experimental Group was taught through the Cooperative Learning Strategy (Jigsaw II Method) and the control group was taught through the Existing Method of Teaching.

Participants

The participants of the study consisted of two intact class groups of 35 students each in the Experimental and control groups (Total 70 students). The Experimental Group consisted of 26 boys and 9 girls and the control group consisted of 35 subjects including 18 boys and 17 girls. The Experimental and Control groups were selected

at random by giving equal representation to efficiency level and Socio Economic status of students.

Instruments

For the present experiment, the following tools of proven psychometric properties were used for treatment in the Experimental and Control Groups.

Lesson transcript for cooperative learning strategy – jigsaw II model

The investigator prepared Lesson Transcripts for Cooperative Learning Strategy following the four different phases proposed by Slavin (1980), for his Jigsaw II model and used for treatment in the Experimental group. The phases were:

Phase I - Formation of Base Groups

Phase II - Formation of Expert Groups

Phase III - Peer-tutoring and

Phase IV - Reconvene the class, exchange of ideas and rewarding the best group.

Lesson transcript for existing method of teaching

Lesson transcript for existing method of teaching for the control group was prepared in Malayalam language, on the basis of the Activity Based Curriculum in Kerala. Each lesson was prepared as per the format. While the method of teaching in Experimental group varied from unit to unit, depending upon the nature of the subject, the teaching method followed in the control group was the existing one.

Verbal group test of intelligence (VGTI)

For the present study, the confounding variable, Verbal intelligence was measured using Verbal Group Test of Intelligence (VGTI) developed by Kumar, Hameed and Parasanna (1997). The test consists of five subtests namely; Test I- Verbal Analogy, Test II- Verbal Classification, Test III -Numerical Reasoning, Test IV- Verbal Reasoning and Test V- Comprehension.

Achievement test in mathematics

This test of Achievement in Mathematics was developed and standardized by the investigators and used as pretest and post test on the topic selected for treatment. The validity and reliability of the test obtained were 0.86 and 0.81 respectively.

Statistical techniques used for analysis

In the present study, Mean difference analysis was employed to analyse whether the experimental and control group differ in pre test, post test and gain scores without controlling the effects of the covariates. Mean difference analysis was also employed to equate the experimental and control groups with regard to pre-experimental status (Pretest Score and Verbal Intelligence). It is again employed as technique for post –hoc comparison, after the ANCOVA procedure. To control the effect of covariates i.e., Pre Experimental Status in the subject matter and Verbal Intelligence singly and combination and thereby to confirm the effectiveness of Cooperative Learning Strategy (Jigsaw II) over the Existing Method of Teaching, Analysis of Covariance (ANCOVA) was utilized.

Execution of the experiment

Before starting the experiment both Experimental and control Groups were given the same Pre-test to measure the initial status of the subjects. After that the Experimental Group was taught through Jigsaw lessons for 15 periods (of a duration of 90 minutes) and the control Group was through the Existing Method of Teaching for the same topics for 30 periods (of a duration of 45 minutes). The topic selected was Algebra. During the Experiment, the investigator administered Verbal Group Test of Intelligence and responses were collected. The same Achievement Test in Mathematics was given to both the Control Group and the Experimental Group, after the completion of the treatments as post Test. The scores on these tests were used for determining the effectiveness of Jigsaw II Method over Existing Method of Teaching.

Major findings of the study

For analysis, nine Mean Difference Analysis and three ANCOVA respectively were done to compare and to find out the effectiveness of Cooperative Learning Strategy (Jigzaw II) over Existing Method of Teaching in Mathematics for Total sample, Boys and Girls.

Results of mean difference analysis

Mean Difference Analysis was employed in the study to investigate the difference between the Experimental and Control groups (Total Sample, Boys and Girls) with respect to Pre-test, Achievement scores and Gain Scores in Mathematics, without controlling the select Covariates. Results of Mean Difference Analysis are briefly presented in Table 1.

Table 1: Summary of the t-values for pre-test, achievement and gain scores for experimental and control groups

Variables	t – value		
	Total Sample	**Boys**	**Girls**
Pre-test	1.927	1.938	0.093
Achievement	4.351**	3.885**	4.141**
Gain score	4.745**	4.289**	4.497**

** - Significance at 0.01 level,

From Table 1, the t-value obtained for Pretest for Total sample, Boys and Girls were not found significant. The t-value obtained for Achievement for Total sample, Boys and Girls are found significant at 0.01 level. Also the t-values obtained for Gain Score for Total Sample, Boys and Girls are found significant at 0.01 level of significance. From the summarised result, it can be said that Achievement in Mathematics and Mean Gain Scores differentiate the Experimental and Control Groups for the Total Sample, Boys and Girls. In all these comparisons the superiority of the Experimental Group over the Control Group in evident.

Results of the covariance analysis

Effectiveness of Instructional Learning Strategies particularly Jigzaw II Method of Cooperative Learning Strategy over the Existing Method of Teaching Mathematics for standard VIII students is studied employing the One-way ANCOVA with two Covariates singly and in combination. The Covariates controlled were Pre-experimental Status and Verbal Intelligence. Results of the one-way Analysis of Covariance are presented in Table 2.

Table 2: Summary of F-values of ANCOVA for achievement

Source of Variation	Dependent Variable	F-value – Covariates		
		Pre-Experimental Status	**Verbal Intelligence**	**Pre Experimental Status and Verbal Intelligence**
Instructional Learning Strategies	Achievement in Mathematics	27.34**	7.45**	4.19*

* - Significant at 0.05 level; ** - Significant at 0.01 level

All the three ANCOVA conducted to study the effectiveness of Cooperative Learning Strategy over Existing Method of Teaching a topic in Mathematics of

Standard VIII Students yielded significant F-values, using Pre-Experimental Status and Verbal Intelligence as covariates separately and in combination. Effectiveness of the Cooperative Learning Strategy is very clear even after the effect of Pre Experimental Status and Verbal Intelligence singly and in combination were successively removed.

The result of ANCOVA showed that standard VIII students taught through Cooperative Learning Strategy is significantly differ in Achievement in Mathematics than the pupils taught through the Existing Method of Teaching. As higher mean Achievement Scores were associated with the Experimental Group to which Cooperative Learning Strategy was implemented, Cooperative Learning Strategy is found advantageous over Existing Method of Teaching in case of Achievement in Mathematics.

Conclusion

The present study has helped to find out the effectiveness of Cooperative Learning Strategy over Existing Method of Teaching Mathematics. One of the important findings of the study is that the Cooperative Learning Strategy is more and more advantageous over the Existing Method of Teaching in enhancing student's Academic Achievement particularly in Mathematics. The implication of the findings is that the Cooperative Learning Strategy may be implemented as a teaching method throughout Kerala at least on an experimental basis. The result also shows that, irrespective of Sex, Cooperative Learning Strategy has significant advantage over the Existing Method of Teaching Mathematics of Standard VIII students. On the basis of finding it can be said that Cooperative Learning Strategy may equally be applicable in mixed sex schools and single sex schools. It is also implied that students of different ability levels can be brought to optimum level, if Cooperative Learning Strategy is utilized in an effective way.

Application of Cooperative Learning Strategies in the educational field is comparatively easy since it is time saving and practicable in the ordinary classrooms. No additional requirements other than usual classroom requirements are necessary. The teacher in the Cooperative Learning Strategy is a friend to the students, rather than an autocrat. The relationships between the teachers and the students, and also among students become more flexible. So it is implied that Cooperative Learning Methods are preferable to promote social values.

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Digital Media *Habitus*, Agency and Structure: Convergence Practices Among Journalists in Indian Newspapers

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Abstract

The field of journalism is being restructured with the adoption of interactive and multimedia technologies. Convergence process has amended the 'rules of access' and 'rules of the game' for journalists. The new accession rules may include multiskilling, multitasking, multimedia storytelling, knowledge of different apps and tools, critical thinking, coding and designing, adaptability to new environment, social and cultural phenomena and many more. The adoption of technologies results in the journalist gaining symbolic capital or internal recognition. This creates an environment for appropriating professional capital or external recognition in terms of promotion and increment. This paper analysed assimilation of convergence practices into the media field by journalists, changes in journalistic values, changes in *doxa* of the field and agent's *habitus* through the lens of Pierre Bourdieu's field theory. The thematic analysis of the data reveals that journalists appropriate new technologies to redefine the *habitus* and adapt to the contemporary dominant work practices.

Keywords

Media convergence, journalistic practices, *doxa*, *habitus*, symbolic and professional capital, structure, agency

Introduction

We are living at the cusp of technological shifts, communication infrastructure and profound continual changes intersecting with the production and consumption of content by media that are as diverse as cultural plurality. What we witness is the

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media convergence across industries, commerce, culture, content, and the experience of reading. Jenkins (2006) defines convergence as:

> .... the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behaviour of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want (Jenkins, 2006, p. 2)

Ithiel de Sola Pool has been hailed as the Prophet of Convergence by Henry Jenkins (2006). Pool called the process of convergence as 'convergence of modes' which is blurring the lines between different media (as cited by Jenkins, 2006, p. 10). Nicholas Negroponte's model of convergence (1980) which is made of three rings - publishing, broadcasting and computing – predicts that these rings would start overlapping and eventually it would become one (as cited by Dubberly, 2011). Newsroom integration, multimedia and interactive nature of the content, formation of community among readers with the help of social media technologies, readers' multitasking behaviours, integration of newspaper with internet are some of the key properties that can be attributed to media convergence. Deuze (2004) states that convergence, cross-ownership and multimedia newsrooms are becoming an integral part of modern journalism. Dwyer (2010) explains media convergence as a process whereby new information and communication technologies are adapted by communication industry and culture.

While discussing about the Indian media, one has to take account of the robust status of print media and the relatively low reach of internet (Mishra, 2014). In this sense, Indian media scenario, especially print media, is slightly different from many other countries where the future of print media is said to be bleak. Indian media organizations have started experimenting with various forms of convergence with varying degrees in small and large organisations (Mishra, 2014).

This paper attempts to analyse assimilation of convergence practices into the media field, changes in journalistic values, changes in *doxa* of the field and agent's *habitus* and the relationship between agent and structure through the lens of Pierre Bourdieu's field theory. The research questions of this study are:

RQ1. How convergence practices are assimilated into the media field?

RQ2. How does the assimilation bring about changes in the *doxa* and the *habitus*?

Bourdieu's *habitus*, field and capital

Society is known as social room and this room is divided into many fields. Every field has certain 'rules of the game' (*doxa*). Members of the field have to follow the rules. There are several positions or better positions in field for which members abide by the *doxa* and other implicit rules (Engelby, n.d.). 'Rule of access' allows agents to enter the field after which they have to struggle for getting better positions.

Agents' capitals - economic, social and cultural – contribute a lot in getting better positions.

A field is defined as 'network, or a configuration, of objective relations between positions objectively defined, in their existence and in the determinations they impose upon their occupants, agents or institutions, by their present and potential situation' (Bourdieu & Wacquant, 1992, as cited by Tsui & Lee, 2012). It can be said that field is made of many positions which accompany different career path. There are certain rules which are to be adhered to by an agent. Agents need to acquire certain social and political capital to move on to a career path (Tsui & Lee, 2012).

An agent may not be fully acquainted with the practices of the field, but she/he works with some tacit understanding and the directions given by the stylebook or seniors. This practical understanding of working in a particular field is known as agents' *habitus* (Engelby, n.d.). Bourdieu defines *habitus* as "A structuring structure, which organises practices and the perception of practices" (Bourdieu, 1984, p.170, as cited by Hawthorn, n.d.).Agent's *habitus* helps gain symbolic and career capital.

Symbolic capital is defined as internal recognition while career capital as external recognition. Though agents adhere to *doxa*, field is also reconfigured by the *habitus* of agents. Therefore, it is not the structure that always affects journalists rather agents also affect fields. There are spaces of possibilities of change and amendment (Engelby, n.d.).

Review of literature

Pavlik (2000) states that changing technologies exert great influence on journalism in at least four ways- the way journalists do their jobs, the nature of news content being shaped by the technology, the organization of the newsroom and industry being restructured and the relationship between media organizations and their publics. The potential of new media is not Convergence but Connection- the best use of convergence will lead to meaningful connection and interaction with reader/user community (Pavlik, 2004). Dailey, Demo and Spillman (2005) offer a model of convergence continuum as a conceptual framework to study collaboration among journalists, editors, managers and web editors in newsrooms – cross-promotion, cloning, competition, content sharing and full convergence. Lawson-Borders (2005) proposes that convergence is an on-going, adjusting and adapting processes that try to meet the contours of an organization which means, convergence is not universal paradigm rather every media organization and market has their own version of convergence.

Quinn (2005) defines convergence as multiple platform publishing. Convergence serves the business model by reaching to more audiences via different delivery platforms along with editorial model where convergence provides an

opportunity to journalists to explore new medium and techniques for better storytelling (Quinn, 2005). Since the future of journalism will be more dependent on data and information and journalists will have to turn information into valuable knowledge for their audiences, they must be provided with training programmes in order to discharge their responsibilities in the forthcoming days (Quinn, 2005). Though journalism has the twin aim of telling the truth and making money, the holy grail of journalism remains a perfect story that is shared, tagged, tweeted about, and bookmarked (Quinn, 2005). Journalist should not shovel content form one medium to another rather they must tailor the story to suit each platform and the audience as well (Quinn, 2005). Internet has become integral part of journalist's toolbox- be it accessing various online documents and reports or gathering information (O'Sullivan and Heinonen, 2008).

Robinson (2011) finds that the employment of new digital tool has transformed physical landscape of news-gathering, reporting, editing, relationship and the culture of newsroom resulting into new work routines and the newsroom changing into 'web-centric'. Tsui and Lee (2012) study gender inequality in the field of journalism in Hong Kong through the lens of Bourdieu's field theory. Authors find that though female journalists are under-represented in the upper rungs of the organization and family tension forces many female journalists to quit their jobs at different stages in the field yet many other female journalists tackle the situation aptly despite the structural inequalities coupled with family problems (Tsui and Lee, 2012). Wallace (2013) studies multi skilling aspect of media convergence at three BBC regional newsrooms and finds that many journalists perceive multi skilling as a means to raise the journalistic standards while other journalists report that multi skilling involves cost implications not only in monetary terms but quality output and journalists' welfare also. Desire, motivation, ability, training and practice are identified as the determinants of multi skilling (Wallace, 2013).

Verweij (2009) conducts a case study of two newspapers and convergence project at the Rhodes University to understand how transformations are being brought about by convergence. The author concludes that the convergence process is being mediated by the organizational and structural factors. He identifies several lessons from convergence project- there is a need of central database for content management, priority to pre-purposing, training of journalist and proper communication about others' work and specialization. Convergence is just another dimension to journalism with the possibilities for better journalism wherein journalists get several ways and tools to tell the story in better way and users are better informed (Verweij, 2009). Dupagne and Garrison (2006) suggest that students, aspiring for a good career in media today, must have proficiency in writing and reporting effectively regardless of platform, web-designing and presentation skills, good communication skills, adaptability to new environment and reduction of medium-specific loyalty.

Methodology

In order to understand the phenomenon of convergent practices assimilated into the newsroom by journalists, in-depth interviews were conducted. Six journalists from two newspapers were interviewed face-to-face on 31st October, 2014 in Lucknow, Uttar Pradesh. Three journalists from *Dainik Bhaskar* and three from *Hindustan Times,* who volunteered to participate in the interview*,* were selected as respondents for the study. *Dainik Bhaskar* is the Hindi language daily which is the second largest circulated newspaper in Hindi (Audit Bureau of Circulation, 2013). *Dainik Bhaskar* is published by the *Dainik Bhaskar Group* which publishes newspapers in 4 languages in 67 editions in 14 states of the country (Bhaskar News, 2014). Recently *Dainik Bhaskar* launched its digital edition for Uttar Pradesh. The *Hindustan Times* is the English language daily newspaper which is the third largest circulated newspaper in English (Audit Bureau of Circulation, 2013).

The respondents include sub-editor, reporter/deputy bureau chief, principal correspondent, copy-editor, editor and editorial head. In-depth interviews were conducted with the journalists and the interviews were audio recorded with their prior consent. The audio-recording was transcribed during 15-17 January, 2015 and subsequently a thematic coding was carried out. The names of journalists were replaced with code words to maintain anonymity of the respondents.

The researchers conducted thematic analysis of the in-depth interviews. Data was coded as per the three stages of thematic analysis (King and Horrocks, 2010). In the first stage, that is descriptive coding, the transcription was read thoroughly and important points were marked. Descriptive code was given to key points. Each descriptive code was explained with short comment. This process was repeated for all the rest transcripts. At the second stage, which is of interpretative coding, descriptive codes were grouped together based on their similar characteristics. In the third stage overarching themes were identified.

Analysis

Skills and literacy as 'cultural capital' and 'rules of accesses'

The data analysed revealed about the perception of journalists (respondents) on the skill sets new entrants into the field must possess. A journalist aspirant needs to hold a degree/diploma/certificate in mass communication and journalism or related areas. Though formal education appears to be a passport to the field of journalism, industry lays emphasis on fundamental skills and capabilities that can be applied at workplace. Secondly, journalists should have good command over language sufficient enough to write with minimum grammatical mistakes. Writing as a creative effort must be accompanied by typing proficiency. Merely knowing one language seems to be insufficient for excelling in the field of journalism; rather a journalist ought to know English as an additional language. Knowledge of second language would help him/her translate from one language to another and *vice versa* and moreover he/she can update himself/herself with new happenings. The practices in the professional are marked by good command over language, good

communication skills, good writing skills that include use of common words, simple sentences and flow in copy.

The *habitus* the journalist is inflected by the emergence of new technologies in newsroom and outside. Computer, internet, mobile phone, social networking sites, messaging apps and other technologies are adding new dimensions to journalism. In the wake of technologies being integral part of journalism, a journalist is expected to incorporate technologies into his professional practices, be tech-friendly and proficient in using computer and smart phones. A copy editor at *Hindustan Times* tells about the prerequisite for a journalist:

> The basic prerequisite for a journalist was and is good command over language. That had not changed. Second thing that you need is you have to be able to know how to use computer and mobile phone properly. These are two basic prerequisites that you need- command over language and computer proficiency [sic].

Almost all newspapers conduct a recruitment test for aspiring journalists to test their language and computer proficiency in addition to formal education.

Thus it can be concluded that a formal degree in the field of journalism and mass communication and good command over language and computer proficiency are the basic 'rules of access' for the field of journalism. These skill-sets also contribute to the cultural capital which help a journalists get a better position.

Adapting to new *habitus* and *doxa*

Knowledge of core subjects, general knowledge and other technical stuff should be complemented with adaptability to work with pressing deadlines and openness to new working environment. Now even a newspaper journalist is required to break the news like television reporters. The journalistic practices are changing with the changes in the   social practices of readers who access content through mobile phones at frequent intervals in a day. The implicit requirement is the need for filing news reports fast to meet the demands of readers. The journalistic field and the social and professional capital (symbolic capital) journalists have to acquire in terms of sharing the news with readers backed by their literacy and proficiency to use technologies are in a state of flux. The struggle between the professional field and social field is constantly negotiated by journalists. Almost all newspapers have their website and social media pages, so journalists must learn to break the news on wire. They should be able to combine the medium specific affordances of newspaper, television and the digital platform. Editor of *Dainik Bhaskar*, digital edition, Lucknow says:

> In this digital world, there exists a new phenomenon. Websites of the newspapers are providing the promptness of TV in breaking the news story and the depth of the newspaper. The digital edition of *Dainik Bhaskar* promotes swiftness in breaking the news.

> It says- *kalki news aaj* (Tomorrow's news today). I changed it in this way- *Aajnahiabhi* (Not today rather now). We are faster than news channels. I not only break the news, give all the details, background and analyses also. I provide video also.

Whether it is a new technology or new work culture, journalists should be flexible enough to mould themselves and work proactively. It is immediacy as well as presenting up-to-date information, adaptability to new technologies and related social practices that become the 'rules of the game' (*doxa*) of the digital media newsrooms. Agents' (journalists) *habitus* (practical sense of operating in a field) gets refined with the adherence to the *doxa* of the field.

Attracting and retaining readers' attention

Attracting and retaining readers' attention is one of the biggest challenges which newspapers have to confront with. Journalists, who wish to excel in the field, will have to learn using appropriate headlines, photos and keywords. They should not forget to maintain flow in their writing failing which readers can go to some other newspapers or news portals. Newspaper journalists will have to be expert in search engine optimisation (SEO) and they must learn how to write headlines leveraging SEO techniques. As storytellers, they should learn how to increase the visibility of their stories by way of using certain keywords which will help in indexing stories by search engines promptly. A sub-editor from *Dainik Bhaskar*, digital edition, Lucknow, highlights the importance of readers' attention in this digital era:

> ...here the game is of page-views (PV) and unique visitors (UV). How many people have viewed your page and how many new visitors are there for your story? … Headline and photo should be appropriated in order to draw traffic on the page. It will be helpful in drawing new visitors as well. Second thing, there should be flow in your copy, keywords should be proper. Readers do not have much time to spend on news story, so there should be a flow in the story. Readers should not get bored.

Moreover, he says, journalists should focus on distinguishing their stories from their counterparts in other organisations. They should try to build good social and political connections. It will help journalists get exclusive stories and new insights on different events.

From the sub-editor's point of view, it could be understood that meeting people and developing rapport with people is essential. As part of the journalistic career, traditional rules are not abandoned. However, these skills need to be interwoven with new set of rules such as using technologies to tell stories differently. The *habitus* thus constituted is formed out of the media organisation's expectations and demands in combination with how journalists meet these demands using their creative media literacy (using technologies to share and present news). The fields are populated with several actors – journalists, management, readers,

people journalists meet and also technologies (Latour, 2005). The intersection of these social actors gives rise to the professional capital that journalists acquire.

Passion as cultural and professional capital

If a journalist performs better, he/she can go ahead of others. One journalist tells that there are some senior journalists who take more time than their juniors in the process of getting promotions. A journalist will have to be passionate and dedicated towards his/her work, only then he/she can excel. Excellence should not be restricted to core journalistic skills (writing, editing, designing, etc.) rather one should learn managerial skills also. A multitasking journalist (handle news stories, distribution strategies in the internet and mobile), can lead the whole team. The editor, *Dainik Bhaskar*, digital edition, Lucknow tells the importance of being passionate towards work:

> If you want to excel in your field, you have to make your own rules. We should have dedication and passion towards our work. Passion is the keyword. If you are not passionate about your work you can never do well in your life.

Passion is a field specific to any profession in that it inheres in an embodied creative self. The by-products of passion include generating news stories, distributing them through internet and mobile phones and thereby getting more readers for the news organisation. Passion implicitly requires journalists to multitask so that they can endow oneself with the 'professional capital' that conditions the social practices of a journalist. Passion and dedication towards work also constitute the cultural capital.

Journalistic capital: Independent of social standing

Likewise other fields, the field of journalism has also the hierarchy of designations/posts which are given to journalists based on their expertise, hard work, excellence and experience. These designations are promotions or professional capital acquired due to journalist's relentless pursuit of highest standards in career, and experience. However designations are not in itself the bearer of professional capital. A journalist generating good stories with regular frequency is likely to be remembered and respected by others. Professional capital is not linked to promotion and the financial benefits but to the hardworking nature of journalists. In other words, professional capital is not contingent on economic capital but on the cultural capital. High impact factor news stories are more talked about than the big designation. The cultural capital or the professional capital is closely linked to the social capital or contacts journalists have with different sources. The copy editor of the *Hindustan Times* says:

> … There are couple of things that people look for- the brand name that you carry with you. If you work in certain newspapers, you will be given more weightage than others. Second thing is the

contacts and the story that you do. If you have done stories which have high impact factor or which have led other newspapers to do the same story or follow-ups, you will have more respect. When it comes to newsroom level, your respect is purely performance based. Performance in the sense how many exclusive stories have you done! If you are at desk how good you are in making headlines, how the copy can be best-edited, are you able to pick the news from a bunch of news stories.

Professional practices as *habitus*

Journalists agree that sometimes they collaborate with their seniors on many aspects of the story – such as news angle, or headline or design or photo selection – but they try to avoid having fierce argument with their seniors. They seem to be following the written or tacit guidelines of the organizations. Their *habitus* therefore is more conditioned by work place ethics and guidelines than by spontaneous actions. Senior journalists enjoy the freedom to experiment with newsroom working culture. Bourdieu's field is in a state of flux here with younger journalists motivated to learn and embody practices that senior journalists are practising. The horizon of the *habitus* expands for the younger journalists to incorporate new practices that are contingent on 'social capital' within newsrooms. The *habitus* is a combination of unique way of performing their duties and adhering to social practices within newsrooms. The editor of *Dainik Bhaskar*, digital edition, Lucknow has changed the work culture by setting the motto of his organization- from 'tomorrow's news today' to 'not today rather now'. He motivates the younger journalists to exercise their creative and spontaneous ideas and thoughts in the workplace. He says:

> Most often we get awards from the top for successfully handling the website. As a team leader I get the award but my team does not sense the feeling of receiving any award. I share my award with my team. For instance if I get Rs. 15, 000, I purchase shield and other certificates and distribute it among my team members. The team gets encouraged. I can throw a party as well. This is only for motivating my team to excel. By the way of giving award at small level, we try to make their efforts visible to other team-members.

Social networking sites and messaging apps in journalism

One of the editors interviewed is of the view that Facebook, Twitter and WhatsApp are the most talked about social networking sites and messaging app. Twitter is proving to be game-changer in the field of journalism as far as news dissemination and getting new story ideas are concerned. They realise that news stories are circulated and re-circulated when they are shared on Facebook and Twitter. Journalists view Twitter as purely professional medium which helps them in doing their work in a professional way. Though Facebook was held as personal medium, it was considered as the best medium for a journalist for soliciting feedback. Another journalist tells that Facebook helps him get updated with news and events.

Journalists agree that Facebook and Twitter are providing added information to them. Moreover they can make good connections via these media.

WhatsApp is growing as an important journalistic tool for the generation of news stories on the other hand. The editor, *Dainik Bhaskar*, digital edition, Lucknow tells that his whole organization runs on WhatsApp:

> We have made a group and all journalists are added in this group…They file their stories from the field itself through WhatsApp. They not only send the text but photo and video as well. WhatsApp has become a very effective tool to report from the field. I also keep on updating my journalists about various components of the story… they keep on sending the details and here we keep on updating the story on the website.

Journalists navigate through the use and potential of social media tools in their profession which constitutes a field or fields. Fields are shaped and governed by *habitus* that journalists are in. The professional capital is part of symbolic capital – capital that journalists acquire by way of using the technologies and that endow them with a social and professional standing in newsroom. The *habitus* not only encompasses producers but also readers who consume and co-produce content. The *habitus* is thus filled with both producers and consumers who compete for attention through their knowledge about the social world. However, from the interviews, it could be argued that *habitus* is viewed strictly from the producers point of view. Contacts built via Facebook and WhatsApp shape the social capital of journalists which helps them get their work done.

Openness to new technologies

Journalists agree that they should be open and warm up to new technologies and learn tools and technologies in the field of journalism. Editorial head of the *Dainik Bhaskar* tells that WhatsApp was unknown to him but when it became necessary for the work, he learnt it. Moreover, newspaper organizations provide training programmes when a new technology comes into practice. The copy editor of the *Hindustan Times* tells that he was provided with a training programme on how to use Adobe InDesign for designing newspaper pages replacing QuarkXPress.

Learning new technologies is a matter of survival also. The *habitus* of journalism and the multiple fields that inhabit it ranges from professionalism, inclination towards technological adoption, to 'ontological security' and several stakeholders are involved in it. If one does not embrace it, he/she would lag behind and be defeated by their colleagues and competitors. One journalist suggests that there is no age for learning - journalists will have to keep on learning new technologies, new social practices and ideologies.

Recognition as symbolic capital

The field is not minimalistic confining itself only to newsroom but includes spaces outside. A journalist engages with all spaces. The field is offline and online, includes journalists and readers, management and profit etc. Those who navigate through all spaces will get due recognition from the spaces. Awards are symbolic capital stemming from the social and cultural capital. These rewards distinguish them from others and motivate them to excel. Sports correspondent, the *Hindustan Times*, Lucknow tells how he is valued on account of his work:

> Now we have a system that while filing, your copy will carry your name and email address. When a person likes your story, he/she will give response through your mail. People from my organization and from other organizations along with readers give response to me. Colleagues will appreciate you for writing good story. Even journalists from rival newspapers also send encouraging response.

Discussion

The 'rules of access' for the field of journalism have of course changed a lot with the coming of new technologies, tools, apps and social networking sites. A journalist is supposed to be proficient in using computer, internet and mobile phones. Newspaper journalists can't afford to work the way they used to work earlier rather they are expected to break the new story every now and then. They have to disseminate it on various social media platforms. They have to be quite comfortable in dealing with text, photo, video and graphic. They have to learn and use WhatsApp for professional purpose. Other rules include some formal degree in the field of journalism, good command over language, computer and mobile phone proficiency among others.

Once journalist enters the field of journalism, there are certain 'rules of the game' (*doxa*) which are to be followed if he/she wants to move ahead on the career path. The nature of deadlines has changed a lot in the digital era. Every now and then, journalists are filing their stories. Journalists will have to lean to work under pressure with pressing deadlines. They have to be expert in handling search engine optimisation (SEO) along with writing good copy. If journalists want to excel and progress, they have to be very dedicated and passionate towards their work. Journalists' *habitus* makes them adaptive to the new work culture. Gradually they start recognising the subtleties of the designations and internal mechanism of the organization. Some rules and guidelines are learnt by them from rulebook while many practical things are learnt from their seniors and work cultural of the newsroom.

Good social and political connections, social media profile such as Facebook and Twitter, use of messaging app WhatsApp and huge friend list contribute to building social capital along with their 'journalistic capital'. Journalists make good social connection which helps them get the story ideas and news stories far ahead. Social capital proves to be helpful in getting better position. Journalists try hard to accumulate more cultural capital, that is, knowledge of

technical and practical things. They do attend workshops and training sessions for enhancing their skills required for doing better journalism. By the way of cultural capital, they manage to distinguish themselves from others.

If journalists perform better in their field, they would get respect. One journalist tells that he received many encouraging emails from readers, colleagues and even colleagues from rival newspapers. Encouraging email can be termed as symbolic capital or internal recognition. Often, symbolic capital leads to career capital or external recognition. Getting three fellowships to learn to work on three different beats by the interviewed journalist is a kind of external recognition. Best performance award and journalist of the month are meant for recognizing hard-working and better performing journalists externally.

Acknowledgement

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New media in Organisational Communication of Kudumbashree

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Abstract

Implementing fruitful collaborative neighbourhood ventures through the well acclaimed Kudumbashree project, the Government of Kerala has succeeded to a greater extent in eradicating poverty in rural and urban settings in the State. With its novel participatory projects aiming at empowering women, the Kudumbashree has bagged more than ten national awards for best projects and the title of Asia's largest poverty alleviation programme. This Government sponsored women centred poverty alleviation programme now makes its presence in almost all walks of life ranging from media to local self-governance. The study tries to find out the role of new media technologies in organisational communication of Kudumbashree. The data elicited through a survey among the members of Kudumbashree in Malappuram district of northern Kerala, reveals that majority of the members are e-illiterates and face various communication barriers. And the findings indicate the significance of clubbing the Akshaya Project (a state sponsored programme to popularize IT-enabled services) with the Kudumbashree to harness the benefits of new technology to eradicate poverty.

Keywords

New media, organisational communication, kudumbashree.

Introduction

Kudumbashree, which means the prosperity of the family, is a women-centred development project initiated by the government of Kerala to eradicate poverty. The project was inaugurated on 18th may 1998 by the then Prime Minister Atal Bihari Vajpayee at Malappuram. Kudumbashree started functioning on the 1st April 1999. Now, after sixteen years of continuous running, Kudumbashree became one of the world's successful development projects. Unlike many other developmental projects, Kudumbashree focuses on economic empowerment of the

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Kerala women. For several reasons, women are a vulnerable section of our society. So, empowering women leads to the empowerment of their family and it will lead to the empowerment of the entire state.

To achieve its goal, Kudumbashree plans various programs mainly through participatory strategies. The development programmes will be more effective if it happens in a participatory way. Kudumbashree tries to change the role of women from passive recipients to active leaders. Women empowerment is a best strategy for poverty eradication.

Background of Kudumbashree

Kudumbashree is formally registered as the State Poverty Eradication Mission (SPEM), a society registered under the Travancore-Kochi Literacy, scientific and charitable societies act 1955. It has a governing body chaired by the state minister of Local Self Governance (LSG). It was during the 1980s that the concept of Self Help Group (SHG) introduced in Kerala. The Alappuzha model in 1993 and Malappuram model in 1994 lead to the formation of Kudumbashree.

As a participatory program, Kudumbashree has a unique organisational structure to fulfil its objectives. Neighbourhood Groups (NHGs) are the basic level unit of the Kudumbashree. NHG is the association of 20 to 40 women members, belonging to high risk families. The NHG members used to meet once in a week in one of the member's house. The members, who meet together, discuss their problems and make joint effort to find solutions to their grievances with the support of the functional volunteers.

Area Development Societies are the second tier in Kudumbashree which is formed at ward level by federating all the NHGs in the ward. The ADS has a Chairperson, a Vice Chairperson and seven other members. The ADS meet monthly. It evaluates the performance of NHGs and set guidelines for them.

The Community Development Society (CDS) is formed at panchayat or municipal level. It is the apex body and is the coordinating agency for programme implementation. ADS Chairpersons, Vice chairpersons and Members of all the ADSs form the General body of the Community Development Society. The Community Development Society has a President, Vice President and seven other members elected from the General body of the CDS. The CDS meet once in every three months. It evaluates all activities done in panchayat/municipality level under Kudumbashree.

Above the state mission, there is a governing body of the mission under the chairmanship of Minister for Local Administration to take all decisions on the administration and the management of the State Poverty Eradication Mission to achieve the objectives. The policy level decisions of the mission are taken in the governing body, which also reviews the performance of the mission. The Governing

body meets once in every three months. Kerala state poverty Eradication Mission Advisory Council is the state level advisory council under the chairmanship of the Chief Minister for policy guidance, overall monitoring of the Poverty Eradication Mission Programmes to achieve the desired objectives.

Major communication tools used in Kudumbashree

The communication tools used in Kudumbashree can be broadly classified into

1)   Meetings and training programmes.

2)   Campaigns.

3)   Printed tools.

4)   New media tools.

Meetings and training programmes

This tool is more effective in the functioning of Kudumbashree. That is, the group communication plays a significant role in Kudumbashree.

NHG meetings (Ayalkkoottams)

NHG meetings conduct on every week at one of the members' house.

ADS meetings

ADS meetings conduct on every month. It evaluates the functioning of NHGs.

CDS meetings

The CDS meets on every three months. It evaluates the working of ADS and NHG.

Training programmes

Various training programmes are conducted by CDS, District mission and the State mission. It is stated that the empowerment of women is the prime motto of Kudumbashree. Therefore, the decision making power must rest solely in the hands of the poor women. In order to exercise this power, they need proper orientation and training. To achieve this objective a number of specially designed training programmes are being conducted with focus on community structures, leadership, roles and responsibilities, thrift and credit operation, community financial management and accounting. These training programmes are organized with the support of UNICEF, NABARD and other institutions.

Awareness classes and seminars

Awareness classes and seminars are conducted to create awareness among the members of Kudumbashree on various issues.

Campaigns

Kudumbashree conduct campaigns related to health care, sanitation, etc. They often conduct exhibitions in public places in order to sell the Kudumbashree products. In every major towns of Malappuram district, Kudumbashree units conduct exhibitions to sell their products occasionally. The district mission gives opportunity for the units to exhibit their products in front of the Malappuram civil station around three-four days in every month. Made stalls in festival fairs and conducted several trade fairs.

Printed and other communication tools

Kudumbashree publications

The mission brings a fortnightly named 'Kudumbashree Vartha Pathrika'. It includes news and articles related to Kudumbashree. The distribution of the publication is through NHGs. The varthapathrika is intended mainly to the members of Kudumbashree. 'Kudumbashree trimonthly' is another publication which is mainly intended to the stake holders of Kudumbashree. The mission publishes several hand books to give training to the members of Kudumbashree.

Other printed materials

The mission brought out notices, brochures, pamphlets, etc.

New media tools

The mission uses various new media tools like social media, website, etc. Screening of slide shows in theatres, multimedia presentations used by the resource persons for training are some other new media tools.

Review of literature

Many studies have been conducted on the basis of the socio, economic aspects of Kudumbashree.

Jacob John (2009) in his study, sponsored by the Planning Commission of India and titled as'A Study on Kudumbashree Project: A Poverty Eradication Programme in Kerala' revealed that Kudumbashree created a strong women network throughout the state. He states that Kudumbashree members have acquired skills, knowledge, and confidence and leadership qualities substantially. The status of women in families has been also improved. The study also reveals that the poor women who had very limited role in decision making and inadequate freedom of

expression have started a new way of life by acquiring skills and enjoying freedom of expression and decision making.

K. B. Nidheesh's (2009) 'Study on the changing process of Kerala Women through Kudumbashree in Kerala' found that woman empowerment was the best strategy for poverty eradication. He argued that the women of the state became active participants in the planning and implementation process of various anti-poverty programmes. The study also reveals that the Kudumbashree brought a tremendous expansion for women, through both an enormous and rapid increase of knowledge, awareness and skills in new areas, as well as the expansion of institutional space, which has opened up a new and hitherto unknown world to women.

Damayanthy's (1999) study, 'Encourage Self Help Groups', throws light into the importance of the SHGs as traditional groups which provides as organizational frame work and facilitate self reliance in access to credit. He also emphasis the role played by NGOs as facilitators of SHGs. He gives basic difference between NGOs and SHGs. He also emphasis the role of NGOs in securing external support in providing much seated training inputs.

Oommen (1999) conducted a study on the 'Self Help Groups in Kerala'. The study covers all the districts in the state, in which the urban community development societies are functioning. The study reviews the progress of the programme under the heads: impact on poverty, income generation programmes and thrift and credit societies and women empowerment.

Objectives

1. To find out the reach of new media technologies among Kudumbashree members.

2. To study the use of new media as a communication strategy among Kudumbashree members.

3. To find out the major barriers of Kudumbashree members in using new media.

Methodology

The aim of the study is to find out the influence of new media among Kudumbashree members in Malappuram district. The study area was very vast and wide. To achieve the objectives, a survey was conducted among the members of Kudumbashree in Malappuram district. To understand the communication strategies, the researcher held interaction with the Kudumbashree authorities in Malappuram.

Sampling procedure

Stratified random sampling was used for this study. The researcher selected three Taluks namely Tirur, Ponnani and Thirurangadi from the total seven taluks in Malappuram district. The researcher selected six panchayats from these three taluks: Valavannur and Niramaruthur panchayats from Tirur taluk, Thavanur and Vattamkulam panchayats from Ponnani taluk and Thirurangadi and Edarikkode panchayats from Thirurangadi taluk. Forty questionnaires were distributed in each taluk and a total of 120 questionnaires were distributed in the three taluks.

Results

The Researcher Analyzed the data collected through the survey from 120 respondents and exposes the findings. Analysis was done by simple percentage method.

Table 1: Demographic details of the respondents

Variables	Parameter	Frequency (%)
Age	25 and below	6 (5.0)
	26-35	32 (26.67)
	36-45	50 (41.67)
	46-55	27 (22.50)
	56 and above	5 (4.17)
	Total	120 (100.00)
Education	LP	20 (16.67)
	UP	16 (13.33)
	High School (8,9)	13 (10.83)
	SSLC	63 (52.50)
	PDC/PLUS TWO	7 (5.83)
	DEGREE	1 (0.83)
	Total	120 (100.00)
Financial Status	BPL	87 (72.5)
	APL	33 (27.5)
	Total	120 (100.00)

Women in the age group of 36-45 constitute half of the Kudumbashree members. 26.67 percent of the respondents belong to the age group of 26-35. Women in the age group of below 25 and above 56 are very less in Kudumbashree. More than half of the respondents (52.5) have qualified SSLC. Only one respondent has degree qualification. Similarly, 72.5 percent of the respondents belong to BPL families.

Table 2: Communication among Kudumbashree members

Variables	Methods	Frequency (%)
About meetings	From previous meeting	61 (50.83)
	Face to face communication	39 (32.5)
	Through phone	20 (16.67)
	Through Whats app	0
	Through SNS	0
	Total	120 (100)
Other than meetings	Face to face communication	83 (69.16)
	Through phone	21(17.5)
	Through Whats app	2 (1.66)
	Through SNS	0
	Through a mediator	14 (11.67)
	Total	120 (100)

No member of Kudumbashree relies on Whats app and social networking sites to know about their meetings. More than half (50.83%) of the respondents get information about meetings related to Kudumbashree from previous meetings. 32.5% gets the information through face to face communication with co-workers in Kudumbashree. The remaining 16.67% respondents get information through phones.

Majority (69.16%) of the respondents avail interpersonal communication method to communicate among Kudumbashree members other than meetings. 1.66 percent of the respondents use Whats app and no one use social networking sites.

Table 3: Mobile phone and computer accessibility of the respondents

Variables	Frequency (%)
Mobile phones	94 (78.33)
Smart phones	11 (9.16)
Computer/laptop/tab	44 (36.67)

Large majority (78.33%) of the respondents have mobile phones of their own and only 9.16 respondents have a smart phone. 36.67 percent of the respondents have access to computer/laptop or tab.

Table 4: Usage of social media of the respondents

Social media	Frequency (%)
WhatsApp	7 (5.83)

SNS	13 (10.83)

5.83 percent of the respondents use WhatsApp and the percentage of the Kudumbashree members who have a social media account is 10.83, all of them have account in facebook. No one uses any other social networking sites.

Table 5: Communication of the respondents about Kudumbashree through Whats app and SNS

Social media	Frequency (%)
WhatsApp	7 (5.83)
SNS	10 (8.33)

Only 5.83 percent of the respondents communicated through WhatsApp about Kudumbashree to someone else and the percentage of the respondents who participated in any type of social media discussions (like, share, comment, etc in facebook) is 8.33.

Table 6: Usage of internet to know about Kudumbashree

Websites	Frequency (%)
Official website of Kudumbashree	14 (11.67)
Other websites	6 (5)

Only 11.67 percent of the respondents used official website of Kudumbashree at least once to know more about Kudumbashree. Only five percent of the respondents used other websites to know about Kudumbashree.

Table 7: Barriers of Digital communication

Barrier	Frequency (%)
Lack of knowledge on ICTs	94 (78.33)
Lack of communication facilities	21 (17.5)
Financial difficulties	5 (4.17)
Total	120 (100.00)

More than two third of the respondents (78.33 percent) opined that the major barrier for their digital communication is the lack of knowledge in Information and Communication Technologies. 21 percent opined that they lack enough communication facilities.

Discussion and conclusion

Basically, Kudumbashree is a poverty alleviation program implemented by the Govt of Kerala through women empowerment. Though the aim of the programme is to eradicate poverty from Kerala, many women belong to Above Poverty Line (APL) also part of Kudumbashree. It would be better to organize the women from APL and BPL families separately in poverty alleviation programmes like Kudumbashree.

The study also found that majority of the Kudumbashree members are e-illiterate (unaware about the new communication media tools). The numbers of e-literate Kudumbashree members are very less. The role of new media is very less in communication of Kudumbashree members. Very few members visited the official website of Kudumbashree because of their e-illiteracy. The lack of knowledge in Information and Communication Technologies is playing as major a barrier among the members.

It would be better, if the government of Kerala merge the Akshaya programme (a programme intended to spread the computer education) with Kudumbashree to eradicate the e-illiteracy. Many Kudumbashree offices are computerized, but most of the members are e-illiterate. The actual empowerment in this mediated world is the empowerment through new media education. Let Kudumbashree project be a starting of such an attempt.

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