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UNIVERSITY OF CALICUT
KERALA, INDIA

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KERALA, INDIA

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Editor's Note

Here is the second issue of the 6th Volume of *Journal of Communication and Journalism Research*. Communication aspects of marginalized issues/society such as tribes, environment, working class and women are given due focus in quite a few articles. Some few enquire about the contested space of free expressions as well as professional freedom of young journalists. The role of both print and television in moulding informed societies is the subject of inquiry of some others. The other articles deal with language and portrayal of films, introspection in to the philosophy of editing, the effectiveness of NLP in the classrooms, and so on.

Anto P Cheerotha made a systematic review of 'media and climate change communication', in according to its widely discussed themes including; 'Issue', 'Coverage' and 'Framing'. The whole reviews revealed that in the process of climate change communication, media acts as most important intermediary between the common people and scientific community. B.M Rajesh Kumar attempts to understand the changing attitude of tribes towards modernity. He subjected the tribal students of residential schools in Wayanad for this study. Zacaria T V tries to map the nature of working class movement in Kerala by re-examining Mavoor agitation, a trade union skirmish which had a strange anatomy in comparison with the generally accepted perceptions on working class struggle in Kerala.

Sanjeev S.R. examines the contested space of free expressions in cyber media. The study is an attempt to discern the strengths and weaknesses of cyber media with the help of an exploratory enquiry of internet content and theoretical structures put forth so far. Meanwhile, Meljo Thomas and Muhammadali Nellyullathil carry out a systematic enquiry to assess the professional freedom and satisfaction of young journalists in Kerala. The survey of 201 young journalists (below 30 years) in Kerala reveals that young journalists enjoy moderate level of professional freedom and satisfaction.

The role of news media in building a democratic and politically conscious society has been subjected to the enquiry of some researchers. Richard Rego & Srimathi P conducted a case study of the news coverage of BurhanWani killing in Kashmir. Within an Agenda Setting Theory framework, they examined the role of newspapers in informing citizens about the killing of BurhanWani. The study employed a mixed, multi-level content analysis to examine the content concerning the issue as published by India's two leading English newspapers - *The Times of India* and *The Hindu*. On the other hand, Abdul Muneer V explains how television becomes an indispensable media in the electioneering process. The study tries to assess the viewership of prime time news and debate shows of Malayalam news channels, and the viewership of the election topics debated on news channels during election campaigns among voters belonging to various socio-demographic backgrounds.

Vidya R. and M. Anuradha attempt to explore the construction of femininity using various elements of film language in high fantasy films. Trying to find out patterns existing in portraying the female characters, the study explains the difference in the construction of women protagonists and antagonists using film language. In another study on films, Satyendra Kumar Prasad and V. Santhi Siri analyse the

portrayal of themes; patriotism, patriarchy and gender politics, in Aamir Khan starrer and produced film *Dangal*.

Lalmohan P. tries to analyze the newspaper editing process looking at the context of experience of the occurrence and the ritual writing practices. More specifically the context/ text conventional metamorphosis is observed and inquires the possibilities of epitomizing the occurrence in world of experience beyond the customary semiotic exercise. In another study, Abdul Rasheed P. and Zainul Abid Kotta explore the space of Neuro-Linguistic Programming in the students' motivation of the second language classroom. The study confirms that NLP techniques could be employed for enhancing motivation among second language learners of English.

The Role of Print Media in Building a Democratic Society

A Case Study of the News Coverage of Burhan Wani Killing in Kashmir

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Abstract

In a democracy, news media are crucial in informing the public and moulding public discourse. Society and media share an obligate symbiosis. While media are expected to serve democracy and strengthen it, the society nurtures and protects the media by according special privileges to it.

Kashmir, in the northern most part of India, is a politically contested site. Both, Pakistan and India, have been accusing each other for creating unrest in the Kashmir Valley and inflaming violence. During the 1980s, political events in Kashmir led to an armed mass movement making way for the Indian Government's intervention, thus weakening the local administration. News media have been accused of disseminating only the governments' sides of the story, fanning violence in the Valley.

The last three years have witnessed more violence and blood-letting than before. The 22-year old Burhan Wani's killing on 08 July 2016, was a well-publicised event. Following the killing, Kashmir was placed under 99 consecutive days of curfew. Fierce debates and protests followed in Indian public spheres and widespread violent protests were witnessed in and outside Kashmir, and an estimated 85 people have died in the state.

Within an Agenda Setting Theory framework, this paper examined the role of newspapers in informing citizens about the killing of Burhan Wani. The study employed a mixed, multi-level content analysis to examine the content concerning the issue as published by India's two leading English newspapers - *The Times of India* and *The Hindu*.

Keywords

Burhan Wani, The Hindu, The Times of India, Kashmir, Democracy, News Media and Social Responsibility

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Introduction

News media play an important role in any democracy. They are key players in informing the public, moulding public opinion, and guide public discourse. Journalists are expected to fulfil critical functions of informing and educating the public, and make them aware of the functioning of the agents of democracy and world around. This is associated with media's social responsibility towards a democracy (Ahmad & Bakshi, 2014). Much responsibility is vested in the media for the success of a democracy in any civilised society, and in turn, the media in a democratic set-up are treated with special consideration.

The media and society or democracy share an obligate symbiosis. While media are expected to serve democracy and strengthen it, the state treats them with special privileges and protections. Rightly then, Edmond Burke, coining the term 'fourth estate' recognised the special role media have in the formation and success of a society (Dutta, 2011). The fourth estate refers to the power news media wield in a society, just as other three estates -clergy, nobility, and commoners- do. News media's this power comes from the fact that people can critique a society and government's behaviour, actions, and policies using a media platform. Hence, Mueller (cit. in Whitten-Woodring & a Van Belle, 2014: 5) goes to the extent of saying that freedom of the press (as an extension of freedom of expression) is more important to democracy than people's right to vote, since "citizens have the right to complain, to petition, to organize, to protest, to demonstrate, to strike, to threaten to emigrate, to shout, to publish. "Therefore, special privileges accorded to media look reasonable and essential for the success of a democracy.

India, the largest democracy in the world, is no exception to this dialectics of democracy and media. Freedom of thought and expression which is enshrined in the Constitution of India, by extension, has been applied to, and protects media and accords them special privileges. Since the beginning of India's struggle for Independence, newspapers have been at the heart of that struggle for self-rule. After India constituted itself as a sovereign, socialist, secular and democratic republic, they are thought to play a pivotal role in bridging the gap between public and the government, and giving voice to citizens, thus nurturing an alert, vibrant, and participative democracy.

In this process of nurturing a democracy, media have received preferential treatment over other agencies, privileges such as source-protection laws for journalists (Bhatia, 2014). and have got away with the minimum punishment or mere admonitions. The numerous cases and disputes the media have engaged in and the respite they have secured from courts of law speaks volumes for this privileged position media occupy in a democracy.

Press Council of India (2010) spells out the social responsibility and roles of media in its charter of conduct for journalists. It mandates that the main objective of the press be to serve the public by providing accurate news, opinions and comments and views on various matters of public interest. The Council expects journalists to be fair, unbiased and objective in reporting, and employ a language that is easily understood by common people.

When, in a democracy, an agency is given preferential treatment, it is the responsibility of the informed citizens to question if the role played by the agencies under consideration are proportionate to the privileges accorded them. For example, how have the media fulfilled their watch dog function in relation to the benefits enjoyed? Have they been fair and responsible in carrying out their functions as informers and educators? To test their fidelities to a democracy and people, the media's role needs to be scrutinised in extreme and conflicting situations. Kashmir, in northern most part of India, has been a conflict zone for the past three decades. Hence, in a democratic context of media set up, covering Kashmir

conflict becomes a litmus test for the media to understand their role in building and nurturing democracy.

The current study attempts to examine the English newspapers' role in the coverage of the Burhan Wani killing. While there is significant research literature on covering conflict and disputed territories, there is not much literature from an Indian media experience. Burhan Wani's killing being the latest on Indian consciousness, it opens avenues for media researchers to examine this episode from a newspaper point-of-view. Hence, it is expected that this media analysis of the Indian politico-national experience will address this gap in some way.

Review of Literature

News media, for most people, are the primary or the only sources of information in knowing the external world, and especially in penetrating zones of conflict, for news updates. While for 62% Americans social media is the major source of news (Pew Research Center, 2016), that news itself is fed to social media by legacy media. Reuters Institute for the Study of Journalism (2015) provides statistical support to the fact that TV, Newspapers, and Radio are the main sources of information. And in developing countries like India, the reliance on legacy media is felt much more. Gadda (2014) reinforces the notion that media are the only source of information, for most people in India and outside, to learn about the Kashmir conflict. He implies that the media being the major or only sources information and opinion formation about Kashmir, can lead reader thinking along their news narratives.

Media Agenda

While choosing news, media organisations select and eliminate news based on what, how much, and how they think should the public know. This process of selection, processing, and presentation of news falls within the theoretical frameworks of agenda setting and framing by media, who decide the *whats* and *hows* of a particular issue. When the news is disseminated, consumers don't just know that particular issue, but also are made to think about it, and how important or not it is to consider that issue over the some others (McCombs & Shaw, 1972). This prioritization of the news stories by news organisations is known as the 'agenda setting process'.

According to Dearing and Rogers (1996), agenda setting process explains why particular information is chosen to be conveyed to the people in a democracy over some other. The disseminated information shapes the public's opinion about the issue. Hence, agenda setting in the 'public sphere' (Habermas, 2014) is a political process. It is a prevailing competition between the proponents of any given issue who strive hard to draw the public's attention towards the issue (Dearing & Rogers, 2016).

Agenda being a bipolar issue, it functions to polarise the public. McCombs and Shaw's (1972) seminal research into agenda setting functions of media has shed light on the three-fold agenda - policy, public, and media- of media, each with conflicting sides to it.

It is not just the issues that are highlighted by media that draw the public attention, but media / newspapers' organisations also shape the political reality, thus becoming -for consumers- the trusted information sources of an issue and ordering and prioritising them. Consequently, the media set the agenda for the public discourse.

Research into American electoral politics has shown that agenda setting could affect public opinion either way (Balmas & Sheafer, 2010). Hyun & Moon (2016) suggest that in

electoral politics, a news source consistently highlighting certain attributes of a candidate against the negatives of the rivals could strengthen the public's attitudes.

McCombs & Shaw (1972) have shown that agenda setting can happen at various levels. According to them, framing is the second level of agenda setting which is about setting priorities of various aspects within a particular story.

While agenda setting is understood as suggesting people what to think about, framing, in the words of McCombs and Ghanem (2001) is a 'second order agenda setting'. Framing theory frames subjects it covers. It is the 'how' of the presentation covered, both of which this research employs to examine.

Media and Kashmir

Media's role in a democratic society and public's perception of media has been under scrutiny for a long time. In the Indian political context, it could be gauged in the context of Kashmir ever since the issue drew national attention in 1980s. The government-controlled broadcasters *Doordarshan* (the only TV channel in India till 1991) and All India Radio (the only radio news broadcaster to date) played a major role in reporting the trouble-torn region (Sreedharan, 2009). People in Kashmir hold (state owned) news media responsible for blowing Kashmir out of proportion and providing the central government an opportunity to interfere in the affairs of Kashmir, thus weakening the democratically elected regional government. Tavleen Singh (cit. in Gadda, 2014) calls the national press an ally of the then ruling Congress government in Delhi, and holds national press responsible for alienation of Kashmir.

History of Indian press speaks for the travesty of truth in the ecosystem of national media. The imposition of Emergency in 1975, showed how vulnerable the press was under political pressures, and how it could eschew its responsibilities and shy away from fulfilling its role in informing and educating the public without fear and favour of anyone. In this context, Singh (1980) recalls how the national press was used by the erstwhile government to report from a government's perspective, and paint the ruling party in pleasing colours. Commenting on the media's tendency to cave in under pressure and shy away from their responsibility, Kuldip Nayar (2009) cites a senior BJP leader L. K. Advani, who remarked after the Emergency: 'You were asked to bend, but you began to crawl.'

In the recent decades, media have faced not just political pressures, but also have come under the growing influences of advertising and revenue considerations. In a privatised media ecosystem, private ownership of the media controls the news content and the flow of news (Graber, 2003) for various reasons. Thus, in the race to propagate a particular ideology, truth is the first casualty (Gadda, 2014) in news content and the flow of news.

The two major newspapers in Jammu & Kashmir are *Daily Wadi Ki Awaaz* and *Kashmir Observer*. Besides these two, the news about the state is disseminated by other large national newspapers. While the local media have focused on presenting the news from a local point of view, national media have been accused of being partisan in their coverage of Jammu & Kashmir.

In the last three decades, Kashmir has come to occupy an important place in the consciousness of India and Pakistan, because of the turmoil in the Kashmir Valley. The International Crisis Report 2003 states that the Kashmir conflict is the main reason of tension between the two countries (Zia & Syedah, 2015).

Bali (2014) believes that conflict-related news has more 'news value' and it is a major area of operation for media organisations. Such news is of interests to the public as well, for its security implications.

Covering conflict means covering political interests, as well. According to Bali (2014), the behaviour of media in covering conflict is influenced by the parties involved in the conflict. They often use media as a tool to further their respective justifications of the conflict.

A study focused on analysing the role played by national media in reporting strikes in Kashmir Valley from 1989 to 2010 found that the Indian media had failed to highlight the strikes in the Valley either by choosing not to publish news stories about the strikes or by portraying them as "sponsored" programmes of resistance leaders', which had crippled normal life in the Valley; or by not giving much details about the strikes (Gadda, 2014).

Consequently, media have tended to echo the governments' sentiment, and not the ground reality. Joseph notes that Indian media, while covering Kashmir conflict, often tried to reinforce the stance of the Indian government on the Kashmir issue (Zia & Syedah, 2015). In toeing the government line, the media willingly become tools of state propaganda with some pre-set agenda, rather than becoming instruments of democratic discourse.

Method

This research into the highlighting and prioritizing of the killing of Burhan Wani in Kashmir looks into the media coverage by two of India's leading English news dailies - *The Times of India* (TOI) and *The Hindu*. Employing mixed methods, it examines both the substantive and affective aspects of ordering, thus the agenda of the newspapers by the two papers, and how they framed Burhan Wani.

Research Questions:

RQ1: How did Indian newspapers cover Burhan Wani killing?

RQ2: How did Indian newspapers portray Burhan Wani?

A purposive sample of all news stories appearing in *TOI* and *The Hindu* between 08 and 28 July 2016 was used, which constituted three running weeks. The stories were selected based on their continuous appearance after the killing of Burhan Wani. The units of analysis were news stories, headlines, and pictures about the episode, appearing in these two newspapers which consisted a mention of Burhan Wani.

TOI and *The Hindu* were chosen for analysis based on their ranking in circulation during the January - July 2016 period. Among all the newspapers in India, the former occupied the 4th position while the latter 11th position. Hence, their analysis is expected to give an insight into the spectrum of agenda and framing by media.

This research employs Agenda Setting Theory and News Framing Analysis as its framework to examine the newspapers' agenda, and understand how Burhan Wani was framed. The same data was considered from various angles, employing criteria such as frequency of the news story appearance, headlines employed, space allocated in square centimetres, content of the news stories, and visuals used in such stories.

In the first step, a higher frequency means a greater the importance attached by the newspaper.

In the second step, the space given to all stories including text, headlines, and visuals considered. More space would give the journalist more space to write about the subject, and reveal a heightened importance as given by the newspaper.

In the third step, the headlines were grouped under three factors to determine the importance attached: i) Event, ii) Effect, and iii) Response - of various governments to the killing

In the fourth step, content of all the news stories and headlines were subjected to analysis under the identified working categories/ foci, for the priority attached and presentation by newspapers: -

- * Burhan Wani as the primary focus
- * Indian armed forces as the primary focus
- * Victims (including the people affected due to curfew) as the focus
- * Indian Government/ political leaders as the focus, and
- * Others (all those who did not fit into the above categories)

At this stage, the portrayal of Burhan Wani as an individual presented was also examined, to study his media image. The mentions of 'Burhan Wani' or 'Wani' appearing anywhere in the news content were used to examine the tone and context in which the slain man was mentioned. Based on the tone of the mention, the framing categories were broadly worked out as-

i) Positive - content that portrayed Wani as youth hero, idol of youngsters, martyr, or messenger of good; ii) Negative - content that portrayed Burhan Wani as terrorist/ militant who caused trouble to the people and the state, and encouraged violence in the Valley; iii) Neutral - news items which portrayed him neither as positive nor as negative, instead a mention bereft of value judgement. This was done to see what image of Wani did newspapers want their readers to cultivate.

In the fifth (visual analysis) stage, pictures published by these two papers were examined to understand the newspapers' visual portrayal of Burhan Wani. The researchers employed visual framing analysis to study the published photographs: did they convey the same agenda of the newspapers as the text or did they digress from their textual agenda? For this, three photojournalistic tools were used-

i) Composition - what/who were the visual elements included within the frame; ii) Technical tools- types of camera shots and angles employed; iii) Captions - outlines or text used by the papers to describe/ explain the visual elements

The criteria employed for this classify pictures were-

- i) Burhan Wani - images that framed Burhan Wani in them or procession of his funeral/ posters etc
- ii) Political leaders - From India, Pakistan or the US; iii) Curfew/ protest - The clashes, protests/ curfew in the Valley/ protesters/ security forces in action.

Additionally, data was collected by assigning scores to the placement of stories, by considering the prominence scale and their placement on pages. If a news story appeared on the front page, it was considered the most important; and if it were placed on inside pages,

the story was be considered to be less important among the two categories under consideration. Accordingly, scores were assigned as 3 (high priority) and 1 (low priority).

Findings: In the multi-stage analysis, each stage represented a way of understanding news published from all the possible perspectives, and it does not imply hierarchy. The data is organised as follows:

Headline Analysis: Scanning headlines given to news stories helped researchers understand the focus given to the story by the newspaper concerned. Table 1 summarises focus areas viz. event, effect, and response:

Table 1: Headline focus in *TOI* and *The Hindu*:

Categories	<i>TOI</i>		<i>The Hindu</i>		Total	%
	<i>f</i>	%	<i>f</i>	%		
Incident	3	7.69	6	20	9	13.05
Effects	19	48.72	17	56.67	36	52.17
Responses	17	43.59	7	23.33	24	34.78
Total	39	100	30	100	69	100

Headlines present the news in a nutshell. For many a reader, headlines present news in a hurry, and hence even when a reader does not read the body text of the news, the headline tells him/her what is to be conveyed about by the newspaper. Whether newspapers use headlines to summarise the news in a few words or as luring devices, for readers, it news. Ecker & Lewandowsky (2014) note that headlines help readers browse through a large number of news items by giving a brief update of the news story, and serve as elements that attract readers to read the story further. Hence, readers use headlines to understand and interpret the entire event based on this one device.

Of the 39 headlines in *TOI*, the most (19 stories; 48.72%) focused on the effects of the killing of Burhan Wani, followed by responses to the killing (43.59%). The least number (7.69%) of headlines highlighted the killing itself. *The Hindu* published 30 headlines to inform readers about some aspect of this killing. Of these the most (17;56.67%) headlines focused on the effects, followed by 23.33% focused on the responses to the killing by various political leaders/ agencies, and the least focus (20%) was closely followed by the killing itself. In a total of 69 headlines published during these three continuous weeks, 36 (52. 17%) highlighted the effects of the killing, both the newspapers considering the event of killing Burhan Wani least significant.

Though, like *TOI* (7. 69%), *The Hindu* also has chosen to ignore the (killing) in favour of the effects and responses (56. 67% and 23. 33% respectively), it has a slightly higher rate of focus on the event (20%). This suggests a lack of interest in the person killed, on the side of both the papers.

A cursory glance at a few of the headlines adds to our understanding of the headlines published by the two newspapers: '11 killed, 200 hurt as Valley erupts over Wani's death', 'Mob tried to burn police post, 1 killed', 'Valley calm after 4 days of blood bath', and 'Protestors snatch police guns'. *TOI* headlines highlight violence that followed the killing of Wani, and avoid any direct mention of or focus on the dead person.

Similarly, *The Hindu's* headlines also mention Burhan Wani only in passing to help readers connect with the effects: 'Wani's death triggers fury, 10 killed, 200 hurt in Kashmir', 'Fresh violence in J & K 5 more dead', and 'Kashmir hospitals in a state of emergency'. Both the Table 1 as well as the content of these headlines show that the two newspapers present the killing of Burhan Wani as violence in the Valley, rather than the cause of that violence (killing of Wani).

While *TOI* did not present the killing of Wani (cause), but focused on the effect and political responses to it, *The Hindu* prioritised the effect, and treated the cause and the political responses relatively with the same magnitude. Overall, both quantitatively and qualitatively, *The Hindu* showed more awareness of the killing than *TOI* did.

News Space Dedicated

The second part of the analysis consisted of studying the content of the news stories. Researchers grouped the stories into five categories employing a conceptual approach. While theoretically 'grouping' or 'compartmentalising' various categories functions to identify all the 'grouped' stories as 'one capsule' with a similar gravitation and value-trajectory, in journalistic practice it functions to collapse multiple categories/ headlines into a single 'workable' and consolidated 'bulletin' as is practiced in television news bulletins and in packaging news in papers. Consequently, for a lay reader, all the news stories attain the same valence as the capsule.

Table 2: Category-wise News Story Frequencies & Space Allocation

Categories	<i>TOI</i>			<i>The Hindu</i>			Total	
	<i>f</i>	%	Space (sq. cm)	<i>f</i>	%	Space (sq. cm)	<i>f</i>	%
Burhan Wani	4	11.43	825.94	5	18.52	2596.63	9	14.52
Indian Armed force	5	14.28	767.58	4	14.81	1151.99	9	14.52
Violence	8	22.86	1359.11	8	29.63	1560.58	16	25.80
Indian Government	10	28.57	2649.56	3	11.11	791.18	13	20.97
Others	8	22.86	1653.85	7	25.93	1816.05	15	24.19
Total	35	100	7256.03	27	100	7916.43	62	100

As shown in Table 2, the total number of stories that mentioned "Burhan Wani" or "Wani" in their body text in *TOI* was 35, and in *The Hindu* 27. Though there were 16 and 13 stories in *The Hindu* and *TOI* respectively that did not mention "Burhan Wani" but were still found to be relevant to the Burhan Wani killing, but were not considered for examination.

Along with the analysis of the content, the space allocated to each category was also analysed to understand the importance given to the news content based on their categories.

After the grouping of stories under the respective categories it was found that both the papers collectively published 62 stories (*TOI*- 35 and *The Hindu*- 27) that covered the news related to Burhan Wani killing.

The unit of analysis, here, was the story about Burhan Wani. It was observed that there were a considerable number of stories that did not have the words Burhan Wani in the analysed unit, hence the researchers grouped the stories under the 'no-mention' category. This was done because there too many to be ignored. The stories were listed under the non-mention category after identifying the keywords that pointed their relevance to the Burhan Wani's killing and its effects. Some of the keywords were "current unrest", "Kashmir unrest", "and curfew".

In *TOI*, of the total 48 stories about Kashmir unrest (which included 'no-mention' stories as well), 35 stories mentioned 'Burhan Wani' in the content. The other 13 stories too spoke of the unrest in Kashmir which was a result of Burhan Wani killing. The 13 stories focused more on the curfew and various governments discussing the issue of Kashmir. As in Table 1, here too it was noticed that there was a tendency to drift away from the actual reason of the clashes (the killing), to portraying Kashmir as a land of curfew and trouble-makers.

Of the 35 stories in *TOI*, 4 (11. 43%) stories focused on Burhan Wani, who was shot dead on July 8, 2016 by the security forces in Kashmir. The stories spoke of the killing and the funeral procession of Burhan Wani. A news report about Burhan Wani and his past was also a part of the list in this category.

Five (14. 28%) stories were listed under Indian armed forces as the primary focus of the stories. All these stories focused on the measures and actions taken by the Indian armed force to bring the situation in Kashmir under control. They also highlighted the difficulties and challenges faced by the security forces, in their efforts to bring the Valley under control.

Indian Government and its response to the issue in Kashmir were highlighted in 10 stories (28.57%), making it the most frequently appearing category in the Burhan Wani news coverage in *TOI*. The response is summed up as how the Indian Government handled the situation and what were its implications for the situation in Kashmir.

TOI's second largest coverage concern was the 'others' and the 'violence' category. The stories listed in these categories focused on the third party response such as curfew and struggle of security forces. The most frequently highlighted third parties were Pakistan and the US. There were also stories of Kashmir media which was gagged by the J & K government. Eight stories (22. 86%) of the coverage were dedicated to reporting violence in the Valley. The number of people killed and injured during the curfew was highlighted throughout these stories. It focused on how the prevailing unrest had brought the entire Valley to a standstill.

Thirteen stories that did not directly mention Burhan Wani's killing and the curfew in the story content had highlighted how Pakistan blamed India for the strife in Kashmir and how India defended itself against the Pakistani accusations. The other main focus was the Kashmir media that was gagged for the fear of curfew and 'inflammatory news' that could cause further damage to the Valley.

The Hindu has shown a slightly more even pattern of news content compared to *TOI*, eventhough the focus themes are issues other than Burhan Wani. Of the total 43 stories, 27 mentioned Burhan Wani in their content. Five (18. 52%) focused on Burhan Wani, which included news of his killing, his funeral procession, and the youngsters' support for Burhan Wani in Kashmir.

Four stories (14. 81%) focused on the Indian Armed forces and 3 (11. 11%) focused on the Indian Government's view and response to the Kashmir unrest. In so publishing, *The*

Hindu, unlike *TOI*, suggested the readers to think not about the government, but about something else.

The highest numbers of stories focused on the violence in the Valley during the curfew as a result of the killing. Of these, 8 stories (29.63%) were about the violence alone, followed by the 'others' category (25.93%), which included Pakistan and the history of Kashmir conflict dominating the list. In discourse, this 'others' also suggests a distancing of everyone else from the self, which creates problems in the Valley. Political history of Kashmir could read not only as a story of rebelling youth, but also many ideological issues which have contributed to violence.

A similar pattern is observed in the space allocated for the stories under each category. *The Hindu* dedicated largest amount of space (2596.63 sq. cm.; 32.80%) to Burhan Wani, followed by 1816.05 sq. cm (22.93%) to 'others' and 1560.58 sq. cm. (19.71%) to 'violence'. While Indian army received 1151.99 sq. cm. space (14.55%), the mention of Indian Government was given 791.18 sq. cm (9.99%). There is a departure in the space dedicated to these categories from the news story frequencies. While the first and third places for maximum space-exposure interchanged their places, Indian armed forces and Indian Government remained steady at the last two positions. Like in frequency table, space dedicated (ranking) to 'others' was 2nd highest. In *The Hindu's* scheme, the Indian Government and armed forces (power-wielding agencies) do not find much importance.

Overall, both in the number of stories and space dedicated, *TOI* focused more on the Indian government and its response to violence and unrest. The daily used Pakistan's involvement and its blame game to show the Indian government in good light. Patterns such as highlighting the violence in Kashmir as sponsored by Pakistan, were seen in these stories while it dedicated the least space to the Army. In other words, the focus of coverage, and hence the agenda, seemed more like the Government's propaganda, and its version.

The agenda that manifests through the coverage is that clashes in Kashmir were terrorist activity and was Pakistan's design to grab Kashmir from India. It means, people protesting against the Government policies and actions were 'terrorists', hence they did not merit to be mentioned in its news coverage. The issue is covered through a political lens than looking at the killing from a human perspective. Neither does the condition of the people in the Valley, who were going through the tough times, strikes as the focus in the coverage. Though there were one or at the most two stories that mentioned the problems faced by the people in Kashmir, the focus in these stories eventually was the violence caused by the 'terrorists' in the Valley.

Framing Burhan Wani

Based on the tone and context of the news reports, the researchers identified three frames (positive, negative, and neutral) in the news about Burhan Wani. As can be seen in Table 3, *TOI* published 35 news stories as against the 27 by *The Hindu*.

Table 3: Framing Wani through Frequency and Space:

Frames	<i>TOI</i>			<i>The Hindu</i>			Total	
	<i>f</i>	%	Space (sq. cms)	<i>f</i>	%	Space (sq. cms)	<i>f</i>	%
Positive	7	20.00	1433.15	8	29.63	1518.63	15	24.19
Neutral	15	42.86	3138.08	12	44.44	3598.21	27	43.55
Negative	13	37.14	2684.80	7	25.93	2799.59	20	32.26
Total	35	100	7256.03	27	100	7916.43	62	100

Both the newspapers framed Burhan Wani mostly in neutral terms. Of the 35 stories published by *TOI*, 15 (42.86%) and of the 27 stories by *The Hindu*, 12 (44.44%) portrayed him in neutral or frames. Here neutral frames refer to matter-of-fact mentions. These stories called him a Hizbul commander or shot dead by the security forces. None of these stories mentioned Wani's name more than once or, at the most twice in their content, since the focus of the story was not Burhan Wani.

In 13 of its stories (37.4%) *TOI* portrayed Burhan Wani in negative frames. The use of noun/ adjectives like terrorist were the most frequently attached to Wani. Apart from this, there were context-based mentions of Burhan Wani, where the history of conflict in Kashmir was highlighted. Mentions of Afzal Guru and Lashkar-e-Taiba were employed to associate him with banned Pakistani terror units. *TOI* also mentions how Burhan Wani had encouraged the youth to take to arms and fight against the security forces. He is framed as the reason for the current chaos in Kashmir.

The remaining 7 (20%) stories in *TOI* show Burhan Wani as a leader of the youth in Kashmir, who are fighting for the freedom of Kashmir. He is framed as a martyr, now became the inspiration for the youth in Kashmir.

The Hindu, in contrast, published second largest number of stories that portrayed Burhan Wani as a positive character. It had 8 stories (29.63%) of the total 27 which showed Burhan Wani in positive frames, while 7 stories (25.93%) showed him in a negative frame. But like *TOI*, the largest number of stories (44.44%) portrayed him in neutral frames.

Another observation made was considering the positive and negative portrayal of Burhan Wani in both the papers. Both *TOI* and *The Hindu* portrayed Burhan Wani in a negative frame in stories that were mainly focused on Indian Government. This was a recurring pattern observed in both the newspapers. Such a framing reinforces Wani as against the Government and as anti-national, and strengthens the nationalist agenda of the papers.

Placement Priority Issues

Front page of a newspaper is the first visible news page in a broadsheet paper, and it is the face of a newspaper. Newspaper layout is worked out depending on, what the media management and editorial team consider news values to be; news is thus graded and laid in the order of importance. Hence, news "selection process . . . sometimes more important than what 'really happens'" (Westerstahl & Johansson, 1994: 72). This 'what happens' is interpreted and graded by media gatekeepers. It implies, "ideology might influence the application of news value" (ibid: 75). Thus news selection, grading and display work to set the agenda of the newspapers.

Conventionally, on a regular day, the most important news story appears on the upper fold of the front page, supported by other designing tools such as fonts, font sizes, grain, column width, pictures, and length of the story. Such placement of news leads to the next most important story, usually placed adjacent, going down to the lower fold of the page, and then regressing in importance to inside pages. Accordingly, placement priority scores were assigned: 3 for front page and 1 for inside page². Such a coding implies that higher the placement score index, greater the importance of the news story, and consequently, the wider display of agenda of the papers.

Table 4: Page Placement Priority

News paper	Priority Three – Front Page				Priority One- Inside Page			
	Category	Incident	Effects	Response	Total score	Incident	Effects	Response
TOI	0x3	5x3	4x3	27	3x1	14x1	12x1	29
TH	1x3	6x3	4x3	33	5x1	11x1	3x1	19
Total score	3	33	24	60	8	25	15	48

Table 4 shows the importance attached by the newspapers to the Burhan Wani killing. *TOI* published 9 stories (priority 1, score 27) on the front page. It also published 29 stories (priority 3, score 29) in its inside 'National' page, which is usually dedicated to 'other' states of less importance. After the front page is occupied by the "most important news", 'city' and 'state' (pages), in which the newspaper edition, follow. They occupy the next rank in importance. They are followed by 'nation' or 'states' page news, which may not be of much interest to the readers of that state. Here, usually, the news from all the states of India is laid. Hence there is every chance of missing/ ignoring this news by most readers. By relegating Kashmir news to the third priority, *TOI* set its agenda of Kashmir as unimportant. While the frequency count (29) suggests relatively a big number on the inside page, its importance value is less than 9 top priority stories on the front pages, and is less visible. They attract less attention and prominence on account of visibility than priority 1.

Similarly, *The Hindu* published 11 stories on the front page (score 31, priority: 1). It also published 19 stories on its 'national' page (score 19), which is much lower than the score 31 on its front page. It means, as seen in the earlier tables, *The Hindu* gave much more prominence to the Burhan Wani episode and wanted it to be noticed easily and prominently at the national level by placing it on the front page than being ignored on the inside pages.

In the three categories, *TOI* did not give any priority (score: 00) to incidence on its front page; priority score for effects 15 on the front page, and 14 on the inside page. Similarly, it also gave nearly equal importance to response (score: 12) against the 12 score on the inside page. Comparatively, *TOI*'s grading news for prominence did not show much distinction on placement index.

The Hindu, on its front page, scored 3 points on the incident criterion, 16 on effect and 12 on response (total 33). Its placement score (priority 3) for this episode was 5 for episode, 11 for its effect, and 3 for response to it. *TOI* and *The Hindu*, evinced a different set

². Since, in the entire sample, there were only two news items placed in the lower fold of the front page, all front page stories were considered to be of equal importance, and were assigned top priority scores 3. Both were in *The Hindu*.

of foci in their placement of the news. *TOI* did not evince much difference between classifying news as of national importance (front page) or as Regional/ States, hence restricted to Kashmir alone (national page). In whatever importance it gave as top priority, pertained to the government or violence new, and not to the slain man (consistent with table 1), whereas *The Hindu* differentiated and graded news, setting the killing as national level agenda, thus calling readers' attention to the slain man as well as the consequences (violence) and government response. It placed more related news on its front page and presented it as news of national importance. While *TOI* seemed to promote government's nationalist agenda, *The Hindu* was relatively less enthusiastic about it.

Pictures: a Visual Analysis

For visual analysis, all the pictures -both accompanying stories and stand alone- in the sample were considered for their three photojournalistic devices: Composition (all the visual elements framed), photographic framing (camera shots and angles), and Captions/ cut lines (text used to explain the pictures). The popular notion is that camera does not lie. But as Knightley (2003) argues, 'although in most cases the camera does not lie directly, it can lie brilliantly by omission' (cit. in Parry, 2008). This is visual framing by omission in photography. The underlying notion in visual framing is that pictures do frame subjects and set agenda. Hence it is essential that this framing is decoded.

Under these three photojournalistic elements, pictures in Burhan Wani case were studied under for Burhan Wani, political leaders, and the Valley categories.

Table 5: Photojournalistic Focus by the Two Papers:

Category	TOI		The Hindu	
	F	%	f	%
Burhan Wani	2	9.09	5	23.81
Political leaders	6	27.27	3	14.29
The Valley	14	63.64	13	61.90
Total	22	100	21	100

In keeping with Tables 2 and 4, Table 5 consistently shows the two newspapers' tendency away from the youth killed. While *TOI* leans towards a 'nationalist' agenda paternalised by national leaders against the cause, *The Hindu* avoids such idolisation of political leaders. But the primary focus in both the papers is the Valley: *TOI* had 6 (9.09%) photographs listed under the category of political leaders, the most number of pictures (14; 63.64%) of the Valley that was under curfew for 99 days, and heavy security cover all the time, besides intermittent violence, and 2 (9.09%) photographs of Burhan Wani and his funeral procession. The focus of the stories in *TOI* is violence and politicians from India, Pakistan and the US, while Burhan Wani is relegated to the last place. While both the papers chose to highlight violence and restrictions in the Valley (*TOI*: 63.64% and *The Hindu*: 61.90%), they differed significantly in their prioritisation of Burhan Wani and politicians - the former setting politicians ahead of the slain man, and the latter choosing Wani over politicians.

Another observation concerning pictures is about the visual composition of security forces in the frame. Both the news papers chose to employ a low angle shot of the security forces in guard at the Valley. A low angle shot is used to show an overpowering subject, dominant and aggressive or ominous. Using low angle shots for security forces in

photographs impresses viewers' minds accordingly, and indicates that the newspapers want to portray the security forces as the dominant and controlling the Valley. It makes other people to be seen as at the mercy of security forces. By extension, it would also suggest the Valley to be troublesome, and unable to function without security forces, ignoring intervening determinants in Kashmir.

Fig. 1:



For example, Fig. 1 shows a soldier on guard at Lal Chowk, the main market, in front of barbed wire fence. The Clock Tower/ *Ghanta Ghar* is a usually populated area with shops and a school. But the picture frames it as completely desolate, under armed security forces. For an outside reader, it is framed not just as the Lal Chowk that is desolate and dangerous, but entire Kashmir. Readers are presented with this fearsome picture of Kashmir and Kashmiri youth (represented by Burhan Wani), who are framed as 'anti-national' in the nationalist agenda.

Conclusions

A closer analysis of the two newspapers reveals that both the papers presented a mixed agenda in framing Burhan Wani either as neutral, and hence to be ignored, or as negative. The overall portrayal of Wani as published by the newspapers, especially the *Times of India*, was that he was a terrorist even before the investigating agencies concluded as such.

Both the newspapers relegated the killing of a citizen, which led to the death of 84 other fellow-citizens and 99 consecutive days of curfew, to the last rank. In particular, *TOI* consistently framed Wani against Indian leaders.

In the space dedication category, *TOI* dedicated the least space to the mentions of Burhan Wani, while devoting maximum space to Indian Government stories, followed by violence and 'others'. Unlike *TOI*, *The Hindu* gave least space to Indian Government, while giving prime focus to the effects of the killing. It gave third most importance to Burhan Wani.

In *TOI*, a significant insight offered by this study is that the 'nationalist' notion of Indian citizenship as represented by Indian political leaders and the Indian army. In contrast, *The Hindu* presented nationalism as the bleeding Kashmir, following Burhan Wani's killing. Such a portrayal in the dailies had the visual support wherein most of the pictures showed Indian Armed forces guarding the Valley. When Kashmir is shown pictorially, the pictures are of burning realities of Kashmir.

Democracy & Media

Media play an important role in building and nurturing a democracy. Since news media are concerned with disseminating information and creating public opinion, it is assumed media also create alert and well-informed citizens. By extension, an ill-informed public can harm a democracy since information that is manufactured, twisted, and presented with hidden agenda, can ill-form minds, create false sense of pride, desensitize people to fellow-citizens, breed enmity between communities, and create divisions in a society.

This study found the two English newspapers did disseminate some news about the trouble-torn Kashmir. The two newspapers presented news from two different perspectives. Perspectives contributed to framing Burhan Wani either as negative or as one who does not merit the attention of rest of the country (neutral). In its reporting, *TOI* highlighted the violence that broke out in the aftermath of the killing, and ignored the killing. Its main foci were either violence or political leaders, whereas Burhan Wani was given the least coverage.

The Hindu also focused on violence in general, but when actors were taken as evaluating criterion, it gave much less importance to security forces and political leaders, whereas Burhan Wani found some significance on its pages. Similarly, the visual analysis puts the focus on Indian armed forces.

The differences in the two newspapers in reporting and presenting the news of Burhan Wani killing show that newspapers take different points of view to collecting, processing, presenting and disseminating information while reporting Kashmir. Such sharp differences crop up either from their of ideologies or pressures from various stakeholders. These stakeholders determine the agenda, and the media outlets, accordingly, frame the subjects they cover, which raises two important questions: first, the credibility and fairness of the information consumers receive, and their sources; second, newspapers' role in nurturing a democracy which gives them the right to exist freely and fearlessly in that society.

If, as suggested by Hyun and Moon (2016: 510), certain news sources consistently keep highlighting the bipolar attributes of certain players, it is bound lead to bipolar attitudes; and, as shown by the current research, newspapers would have played a divisive role in a society, undermining the goals of democracy.

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Dangal: Patriotism, Patriarchy, and Gender Politics

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Abstract

Aamir Khan starrer and produced film *Dangal* (2016, Nitesh Tiwari) hit the cinema screen on Christmas last year and it has crossed the figure of 300 crore. *Dangal* is the story of a father-coach Mahavir, who imposed his dream on his daughters to get Olympic gold in wrestling for the nation. *Dangal* has been promoted as a feminist film for supporting women's wrestling in sports. Though this film is remarkable in touching the cords with common audiences, it seems very problematic in terms of gender politics. At the one side, this film is propagating for women's empowerment in very feudal state Haryana where, female foeticide and sex ratio are very critical. On the other hand, it also emphasises that gender equality or feminism will only arrive by the supports of male. This paper argues that this year's released much hyped film *Pink* (2016, Shoojit Sircar) and *Dangal* portray a subservient version of feminism where these films subconsciously portray the concept of 'male savior' in the Hindi film industry.

Keywords

Feminist Film, Melodrama, Patriotism, Patriarchy, Gender Politics

Biopic Sports Genre

Dangal is a biographical sports drama film based on amateur wrestler Mahavir Singh Phogat, who trained wrestling to his daughters Geeta Phogat (Fatima Sana Shaikh), and Babita Kumari (Sanya Malhotra). Mahavir Phogat's character is played by star Aamir Khan, who forced his daughters in men's wrestling world for the sake of his failed desired to win a gold medal for the nation. Mahavir's daughters, his wife (Sakshi Tanwar) and society have resisted against his decision. Later they get interest in sports and elder daughter Geeta Phogat won the gold medal in 2010's historic Commonwealth Games.

After globalization and liberalization, biopic genre especially sports drama has become very popular. It might be because of the rise of middle classes and its aspirations. *M. S. Dhoni: The Untold Story* (2016, Neeraj Pandey), *Marry Kom* (2014, Omung Kumar),

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Bhaag Milkha Bhaag (2013, Rakeysh Omprakash Mehra) and *Sultan* (2016, Ali Abbas Zafar) were highly successful at box office. These sports biopic films can be associated with this new emerging middle classes, who aspire to be successful and they want new role model for it. They need inspiration, motivation and icon from their own class. *Dangal* celebrates the success of new emerging middle class.

This change has been possible because of the rise of multiplex where upper middle class used to watch. Adrian Athique and Douglas Hill argued that Indian multiplex is much more than an architectural form and it represents the 'unbound India' that celebrates the glory of India.¹ The rise of Indian multiplex has become phenomenal that denied the space for single screen theatre after the liberalization of the Indian economy in the early 1990s. This process has created new middle class audiences, who watch cinema in the multiplex and this middle class is the prime audience for these biopic that depicts new heroes in the society. In that sense, it can be argued that these sports biopic is a category of 'multiplex cinema' that acknowledges the socio-economic needs of aspiring new middle class audiences. Sports biopic represents a history and culture of aspiring middle class that reflects in cinema. We are living in a transitional phase in terms of gender justice², where society is struggling between values, morality and ambition.

Feminist Film and Male Ego

Dangal film is promoted and seen as feminist film but this film is all about Mahavir Phogat stardom. The film gives very little space to the success of Phogat sister. In the film climax scene, Geeta is fighting for Commonwealth Game 2010 (CWG). In this game, Geeta is constantly looking at her father's face and her coach for winning strategy. It seems that Geeta is unable to develop her own method or strategy in spite of having practiced wrestling for more than seven to eight years. This film subconsciously establishes the notion of patriarchy by giving importance to her both male coaches. She is constantly relied on the feedback of her father, who gives winning strategy to her daughter. It is important to mention here that how this film emphasises the importance of Mahavir Phogat by the narration of his wrestling technique at the time of fighting sequence of CWG in the mind of Geeta's subconscious level. Whenever, Geeta listens to her inner voice, which is the narration of Mahavir wrestling technique, she defeat opponent each time. One can sense that how women are dependent on the men for the success. In the last scene, when Geeta won the gold medal, film narrative turns attention to her father. *Dangal* revolves around the aspiration, dream and challenges of Mahavir Phogat from beginning to the end of the film. This film shows that Geeta would not be able to win the gold without the help of her father Mahavir Phogat. Actually, Mahavir Phogat/ Aamir Khan is the real hero of this film not his daughter Geeta, who won prestigious gold medal. But at the same time, Mahavir should be appreciated that he imagined his daughter as wrestler in feudal society where sex ratio and female foeticide is very high. He was basically a patriarchal thinker but he was forced by circumstances to become a feminist. It is to be highlighted that the film is all about one man who driven by his male ego and its film narrative has given too much emphasis to Mahavir/Aamir Khan. Geeta's victory is overshadowed by her father and all sympathy goes to her father. It looks like that Mahavir has won the main battle not Geeta. She was just a catalyst to add stardom to her father. This film is also a typical formulae Hindi film of Bollywood, where hero and villain exist but it is packaged differently.

¹ Athique, Adrian and Douglas Hill. (2010). *The Multiplex in India: A Cultural Economy of Urban Leisure*. London and New York: Routledge,

² Gender is believed to be a social construct that outlines the roles, behaviors, activities that are appropriate for men and women whereas sex is a biological reality.

Laura Mulvey argues in her essay “Visual Pleasure and Narrative Cinema”³ that how patriarchal society consciously or subconsciously emphasises patriarchy and shapes our view on the cinema viewing practices. She talks about ‘male gaze’ that occurs several times on the screen and this theory suggests that the ‘male gaze’ denies women as human being and it relegates women to the status of mere objects of desire for male. She argues that women being portrayed as the perspectives of men and in this sense, woman also see women on screen in the same way as male do. In that respective, *Dangal* has double male gaze, one on the screen and other off-screen. When Mahavir Phogat goes with her daughter Geeta in the local village’s palaestra, she has not been permitted to fight in bout in male bastion sports. But, one manager suggests that Geeta should be invited in palaestra so that people will come in large numbers to see how girl fight with boys in arena in men dominated wrestling. Here, woman body is objectified on the screen as well as off the screen. Large numbers of crowds mainly men come to see how girl fights with boy.

Male Stardom

In the opening sequence of this film, Mahavir Phogat defeats a much younger state level wrestler three times in the office premises in front of colleagues. After the defeat, young wrestler says “*tune aaj state level champion ko harayahi, khus ho le*” (you have defeated a state level champion, you should be happy). Mahavir replied back “*dil-chota n kar...tu national champion se hara hai*” (“Don’t upset, you were defeated by national level champion today”). It is to be noted that in the very starting scene, he is portrayed as a central hero and it shows that it’s about the success and story of Mahavir Phogat much more than the Fogat sisters. On social media, feminist critics criticized that Fogat sisters does not have own agency, they are merely bodies of her father’s dreams. Initially, the children were not interested in wrestling and they don’t co-operate with their father. Fogat sisters have two choices either go for wrestling what her father wants or get married at the early age and do unpaid domestic work and become reproductive machines. Both sisters chose wrestling as Geeta said in film “*issase achcha to pahl wani hi hai*” (wrestling is better option than doing domestic work”). It is interesting to note that girls have only two options and they choose wrestling as they don’t have any other better option. It shows the limited opportunities for girls in the patriarchal society. They chose wrestling and they have to sacrifice their childhood and faced the taunts of the society.

This film is always sympathetic towards Mahavir Phogat. In one scene, when Geeta goes for higher training in Patiala, she discovers her femininity and grows her hair, which is against the will of her father. When she is defeated in several matches, audiences sense that it’s good she lose the games, she deserves it because she was not following the father’s steps. The whole film is made on the concept of Indian patriarchal society, which says that father is always right. In the film, *Taare Zameen Par* (2007, Aamir Khan) and *Udaan* (2010, Vikramaditya Motwane), fathers depicted as a villain, who forced their children for certain careers. But in this film Geeta and Babita were also forced for wrestling but they were successful. Mahavir Phogat became the hero otherwise he would be called as a villain. We felt more sympathy for Mahavir than Geeta. It is interesting to note that Mahavir Phogat becomes a national hero because we want to see father as right person, we see father’s feudal mentality and morality as value. We don’t question these things. As a society, if we have questioned these things, this film should be a film of daughters (Gita, Babita) not their father (Mahavir).

³ See for details -<https://www.amherst.edu/system/files/media/1021/Laura%20Mulvey,%20Visual%20Pleasure.pdf>

Melodrama and Nationalism

Dangal is highly melodramatic film as Vasudevan argues that “melodrama as a form addressed the fundamental unsettling of the sacred and socio-political hierarchies (2010: 18) and that of Thomas Elsaesser who focused on popular forms of storytelling and “emphasized the question of personality in melodrama’s tendency to personalize public and political conflicts” (Ibid). *Dangal* adopts a popular form of narrative that highlighted the stardom of Aamir Khan and it was a “generalized mode of cinematic narration” (20) which contests the labeling of melodrama as “women’s films”. Vasudevan further puts forward that while such postulations project melodrama as a highly adaptive form one must retain melodrama’s association with a “gesture towards the moral domain based on its engagement with a situation with victimhood” (23). Bollywood often uses melodramatic types of speech that delivered in localized language. For example, *Dangal* has notable dialogue like Mahavir Singh said “*Hamar choriya choro se kamhaike*” (our daughters are no less than boys). This dialogue becomes very popular outside of the realm of film industry and it is widely accepted by public that becomes a part of popular culture.

Interestingly, this film called as feminist film but it does not talk about women’s freedom and desire. For example, in one scene, Geeta and her friend goes to shopping complex, she flaunts her grown hair, watches the cinema, she looks at guy and laugh. *Dangal* does not embrace Geeta’s femininity and her natural desire. The film shows that these are distractions from higher goal and that goal is to fulfill the dream of her father by winning a gold medal for the nation. When she grown her hair in Patiala training centre, film shows that she is moving in the wrong direction as she has not followed the instructions of her father.⁴ She would go to lose the match and she in fact loses all international matches because of not following the father’s teaching methods. In one scene, Geeta has apologized to her father for it and promised to follow his instructions. Later, she cut the hair short, followed the father and won the CWG match. Here, the film never embraces their personal desire and her femininity. Instead, it depicts that Geeta’s femininity is obstacle in her success. She has to be masculine and cut her hair short and obey her father. Interestingly, real Geeta has a long hair when she won a gold medal in CWG and her opponent has also a long hair. This means that women’s femininity and her long hair is not an obstacle in women’s sports, especially wrestling.

Hollywood sports drama film *Million Dollar Baby* (2004, Clint Eastwood) talks about the protagonist Hilarey Swank’s personnel achievement and her athlete’s quest to become a professional boxer in men dominating sports, which is above the nationalism. Whereas, *Dangal* never celebrates Geeta’s personal or professional success and her desires of her own. Here, Geeta is portrayed as ‘sacrificial figure’ for the nation where she is merely an object of loyalty to her father and the nation and that thing is celebrated by the large audiences.

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⁴ Mahavir thinks that girl’s hair is distraction in sports. He cuts the hair of his daughters while training for the wrestling. When Geeta goes to other city for higher training, she again grows her hair long.

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The Contested Space of Free Expressions in Cyber Media

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Abstract

Cyberspace has been emerged as a game changer in mass communication with its inherent strengths of hypertextuality and interactivity. It has been celebrated as 'new media' that can redefine and reshape forms of free expressions, democracy and politics. Several global incidents pointed at the revolutionary ways in which cyberspace can influence modern democratic discourses and even social transformations. However a cautious approach is imperative to understand this medium better as it is also vulnerable to ideological hegemony, capital interests and structures of power. Since most of the 'user generated content' is addressing to emotional self of the receivers often it dilutes the principles of rationality and benevolence. This paper is an attempt to discern the strengths and weaknesses of cyber media with the help of an exploratory enquiry of internet content and theoretical structures put forth so far.

Keywords

Cyber Space, New Media, Democratisation, Free Expression

Introduction

The characteristics and features of communication in cyber media have been debated and raised many questions on its ability to provide space for individual expressions, facilitate democratisation of public sphere and trigger collective public actions. Experiences of 'We are the 99%' uprising, 'Jasmine revolution' and 'Nirbhaya Movement' have demonstrated the power of instant information exchange through cyber space and asserted its significance in the readings of politics, economics and culture in 21st century. Since then, 'new media' has been celebrated as the catalytic agent that transformed the set agendas of traditional and elite media institutions into organic, dynamic and transparent elements in the democratic exchange of information. The prominent notion of disappearance of hidden spaces of vested interests and the increasing chances of public scrutiny has been perceived as the bonus points of digital media.

However, several instances have pointed at the pitfalls in these propositions. The hate campaigns rampant in social networking sites, unscrupulous use of the internet platforms to spread communalism, religious fanaticism, tarnishing of images of individuals, smuggling of sexism and racism in public discourses etc. have exponentially grown in internet. Powerful people have been using digital media to unilateral mass communication

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and thereby evading pertinent questions. The language has become abusive and intolerant to a great extent. In this context, it is important to look at how the inherent qualities of cyber media have been used to subvert the intended goals of democratization and free expression.

Internet: What is being Exchanged Freely?

The insurmountable amount of 'information' that has been exchanged through cyber media and the inability to process such large volumes of 'data' has paved the way for a sort of inaction or passivity among its consumers quite often. It doesn't mean that the exchanges of information have no role in further actions or thoughts. The word 'information' is always being associated with money, power and control. The controller or regulator of information can invade spaces of democracy, plurality and individual freedom if he/she desires to. In fact attempts of invasions were made on many occasions. Net neutrality as proposed by the founder of Facebook is nothing but expansion of the consumer base that is willing to share their personal self in a public domain. The social networking sites are actually sharing random thoughts of 'visible masses' and shaping up tailor made content which evokes emotional-not rational- responses and thereby reduce the public discourses to a chaotic absurdity. Information should not be distorted in this way. It is expected to attribute something worthwhile to individual lives, provide a sense of empowerment and freedom and initiate meaningful dialogues which ensure the progress and modernity. But, cyberspace has been instrumental in the near collapse of such aspirations and manufactures an illusory world where everyone has a notion of freedom.

The story of Kanhaiya Kumar, A JNU student who was framed as 'anti national' based on a video showing him sloganeering not in the best interests of the country is an eye opener in this regard. Later it was found that the video which was widely circulated in the web was carefully edited and packaged with a malicious intention to paint him as anti national. However, it also to be noted that Kanhaiya became an instant celebrity and motivating figure for millions who oppose the dominant right wing ideology. Several instances can be cited to show intolerant attitudes of people with vested interests using internet to spread lies and misinformation. Internet has truly become a platform for free exchanges not only information, but misinformation, lies and hatred. Its strengths of hypertextuality and multimediality have amplified these free exchanges. The never-ending journey from original text to hypertexts has created a labyrinth in which 'source' of the message has disappeared. The multimediality offered by the internet texts has dislocated the receivers from their ambience and made the text more complex to comprehend.

Challenges of Credibility

Information has become synonymous with 'interpretation' in the digital media world. All messages are being accompanied by its responses in the form of likes, shares, comments and other signs of expressions. These accompaniments can not only modify but alter the original content. It is not to be perceived as a bad practice as it opens up scope for more guarded presentations and accuracy of the messages. But it is not an everyday practice. Cyber armies can mute responses by bombarding misinformation as responses and derail the communication process itself. Sometimes interpretations are being presented as legitimate information and the speed with which it traverses through cyberspace does not allow a pause and relook on the content. This can invite chaos and catastrophe. Hence 'trust' and 'credibility' has become paramount in a meaningful information exchange process. How this can be ensured remains a question at large in the present context.

The Ecology of Message Formulation in Cyber Media

Carl Jung, in his psychoanalytic theory, has proposed that individual existence is based on rational and emotional responses. Rationality is manifested in thinking and feeling whereas emotional and irrational self is guided by intuitions and sensations. In the digital media context, the responses are more in line with the latter part of Jung's explanations. The knee jerk reactions found disproportionate spaces in networked communication. Indignation, anger, hatred, lust and hyper reactions found place in such discourses. These factors have diluted the democratic space in cyber media and the consequences of encountering such bullish treatment dither the users from meaningful engagement with the media and its messages. However, the ecology is compelling enough to attract them to media as they are also more prone to sensations and intuitions.

The Rise of Individualism

In conventional terms, society is regarded as a living organism and media as nutrients to ensure the healthy growth of mankind. The collective sense of society has gradually become obsolete in cyberspaces, a term coined by William Gibson in his novel 'Neuromancer'. Cyberspace paved the way for libertarian utopianism (Naughton, 2012). It often discarded archaic social norms and practices and detested mechanic discipline. It sought freedom and free expressions and engaged the digital 'immigrants' (Prensky, 2001) with vehemence. It created networks rather than collectives; networks which required synergy in thoughts and allowed personal choices. All these have contributed to the rise of individualism in cyber space and not necessarily in actual life. Any efforts to curb the advantages of individualism were seen as an intrusion to liberty. That is the reason why US government's effort to control cyberspace through 'Communications decency act (1996)' was meted out with the following sharp rebuke by John Perry Barlow. He wrote: 'Cyberspace does not lie within your borders. Do not think that you can build it. . . you cannot. It is an act of nature and it grows itself through our collective actions.'

Although many found it uncomfortable, individualism and its manifestations in cyberspace is imperative in the globalised environment since the preservation of older values and beliefs have become increasingly challenging and cumbersome. The rise of individualism and the chaos associated with it may create a social ecology in which questions are allowed and answers are welcomed.

The curious case of 'Dinkoism' (Dinka religion) in social media is an intriguing example for the individual manifestations in social media. Dinkoism is an absurdist humour by a group of youngsters from Kerala through Facebook as a reaction to religious fanaticism, cultural hegemony and moral policing. The name was inspired from a character in one of Kerala's children's magazine and the group severely ridiculed the hypocrisy of political parties, social leaders and the corrupt cultural norms. This platform has created a space for free thinking individuals who despise the inhumane and profit driven social system. So long as the credibility of the proponents of this idea is not questioned, it gets more and more acceptance. However, the 'Kiss of Love' campaign initiated in social networking sites has given a different experience. Many intellectuals, feminists and liberals associated with this movement and countered the moral policing of another section who tried to impose their values of kiss and hugs in society through violent means. However, the kingpin of the movement lost his credibility when he was involved in sex racket police case. His motive of the campaign was questioned and the idea was under shadows.

Individualistic assertions in cyberspace are easy to launch. However, the sustenance of such assertions depends on the future course of actions and events and nobody will get enough time to explain his/her position in a dicey environment.

Democratisation and Cyber Space

The global events mentioned in the beginning of this paper have opened up avenues to celebrate cyberspace as a democratising agent in socio political scenario. The heroic deeds of Wael Ghonim through his Facebook activism of triggering Egyptian revolution in 2010 and Salam Pax, an independent blogger from Baghdad who illuminated the realities of both Saddam Hussein regime and subsequent US invasion were cited as the social change an individual can bring in through cyber space. It is true that aspirations of democracy have been growing ever since the networking of like-minded people. And social networking sites are the instruments of such networking. However, the gradual occupation of powerful elites in the cyber space has raised fresh questions on its ability of democratisation and social engagement. Lack of trained and honest 'gatekeepers' in cyber media have given an opportunity for them to connect to the masses in their own terms and in their own frames of reality.

The 2014 general elections in India was marked with cyber warfare and careful interventions by the right wing political arms in the internet platforms and it paid huge dividends in the form of whopping majority. Effective use of cyber space evaded questions and became instrumental in attributing a cult status to the 'PM in waiting'. Narendra Modi himself resorted to tweets than press conferences or sound bytes and shied away from confronting traditional media. Since then he never addressed a press conference and used Twitter and Radio for his mass engagement. The success of this strategy was apparent and the bandwagon effect was pronounced in the actions of other political leaders as well. This phenomenon can also be viewed as a de-democratisation of media discourses. In sum, social or other cyber media is not immune to the hegemonic influence of powerful elites who have control over society and its polity.

Alvin Toffler, in his book, 'The Third Wave' (1980) wrote;

'The mass audience seems to disappear, apparently being replaced by individual media users. In the post industrial society the power is shifting from the producers of message to the audience/consumers'.

He coined a term 'demassification' to depict this power shift and the idea of collective of anonymous, heterogeneous individuals who were loosely bound with a common goal- mass- has been replaced and a new form of networked individuals emerged. Does this strengthen the free expressions and democracy? Yes, it does, if the source is not caught or thrown into oblivion in the labyrinth of networks and if the source can withstand the fierce counter currents of feedback in an honest, factual and rational atmosphere.

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Media and Climate Change Communication: A Systematic Review Based on Issues, Coverage and Framing

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Abstract

Climate change has turned to become the most academically discussed and debated environmental topic in the mass media, especially since last decade. Hence, the depiction of climate change in the media has been a major domain of multi disciplinary research as well. This paper made a systematic review of 'media and climate change communication', in according to its widely discussed themes including; 'Issue', 'Coverage' and 'Framing'. Media has been playing not only a pivotal role in portraying various aspects of climate change issues but also it enhances both public opinion and other climate change policy related matters. The study addressed here is that of how widely the mass media coverage addresses climate change. Media framing of climate change is another significant facet which study explored. This paper has reviewed 20 studies across 14 different nations using systematic search on electronic databases. The whole review revealed that in the process of climate change communication, media acts as most important intermediary between the common people and scientific community.

Keywords

Climate Change (CC), Issue, Framing, Coverage, Representation, Climate Change Communication (CCC)

Introduction

“Climate Change is no longer some far-off problem; it is happening here, it is happening now.”

- Barack Obama, Former US President

It is quite evident from many research studies since last decade that climate change is one of the most critical issues of 21st century (Boykoff & Boykoff, 2007). Inter Governmental Panel on Climate Change (IPCC, 2007) also had clearly reiterated that humans have interfered greatly with the climate and that further human-induced climate change is on the way.

Over time, many research studies are happening in the domain Media Communication about Climate Change (MCCC). Mass media can act as a propelling force in enlightening the masses on various issues relating to climate change. Media likely play an

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important role in the public’s perception of climate change risks by generalizing personal experiences and by framing them in specific ways (McComas and Shanahan, 1999). Media representations, media framing and media coverage to climate change are also portraying a significant role in the social construction of climate change among common people.

Media and Climate Change: Issues, Coverage and Framing

Media and climate change is always in the topic of discussion that how the media portrays the climate change issue, and its influences among public perception and policy makers understanding. Studies have also shown that the common people learn a lot about environment through consuming mass media exposure.

Media coverage and framing of climate change can be primarily focused on science of climate change, its impacts and adaptation and mitigation level. Media gives coverage to various sets of climate change issues including flood, unseasonal rainfall, global means temperature, glaciers melting, green house gas emission and frequency of extreme events (Climate change indicators according to IPCC).

Framing communicates how and why an issue should be seen as a problem, how it should be handled, and who is responsible for it. Likewise, media framing is a process through which an issue or phenomenon portrayed by the news. Media coverage and framing of climate change has been an area of concern especially in the developed and developing countries since last decade.

Identification of the Literature

Electronic data bases were used to identify the literature relating to media and climate change communication. Relevant literature on the topic was obtained from e-journal repository of the CHMK library, University of Calicut. The studies were mainly retrieved from the Sage Journals and Taylor and Francis Online (between 2009 and 2017) using the keyword, media and climate change. The full texts or abstracts from all the databases searched were reviewed prior to their inclusion. Finally, 20 papers from 14 different countries that directly dealt with media and climate change were selected for the systematic review.

Table: I: Summary of Included Studies on Media and Climate Change Communication

Author (s) Location	Methodology	Key Words	Major Findings	Comments
Neil T. Gavin (2009) <i>UK</i>	Content Analysis	media coverage, climate change, public sphere, Britain	The media coverage contributes to a public sphere that is truly international in character	Climate change policy must take international public sphere into account
Lei Xie (2009) <i>China</i>	Content Analysis	changing climate, coverage, mainstream media	Media coverage in developed countries was overall more skeptical toward climate change than that in developing countries	Media plays a crucial role in the social construction of climate change
Nathan Young, Eric Dugas (2011) <i>Canada</i>	Content Analysis	Representation, global warming, climate change	Canadian national printmedia has been complicit in the ‘decontextualization’	Canadians are reading more about climate change in their

			of climate change, whereby less attention is paid to issues of causation, scientific claims, and potential impacts	national print news than ever before, but it is closely bounded with political and business issues
Jari Lyytimäki (2011) <i>Finland</i>	Content Analysis	Climate change. Mass media coverage, Newspapers, Policy integration	Broad-based media coverage of climate change can provide promising building blocks for the mainstreaming of climate policies.	Media coverage into account as a key factor in the formulation and implementation of environmental policies aimed at broad-based actions.
Jules Boykoff (2012) <i>USA</i>	Content Analysis	Media coverage, climate change, climate change conference	US media coverage of the Cancún climate change conference was relatively scarce. As a way of injecting urgency and gravity, journalists could concertedly demonstrate how climate change is an economic story	The global media's challenge is to address these complex, overlapping issues in a clear, comprehensible manner that captured the urgency of the situation
G. C. Prem Nivas, Dr. I. Arul Aram (2013) <i>India</i>	Content Analysis and Frame Analysis	Doha climate change conference, News media framing, public perception, impact of media	<i>The Hindu and The NDTV had majority of the articles captured from the attribution of responsibility frame.</i>	The climate change conferences mainly urged the parties that climate change is a certain issue and everyone must react soon to combat it.
Andrew R. Jones (2014) <i>USA</i>	Content Analysis and Frame Analysis	News media framing, climate destabilization, global warming, ordinal regression, content analysis, frame analysis	The framing of global warming and the content conveyed by news media is highly problematic	Inclusion of climate contrarians in news stories about global warming has a significant impact on the framing of the issue
James D. Ford, Diana King (2015) <i>Canada</i>	Content Analysis	Climate change, Adaptation, Media Framing, Newspapers, North America	Media coverage does not necessarily lead to increased adaptation efforts or increased interest in adaptation among the public and policy makers.	The Canadian newspaper articles were significantly more likely to focus on providing statements of recognition on the importance of climate

				change adaptation.
Jari Lyytimäki (2015) <i>Finland</i>	Content Analysis	Environmental communication, newspaper coverage, climate change, eutrophication	It is obvious that climate change is not just a passing environmental trend, it will remain a major global challenge of the 21st century	The coverage of climate change in Finland had three distinctive peaks, such as of international climate policy negotiations, domestic energy debates, and mild and snowless winter weather.
Fernández-Reyes, JL Piñuel-Raigada, M Vicente-Mariño (2015) <i>Spain</i>	Content Analysis	Climate change, global warming, media coverage	A decline of the presence of climate change in newspapers, although there is growing empirical evidence about the environmental risk.	In climate change news coverage, International agenda is setting the national agenda
K Chetty, V Devadas, JS Fleming (2015) <i>New Zealand</i>	Content Analysis and Frame Analysis	climate change, Copenhagen climate change summit, economic competitiveness, framing analysis, framing theory, news media, New Zealand newspapers,	New Zealand newspapers have presented climate change in accordance with the scientific consensus position since 2009	climate change was framed in a manner that reflected a strong alignment with the scientific consensus position
Michael Brüggemann, Sven Engesser (2016) <i>Germany & Switzerland</i>	Content Analysis and Survey	Climate change Journalism, Skeptics, Denial, Journalistic norms, Balance	Climate journalism has moved beyond the norm of balance towards a more interpretive pattern of journalism.	Transnational climate coverage clearly conveys the climate change consensus.
Federico Pasquare' Mariotto, Corrado Venturini (2016) <i>Italy</i>	Content Analysis	Climate change, Weather, Media, Coverage	The climate change issue has received little attention in the analyzed news articles	The media should try incorporating as much scientific evidence as possible when writing about climate change
Chinenye Nwabueze, Stella Egbra (2016) <i>Nigeria</i>	Content Analysis and Frame Analysis	Framing, coverage, climate change	The media in Nigeria and Ghana source their reports mainly from international fora.	Nigerian and Ghanaian press should use more of the information and awareness frame in writing their news reports.
G. C. Prem Nivas, C. Arul and A. Aram (2016) <i>India</i>	Content Analysis and Frame Analysis	Climate change, global warming, news framing, television, news	Policy makers and NGOs were strongly associated with the 'judgment' frame;	TV channels could adopt the model of <i>NDTV24X7</i> in

		channels	while the news bureaus and scientists were strongly associated with the 'problem' frame.	collaborating with an institution working on climate change to offer quality coverage.
Bradley C. Freeman 2016 (UAE)	Content Analysis	Environmental Communication, Journalism & Professional Media, Media & Communications	the Gulf English-language newspapers do cover the issue of climate change—and not from a skeptical or deniers standpoint, rather a gradualism-oriented frame.	climate change receives varied coverage in the Gulf press
Kimberly J. Quesnel, Newsha K. Ajami (2017) USA	Content Analysis	Media coverage, extreme climate events	Heavy news media coverage on climate change truly indicative of public awareness and education	News media coverage was correlated with changes in urban water use in the San Francisco Bay Area from 2005 to 2015
Jason T. Carmichael, Robert J. Brulle (2017) USA	Content Analysis	US public opinion, climate change, elite cues, media effects, time-series analysis, structural equation models	Media coverage exerts an important influence, it is itself largely a function of elite cues and economic factors.	The importance the media assigns to coverage of climate change translates into the importance the public attaches to this issue.
Ana Horta, Anabela Carvalho & Luísa Schmidt (2017) Portugal	Content Analysis	Climate change, ccrossnational Comparison, domestication in journalism, global news, global politics,	Portuguese press tends to reproduce the global political agenda on climate change, mainly focusing on international events associated with global political decision-making processes	This kind of news coverage enhance public expectation of national governments' commitment at the international level and help policymakers' attempts to legitimize top-down implementation .
Renée Moernaut, Jelle Mast & Luc Pauwels (2017) US	Content Analysis and Frame Analysis	climate change, frame-building, ideology, journalist frames, news frames, newsroom organisation, news values	Journalist frames have only limited predictive value for the usage of news frames in climate change coverage	climate change is the subject of lively newsroom debates

The domain Media and climate change communication has been extensively studied by the researchers in developed and developing countries across the world, especially since last the last decade (see table 1). From the findings in Table 1, it is obvious that climate

change is not just a passing environmental trend, it will remain a major global challenge of the 21st century (Jari Lyytimäki, 2015). Data also showed that media did give prominence to the issue of climate change in two broader perspectives including coverage and framing. But most of the early studies were based on the developed countries and later moved towards the attention of developing countries.

It is quite evident from the studies (especially from USA and UK) that media coverage and framing of climate change communication have got significant contribution to create public awareness and education (Kimberly J. Quesnel and Newsha K. Ajami, 2017). But they did give less attention paid to the scientific consensus and other potential impacts of climate change (Nathan Young and Eric Dugas, 2011). Ironically, there were a few studies from developed countries itself (see table 1) which presented climate change in accordance with the scientific consensus position since 2009 (K Chetty, V Devadas and JS Fleming, 2015).

From the findings in Table 1, studies from the developing countries (especially from China and India) showed that media plays a crucial role in the social construction of climate change. But they strongly recommended that developed countries were overall more skeptical toward climate change than that in developing countries (Lei Xie, 2009). A few Indian studies which reviewed also urged climate change is a certain issue, it needs some quality media coverage and everyone must react soon to combat it (G. C. Prem Nivas, C. Arul and A. Aram 2016). Data showed one pivotal aspect about underdeveloped countries like Nigeria and Ghana that they were depending upon developed countries as a source pattern for climate change news coverage and framing (Chinenye Nwabueze and Stella Egbra, 2016).

Table: II: 'Issue' as Theme of Media and Climate Change Review Analysis

Sl. No	Title of the Study	Main Issue Focus	Issue Discussed
1.	<i>Addressing climate change: a media perspective (2009 – UK)</i>	Media coverage and politics of climate policy	Media coverage and public sphere
2.	<i>Climate Change in the Changing Climate of News Media: A Comparative Analysis of Mainstream Media and Blog Coverage of Climate Change in the United States and the People's Republic of China, 2005-2008 (2009 – China)</i>	Media coverage of climate change between developed and developing countries	Media coverage and construction of meaning of climate change
3.	<i>Representations of Climate Change in Canadian National Print Media: The Banalization of Global Warming (2011 – Canada)</i>	media coverage of global climate change issues in Canada's national print media	Print news as a main source of climate change information
4.	<i>Mainstreaming climate policy: the role of media coverage in Finland (2011 – Finland)</i>	Media coverage and climate policy	Media coverage and implementation of climate change policies
5.	<i>US Media Coverage of the Cancún Climate Change Conference (2012 – USA)</i>	Media coverage and UN climate change conference	US media coverage of the Cancún climate change conference
6.	<i>News media framing on Doha climate change conference (2013 – India)</i>	Media framing and Doha climate change conference	Climate change conferences are the news hook
7.	<i>Framing Global Warming: An International Comparison of the Influence of Climate Contrarians on News Media Coverage (2014 –USA)</i>	Media Framing on Global Warming	Global warming has a significant impact on the framing of the issue

8.	<i>Coverage and framing of climate change adaptation in the media: A review of influential North American newspapers during 1993–2013 ((2015 – Canada)</i>	Coverage and framing of North American newspapers in climate change adaptation	Canadian newspaper article content and climate change adaptation strategies
9.	<i>Prospects for Environmental Communication Based on 25 Years of Newspaper Coverage of Climate Change and Eutrophication in Finland (2015 – Finland)</i>	Media coverage and the prospects for environment communication	Climate change as a global challenge for 21 st century
10.	Media coverage of climate change and global warming en <i>El País, El Mundo y La Vanguardia (2015 – Spain)</i>	Media coverage of climate change and global warming in Spain	National media coverage and international agenda on climate policy
11.	The framing of climate change in New Zealand newspapers from June 2009 to June 2010 ((2015 - New Zealand)	Media framing and climate in New Zealand newspapers	Climate change framing in media and scientific consensus position
12.	Beyond false balance: How interpretive journalism shapes media coverage of climate change (2016 - Germany & Switzerland)	Media coverage and interpretative journalism	Transnational climate coverage and scope of interpretative journalism
13.	<i>2014, The ‘year without a summer’ in Italy: news media coverage and implications for the climate change debate ((2016 – Italy)</i>	Media coverage and news media in Italy	Climate change coverage and scientific consensus position
14.	<i>Newspaper framing of climate change in Nigeria and Ghana (2016 – Nigeria)</i>	Media Framing and climate change representation	Climate change related Newspaper article content of Nigerian and Ghanaian press
15.	<i>Framing of climate change issues in Indian television news channels ((2016 – India)</i>	Climate change framing and Indian television channels	News media content of NDTV and CNN-IBN
16.	<i>Protecting the Gulf: Climate change coverage in GCC print media (2016 – UAE)</i>	Media coverage in Gulf print media	Climate change related content in GCC print media
17.	<i>Changes in water consumption linked to heavy news media coverage of extreme climatic events (2017 – USA)</i>	Media coverage of extreme climatic events	News media coverage in urban water use in the San Francisco Bay Area from 2005 to 2015
18.	<i>Elite cues, media coverage, and public concern: an integrated path analysis of public opinion on climate change, 2001–2013 (2017 – USA)</i>	Media coverage and public opinion formulation	Media coverage of climate change issues and public attention to it
19.	<i>The Hegemony of Global Politics: News Coverage of Climate Change in a Small Country (2017 – Portugal)</i>	Media coverage and global political agenda	Climate change news coverage and public expectation of national governments’ commitment
20.	<i>Climate change journalist and news frames in mainstream and alternative media (2017 – US)</i>	Journalist frame and media frame according to climate change	climate change is the subject of lively newsroom debates

All the studies taken for systematic review were widely debated, discussed and focused ‘issue’ as a theme of media and climate change communication (see the table II) across the countries. From the findings in the Table II, it is evident that ‘issues’ associating with media and climate change has systematically, specifically and objectively studied mainly in the perspective of both coverage and framing.

Especially, studies from developed countries were ‘focused issues’ upon media coverage and framing mainly in respect of politics of climate policy, global warming, environment communication, public opinion formulation, climate policy and global climate

change issues. Whereas findings showed that there were two major ‘issues discussed’ including; transnational climate change coverage and print news as main source of climate change (Michael Brüggemann and Sven Engesser, 2016), (Nathan Young and Eric Dugas, 2011).

A few reviewed studies from the developing countries (especially from China and India), ‘focused issues’ upon distinction between the climate change coverage of developing and developed countries (Lei Xie, 2009). ‘Discussed issues’ in the context of developing countries were mainly as the role of media coverage in the construction of meaning of climate change.

Table: III: ‘Coverage’ as Theme of Media and Climate Change Review Analysis

Sl No	Topic	Coverage Period	News Media	Type of news content	Key Empirical Sources
1.	<i>Addressing climate change: a media perspective (2009 – UK)</i>	Jan 2001 – Dec 2006	<i>British Newspapers (The Guardian, Times, Independent and Telegraph)</i>	1500 news stories	Gavin (2007), Boykoff (2007)
2.	<i>Climate Change in the Changing Climate of News Media: A Comparative Analysis of Mainstream Media and Blog Coverage of Climate Change in the United States and the People's Republic of China, 2005-2008 (2009 – China)</i>	2005 - 2008	US Newspapers, US blogs posts, Chinese Newspapers, Chinese Blog stories	242 U. S. newspaper stories, 130 U. S. blogs posts, 202 Chinese newspaper stories, and 64 Chinese blog stories	Boykoff Maxwell T (2007), Gallup (2007), Boykoff & Boykoff, (2004)
3.	<i>Representations of Climate Change in Canadian National Print Media: The Banalization of Global Warming (2011 – Canada)</i>	1988/1989, 1998/1999 2007/2008 (study in three time frame)	Canadian Newspapers (The Globe and Mail and The National Post)	897 news articles	Reese et al. (2007)
4.	<i>Mainstreaming climate policy: the role of media coverage in Finland (2011 – Finland)</i>	1990 - 2010	Finnish Newspapers (Ilta-Sanomat, Helsingin Sanomat, Aamulehti, Keskisuomalainen, Aamulehti, Iltalehti, Maaseudun Tulevaisuus)	800 Climate change related stories	Boykoff and Boykoff (2007), Tirkkonen (2000), Boykoff and Goodman (2009),
5.	<i>US Media Coverage of the Cancun Climate Change Conference (2012 – USA)</i>	Nov – Dec 2010 (Cancun Conference)	US Newspapers (The New York Times, USA Today, The Wall Street Journal, and the Washington Post)	176 climate change articles	Boykoff and Boykoff (2007), Ball (2010)
6.	<i>Coverage and framing of climate change adaptation in the media: A review of influential North American newspapers during 1993–2013 (2015 – Canada)</i>	1993 - 2003	North American broadsheet newspapers (Globe & Mail, Toronto Star, New York Times, Washington Post)	271 Climate change news articles	Boykoff and Yulsman (2013), IPCC (2007), Moser (2011)
7.	<i>Prospects for Environmental Communication</i>	1990 - 2014	Finnish Newspapers (Ilta-Sanomat, Helsingin Sanomat, Aamulehti)	10, 229 newspaper stories	Lyytimaki (2011), Kumpu (2015)

	<i>Based on 25 Years of Newspaper Coverage of Climate Change and Eutrophication in Finland (2015 – Finland)</i>				
8.	Media coverage of climate change and global warming en <i>El País, El Mundo y La Vanguardia (2015 – Spain)</i>	January 2000 – November 2014	Spanish Newspapers (<i>El País, El Mundo and La Vanguardia</i>)	1966 News articles (based on 4 th & 5 th IPCC conferences)	Boykoff (2009), Corbett, Young and Byron (2009)
9.	Beyond false balance: How interpretive journalism shapes media coverage of climate change (2016 - <i>Germany & Switzerland</i>)	January 2011 – December 2014	Leading print and online news outlets in Germany, India, the United Kingdom, the United States, and Switzerland.	936 news stories	Boykoff and Boykoff (2004), Dunwoody and Peters (1992)
10.	2014, The ‘year without a summer’ in Italy: news media coverage and implications for the climate change debate (2016 – Italy)	June 1 – August 31	Two online Italian Newspapers (Repubblica. it and Corriere. it)	171 News articles	Boykoff and Goodman (2009), Taylor and Nathan (2002), Boykoff and Boykoff (2004), Boykoff (2007)
11.	<i>Protecting the Gulf: Climate change coverage in GCC print media (2016 – UAE)</i>	2009 - 2013	<i>Six GCC English Newspapers (Khaleej Times, Kuwait Times, Times of Oman, The Gulf Daily News, The Qatar Tribune, The Qatar Tribune, Arab News)</i>	300 articles (Ten articles per year from six Newspapers)	Carvalho & Burgess (2005), Boykoff (2011),
12.	<i>Changes in water consumption linked to heavy news media coverage of extreme climatic events (2017 – USA)</i>	2005 - 2016	Nine Newspapers in USA	100 draught related stories	Boykoff and Boykoff (2004)
13.	<i>Elite cues, media coverage, and public concern: an integrated path analysis of public opinion on climate change, 2001–2013 (2017 – USA)</i>	January 2002 – December 2013	Major news magazines and major popular scientific magazines in US	300 news articles	Weber and Stern (2011), Hamilton and Keim (2009)
14.	<i>The Hegemony of Global Politics: News Coverage of Climate Change in a Small Country (2017 – Portugal)</i>	2007 - 2014	Three Portuguese Newspapers (<i>Diário Económico, Journal de Notícias and Publico</i>)	545 news articles	Chong and Druckman (2011), Clausen (2004), Schlesinger (1998)

From the findings in Table III, the ‘Coverage’ as a theme of media and climate change has analyzed in respect of coverage period, selection of news media, types of news content and key empirical sources. Out of total 20 studies reviewed, 14 among them purely associated with the ‘coverage’, which has taken as one of the core themes of systematic review of media and climate change communication.

All the studies were taken ‘Newspaper’ as a selective news medium to study the theme of ‘coverage’ (see the table III), and news ‘stories/articles’ were the ‘type news

content' to analyze the 'coverage'. Each study has taken mainstream newspapers of their respective country to analyze the coverage of media and climate change communication.

Table: IV: 'Framing' as Theme of Media and Climate Change Review Analysis

Sl. No	Topic	Framing Period	Framing Aspects	Theoretical Frame Work	Key Empirical Sources
1.	<i>News media framing on Doha climate change conference (2013 – India)</i>	Nov 1, 2012 – Dec 09 th 2012	Attribution of responsibility , Human interest frame, Conflict frame, Morality frame, consequences frame	Semetko and Valkenburg (2000)	Boykoff (2008b), Reddy and Assenza (2009), Boykoff (2007)
2.	<i>Framing Global Warming: An International Comparison of the Influence of Climate Contrarians on News Media Coverage (2014 –USA)</i>	1993 - 2003	Thematic-current-near, thematic-future-near, thematic-current-distant, thematic-future-distant, episodic-current-near, episodic-future-near, episodic-current-distant, episodic-future-distant, no clear frame	Shanto Iyengar's operationalization of media frames (1987)	Charlie Ward (1993), Versteegen & Wilson (2008), Layden (2006)
3.	The framing of climate change in New Zealand newspapers from June 2009 to June 2010 (2015 - New Zealand)	June 2009 – June 2010	Social progress, Morality, Politics, Scientific Controversy, Science, Economic competitiveness	Generalisable typology designed by Nisbet (Nisbet & Scheufele 2009)	Williams (2010), Dispensa & Brulle (2003)
4.	<i>Newspaper framing of climate change in Nigeria and Ghana (2016 – Nigeria)</i>	March 2016 – September 2016	Social progress, Morality, Politics, Scientific Controversy, Science, Economic competitiveness	Generalisable typology designed by Nisbet (Nisbet & Scheufele 2009)	Spector & Kitsuse, (1977), Schoengeld, Mer, & Griffin (1979), Egbra, (2014)
5.	<i>Framing of climate change issues in Indian television news channels (2016 – India)</i>	2006 - 2012	Problem frame, diagnose causes frame, moral judgment frame, and remedies frame.	The frame is perceived from the Robert M Entman's idea (1993)	Goffman (1974), Boykoff and Mansfield (2008)
6.	<i>Climate change journalist and news frames in mainstream and alternative media (2017 – US)</i>	24 October – 4 December 2016	Cycles of Nature Frame, Environmental Justice Frame, Human Rights Frame, Economic Challenge Frame	Multilevel model - Moernaut, Renee Madeleine, Mast, and Pauwels (2017)	Entman, Matthes, and Pellicano (2009), Engesser and Brüggemann (2016)

From the findings in Table IV, the ‘Framing’ as a theme of media and climate change has analyzed in respect of framing period, framing aspects, theoretical frame work and key empirical sources. Out of total 20 studies reviewed, six among them purely associated with the ‘Framing’, which has taken as one of the core themes of systematic review of media and climate change communication.

Studies were followed various theoretical frame works/models (see Table IV) including; Semetko and Valkenburg (2000), Shanto Iyengar’s operationalization of media frames (1987), Nisbet & Scheufele (2009), Robert M Entman’s idea (1993) and Moernaut, Renee Madeleine, Mast, and Pauwels (2017)

Conclusion

Our study has proved the fact that especially since last decade; media has been contributing increased attention to climate change issues across the world. Media coverage and framing of climate change has been an area of concern especially in the developed and developing countries. By reviewing 20 papers, study was also reiterated that climate change is not just a passing environmental trend; rather media should be given quality coverage and framing to construct the meaning of climate change. The Western media tends to give heavily the ‘problematic frame’ in the portrayal of climate change, whereas the favorable sign is that Indian media is initiated to give ‘responsibility frame/remedial frame’ in it. African countries are yet to take a strong stance towards climate change. The media in these countries have not been able to bring climate change issues in the conscience of public agenda.

Even though climate change issues are effectively framed and covered by the media all over the world, study recommends that to specifically determine how much expertise or professional involvement being ensured while reporting climate change issues. It is a high time that Indian media take appropriate steps to fill the gap which has raised when it comes to science communication, as it needs a very analytical and critical way of reporting.

The present review was restricted to the key word search ‘media and climate change’ alone excluding all other relevant findings came across and so care to be taken regarding application of the study to other issues relating to the prospects, challenges and practices of mediated climate change communication. Universality of the observations from the review could be doubted on the ground that the review covered only about 14 nations and 20 studies done across the world.

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The Changing Attitude of Tribes towards Modernity: A Case Study among Tribal Students of Wayanad District.

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Abstract

This study aims to bring out the attitude change happens among the tribes towards modernization. The sample for the study comprises of plus one and plus two students of residential schools of Wayanad district. They are separated from their tribal settlements and are given accommodation near to their schools. The government finds this as an ideal situation for the tribal students to make their schooling smooth and fruitful. In the hostel situation they are exposed to different mass media which is considerably less available to their tribal settlements. This study is aimed at finding the attitude of the tribal students who undergo the residential schooling in Wayanad district. The study employed survey methodology for data collection. The collected data is processed and tested with standard tools.

Keywords

Tribe, Tribal Students, Attitude, Modernity,

Introduction

The modernization model of development received many criticisms as it neglected the cultural aspects of indigenous population. After 58 years of the theory, the influence of modernization has deep penetration into the third world nations. People's resistance to change has weakened with increased media exposure and persuasive messages. Indigenous tribes who always shielded their tribal nature from dominant paradigms were an exception.

Recently, we witness certain incidents that show some attitudinal changes regarding the adoption of popular culture. A video that show a marriage function of Paniya couple who followed the Hindu customs of exchanging the garlands is one such. A notable point is that the bride wore gold ornaments and the marriage is followed by a party like the main stream marriage functions.

This study chiefly focused on unearthing the attitudinal changes in life style aspects, adoption of fashion, the extent of media exposure, language aspects and entertainment modes. To study the attitude the researchers selected the higher secondary students of the residential schools of Wayanad district where 80% of the seats are reserved for various

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tribal students. These schools provide the students with adequate circumstances for academic and residential purposes. At the same time these facilities are separating them from their tribal settlements and environment. They are more exposed to modern mass media and have a chance to mingle closely with non tribe peers. The only exception here is the Rajiv Gandhi residential school where 100 per cent seats are reserved for Kattunaikka tribes.

Here the survey methodology is adopted for the data collection. The sample include the whole population as the questionnaire is executed covering all the tribal students of the three residential higher secondary schools of Wayanad. The total sample size is 240 higher secondary students.

Objectives:

Main objective is to study the impact of modernisation and media exposure on the attitude of tribes with a key focus on the residential higher secondary school students of Wayanad district.

Specific Objectives:

1. To study the attitude of tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
2. To study the attitudinal difference of male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
3. To study the attitudinal difference of Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
4. To study the attitudinal difference of class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
5. To study the attitudinal difference of Commerce, Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Hypotheses:

1. Residential higher secondary tribal students have positive attitude towards modernization.
2. There is no significant difference of attitude between male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
3. There is no significant difference of attitude between Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
4. There is no significant difference of attitude between class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

5. There is no significant difference of attitude between Commerce and Humanities group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
6. There is no significant difference of attitude between Commerce and Science group students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
7. There is no significant difference of attitude between Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Analysis and Interpretation of Data

Hypotheses: 1 - Residential higher secondary tribal students have positive attitude towards modernization.

Focused Area	No. of Test Items	Score Obtained	Attitude
Life Style	5	15. 4	Positive Attitude
Fashion	3	10. 7	Positive Attitude
Media Exposure	5	18. 4	Positive Attitude
Entertainment	2	8. 8	Positive Attitude
Language	4	17. 7	Positive Attitude
Total Attitude	19	71	Positive Attitude

Hypotheses: 2 - There is no significant difference of attitude between male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Gender-wise Comparison of Attitude Scores

	Gender	N	mean	SD	CR	Level of significance	
Life Style	Male	142	15. 4	2. 5	0. 3	P<0. 05	N. S
	Female	98	15. 4	2. 6			
Fashion	Male	142	11	2. 1	2. 9	P>0. 01	Significant difference
	Female	98	10. 2	2. 3			
Media Exposure	Male	142	19. 9	2. 4	10. 7	P>0. 01	Significant difference
	Female	98	16. 3	2. 7			
Entertainment	Male	142	9. 1	1	2. 7	P>0. 01	Significant difference
	Female	98	8. 4	2. 6			
Language	Male	142	17. 8	1. 8	1. 1	P<0. 05	N. S
	Female	98	17. 5	2. 6			
Total Attitude	Male	142	73. 3	5. 8	6. 3	P>0. 01	Significant difference
	Female	98	67. 7	7. 4			

Hypotheses: 3 - There is no significant difference of attitude between Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Caste-wise Comparison of Attitude Scores

	Caste	N	mean	SD	CR	Level of significance	
Life Style	Kattunaikka	125	15.1	2.6	2	P>0.05	Significant difference
	Other Tribes	115	15.7	2.4			
Fashion	Kattunaikka	125	10.8	2.1	1.1	P<0.05	N. S
	Other Tribes	115	10.5	2.3			
Media Exposure	Kattunaikka	125	17.8	3	3.4	P>0.01	Significant difference
	Other Tribes	115	19.1	3.1			
Entertainment	Kattunaikka	125	8.8	2.3	0.2	P<0.05	N. S
	Other Tribes	115	8.8	1.2			
Language	Kattunaikka	125	17.6	2.4	0.8	P<0.05	N. S
	Other Tribes	115	17.8	1.8			
Total Attitude	Kattunaikka	125	70.1	7.7	2.1	P>0.05	Significant difference
	Other Tribes	115	72	6.2			

Hypotheses: 4 - There is no significant difference of attitude between class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Class-wise Comparison of Attitude Scores

	Class	N	mean	SD	CR	Level of significance	
Life Style	XI	123	15.7	2.5	1.5	P<0.05	N. S
	XII	117	15.2	2.5			
Fashion	XI	123	10.6	2.1	0.6	P<0.05	N. S
	XII	117	10.7	2.3			
Media Exposure	XI	123	19.1	2.9	3.5	P>0.01	Significant difference
	XII	117	17.7	3.1			
Entertainment	XI	123	9	1.2	1.3	P<0.05	N. S
	XII	117	8.6	2.4			
Language	XI	123	17.7	2.3	0.1	P<0.05	N. S
	XII	117	17.7	2			
Total Attitude	XI	123	72	6.8	2.3	P>0.05	Significant difference
	XII	117	70	7.1			

Hypotheses: 5 - There is no significant difference of attitude between Commerce and Humanities group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Commerce & Humanities)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Commerce	111	15.3	2.4	0.2	P<0.05	N. S
	Humanities	53	15.2	2.5			
Fashion	Commerce	111	11.3	2	1.1	P<0.05	N. S
	Humanities	53	10.9	2.1			
Media Exposure	Commerce	111	18.4	3.3	0.1	P<0.05	N. S
	Humanities	53	18.5	2.8			
Entertainment	Commerce	111	8.8	1.5	1.5	P<0.05	N. S
	Humanities	53	9.4	2.8			
Language	Commerce	111	17.7	2.2	0.2	P<0.05	N. S
	Humanities	53	17.7	2.3			
Total Attitude	Commerce	111	71.6	7.8	0.1	P<0.05	N. S
	Humanities	53	71.7	6.4			

Hypotheses: 6 - There is no significant difference of attitude between Commerce and Science group students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Commerce & Science)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Commerce	111	15.3	2.4	1	P<0.05	N. S
	Science	76	15.7	2.7			
Fashion	Commerce	111	11.3	2	5	P>0.01	Significant difference
	Science	76	9.6	2.3			
Media Exposure	Commerce	111	18.4	3.3	0.1	P<0.05	N. S
	Science	76	18.4	3.1			
Entertainment	Commerce	111	8.8	1.5	2.3	P>0.05	Significant difference
	Science	76	8.4	1.3			
Language	Commerce	111	17.7	2.2	0.1	P<0.05	N. S
	Science	76	17.7	1.9			
Total Attitude	Commerce	111	71.6	7.8	1.8	P<0.05	N. S
	Science	76	69.8	6.1			

Hypotheses: 7 - There is no significant difference of attitude between Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Humanities & Science)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Humanities	53	53	15.2	1	P<0.05	N. S
	Science	76	15.7	2.7			
Fashion	Humanities	53	53	10.9	3.1	P>0.01	Significant difference
	Science	76	9.6	2.3			
Media Exposure	Humanities	53	53	18.5	0.2	P<0.05	N. S
	Science	76	18.4	3.1			
Entertainment	Humanities	53	53	9.4	2.6	P>0.05	Significant difference
	Science	76	8.4	1.3			
Language	Humanities	53	53	17.7	0.1	P<0.05	N. S
	Science	76	17.7	1.9			
Total Attitude	Humanities	53	53	71.7	1.7	P<0.05	N. S
	Science	76	69.8	6.1			

Findings

1. The study showed tribal students had a positive attitude towards modernization. In entertainment and language area showed high positive attitude and in life style showed low positive attitude.
2. In this study showed a significant gender difference in level of attitude towards modernization.
3. In caste wise comparison there exists attitudinal difference between Kattunaikka and other tribal students.

4. Class wise comparison showed difference in attitude level of class XI and class XII students.
5. In group wise comparison there was no significant difference of attitude between commerce, humanities and science group students.

Conclusion

Residential higher secondary tribal students had a positive attitude towards modernization, westernization and globalization. It may be due to the influence of their hostel life and peers. It requires further studies in this area. The study can be elaborated by adding two more groups from general category students and Non-resident tribal students from various government and aided schools.

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Professional Freedom and Satisfaction of Young Journalists in Kerala, India

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Abstract

In the last three decades, precisely since 1990s, media in Asia is transformed a lot with the profound impact of digitization, corporatization, monopolization, and religious and political trends, all implicating the journalistic profession, particularly professional freedom and job satisfaction enjoyed by journalists. This paper explores the professional freedom and satisfaction enjoyed by young journalists who entered the profession in the 21st century. In this study, professional freedom (PF) is conceived as a combination of external and internal freedoms which are ensured with the absence of both external (social) and internal (organizational/personal) factors that curb a journalist's professional autonomy. A journalist enjoys external professional freedom (EPF) when living in a society that guarantees the absence of physical threats, extra-constitutional interventions, economic and political pressures and threats from religious sources. Internal professional freedom (IPF) guarantees freedom from personalized pressures, freedom from organizational pressures, freedom from work level pressures, freedom from owner level pressures, and freedom from supervisor level pressures. In a similar fashion, Professional Satisfaction (PS) is also conceptualized as a mix of External Professional Satisfaction (EPS) and Internal Professional Satisfaction (IPS). The factors that contribute to internal professional satisfaction (IPS) include work itself, personal growth & advancement, individual responsibility, professional status and work-family relation. Pay and working conditions, organizational morale, organizational support, supervision and co-worker relation constitute the extrinsic factors of professional satisfaction (EPS). A survey of 201 young journalists (below 30 years) in Kerala, a state in India, reveals that young journalists enjoy moderate level of professional freedom and satisfaction. They feel that their professional freedom is curbed more by internal (organizational/personal) pressures than by external /social pressures. Also they report that they get more job satisfaction from internal (organizational/personal) factors than from external / social factors. And, these trends are consistent across many demographic and professional variables like gender, political affiliation, and religious affiliation, media education, type of media, professional experience, salary range, and field of work of journalists.

Keywords

Young Journalists, Professional Freedom, Professional Satisfaction, Media Management

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Introduction

What are the changes brought by media convergence, the advent of media conglomerates and cross-media ownership, etc. (results of globalization) in the field of journalism, the outlook of journalists and the preferences of media as a whole? Findings of earlier studies are not exciting.

Journalists who enrolled into the profession in the 21st C are part of the millennial generation. The working environment of the field witnesses a drastic change boosted by web-based journalism. The journalism field in India and across Asia and the world is not an exception when taking news processing and publishing/broadcasting technologies into account. At present, the profession is going through a transition stage of dual-platform journalism incorporating print and digital. Meanwhile, the world around us becomes corporatized, monopolized, and religiously and politically polarized. And it is reflected in the perception of professional freedom and satisfaction of 21st C journalists.

Professional freedom (PF) of journalists refers to the news decision autonomy or the degree of freedom journalists enjoy in their professional jurisdiction without being limited by internal or external influences like interference, domination, and regulation on journalistic practice. Professional freedom of a journalist presupposes the degree of freedom an individual journalist has in making news decisions without being influenced internally or externally. It is not just restricted to the news decisions taken within the newsroom but internal and external factors that affect those decisions also to be included (Beam, 2008).

Professional satisfaction (PS) is the extent to which one is feeling good and committed to his/her job. It is generally defined as the sum of the positive influence that individuals have toward their profession. In simple terms, professional satisfaction is the extent to which people like their profession.

Social leaders warn that a privatised, corporatized and commoditized information resulting from the consolidation of media ownership in the absence of cross-media restrictions and with favouring government policies, will affect the diversity of news flows adversely. Hence, the news is filtered and modified while processing and political economy of mass media redefine the role of a journalist and the notion of freedom of the press. This is actually an indication towards the way objectivity is practiced within the mass media environment encompassing all the personal, organizational and professional factors of journalistic freedom and satisfaction.

Last three decades, precisely since 1990s, media in Asia is transformed a lot with the profound impact of, all implicating the journalistic profession, particularly professional freedom and job satisfaction enjoyed by journalists. As a result, journalists' satisfaction and freedom encounter a number of problems and issues in the present professional scenario. Therefore, it is worthwhile to examine the professional freedom and satisfaction of journalists as a whole.

Professional freedom and satisfaction of media persons are inseparable ingredients of 'fourth estate' in a democratic country like India. Both professional satisfaction and professional freedom are essential for the efficiency of journalists as well as the media organizations. Researcher finds that there exists a knowledge gap in the field of journalism research in Kerala, the most literate state with highest media-density in the world's largest democracy (India).

Being a cross-section of Indian media, Kerala media industry will definitely be a door to the real face of Indian media through the lives and characteristics of young Kerala

journalists. Recognizing the knowledge gap in the area in the Indian context, and imbibing cues from the research traditions in the field the present study tries to examine the professional freedom and satisfaction of young journalists in Kerala, India.

Grounding Concepts

Constructs of press freedom filters examined in Herman and Chomsky's propaganda model (1988) that indirectly pointed at the restrictive measures, Freedom of the Press Index and World Press Freedom Index and the domains of influences on news content proposed by Shoemaker and Reese (1991) and Thomas Hanitzsch et al. (2010) are taken as critiquing and measurement bases of the professional freedom in the present study.

Professional freedom (PF) is conceived to have two components: internal professional freedom (IPF) and external professional freedom (EPF) with their respective contributing factors. Factors of IPF under investigation were freedom from personalized pressures, freedom from organizational pressures, freedom from work level pressures, freedom from owner level pressures, and freedom from supervisor level pressures. EPF has measured on the factors of freedom from threats, freedom to criticize the government, freedom from economic pressures, freedom from political pressures and freedom from religious pressures.

Professional satisfaction theories have a strong overlap with theories explaining human motivation. Inspired from the Herzberg's Two-factor theory, Hackman and Oldham's Job Characteristics Model, Situational Occurrences Theory, and Self Determination Theory, the professional satisfaction of Kerala journalists is measured grounding on its intrinsic and extrinsic components. Contributing factors to intrinsic professional satisfaction (IPS) were work itself, personal growth & advancement, individual responsibility, professional status and work-family relation. Pay & working conditions, organizational morale, organizational support, supervision and co-worker relation were the factors of extrinsic professional satisfaction (EPS).

Study Objectives

The study is designed to understand the influence of various personal and professional characteristics of journalists on PF and PS along with the interrelation between PF and PS. To meet this main objective, following specific objectives were set.

- To assess the level of professional freedom and satisfaction of young journalists in Kerala.
- To determine the nature of the relation between professional freedom of young journalists in Kerala and their personal and professional characteristics.
- To find out the nature of the linkage between professional satisfaction of young journalists in Kerala and their personal and professional characteristics.
- To understand the nature of the association between professional freedom and satisfaction of young journalists in Kerala.

Methodology

The study seeks to examine the nature of professional freedom and satisfaction of young journalists - upto 30 years of age - in Kerala and the reciprocity between them by conducting a survey among the population.

Multi-stage stratified random sampling was used to ensure the representation of three regions – North, Central, and South – of Kerala and major metros in India where Kerala journalists have a visible presence. In the next stage, care was taken to ensure the proportionate representation of the type of media – Print, Radio, Television, and Online – from each region. Similarly, within each type of media, adequate representation of various possible variables including gender, age, education, and income was ensured.

Sample Profile

Sample profile of the surveyed young journalists in Kerala is detailed under the heads of personal and professional characteristics.

Personal Characteristics

Personal characteristics of the sample include gender, media education, political and religious affiliation of young journalists in Kerala.

Table 1: Personal Characteristics Journalists

Personal Characteristics		Frequency	Percent
Gender	Male	144	71.6
	Female	52	25.9
	LGBT	5	2.5
Media Education	Yes	176	87.6
	No	25	12.4
Political Affiliation	Yes	160	79.6
	No	41	20.4
Religious Affiliation	Yes	168	83.6
	No	33	16.4
Total		201	100.0

Young journalists in Kerala, taken in this study, are dominantly male (71.6%). Noticeable is that the presence of LGBT category (2.5%) after the female folk (25.9%). The number of gender minorities can be attributed to the fact that the Kerala society becomes more inclusive and it is well reflected in media sector as well.

Most of the newly inducted journalists are having media education (87.6%) as an indication of professionalization in the field in this part of the country.

It is not surprising that vast majority (79.6%) of Kerala journalists are reported to have political affiliation with one or other political parties as Kerala is one of the most politically literate state in India.

Again, young journalists tended to have religious affiliation (83.6%) which may ideologically influence their news processing practices.

In short, young Kerala journalists are dominantly male, professionally educated, and politically and religiously affiliated.

Professional Characteristics

Professional characteristics are consisted of region, type of media, professional experience, salary range and field of work.

Table 2: Professional Characteristics of Journalists

Professional Characteristics		Frequency	Percent
Region	South	43	21.4
	Central	73	36.3
	North	69	34.3
	Outside Kerala	16	8.0
Type of Media	Broadcast	72	35.8
	Print	111	55.2
	Online	18	9.0
Professional Experience	Upto 5 Years	171	85.1
	Above 5 Years	30	14.9
Salary Range	Upto Rs. 10000	58	28.9
	Rs. 10001-20000	99	49.3
	Rs. 20001-30000	37	18.4
	Above Rs. 30000	7	3.5
Field of Work	Reporting	105	52.2
	Editing	59	29.4
	News Management	9	4.5
	Photo/Videography	28	13.9
Total		201	100.0

Young journalists are more likely to be distributed in Central Kerala (36.3%) and North Kerala (34.3%) and less likely to be in South Kerala (21.4%) and outside the state (8%) in which the state and national capital are included.

Expectedly, more journalists are working in the print media (55.2%) followed by the broadcast (35.8%) and online (9%) media.

In terms of professional experience, only one seventh of young journalists are having more than five years of experience in the field (14.9%).

When comes to the salary range of journalists, more than one fourth of them (28.9%) are poorly paid. Majority of them (49.3%) receive an amount between Rs. 10001 to Rs. 20000. Only a few (3.5%), in strict sense, are adequately paid - above Rs. 30000 - in their job.

Majority of the young media persons belong to the reporting field (52. 2 %) followed by the fields of editing (29. 4%) and photo/videography (13. 9%). Young journalists are rarely entrusted with news management function (4. 5%) as they hold less experience in the profession.

Professional Freedom (PF)

To determine the range of professional freedom of journalists in Kerala is part of the first objective of the present study.

Table 3: Professional Freedom of Young Kerala Journalists

Professional Freedom (PF)	N	Mean	Std. Deviation
Internal PF	201	-4. 41	10. 900
External PF	201	1. 56	11. 037
Professional Freedom	201	-2. 85	17. 596

** Range of score in IPF and EPF is from -40 to 40 with three levels (-40 to -13. 01 = low; -13 to 13 = moderate; 13. 01 to 40 = high) & Range of score in PF is -80 to 80 with three levels (-80 to -26. 01 = low; -26 to 26 = moderate; 26. 01 to 80 = high).*

Data shows that the mean score of professional freedom of young media persons in Kerala is at a moderate level (M = -2. 85, SD = 17. 596) and they are partly free to take news decisions as their counterparts across the world (Weaver, Beam, Brownlee, Voakes, & Wilhoit, 2007). Moreover, young Kerala journalists enjoyed more external professional freedom (M = 1. 56, SD =11. 037) than internal professional freedom (M = -4. 41, SD = 10. 900) although both fell in the moderate range of freedom scores (-13 to 13).

Professional Freedom and Personal Characteristics

The researcher tested the significance of differences among categories of various personal and professional variables of PF to meet the second objective of the study. Personal characteristics like gender, media education, political affiliation, and religious affiliation were tested in relation to the Professional Freedom (PF) using both Analysis of Variance (ANOVA) and Independent sample t-Test as the case may be.

Table 3: Mean Scores of PF by Personal Characteristics

Group Statistics						One-Way ANOVA Results				
Personal Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	Between/ Within Groups	Sum of Squares	DF	F	Sig.
Gender	Male	144	-4. 17	17. 240	1. 437	Between Groups	897. 755	2	1. 456	. 236
	Female	52	. 62	17. 606	2. 441					
	LGBT	5	- . 80	26. 061	11. 655	Within Groups	61025. 767	198		
Group Statistics						T-Test Results				
Personal Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	DF	T	Sig. (2-tailed)		
Media Education	Educated	176	-2. 34	17. 974	1. 355	199	1. 103	. 271		
	Not educated	25	-6. 48	14. 451	2. 890					
Political Affiliation	Affiliated	160	-3. 25	17. 718	1. 401	199	-. 635	. 526		
	Not Affiliated	41	-1. 29	17. 235	2. 692					
Religious Affiliation	Affiliated	168	-3. 02	17. 750	1. 369	199	. 793	. 429		
	Not Affiliated	33	-2. 00	17. 029	2. 964					

Data shows that female journalists had highest PF score (M = . 62, SD = 17. 606) among genders though the difference was not statistically significant (F (2, 198) = 1. 456, p = . 236).

Professionally educated journalists (M = -2. 34, SD = 17. 974) had higher PF score than that of the journalists without professional education (M = -6. 48, SD = 14. 451). Yet the difference was not significant (t (199) = 1. 103, p = . 271). Media education provides journalists with a realistic understanding of professional freedom and they may foresee the freedom-curbing situations while processing news.

Remarkably, journalists who are not affiliated to political ideologies had better PF score (M = -1. 29, SD = 17. 235) than their counterparts (M = -3. 25, SD = 17. 718) though not statistically significant (t (199) = -. 635, p = . 526).

Similarly, religiously not affiliated journalists reported more PF score (M = -2, SD = 17. 029) than that of their counterparts (M = -3. 02, SD = 17. 750) although the difference was not statistically significant (t (199) = . 793, p = . 429).

The increasing chances of politically and religiously affiliated journalists' disagreement with the policy of their organizations can be the reason behind such a difference.

Professional Freedom and Professional Characteristics

After analyzing PF in terms of personal characteristics, professional freedom (PF) of young journalists in Kerala was tested to decide the nature of differences among categories of professional characteristics like region, type of media, professional experience, salary range and field of work using Analysis of Variance (ANOVA) and independent sample t-Test as the case may be.

Table 4: Mean Scores of PF by Professional Characteristics

Group Statistics					ANOVA Results					
Professional Characteristics	N	Mean Score	Std. Dev.	Std. Error Mean	Between/ Within Groups	Sum of Squares	DF	F	Sig.	
Region	South	43	1. 37	16. 501	Between Groups	1394. 724	3	1. 513	. 212	
	Central	73	-4. 10	17. 351						2. 031
	North	69	-4. 99	17. 260	Within Groups	60528. 798	197			
	Outside Kerala	16	. 69	21. 847						5. 462
Type of Media	Broadcast	72	-. 68	16. 883	Between Groups	785. 818	2	2. 578	. 078	
	Print	111	-5. 21	18. 164	Within Groups	304. 808	198			
	Online	18	3. 00	14. 994						3. 534
Salary Range	Upto Rs. 10000	58	-4. 10	16. 216	Between Groups	2544. 682	3	2. 814	. 040	
	Rs. 10001-20000	99	-5. 01	19. 014						1. 911
	Rs. 20001-30000	37	2. 92	14. 701	Within Groups	59378. 840	197			
	Above Rs. 30000	7	7. 57	14. 022						5. 300
Field of Work	Reporting	105	-3. 39	18. 743	Between Groups	317. 898	3	. 339	. 797	
	Editing	59	-1. 02	16. 414						2. 137
	News Mgt.	9	-5. 44	18. 001	Within Groups	61605. 624	197			
	Photo/ Videography	28	-3. 86	15. 930						3. 010
	Total	201	-2. 85	17. 596						1. 241
Group Statistics					T-Test Results					
Professional Characteristics	N	Mean Score	Std. Dev.	Std. Error Mean	DF	T	Sig. (2-tailed)			
Professional Experience	Upto 5 Years	171	-3. 52	17. 411	199	-1. 290	. 198			
	Above 5 Years	30	. 97	18. 455				3. 369		

Journalists from South Kerala ($M = 1.37$, $SD = 16.501$) had a greater mean score of PF than their counterparts in Kerala followed by journalists from outside Kerala ($M = .69$, $SD = 21.847$). Media persons from North Kerala ($M = -.99$, $SD = 17.260$) reported least degree of freedom which is close to that of freedom enjoyed by journalists in Central Kerala ($M = -.10$, $SD = 17.351$). Although the result is not statistically significant ($f(3, 197) = 1.513$, $p = .212$), greater PF score reported by journalists from South Kerala and outside Kerala can be attributed to their higher level of autonomy over the content.

Journalists in online media ($M = 3$, $SD = 14.994$) reported to have higher PF score than journalists in Broadcast ($M = -.68$, $SD = 16.883$) and print ($M = -.21$, $SD = 18.164$). Yet the difference in mean scores of professional freedom is not statistically significant in the type of media ($F(2, 198) = 2.578$, $p = .078$). Interestingly, the newer the media the higher was the perceived professional freedom of younger journalists in Kerala.

Though the journalists belonging to the higher professional experience group had a greater mean score of PF ($M = .97$, $SD = 16.85$) than their counterparts ($M = -.35$, $SD = 17.411$). As per the ANOVA result, the difference between experience and perception of professional freedom was not statistically significant ($t(199) = -1.290$, $p = .198$).

Meanwhile, higher salary range groups of above Rs. 30000 ($M = 7.57$, $SD = 14.022$), Rs. 20001-30000 group ($M = 2.92$, $SD = 14.701$), had proportionately greater mean score of PF than lower salary range groups of Rs. 10001-20000 group ($M = -.01$, $SD = 19.014$) and below Rs. 10000 group ($M = -.10$, $SD = 16.216$) had. And the result is statistically significant ($F(3, 197) = 2.814$, $p = .040$) pointing at the close association between the range of salary and level of professional freedom.

Considering the field of work, journalists in the editing field reported to have the highest PF score ($M = -.02$, $SD = 16.414$) and those in the news management perceived to have the least PF score ($M = -.54$, $SD = 18.001$). It can be attributed to the nature of work and the pressure journalists belonging to different fields experience. However, the difference is not statistically significant ($F(3, 197) = .339$, $p = .797$).

Understanding the nature of the influence of personal and professional variables of professional freedom (PF) young journalists in Kerala is one of the objectives of the present study. The analysis deduced that personal characteristics had no significant bearing on their PF score whereas salary range among professional characteristics is significant.

In short, diverse personal and professional variables of young Kerala journalists including gender, media education, political affiliation and religious affiliation along with region, type of media, professional experience and field of work have no influence on their professional freedom except in the case of salary range.

Professional Satisfaction (PS)

To meet the second part of the first objective of the study, after finding the level of professional freedom of young journalists in Kerala, the researcher examined their professional satisfaction.

Table 8: Professional Satisfaction of Young Kerala Journalists

Professional Satisfaction (PS)	N	Mean	Std. Deviation
Intrinsic PS	201	5.35	13.040
Extrinsic PS	201	4.55	11.779
Professional Satisfaction	201	9.91	23.950

*Range of score in IPS and EPS is -40 to 40 with three levels (-40 to -13.01 = low; -13 to 13 = moderate; 13.01 to 40 = high) & Range of score in PS is -80 to 80 with three levels (-80 to -26.01 = low; -26 to 26 = moderate; 26.01 to 80 = high).

From the data, it is evident that professional satisfaction of journalists in Kerala (PS) which is conceived as a combination of IPS and EPS, is at a moderate level (M = 9.91, SD = 23.950) of -26 to 26. When compared to EPS (M = 4.55, SD = 11.779) IPS (M = 5.35, SD = 13.00) contributes slightly more to PS.

Professional Satisfaction and Personal Characteristics

In this study, Professional Satisfaction of journalists was conceived as a combination of Internal Professional Satisfaction (IPS) and External Professional Satisfaction (EPS). Given below is the table showing the results of Analysis of Variance (ANOVA) and Independent sample t-Test employed to test the nature of differences among categories of various personal characteristics like gender, media education, political affiliation, and religious affiliation in terms of professional satisfaction (PS).

Table 5: Mean Scores of PS by Personal Characteristics

Group Statistics						One-Way ANOVA Results				
Personal Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	Between/ Within Groups	Sum of Squares	DF	F	Sig.
Gender	Male	144	9.65	25.282	2.107	Between Groups	213.246	2	.184	.832
	Female	52	11.10	20.281	2.812					
	LGBT	5	4.80	23.059	10.312	Within Groups	114505.958	198		
Group Statistics						T-Test Results				
Personal Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	DF	T	Sig. (2-tailed)		
Media Education	Educated	176	10.64	24.287	1.831	199	1.149	.252		
	Not educated	25	4.76	21.153	4.231					
Political Affiliation	Affiliated	160	8.93	23.598	1.866	199	-1.147	.253		
	Not Affiliated	41	13.73	25.210	3.937					
Religious Affiliation	Affiliated	168	10.50	24.103	1.860	199	.793	.429		
	Not Affiliated	33	6.88	23.279	4.052					

Female journalists reported to have higher PS score (M = 11.10, SD = 20.281) trailed by male journalists (M = 9.65, SD = 25.282) while their LGBT counterparts professed the lowest mean score of PS (M = 4.80, SD = 23.059). But the difference in PS scores among genders of journalists in Kerala yielded no statistical significance (F (2, 198)

= .184, p = .832). The result shows that discrimination against LGBT exists in this part of the world including media sector.

Expectedly, journalists having media education had a higher score of PS (M = 10.64, SD = 24.287) than those without professional education (M = 4.76, SD = 21.153). Realistic expectations of professionally educated journalists on the career and the professional environment might be a reason for this result. However, the difference between those who were professionally educated and those who were not professionally educated was not statistically significant (t (199) = 1.149, p = .252) in similar with the finding of Semary (2012).

As in PF, political affiliation of journalists in Kerala had no significant influence on their PS score (t (199) = -1.147, p = .253). As expected, journalists without political affiliation had higher PS score (M = 13.73, SD = 25.210) than that of their politically affiliated counterparts (M = 8.93, SD = 23.598). The conflict between newsroom/editorial policy - often driven by the organization’s political leaning - and individual journalist’s ideological inclination can be a reason for this difference.

In contrast to this, Journalists having religious affiliation reported higher PS score (M = 10.50, SD = 24.103) than that of those without religious affiliation (M = 6.88, SD = 23.279). This may be due to the religious-sensitive approach of media organizations in this part of the world though the religious affiliation had no significant bearing on PS score of young journalists in Kerala (t (199) = .793, p = .429).

Professional Satisfaction and Professional Characteristics

Yet another important objective of this study was to analyse the nature of influence professional characteristics had on the PS of journalists in Kerala. Using Analysis of Variance (ANOVA) and t-Test, professional satisfaction (PS) was tested to decide the significance of differences among categories of professional characteristics of journalists in Kerala like region, type of media, professional experience, salary range, and field of work.

Table 6: Mean Scores of PS by Professional Characteristics

Group Statistics					ANOVA Results					
Professional Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	Between/ Within Groups	Sum of Squares	DF	F	Sig.
Region	South	43	13.30	24.882	3.794	Between Groups	782.616	3	.451	.717
	Central	73	10.00	22.880	2.678					
	North	69	8.28	23.596	2.841	Within Groups	113936.588	197		
	Outside Kerala	16	7.38	28.731	7.183					
Type of Media	Broadcast	72	9.44	22.784	2.685	Between Groups	670.392	2	.582	.560
	Print	111	9.26	24.744	2.349	Within Groups	114048.812	198		
	Online	18	15.72	24.066	5.672					
Salary Range	Upto Rs. 10000	58	5.83	23.021	3.023	Between Groups	3605.827	3	2.131	.098
	Rs. 10001-20000	99	9.41	23.885	2.400					
	Rs. 20001-30000	37	14.57	24.831	4.082	Within Groups	111113.377	197		

	Above Rs. 30000	7	26.00	21.610	8.168					
Field of Work	Reporting	105	10.98	23.857	2.328	Between Groups	1830.247	3	1.065	.365
	Editing	59	8.24	23.956	3.119					
	News Mgt.	9	20.89	26.512	8.837	Within Groups	112888.957	197		
	Photo/Videography	28	5.86	23.406	4.423					
Total		201	9.91	23.950	1.689	Total	114719.204	200		
Group Statistics						T-Test Results				
Professional Characteristics		N	Mean Score	Std. Dev.	Std. Error Mean	DF	T	Sig. (2-tailed)		
Professional Experience	Upto 5 Years	171	8.68	24.100	1.843	199	-1.735	.084		
	Above 5 Years	30	16.87	22.187	4.051					

Data shows (Table 6) that young journalists working in different regions in and outside Kerala had no significant difference in their mean scores of PS ($F(3, 197) = .451, p = .717$). However, journalists from South Kerala ($M = 13.30, SD = 24.882$) and journalists from Central Kerala ($M = 10.00, SD = 22.880$) had higher PS score than their counterparts from North Kerala ($M = 8.28, SD = 23.596$) and who worked outside Kerala ($M = 7.38, SD = 28.731$). Staying away from family and the native place might have resulted in this perception. And in the case of Kerala, a kind of regionalism is possibly in operation and news stories of equal magnitudes from dominant regions are covered more vigorously than news stories from other regions.

Online journalists perceived to have a higher mean score ($M = 15.72, SD = 24.066$) than that of their counterparts in other media. Young professionals in print media reported the lowest PS score ($M = 9.26, SD = 24.744$) while broadcast journalists had a slightly higher PS mean score ($M = 9.44, SD = 22.784$). Younger journalists, in this way, working in newer media seems to have higher PS than their counterparts. Whatsoever, difference on PS across type of media was not statistically significant ($F(2, 198) = .582, p = .560$).

In a similar fashion, the difference among categories of journalists' professional experience has no significant influence on their mean score of PS ($t(199) = -1.735, p = .084$). Apparently, the higher the professional experience journalists had the higher was their professional satisfaction and so the journalists having experience of more than 5 years reported to have the higher PS score ($M = 16.87, SD = 22.187$) than young professionals having upto 5 years of experience ($M = 8.68, SD = 24.100$). This can be attributed to the fact that longevity of a journalists' professional career itself is an evidence of their content in what they do.

Similarly, professional satisfaction (PS) of young journalists in Kerala, has no significant relationship with their range of salary ($F(3, 197) = 2.131, p = .098$). Hence journalists in the highest salary range of above Rs. 30000 have the highest PS score ($M = 26.00, SD = 21.610$) and the journalists of the lowest salary range group of below Rs. 10000 scored the least PS score ($M = 5.83, SD = 23.021$). In short, the higher the salary range of journalists in Kerala the higher was their professional satisfaction (PS). Economic freedom will enable the journalists to manage his/her duty as a family head/member and such economic relations more efficiently.

Journalists worked in the field of news management reported to have highest PS mean score (M = 20. 89, SD = 26. 512) followed by journalists in the fields of work like reporting (M = 10. 98, SD = 23. 857) and reporting (M = 11. 98, SD = 27. 42). Expectedly, journalists in the photo/videography field have the lowest score in PS (M = 5. 86, SD = 23. 406). But this difference among the journalists belonging to various fields yielded no statistical significance (F (3, 197) = 1. 065, p = . 365). Certainly, journalists working in a field where more news decision autonomy is vested with will be more satisfied.

In this way, differences across categories of various personal characteristics including gender, media education, political affiliation and religious affiliation along with the professional characteristics like region, type of media, salary range, professional experience and field of work yielded no statistical significance on professional satisfaction of young journalists in Kerala.

Professional Freedom and Professional Satisfaction

The study further looks into the nature of relation between professional freedom and professional satisfaction of young journalists in Kerala.

Table 9: PF and PS of Journalists

Descriptive Statistics			
Component	Mean	Std. Deviation	N
Professional Satisfaction	9. 91	17. 596	201
Professional Freedom	-2. 85	23. 950	201
Correlation			
		Professional Freedom	
Professional Satisfaction	Pearson Correlation	. 607**	
	Sig. (2-tailed)	. 000	
	N	201	

***. Correlation is significant at the 0. 01 level (2-tailed).*

The descriptive statistics show that the mean scores of PF (M= -2. 85, SD=17. 596) and PS (M =9. 91, SD= 23. 950) are in the moderate range of -26 to 26. Further, a Pearson Correlation Coefficient was assessed and the result is reported in the table 9. As per the data there is a significant positive correlation between the two variables – PS and PF (r = . 607, n = 201, p = . 000). In other words, the more the professional freedom of a journalist the more will be his/her professional satisfaction.

Discussion and Conclusion

Journalists’ freedom is more curtailed, as they perceive, internally than externally pointing at the organizational motives that betray the very concept of press freedom. Immediate constraints on PF of journalists are imposed by the organization and by the immediate authorities as perceived by the journalists. On the other hand, journalists – except those in the news management position - may not feel the stress from external factors like governmental, economic, political and religious pressures.

In contrast to this, PS of journalists is more intrinsic than extrinsic indicating the importance of the personal/profession status over organizational/working environment factors. Although the working environment including insufficient salary leads the journalists

to lesser professional satisfaction, it is the status and passion holds the young Kerala journalists back to continue in the profession.

Differences across categories of various personal and professional characteristics like gender, media education, political affiliation and religious affiliation, region, type of media, salary range, professional experience and field of work yielded no statistical significance on PS of young journalists in Kerala while salary range was the lone characteristics that influenced PF of young journalists in Kerala. The higher the level of salary range the higher was the journalists' perceived professional freedom. Economic autonomy may enable the journalists to stay away from paid news and all that may negatively affect the objectivity of news under processing.

Positive correlation between professional freedom and satisfaction can be traced from the very notion of press freedom, a prerequisite for the democratization of information. Further, journalists may enter the profession with great expectations especially that of freedom of the press which enables them to exercise their journalistic commitment to transform the society into an informed citizenry. The studies of 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), Willnatand Weaver (2014), Thomas and Nellyullathil (2013), and Reinardy (2014) supported the finding of the present study that holds that there exists a positive correlation between professional freedom and professional satisfaction of young journalists, at least in the case of Kerala.

In a wider perspective, the status of professional freedom and satisfaction of journalists in Kerala is not exciting when all the positive aspects of intellectual and physical indices that the state claims in the name of the well acclaimed Kerala model are taken into account.

The present study is not devoid of limitations. One of the important limitations of the study is that the self-reporting strategy used in the survey. A multi-approach/method can extract better results in the study. Again, an in-depth factor wise analysis of PF and PS and their associations with journalists' personal and professional characteristics could be done which is restricted to PF and PS in the present study.

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Editing Newspaper: Experiencing Non Customary Occurrences

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Abstract

Newspaper editing is a process generally regarded as condensing and peeling of words. Tools are often used for the purpose of replacing or deleting, instead of elaborating. The chronological orders of occurrences are another influential factor in editing. The news writing structure itself is defined as fixing priorities of happenings in order. The criteria hence formulated have reservations about news in form and content. The materialistic reading norms set are the commanding force in newspaper editing, without satisfying which one cannot survive as an editor. The concepts of editing were revolutionised in a copy writing mechanism of organising data with a motive to prioritise the much wanted or need by the readers which are pre supposed by the editor. The paper tries to re think the concept of newspaper editing practice. The main objective of the study is to identify the cavity remains after the process of editing. It tries to analyze the newspaper editing process looking at the context of experience of the occurrence and the ritual writing practices. More specifically the context/ text conventional metamorphosis is observed and inquires the possibilities of epitomizing the occurrence in world of experience beyond the customary semiotic exercise.

Keywords

Newspaper, Editing, Text, Context, Experience

Introduction

Newspaper writing is a maneuvered process confined mostly by the directives of editing. The headlines, introductions, story words, images, narrations, metaphors etc are cramped to strike hard at readers. So it possesses a brittle and dry matter of fact content. It is not quite roomy to assimilate more than the pre supposed news-writing concept of producing meanings. The basic editing principle is the readiness of words to produce meanings. The whole process of editing is engaged mainly in accomplishing this fact.

The images might not be concrete and conventional. It can assume the shape or size of a particular as well as can be a shapeless sizeless notion. It is called an image not because it possesses any pictorial behind the text. Rather we call it an image because of the context to which it is related. But callously it does not pre supposes an image peculiar to the context. In a way it questions a signification of the text. Signification tries to connote the text in directions in which realms of associated textual inferences are possible. But what lacks is

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the medial notion which is neither sprouted from a text nor a context of any nearby speculation. What exactly constitutes a space of a text is the area of enquiry of this paper. The ways of understanding text have undergone many experiments, most commonly like analysing it, placing on different courses of actions or events. The comparative apprehension of meaning is formulated as the text. Here it is a super imposition of occasion not prompted or that cannot elicit any idea other than the a priori. There is an argument that no word can deliver meaning other than a priori. The approximation of text and its validation are communicated by “information” of the past. The semiotic norms seem restrained in some occasions where text has no connection to a priori. The constructed text thus, in the rush to produce meanings, turns out to be a resistant to the actuality. Texts as means to produce experience of past, neither create anything new or address the events of the present experience. The deliberations of experience are squeezed little and in most of the occasions the vast and prodigious life of the understanding is nowhere to be found in the text.

The Influential “Context”

The metaphors and relational images thus produced during editing hence may have a chance to be far beyond the actual context. The context within which the area of interpretation is relative, abruptly torpedoes an attempt of actuality related to interpretation of writing to another callow routine yet known as skilful editing. The editor who is supposed to know the facts and figures in an authentic way, and who is believed to have a command over language actually cross checks the facts. Does the fact processing mechanism of editing involve an operation of knowing the experience of seeing or understanding? The reporter / news writer/ storyteller obviously has a feel by proximity and spontaneously remarks of experience appear in the news item. But it may miss out a lineage element as facts or information is weighed as a tool of editing. So in the process of editing the experience or the feel generated by the writer is found as an untoward piece and is often cut off. The norms set for a context to be covered have some features in common, traditionally set as high quality Journalism. It has nothing to do with ethical positions or law binding policies, instead a history of omitting the experience of the unprivileged characters of the story. The context itself is dealt in a way to tactically avoid and fit a fabric of elite editing. So the contexts mentioned are surprisingly coloured with skilful language and bountiful data or facts. So context is shaped in an ordered and structured way by answering certain questions like 5 W's (What, Where, Why, When and Who) and One H (How). The ‘W’ s are more in the opening shot and ‘H’ is a minimal thing which quite often generate an uncertainty of the context. So, ‘How’ stands as an odd one in the news item which is edited out easily. The reason for its removal is justified as it has no solid information to impart. The concreteness of the context is the measure of editing. It neither tries to promote the flexibility of the context nor does it try to accommodate the idiosyncrasy of the individual experience. So the story which has its context of happening as its greatest potential to become news, become only rational information. It demands a standardisation since a criteria and priority have to be fixed during the editing itself. The norms hence set for editing are the visible rational imperatives and nothing else. The context, influential of disseminating an appeal towards a society or community is tied to materials of facts; repelling the happening culture answered meagerly by the unique ‘H’.

The factor ‘H’

Whereas in the questions posed by W's narrows down the event to a point of single focus, the question ‘How’ rule out the specked and pragmatic answers. It invites chances of occurrences, envisages wider canvass and provides unfettered possibilities of imaginations. ‘How’ is a question derived from a notion of boundless entities. It has freedom to start from

any point much before the event and can last much after. It also enjoys a capacity not to start or end at a particular point i. e.; a floating nature of event delivery. It welcomes an expansion of the event. A stretching of the single instance in which the slightest touches are incorporated. 'How' is partially a non-informational question which entitles itself the role as a large sphere of life. In the usual life practice the question "How are you" drives an informal communication procedure. But the questions starting with What, Where, Why, When and Who suggest a formal communication manners and seeks answers of specificity or confirmation of a life system generated information. Asking 'How' falls in the stream of features, which are set apart in another genre of news package of easy or light reading. The heaviness of news and pretention as a specific objectivity is accelerated by the process of editing. The hard news editing process in print, declines the opportunity to elaborate the experience of the occurrence which in turn became a boon to visual media experience.

Editing an 'Experience' - Discussion

The customary engagement of editing means it as a process of trimming down unwanted feathery ornamental elaborations and pack compactly with facts sacred. In a way it has a chance to become only as means of quantifying an occurrence. Without elevating the 'How' factor involved or subsuming the experience in the occurrence, the news item becomes information of spasmodic understanding. The witness writings of newspapers evoke a greater participation on the part of readers. Experience can be an observation, unmatched with any factual support. It can be a non-relative coinage of the occurrence, a feel or non-cohesive emotional value of the occurrence. Newspapers by and large reject the experience involved in the occurrences they cover. May be the cause can be identified as the space constraint, the news structure of the global media are shifting towards detailing the occurrence. The traditional news writing structures are revisited and revised.

The vertical news flow dimension shows a tendency to shift not only as horizontal but in a mystifying manner unable to locate the nature of flow with the pre supposed trajectories. The information network is widespread and easily connected. It may look easy but the spreading nature and the connecting mode of operations are perplexing. The direct and indirect connotations are limited and the combinations and permutations of simple narratives produce tremendous impact. The contextual experience is non-binary. They demand and deny simultaneously resulting in a chaos yet ordered in non-presumable fashion. The unchallenged authenticity of editing is flattened and the routine questions are subsided. New experiences are welcomed there by adding multiple chances of knowing and understanding an occurrence.

A shapeless and size less pattern of experience and knowing is the chunk of new editing philosophy which do not try to encapsulate but rather expand the experience of the occurrence in all size and proportion pre conceived.

Conclusion

The process of editing hence becomes prosaic. The enormous faculties involved in it is over ruled by the concern towards specificity of the occurrence. The specificity here mentioned is not an attempt to disown its potential, but to indicate the possibilities of an occurrence to more than one point observation. The multifarious capacity of an occurrence thus will be perceptible if and only if the extended version of it is written and editing encourages this kind of manifestation. The rational artifacts of 5 W's may not be sufficient enough to claim the fidelity of the occurrence. The 'W' factors conceived in the newspaper editing process demands an establishment of relationship between themselves rather separate them as of independent entities. Thus a chance of connectivity is to be re invented between these What, Where, Why, When and Who questions. One of the factors visible in

the very existing system of editing structure is the factor 'H' to establish the underlying amorphous relationship. The customary practices of newspaper editing predominantly occupies a position where these nebulous relationships are kept idle. There are ways of re-inventing the possibilities within and covering. But the readily existing 'How' (not even considered as a question) is one way of understanding the occurrence considerably. The argument proposed is a limited attempt to approach the process of newspaper editing considering its high end capacity to draw up an occurrence as experience rather than a pre-defined specific information quanta.

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Constructing Femininity through Film Language: An Analysis of Popular High Fantasy Films

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Abstract

The social and cultural institutions construct and strengthen the perception of gender. Films, being one of the strongest conduits in disseminating the gender attributes ascribed by the society, use its codes and conventions to reinforce the necessity and naturalness of these constructed perception. Fantasy films, as one of the most popular film genres, have a strong fan base among children and adults across the globe. So it becomes essential to study the ways and means of reinforcing the societal perception of gender in these films.

This paper while attempting to explore the construction of femininity using various elements of film language in high fantasy films, tries to find out patterns existing in portraying the female characters. It also explains the difference in the construction of women protagonists and antagonists using film language.

Keywords

Fantasy Films, Gender Roles, Femininity, Film Language

The scholarship of gender has brought considerable understanding about the impact of social and cultural institutions on its perception. These institutions reinforce the existing shared perception of gender (Wharton, 2012). Media in the form of movies, animations and video games is one of the strongest conduits in propagating the ideologies of the society pertaining to gender roles and behaviours. Media in general and movies in particular reinforce the attributes associated to each gender by the society (Steinke, 2005). Thus gender is constructed and the construction convinces its “necessity” and “naturalness” as ascribed by the society (Butler, 1990).

Each genre of films has separate styles and specific patterns pertaining to the narrative style and character construction. (Bordwell & Thompson, 2008). The story line, the characters, gender roles are all traditionally fixed for these films. Depictions of the male and female characters in each genre also follow a common pattern of that particular genre (Dutt, 2013). The codes and conventions in the production of movies provide the spectators

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with a multitude of meanings. They thus promote the ideologies and perceptions of the society.

Fantasy films, being one of the most popular film genres, have always attracted the attention of the young and adults alike. Teenagers and young adults are attracted to fantasy movies and they watch them repeatedly (Thompson, 2003). The repeated portrayal of femininity and masculinity in the traditional roles is present in fantasy genre as in any other genre. Movies perform the role of socializing agents feeding children about information on gender and gender roles (Steinke, 2005). Since children learn and imitate characters in the media (Bandura, 1969), this has more consequences in them. Fantasy movies have a strong fan base among children and young adults. This necessitates a look into the means through which the idea of gender is reinforced through the fantasy films.

This paper attempts to explore the construction of femininity using various elements of film language in high fantasy films. The research paper tries to find out if a pattern exists in constructing female primary characters in these films. It also explains the difference in the portrayal of women protagonists and antagonists with respect to film language.

Review of Literature

Research studies indicated that although women occupy half the space in the population, they are always underrepresented in the media (Signorielli, 1997; Lauzen & Dozier, 2005; Smith & Cook, 2008; Smith, Choueiti, & Pieper, 2014). In films the number of male characters is nearly twice as the number of female characters (Signorielli, 1997). A study done by Smith, Marc and Pieper (2014) surmised that among the popular films across the ten most profitable territories, India and U. S. /UK had the lowest percentage of women on screen and had the lowest percentage of films with a female lead. The abundance or absence of male and female characters in film connotes the significance they have on the screen and in the society (Lauzen & Dozier, 2005). The misrepresentation or underrepresentation in media greatly challenges the value of women in the society.

Like any other genre, fantasy films were also found to have disparity in the number of male and female characters. The number of men outnumbered women characters in all the animated fantasy films also. Moreover the presence of men was more than women in these films (Michael, et al., 2012). The female characters who shared screen space with men in earlier films either needed their assistance or were witches trying to defeat the hero (Hassel, 2009). Later they were portrayed as sidekicks of heroes, lovers or princesses, assisting heroes in their quest rather than powerful female protagonists (Byerly & Ross, 2006; Hassel, 2009; Lopez, 2010).

Particularly in movies meant for children, the female characters were fewer in number (Smith & Cook, 2008). Since children watch the same movies innumerable times, the gender portrayal in children's movies demand attention (Smith & Cook, 2008). Previous research studies revealed that the young boys and girls watch an imbalanced world where women are underrepresented and unmotivated. It is found that when these cultural representations were watched over and over again, children would imbibe a fictional world in which women do not have substantial role to play (Smith & Cook, 2008). The underrepresentation of women can subliminally undermine the significance of them in comparison to men in the minds of young girls (Signorielli, 1997). The elimination of disparity in screen space could be beneficial for children in future for they would then tend to overlook the gender difference (Smith & Cook, 2008).

Apart from the disparity in the number of characters, there existed nontrivial inequality in the portrayal of men and women in movies. Findings of various research

studies revealed that media has given gratuitous importance to the physical appearance of women than men (Signorielli, 1997; Lauzen & Dozier, 2005; Steinke, 2005). Women are portrayed as thin, attractive, glamorous, sexy and young. Computer generated heroines are depicted as thinner and sexier than real movie heroines (Smith & Cook, 2008).

The depictions of female characters were not just confined to the screen space, clothing and profession. These images of women generated stereotypes pertaining to behavioural characteristics and gender roles. Stereotypical representations of women in media had been disclosed by several researchers (Baker-Sperry & Grauerholz, 2003; Coltrane & Messineo, 2000; Dundes, 2001; Henke, Umble, & Smith, 1996; Hoerner, 1996; Steinke, 2005).

Various techniques of movie making together contribute to endorse the ideologies proposed by the society. Hence Altman (1984) suggested “a semantic and syntactic approach” in studying films of various genres. He stated that this approach of integrating the study of the structures of the meaning making process with the applicability and symbolism of the conventional codes could contribute to a better understanding of film (Altman, 1984). Thus by analysing the film style, incorporating elements of mise-en-scene, cinematography, and spatial positions of characters, the process of constructing, maintaining and thus naturalising the myths of masculinity and femininity could be construed.

Mise-en-scene elements such as setting, props, lighting, costume and make up, acting, camera movements, angles and shots, positioning of the characters on the screen along with editing techniques are used to construct characters in films. An analysis of these elements of film language give a comprehensive understanding of the construction and hence the depiction of women in films. Through the analysis of aspects like facial expressions, tone of voice, voice volume and spatial positions of the characters, it is possible to have an extensive study on the subject.

The process of myth creation, as defined by Barthesian semiotics, through naturalizing various aspects pertaining to gender through cinematic language could shed light on the construction and depiction of women characters. Roland Barthes stressed the significance of the meanings implied by the signs through signifiers and signifieds. In his theory he brought in the concepts of two orders of signification, denotation and connotation, and myth. The first order of signification which was Saussure’s principal interest refers to the obvious meaning of the sign which holds the association between the signifier and the signified (Fiske, 2010). Barthes proposed the term, connotation for the second order signification which describes meanings in a social, cultural and personal links of the signs (Barthes, 2009; Fiske, 2010). He proposes that the distinction made by connotation and denotation is evident in photography (Barthes, 1977; Fiske, 2010). Denotation refers to “what is photographed” and connotation refers to “how it is photographed” (Fiske, 2010). Through these levels of meaning, “naturalization” is constructed and a “myth” is created (Barthes, 1977; Barthes, 2009; Fiske, 2010). The typical qualities ascribed by the society to women and men became “natural” and media as a socializing agent reinforce this myth through its codes and conventions.

Methodology

The techniques involved in the formation of femininity through the elements of film had been thoroughly examined and the aspects that contributed to such a construction were thus identified by means of detailed analysis. The qualitative content analysis provided the tools to examine the filmic text since the study required detailed analysis of the various shots in which they had been filmed

Objectives

1. To analyse how attributes of femininity are expressed using the elements of film language.
2. To examine the difference in portrayal of women protagonists and antagonists with respect to the elements of film language.

Operationalization was founded on the supposition that the units of analysis embed a pattern of similarities and differences which could be identified by a detailed reading of the text. The study applied human coding for all the units of analysis portraying the primary female characters.

The population comprised of high fantasy films released worldwide from 2000 to 2014. The first five movies according to the users' rating were selected for analysis. Fourteen primary women characters were selected for the study from these five movies. The films selected were *The Lord of the Rings: The Return of the King*, *The Hobbit: The Desolation of Smaug*, *Harry Potter and the Deathly Hallows: Part 2*, *The Hobbit: An Unexpected Journey* and *Stardust*. The characters selected were Eowyn, Arwen, Tauriel, Hermione Granger, Molly Weasley, Ginny Weasley, Bellatrix Lestrange, Lady Galadriel, Yvaine, Lamia, Princess Una, Ditchwater Sal, Empusa and Mormo.

The content analysis was focused on the various elements of film language. Screen presence of the primary women characters, shot duration, types of shots, camera angles, positioning of the characters and places of activities were assessed for the study.

Findings and Discussions

The numbers of women and men characters were noted for each film under consideration. The characters that had at least one speaking line were considered. The numbers of primary men and women characters for each film were also noted.

Number of Male and Female Characters in each Film

Name of the film	Lord of the Rings: Return of the King	The Hobbit: The Desolation of Smaug	Harry Potter and the Deathly Hallows: Part 2	The Hobbit: An Unexpected Journey	Stardust	Total
Number of women characters	3	3	14	1	7	28
% of women characters	13.64	10.71	38.89	4.35	22.58	20
Number of men characters	19	25	22	22	24	112
% of men characters	86.36	89.29	61.11	95.65	77.42	80
Number of primary women characters	2	1	4	1	6	14
% of primary women characters	13.33	6.25	30.77	6.25	42.86	18.92
Number of primary men characters	13	15	9	15	8	60
% of primary men characters	86.67	93.75	69.23	93.75	57.14	81.08
Total number of characters	22	28	36	23	31	140

The numbers of women and men characters in each film under consideration show huge difference. The ratio is highest in Harry Potter and the Deathly Hallows: Part 2 (38.89%) and lowest in The Hobbit: An Unexpected Journey (4.35%). The numbers of primary characters also show high disparity among men and women characters.

This data reveals the disparity in the screen presence of women and men characters in high fantasy films. Most of the women characters in these films have only supporting roles. They either assist the male protagonists or male antagonists in their endeavours. A deviation is found only in Stardust where the main antagonist is a woman and there are two other women antagonists to assist her.

Screen Time and Shot Duration of each Character

The screen time for each character was noted. This shows the time for which each character is present in the film. The time for each shot of these characters were also noted. The average of the duration of the shots in which they are present was calculated.

Lord of the Rings: Return of the King

Screen Time and Shot Duration of Eowyn and Arwen

Name of the Character	Eowyn	Arwen	Total Screen Time
Screen Time (in minutes)	11.9	4.86	251
Average shot duration	4.03	5.22	

The Hobbit: The Desolation of Smaug

Screen time and shot duration of Tauriel

Name of the Character	Tauriel	Total Screen Time
Screen Time (in minutes)	8.35	169
Average Shot Duration	3.05	

Harry Potter and the Deathly Hallows: Part 2

Screen Time and Shot Duration of Hermione, Molly, Ginny and Bellatrix

Name of the character	Hermione	Molly	Ginny	Bellatrix	Total Screen Time
Screen Time (in minutes)	28.88	3.6	4.21	2.7	131
Average shot duration	5.01	4.41	4.6	5.06	

The Hobbit: An Unexpected Journey**Screen Time and Short Duration of Galadriel**

Name of the Character	Galadriel	Total Screen Time
Screen Time (in minutes)	8. 47	170
Average shot duration	7. 54	

Ardust**Screen Time and Shot Duration of Yvaine, Lamia, Una, Ditchwater Sal, Empusa, Mormo**

Name of the Character	Yvaine	Lamia	Una	Ditchwater Sal	Empusa	Mormo	Total Screen Time
Screen Time (in minutes)	34. 7	17. 38	6. 05	4. 45	5. 12	5. 63	128
Average shot duration (in seconds)	4. 14	3. 39	3	3	4. 58	4. 23	

The argument that the women characters in high fantasy movies are underrepresented stands proved. The screen time for each woman character is displayed. When compared to the total screen time of the movie, these women characters do not appear much in the films. Yvaine in Stardust has the highest share of screen time among the characters considered closely followed by Hermione in Harry Potter and the Deathly Hallows: Part 2.

Most of the women primary characters have a lengthy shot duration. The highest is found for Galadriel whose average shot duration is 7. 22 seconds. The shot durations of most of the other women characters fall between 4 and 5. 5. The lengthier shots when picturing women characters is an attempt to reduce the active role and suggest a passivity in them.

The shots which capture the women characters are thus longer in duration than those which depict men. The lesser shot durations for men due to the fast editing implies more activity and dynamism for them. The men are depicted to be active and fast.

Galadriel's movements are pictured as slow and fluid. Moreover, camera also moves slowly signifying the character's gentleness characterised as feminine.

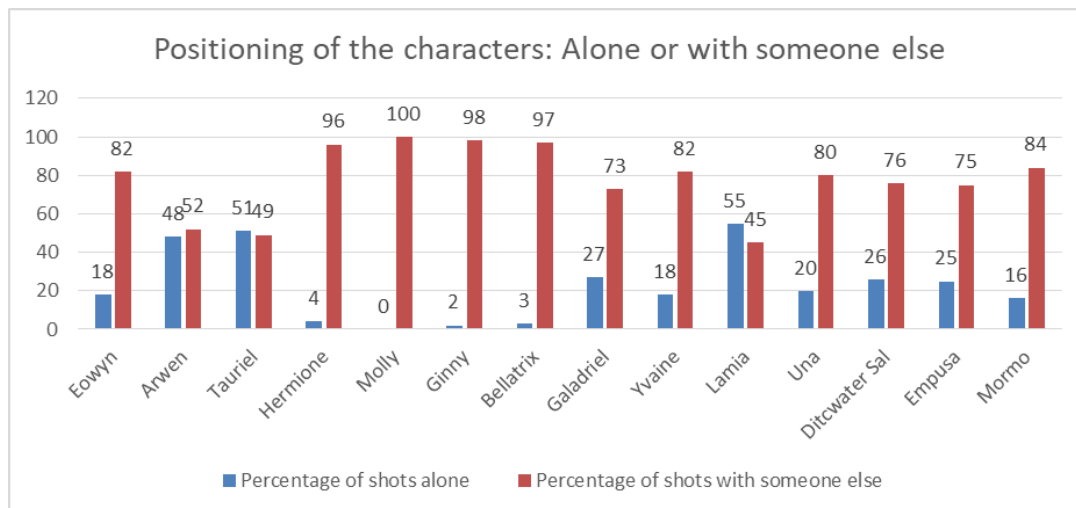
Hermione could be construed as an important character in the film. She also has a longer shot duration than the men whom she shares screen space with. The longer shot duration is another way of expressing the femininity in each character. The characters who have lesser shot durations are Una, Ditchwater Sal, Lamia and Tauriel. Among these characters, Lamia and Ditchwater Sal are antagonists who explicitly portray masculine traits. Una is a character who breaks the usual portrayal schemes of women characters. She also depicts much of the traits society consider as masculine. Tauriel too displays activity

when portrayed fighting. Her shot duration is affected by the fighting shots in which she is displayed. Her skill with the bow and arrow and blade is shown through these shots.

Yet, the other women characters are shown with a longer shot duration suggesting passivity and slowness.

Positioning of the Characters

Each character was coded in accordance with her positioning. It was noted whether these characters are portrayed alone or accompanied by some other character.



Eowyn is always shown with others in most of the shots implying her dependent character. Arwen, on the other hand, has almost an equal share of shots with someone else in the frame and being alone. But the number of shots in which she is framed with someone else stands more than those in which she is alone. She has several close-up shots in her initial scenes and the dream sequence of Aragorn. In these shots she is depicted as alone. This further establishes that Eowyn and Arwen are dependent on other characters.

As in depicting Arwen, Tauriel also has only a little difference in the number of shots framed as alone and with someone else. But contrary to Arwen, in the marginal difference, the number of shots featuring her as alone stands more than those with someone else. The independence of her character could be seen through this depiction. She is willing to take risk and take decisions on her own. She is helped by Legolas in her fight. Yet, when compared to other women characters she is strong.

All primary women characters in Harry Potter and the Deathly Hallows are depicted mostly with someone else. Molly Weasley is not depicted alone in any of the shots. She is always shown with her family. Even in the fight scene with Bellatrix, she is depicted with her husband, son and daughter. This subtly implies that she cannot work alone, though as a character she is skilled in fights and magic. Bellatrix is mostly shown with Voldemort. She is shown alone only in a single shot during the fight with Molly. Hermione is one of the prominent characters in the film. Yet, in most of the shots, she is accompanied by others. She is either shown with her potential lover Ron, or any other member of his family in most of the shots.

Galadriel is depicted with some other character in most of the shots. Galadriel, though a powerful queen, is not framed alone in most of the shots. She is portrayed with

men like Gandalf, Lord Elrond and Saruman. By not framing alone, there is a subtle suggestion of dependency and weakness.

There is a considerable difference in the number shots framed alone and with someone else in the depiction the main antagonist, Lamia. She is portrayed as alone in majority of the shots. Lamia ventures out alone and is highly independent. She is strong and daring. This is implied by her framing alone in most of the shots. At the same time, Yvaine, Una, Ditchwater Sal, Empusa and Mormo are shown mostly along with some other character. Yvaine is mostly shown with Tristan, the hero. Empusa and Mormo are always shown together. The body and construction of Mormo resemble men and that of Empusa resemble women. Almost all women characters are depicted with someone else in most of the shots.

This further suggests the subliminal implication that a woman is dependent on others always. They are not treated as separate individuals who have power at their command. Moreover it is also implied that they cannot work alone or stand alone. These are subtle tools through which these aspects are depicted.

Lamia has more number of shots in which she is depicted alone. Being an antagonist, it implicates that women who are independent and strong are not accepted by society. By portraying an antagonist with these properties, the films reinforce the implementation of traditional gender role to women. And those women who deviate from the general rules are depicted as antagonists. The female protagonists are depicted as more feminine than any other character. To emphasise their goodness, femininity is used as a tool.

Editing Techniques

The transitions used while depicting the characters were noted. This was coded to find any pattern while using the various editing techniques in the construction of these characters. Each editing technique signifies different meaning. Fade in and fade out shows beginning and ending respectively. Cut signifies simultaneity or excitement and wipe shows imposed conclusion (Berger, 2012). Dissolve is used to imply passage of time or the emotionality of the character (Bordwell, 1985).

Cut is used in the editing in most of the shots while picturing Eowyn (97. 14%) and Arwen (94. 64%). Yet, dissolve is used in the case of Eowyn (2. 86%) to bring in the emotions while she is being treated and brought back to life by Aragorn after the battle. Dissolve is also used while depicting Arwen (3. 57%) in two shots.

The spontaneity of the character Tauriel and her actions are signified by using cut (100%). Her fast and efficient fighting is thus depicted. She has strong reflexes too. The cuts used in her framing add to the excitement of her fight.

The transition used while depicting Hermione (99. 13%), Molly (100%), Ginny (100%) and Bellatrix (100%) is cut. While picturing Hermione, Dissolve (. 29%) and Fade out (0. 58%) are also used. Fade out is used in two shots to show the end of a phase in the characters' life. The passage of years is signified by using this technique.

The cut is used in all the shots as editing technique while portraying Galadriel (100%).

While picturing the primary women characters in Stardust, cut is used most often as the editing technique. All characters except Yvaine do not have any other technique used

while depicting them. Depiction of Yvaine (0. 8%) has dissolve as transition used while she is in the ship with Tristan. This depicts the potential romantic relationship between them.

The transitions used while picturing the characters do not show much variation in the pattern. Cut is used in most of the cases. A few variations are seen by using dissolve, fade in and fade out. Wipe is not used at all in picturing these characters. Dissolve brings emotion into the picture. In comparison, depiction of Eowyn has more dissolve as transition than any other character. The emotionality of the character is stressed using this transition.

Types of Shots

The types of shots used while depicting the characters were coded and measured. While picturing the emotions of the characters, the close up shots also signify intimacy (Berger, 2012; Dix, 2010). The medium shot signifies personal relationship, the long shot show the full body of the character and the extreme long shot establishes the space where the character is placed (Berger, 2012)

The emotions of Eowyn is brought forth through the extreme close up shots (10. 29%) and close up shots (37. 71%). The intimacy she has towards the hero of the film, Aragorn is depicted by using this type of shot. She is also shown in long shots (21. 14%) at the battlefield. Majority of shots in which Arwen is depicted are medium shots (32. 14%), closely followed by close up shots (25%), extreme close up shots (19. 64%) and long shots (19. 64%). The elegant but reserved nature of Arwen is established through the medium shots. In the shots other than the close ups, the spectators are placed a little away from the characters. In the case of Arwen, being an elf, she is placed in a higher position and status. So the spectators do not have a self-identification with that character. Moreover, unlike Eowyn, her fairness, movements and mannerisms give the spectators a feeling that she does not belong to this world.

Tauriel is depicted mostly in medium shots (46. 43%). Her fighting skills are given more importance than her emotions. The skill with the blade, bow and arrow are depicted through these medium shots. The close up shots (35. 37%) which follow closely depict her emotions towards Kili, her attitude towards the King's decision and her firm resolution to come out of the regime of Thranduil.

Majority of the shots in which Hermione is portrayed are medium shots (57. 8%). In most of the shots she is accompanied by others. This could be one of the reasons for her being depicted in medium shots. The insignificance of other women characters are signified by using more number of long shots while depicting them. The percentage of shots which are long shots for Hermione, Molly Giny and Bellatrix are 30. 06%, 46. 94%, 50. 91% and 43. 75% respectively. The number of long shots and medium shots while depicting Bellatrix varies by a very small margin, 43. 75% and 46. 88% respectively. However, Molly and Ginny also have considerable number of medium shots (42. 86% and 40%). They are mostly accompanied by other characters in the shots they appear. Thus they have only a few close up shots (8. 16% and 7. 27%).

Galadriel is depicted mostly in long shots (34. 15%) and medium shots (34. 15%). Her sex typical body shape is pictured by depicting her in long shots. She is shown walking in the background and foreground while the men are in conversation. Her slender long legs are revealed through these long shots. She is shown in close up shots (17. 07%) and extreme close ups (7. 32%) while in conversation with Gandalf. The affection she has for him is revealed through these shots. By using long shots, the background is also established. The association of the nature which includes the hills, the stream and the waterfalls with Galadriel could be signified through the long shots and extreme long shots (7. 32%).

The majority of the shots are medium shots in depicting all primary women characters of *Stardust*. Yvaine, Lamia, Una, Ditchwater Sal, Empusa and Mormo are portrayed in 48.51%, 55.38%, 49.59%, 40.45%, 62.69% and 61.25% medium shots respectively. Yvaine is always accompanied by someone in medium shots. Moreover her emotions are somehow not given importance in the film. The film concentrates mostly on saving her from the clutches of the three witches. In the case of the rest of the characters also, the emotions are not given much significance. Thus the percentage of shots which are close ups are comparatively less in number (31.81%, 28.99%, 28.93%, 33.71%, 17.91%, 25% for Yvaine, Lamia, Una, Ditchwater Sal, Empusa and Mormo respectively). The shots are stressed mostly on the activities of these characters. The percentage of shots which are long shots are 18.29%, 14.01%, 12.4%, 25.84%, 17.91%, 13.75% for Yvaine, Lamia, Una, Ditchwater Sal, Empusa and Mormo respectively.

In the case of Eowyn, the close-up shots outnumber the other shots. However, all other characters are depicted mostly in medium shots. In these films the characters are depicted in medium shots either when they are accompanied by other male characters or the activities of these characters become more important than their emotions. The close-up shots help to bring in the emotions displayed by the characters. Eowyn undergoes emotional turmoil and this results in her being framed in close up shots.

Types of Camera Angles

The camera angles in which the primary women characters were portrayed were coded. The low angle shot increases the power of the subject and high angle shot weakens it. The straight-on eye level shots offer a neutral appearance (Dix, 2010).

There are no low angle shots used while depicting Eowyn and Arwen. Eowyn is depicted in high angle shots (1.71%) in the fight scene with Nazgul. The insignificance of Eowyn when compared to the powerful Nazgul is established through these shots. The high angle shots (12.5%) used to depict Arwen are in the scenes in which she confronts her father over her decision to stay back on Middle Earth and in the dreams of Aragorn. Aragorn dreams of a dying Arwen. Thus the lack of power of these characters in the respective contexts is established through these camera angles. All other shots depicting Eowyn and Arwen are eye level shots (98.29% and 87.5% respectively).

There are more low angle shots (3.01%) than high angle shots (2.44%) while depicting Tauriel. The strength of the character is reinforced by these shots. The low angle is also used in the fighting scenes to establish her power over the orcs. She is highly skilled in fighting and this is depicted using the low angle. She is depicted in high angle shots while being watched by Legolas or in the presence of the king. This signifies her lack of power in front of the king and the prince. However majority of the shots are portrayed in eye level (94.51%).

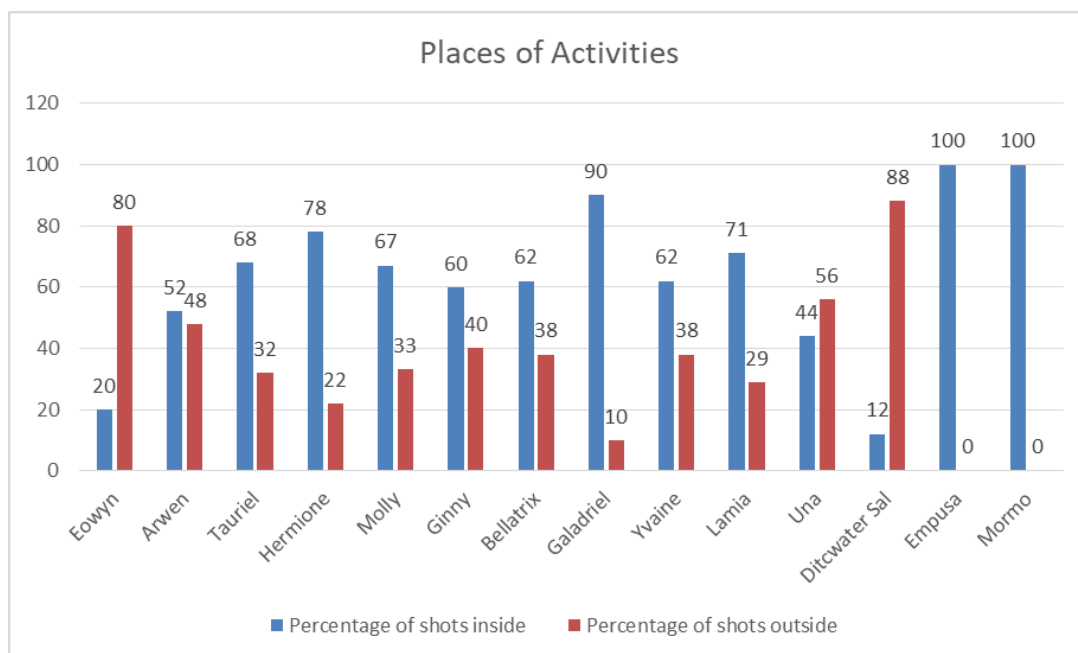
The number of low angle shots and high angle shots are equal in depicting Bellatrix (12.5%). She is shown in high angle shots in the presence of Voldemort to show his supremacy. The low angle shots are used while fighting to show her power over Molly. The high angle shots while picturing Hermione (15.9%) outnumber the low angle shots (3.47%) to a great extent. This signifies the lack of authority and power in the character. Ginny is not pictured in low angle shots. Molly is pictured in a single low angle shot. But in this shot she is depicted with other Order of Phoenix members. So the angle does not reveal her power but signifies the power of the whole group. Percentage of Eye Level shots for Hermione, Molly, Ginny and Bellatrix are 80.64%, 93.88%, 96.36% and 75% respectively.

The low angle shots depicting Galadriel (4. 88%) depicts her power. She is a queen and a powerful witch. The initial shot in which she is portrayed is in low angle. It draws the spectator’s attention to the supremacy of the character. There are no high angle shots used while picturing her.

The number of high angle shots (7. 36%) largely exceed the number of low angle shots (1. 19%) while depicting Yvaine. The lack of power in the character is implied through this portrayal. Lamia has more number of low angle shots (7. 17%) than high angle shots (4. 24%). The power of the antagonist witch, Lamia is portrayed by the shots in low angle. Una, Ditchwater Sal and Mormo too have more number of low angle shots (4. 13%, 5. 62%, 4. 48%, 10% respectively). It could be construed that the characters that possess masculine traits in their personality are thus depicted. The percentage of eye level shots are 91. 45%, 88. 6%, 94. 22%, 89. 89%, 89. 55%, 82. 5% for Yvaine, Lamia, Una, Ditchwater Sal, Empusa and Mormo respectively.

Places of Activities

The coding was done on the place where the characters are found or pictured. The characters were coded against the number of shots they were shown indoors and number of shots in which they are pictured outdoors. This placing of the character signifies the freedom and the limitations of the women characters; thus creating the myth that women are bound to these places through naturally positioning them.



In most of the shots, Eowyn is shown outdoors. She fights in the battle disguised as a soldier. Thus she is depicted outdoors in more shots than indoors. Arwen is depicted indoors in majority of the shots. She is always guarded by her father and her lover. In many shots in which she is portrayed outside, especially in the last sequence, she is in the courtyard of the castle of Aragorn. Thus though she is seemingly portrayed outside in many shots, she is under the protection of these men. This need for protection for a woman is reinforced through these films. It is often implied that women cannot protect themselves.

Tauriel is depicted as a brave warrior. Yet, she is depicted inside in most of the shots. Even in one of the fights, she combats inside a house. She is confined to the four walls like any other woman.

All these women characters are depicted inside, within the frames of four walls. This subliminally gives a message that women are bound indoors and they should not venture outdoors. Hermione, a prominent character and highly skilled in magic is shown indoor in most of the shots. Even Bellatrix, the antagonist, is shown indoors than outdoors.

Except in a few shots Galadriel is portrayed inside. She is pictured in the castle of Lord Elrond in Rivendell. The shots in which she is portrayed outside also have their setting at a landing just outside the council room of the castle. It cannot be considered as an open space. The depiction of women inside the four walls are done so subtly that the spectators accept it as natural.

Una and Ditchwater Sal are portrayed outdoors than indoors. Ditchwater Sal leads a nomadic life riding her caravan from place to place. Una is her slave. So they are depicted outdoor most of the time. Moreover these two characters exhibit masculine traits in their behaviour. Lamia, though she ventures out to find the star, she is portrayed indoor in most of the shots. This also suggests that the place of activities for women is indoors. Yvaine, Empusa and Mormo are also shown indoors most of the time. Empusa and Mormo are not shown leaving their castle in any of the shots.

Most of the characters are pictured indoors. Though a warrior, Tauriel is also depicted indoors most of the shots. She is shown fighting inside the house. The characters who are shown outdoor more than indoor are Eowyn, Ditchwater Sal and Una. The battle scenes occupy more space in Eowyn's depiction, resulting in the representation of the character outdoor than indoor.

The depiction of indoor shots subliminally implies the position of women. It suggests that women should always be indoors. This latent meaning result in the depiction and the audience accept the meaning unconsciously.

Discussions

The analysis of screen time, shot duration, camera angles and spatial positioning of the characters resulted in picturing them as insignificant. The analysis revealed that they did not have much screen time when compared with the total running time of the film. Moreover apart from a few characters, most of the women characters had shots with long durations. The characters who had shorter shot durations exhibited the masculine traits as explained in Bem Sex Role Inventory (BSRI). The long durations affected dynamism of the characters which hence suggested passiveness in them. This inactivity is seen in many characters excluding Tauriel, Una, Lamia and Ditchwater Sal.

Some of the women characters were shown in the background belittling their significance in the shots. For instance Galadriel was mostly shown in the background. In many shots she is not in focus even while rendering dialogues. She was shown just as an observer. Yet some of the participants identified her as powerful. They considered her silence as the power and grace of a queen. The myth which established elegant women as soft spoken and sparsely spoken were emphasised through the characterisation of Galadriel.

Most of the characters were portrayed along with some other male characters in the films. They were not pictured alone emphasising that women needed men to assist them and protect them. They were also pictured indoors most of the time. This suggested the

society's perception that women belong indoors. Exceptions in these cases were found in the depiction of Una and Ditchwater Sal. These two characters, as mentioned before, were shown to have the traits ascribed as masculine by the society.

Conclusion

Fantasy films are characterised by the imaginary world they create, the spectacular presentation and the technological creativity exhibited in all levels of film making. Yet, regarding the depiction of women these films are not different from films of any other genre. The context and the visualisation in these films offer a plethora of possibilities to the film makers and the imagination of the viewers. The deviation from reality in the narrative could generate opportunities to defy the existing formula of characterisation and narration. However these films follow the same rules of portrayal of characters as in films of any other genre.

Most of the women characters have longer shot durations. The passivity of the women protagonists is subliminally constructed through these longer shot durations. Moreover, it offers time for the spectators to observe the women characters. The gratification of the spectators by watching women's body is attained through this gaze. This is presented by the longer shot durations in which they appear. However, in the portrayal of a few women characters who do not adhere to the conventional gender roles, faster cuts are used to make the shots shorter.

Women protagonists are always shown in soft light with adequate interplay of light and shadow to enhance their facial beauty. Soft light, sometimes along with a golden tint, emphasises the soft facial features of the women characters. In some cases the lighting is done in such a way that their physical structure and slender legs are revealed through the transparent dress they wear. Lighting, an integral element of the language of film is thus used to project the beauty of the women characters.

Though fantasy films have narrative based on fictional characters, the messages they convey are taken into real lives by the audiences. The innumerable websites and other franchises depicting them are evidence for their influence on the lives of millions of people. There are forums in the internet where the films and their characters are being discussed. The messages disseminated by these films create a lot of impressions in young minds.

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The Demographics of Malayalam Television Debates Viewership

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Abstract

Television is an indispensable media during election run-up. Television news performs different roles during elections. They hold a mirror to the past events and also present the current and future scenario of events. This research paper assesses the viewership of debate topics, prime-time news, and debate shows telecast by various news channels in Malayalam with the differences in demographic backgrounds of electorates. The data was collected through a survey conducted during the 2011 Kerala Assembly polls campaign period adopting the Before-and-after design. Having analysed the viewership of various news and debate shows among electorates, the paper identified that nine topics had high viewership among male, upper-aged, post-graduates and the unemployed. These demographic groups of viewers are found to evince high interest in matters of election than others.

Keywords

Television News, Television Debates, Prime Time, Malayalam News Channels, Viewership

1. Introduction

Mass media, particularly television, are a critical variable in political information and voting behaviour of people during elections. The factors that influence voting behaviour of media audience include the length and breadth of its campaign coverage, debates between candidates and their party leaders, their stances on electoral issues, the arguments and comments made by experts and party representatives, political leniency of news anchors, etc. Moreover, the demographic backgrounds of viewers, their political awareness, the political ecology of the time, and perspectives on candidates can also act as influential factors in formulating voting behaviour (Muneer V, 2015).

Television news and debates present an all-encompassing view of election-related issues in terms of their past and present. While preparing the background knowledge of such issues incorporating an analysis of stances made on them by various political parties, these news and debate shows demonstrate the capacity of such issues in influencing voting behaviour of electorates. News and debate shows are significant in countries like U.K and the U.S where candidates present their arguments in the form of debates in news shows. At the same time, in countries where there is no debates are held, the news programmes conduct debates over the public addresses made by the candidates as part of their campaign.

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Political analysts, experts, and representatives of various political parties participate in such debates.

Political debates usually refer to the presidential debates held in the countries like US where the contestants appear on live television news shows. When we go through the research reviews on debates, we would get a plenty of studies dealing with the debates held in presidential primaries and finals. These news channels also hold debates on matters of importance. Political parties, political analysts and experts attend the same as discussants and they are moderated by television anchors. Research studies covering these debates are very rare, perhaps because it is very difficult to separate them from newscasts. Therefore, it is highly relevant to analyse the nature and influence of news and debates, particularly in the poll run-up.

The core objective of this paper is to analyse the viewership of news bulletins and debate programmes telecast by four leading news channels in Kerala. The paper is also committed to assess the viewership of those debate shows in relation to the demographic backgrounds of the audience.

2. Studies on Televised Political News and Debates

Though studies exclusively dealing with news-based debates are rare, several communication and political communication scholars as well as political scientists had conducted studies on political news and debates. This unit has been divided into two categories: the first comprises research on political news and the latter deals with the studies conducted on televised political debates.

2.1. Televised Political News

One broad area of political communication that continues to grab intense attention from researchers is the interaction between news and politics. The conceptual focus of many of these research efforts has emphasized how 'reality is constructed' through various features of news content and presentation (Black, 1982; Nimmo & Combs, 1983; Jamieson & Campbell, 1988).

In their study (1973), McClure and Patterson attempted to identify the influence of television news programmes on the 1972 US presidential election. Their study analysed the content of such debate shows to establish the relationship between the viewership of such news programmes and voters' perceptual changes.

Stephanie Greco Larson (1999) conducted a study on public opinion moulded by mass media based on the contents of national evening television news telecasts at the time of the 1996 presidential polls. The work resorted more on the broader sense of public opinion than drawing a conclusion based on poll results.

As mentioned earlier, when the research on political debates is referred to, it usually refers to research on presidential debates. Although the purview of the present study is on news-based debates—panel discussions followed in the main news bulletins, particularly prime-time news bulletins—the reviews of all formats of debates including presidential debates are highly relevant in this context. The following segment makes such an effort.

2.2. Televised Political Debates

The capacity of debates on voting decision of electorates has been studied by Russel Middleton (1962). In order to establish his argument that the debates influence voting

decision, he analysed the Kennedy-Nixon debates and how they influenced the voters in Tallahassee and Florida.

George F. Bishop et al (1978) studied the influence of watching debates on the acquisition of political knowledge. The study probed into the possibility of voters developing political knowledge by watching the debates. Also, it examined if the act of watching debates educates the voters of candidates' stances on issues of relevance.

Apart from traditional presidential debate studies, some scholars have attempted to dissect other types of debates mainly panel discussions followed in the main news bulletins. In their study, B.L Page and R.Y Shapiro (1982) argue that political pundits and popular presidents could act as influential forces in moulding popular will and opinion. In another study, 37 televised political debates on issues in Denmark, held live before select viewers, were analysed by Charlette Jorgensen et al (1998). Opinion polls were held before and after each debate.

3. Study Design and Methodology

This research paper is a part of a larger study which attempts to identify the relationship between watching news bulletins and debate programmes telecast on four news channels in Kerala and voting behaviour. The study adopts the survey methodology utilizing Before-and-after design. The survey was conducted during 2011 Kerala Assembly polls campaign period. Official notification for the election was made by the Chief Election Commissioner on 19th of March, 2011. The campaign period is calculated from this date onwards. On April 13, 2011, two days before polling, the campaign came to a close. Being a longitudinal study utilizing before-and-after panel design, the 'before' data was collected on 19th and 20th of March, and the 'after' data was collected on 11th and 12th of April, 2011 from the paneled respondents. Two criteria were fixed for the inclusion of the sample. One was that respondent should be a registered voter in Kerala, and the other was that he/she should be a viewer of any of the Malayalam news channels.

The researcher categorised the population of Kerala into three areas for drawing purposive samples: South, Central, and North, to make the study more feasible concerning data collection. The study involved a multi-stage process. One assembly constituency was selected purposively from each zone. Further one panchayath was identified from each selected constituency. Out of each Panchayath, three wards were selected. As many as sixty registered voters were identified from each ward as sample respondents. Additionally, trained investigators located and contacted the heads of homes and then chose a respondent with a criterion that every next member should be from the opposite sex. A special care was also given to ensure differences in the demographic backgrounds of respondents. They should belong to various socio-economic categories. Having completed the multi-stage process of sampling, the researcher could include as many as 540 respondents in the panel.

The researcher, while analyzing data collected prior to the onset of 2011 election campaigns, identified and removed ten respondents as they had not furnished details in line with the directions given. Thus, the number of samples subject to analysis was reduced from 540 to 530. Moreover, ten more respondents were removed from sampling, because the investigators could not contact those respondents in the second phase of data collection despite repeated attempts. The second wave of data collection was carried out in two days during the interregnum. The researcher further disqualified 8 respondents as the questionnaires of second phase provided to them were incomplete. As a result, the effective sample size subjected to analysis was reduced to 512.

4. Viewership of Television News and Debate Programmes

This paper's primary goal is to analyse the viewership of Malayalam news channels' prime-time debates and news programmes. The paper is also committed to examining how many people watched those debate subjects in relation to the demographic backgrounds of the audience. In order to materialise the objectives, the study identified four television channels in Kerala and the nature of issues that were discussed in their news shows, along with keeping an account of viewership of each topic. The study also examined the relationship between different topics of those debates, their viewership and the demographic features of respondents.

The Table 1 indicates how many people watch the four television channels in Kerala and select news programmes telecast by them. News Hour programme of *Asianet News* had the highest viewership. As much as 77 per cent (3/4) of respondents watch the programme. *Counter Point*, the debate show and Prime Time News of *Manorama News* stand second with 66 percent of viewers. Almost three-fourth of the respondents watches them (77 percent). It was followed by *Indiavision's* News Night with 50.6 percent. *People's* News N Views was watched by only 27.7 percent.

Table 1: Most Often Watched News and Debate Shows on Malayalam Television Channels

News and Debate Shows of Channels	N (N=512)	% (N=512)
<i>Asianet News'</i> News Hour	394	77.0
<i>Manorama News'</i> Counter Point/Prime Time News	341	66.6
<i>Indiavision's</i> News Night	259	50.6
<i>People's</i> News N Views	142	27.7

Note: This was a multiple-choice question. (Muneer V, 2014)

4.1. Viewership of Election Topics Debated During Campaigns

Election run-up is a good time for mass media, especially for television. Viewers give their precious time to get updated with the electioneering process. Political parties also make use of mass media platforms for propagating their ideas and perspectives so as to grab the attention of voters/viewers. Among the mass media, it is believed that as a medium television is the most sought-after one. Election campaign activities gained a momentum when the election dates were declared by the Chief Election Commissioner on 19 March 2011. Electioneering activities witnessed a surge after nomination procedures: political parties organized public meetings in which candidates addressed and interacted with the public, representatives of different parties and candidates were engrossed in door-to-door canvassing and organizing rallies etc. Television channels on the other hand conducted debates and election-oriented programmes to present the prospects of winning elections by different parties, especially the two leading political fronts LDF and UDF. Each political party came up with new allegations against others along with bringing out old controversies. Manifestos released by each party emphasized on developments and cleared the respective party's stance on various issues. Release of manifestos accelerated the campaign process. Debates were held on matters in manifestoes, and mostly these debates were rancorous.

Many times, party representatives lost their grounds in debates, and they failed to defend their parties, especially in matters of controversies.

The researcher watched all the debates held on the news programmes of the select four channels—either on the channels or their website— from 19 February to 10 April 2011 and a list of topics of those debates was prepared and identified 16 topics as most relevant. Viewership of these 16 topics among the sampled respondents was assessed. In the second phase of data collection held toward the end of election campaigns, the respondents were required to fill in data pertaining to the select 16 topics. Each topic carried one score in the questionnaire, and the range was thus from zero to sixteen. The score marked by respondents reciprocated with the viewership of the debate programmes and of the channels.

The subjects viewed by the voters differed from 2 to 16. It is shown in the table 2. The sample mean of 9.2597 suggests that the majority of people saw the debates on nine themes.

Table 2: Viewership of 16 Debated Topics

Sl. No.	Topics	Viewership (N=512)	
		Score	%
1	Rice at Rs.2 a kg scheme	443	86.5
2	Lottery scam	415	81.0
3	V.S Achuthanandan's candidature	411	80.3
4	Sindhu Joy in Congress	405	79.1
5	R. Balakrishna Pillai's mprisonment	396	77.3
6	Ice-cream case	393	76.7
7	Charges against V.S Achuthanandan's son	328	64.1
8	Central Govt. corruption cases	319	62.3
9	Antony against V.S Achuthanandan	286	55.9
10	Back-door appointments	249	48.6
11	UDF seat sharing	227	44.3
12	Rebel menace in UDF	210	41.0
13	LDF Manifesto	203	39.6
14	Congress' candidate list	189	36.9
15	UDF Manifesto	158	30.8
16	Jamaat-e-Islami's alliance	109	21.3
	Total Sample Score	4741	
	Sample Mean	9.2597	
	Range	2 - 16	

(Muneer V, 2015)

The t-test was performed on the collected data to identify the correlation and contrast between the two gender variables (male and female) and viewership of various debate topics. Whereas, Analysis of Variance (ANOVA) was made use to identify the same relationship between the viewership and other four variables viz income, occupation, gender, age and education of the respondents. At a confidence level of.05. the outcomes were considered significant.

The findings of data analysis show that (Table 3) income as a variable made no significant bearing on the viewership. At the same time, all other four variables influenced the score of the 16 debate topics that corresponded with the range of viewership. For example, the variable gender had a significant role in the viewership of debate topics.

Whereas male respondents marked a higher mean score of 9.9295, female respondents score was 8.2150. The statistic difference between the two variables is beyond 0.5. Therefore, it is inferred that men who responded saw more discussion topics than women.

Similarly, age as a variable also showed significant change in the viewership of debate topics. Age as a variable was categorized into three: the youngest (18-35), the middle (36-50) and the upper age group (above 50 years). The age group and the score of viewership of debate topics are found to be proportionate in the analysis. The youngest age group had a mean score of 8.9279. At the same time, the middle age category's mean score was 9.0366. The increase in the age was proportionately reflected in the viewership as well. The upper age group had a mean score of 10.0143, which was the largest. The differences in age group thus are reflected in the viewership score. The more aged group here was found to be watching debate shows and election-related programmes on news channels.

When occupation as a variable was taken, viewership was different according to the differences in occupation. The highest score of viewership was marked by the respondents who were unemployed. The score was as high as 10.3659 among the unemployed. It was followed by the respondents who were either in government or private services. Then, the self-employed, home makers and students positioned in a descending range of score. Based on the statistically significant differences, it is inferred that occupation as a variable influenced the viewership of such debate topics.

Table 3: Television Debates Watched During Campaign by Socio-demographic Variables

Variables and Groups	Group Statistics				t-Test Results					
	N	Mean Score	Std Dev	Std Error Mean	df		T	Sig (2 tailed)		
Gender										
Male	312	9.9295	3.24084	.18348	510		5.913	.000		
Female	200	8.2150	3.13815	.22190						
Total	512	9.2598	3.30582							
Variables and Groups	Group Statistics				ANOVA Results					
	N	Mean Score	Std Dev	Std Error Mean	Between/Within group	Sum of squares	df	F	Sig	
Age (in years)					Between	Group				
• 18 - 35	208	8.9279	3.03117	.21017	Within	Group	110.781	2	5.151	.006
• 36 - 50	164	9.0366	3.26515	.25497	Total		5473.670	509		
• > 51	140	10.0143	3.63236	.30699			5584.451	511		
Total	512	9.2598	3.30582	.14610						
Education					Between	Group				
• SSLC and<	190	9.2105	3.53335	.25634	Within	Group	140.333	3	4.365	.005
• PDC/+2	129	8.7507	2.92023	.25711	Total		5444.118	508		
• Graduate	135	9.2222	3.28194	.28246			5584.451	511		
• PG and Above	58	10.6207	3.10533	.40775						
Total	512	9.2598	3.30582	.14610						
Occupation					Between	Group				
• Unemployed	41	10.3659	3.08833	.48232	Within	Group	381.527	4	9.249	.000
• Homemaker	94	8.1277	3.33516	.34400	Total		5202.924	507		
• Student	56	7.8036	2.96905	.29676			5584.451	511		
• Self-employed	162	9.4074	3.10391	.24387						
• Service-Govt/Pvt	159	10.0063	3.32900	.26401						
Total	512	9.2598	3.30582	.14610						
Monthly Income (Rs)					Between	Group				
• < 15,000	212	9.5849	3.45826	.23571	Within	Group	44.524	2	2.045	.130
• 15,001 - 35,000	215	9.1209	3.09873	.21133	Total		5539.928	509		
• 15,001 - 35,000	85	8.8000	3.38343	.36698			5584.451	511		
• >35,001										
Total	512	9.2598	3.30582	.14610						

(Muneer V, 2015)

Having analysed the results of data shown in the tables, the study establishes that all select variables viz occupation, gender, age and education except income, can influence the viewership of the debate topics during elections. The study found that the groups of males, upper-aged, unemployed and postgraduates watch most debates.

5. Summary and Conclusion

As they are the most resorted means to educate and gather information, television and other media have a crucial role in influencing the voting decision of electorates. News and debate programmes telecast on television news channels present a comprehensive understanding about the past, present and future of political parties, candidates and stances of them on matters of people's interest. They also update the audience with the latest developments of election campaign. This paper is an outcome of a more extensive research study probing the dynamics of news and debates telecast during election time on the voting predisposition of the audience of select TV news channels in Kerala, which utilized survey methodology through Before-and-after design. The main objective of this research paper was to analyse the number of people who watch Malayalam news networks' prime-time news and discussion broadcasts. The paper is also committed to assess the viewership of those debate shows in relation to the demographic backgrounds of the audience.

The researcher had to ascertain that the respondents were regular viewers of debated topics and prime-time news programmes on the four Kerala news channels: Manorama News, Asianet News, People, and Indiavision. From the data collected, it was evident that the respondents were regular viewers of those programmes. The results showed that the News Hour show telecast by *Asianet News* had the highest viewership. Prime Time news bulletin/ Counter Point debate programme on *Manorama News* occupied second position in viewership. It was followed by *Indiavision's* News Night. News N Views telecast by *People's* had the lowest viewership.

The select four television networks in Kerala and their news bulletins during prime time and debate programmes were found to be focusing on 16 debate topics. Side by side, the news programmes covered debates held between the candidates and representatives of all political parties. Nevertheless, all such debates and prime time news programmes centred their focus on the two leading political fronts, ie. UDF and LDF, their manifestoes, controversies, candidature, etc. The study, based on the results of data analysis, found that most respondents watched debates with the nine topics out of the select 16 topics. The study also established that men, older people, post-graduate holders, and the unemployed watched many debates throughout the election campaign. Therefore, it can be stated that these groups of electorates evince greater interest in matters of election.

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Nature of Working Class Movement in Kerala: A Study of Social Movement Unionism

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Abstract

Producing a space for cross movement pollination, the relatively new style of Social Movement Unionism calls for widespread support from workers in various industries to move in solidarity with community groups and other movements in a collective struggle for justice. Indeed it is a different understanding of the role of the working class and its typical organization in the transformation of society. The present study is an effort to re-examine Mavoor agitation, a trade union skirmish which had a strange anatomy in comparison with the generally accepted perceptions on working class struggle in Kerala. The workers of the Birla-owned Pulp and Fiber Factory at Mavoor (Kozhikode district, Kerala state) launched an indefinite strike on sixth June 1985, on rejection of their charter of demands by the management. Contrary to the expectations of the trade unions the strike went on for a period of 39 months bringing untold hardships to the workers. 13 unemployed workers committed suicide, whereas several others were forced to leave the area in search of their livelihood. Paradoxically, the struggle which started for better emoluments slowly transformed into the nature of an SOS struggle with the sole demand, the immediate re-opening of the factory. When the traditional type unions faced setbacks one by one and were struggling to retain the support of the workers, Gwalior Rayon Workers Union (GROW), an informal trade union formed under the leadership of A Vasu, a Naxalite turned human rights activist suddenly emerged as one of the major working class organizations in the area. They made an unprecedented appeal to the general public to extend support to the new movement which is intended to save hundreds of retrenched workers and their family from starvation. Contrary to the style of a traditional industrial dispute the GROW led struggle turned to be a success in mobilizing public support. The present study mainly is an attempt to explore this metamorphosis of a bipartite traditional labor dispute into the kind of a social movement unionism.

Keywords

Working Class Struggle, Social Movement Unionism, Union Renewal, Political Unionism, Business Unionism

Introduction to Social Movement Unionism

Waterman (1991) has acknowledged the use of the concept of social movement unionism in the works of Webster (1987), Lambert (1988), Lambert and Webster (1988) and Munck (1988). Later, the success of alliances among radical workers and social movement

activists protesting against World Trade Organization meeting in Seattle in 1999 widely promoted suggestions that social movement unionism might renew many labor movements across the world (Waterman, 1999; Robinson, 2000; Taylor and Marthes, 2002 and Bergmann, 2003). While analyzing the new developments, Waterman wondered whether this new term is a substitute for the earlier term political unionism. To quote Waterman, “We are talking not simply of a different union model but a different understanding of the role of the working class and its typical organizational in the transformation of society” (Waterman, 1988). Gradually, in academic and activists debates about union renewal the replacement of business unionism with social unionism was seen central to the labor movements short-term and long-term survival. It is argued that the supremacy of business unionism as a trade union culture resulted in the decline of trade union density, the atrophy of working class capacities and finally the inability of unions to develop effective strategies for countering neo-liberal globalization (Ross, 2007). This led to a shift from the class content to the non-class content of working class struggle with a strong tendency to transform the nature of traditional working class movement into a kind of workers new social movements. Producing a space for cross movement pollination, the new situation calls for widespread support from workers in various industries to move in solidarity with community groups and other movements in a collective struggle for justice. Recognizing the importance of third parties in the process of industrial democracy, the new trend has provided a large role for students, youths and other activist in the working class movement. It also proposes for a multi class and multi identity coalition.

It is interesting to note that there is a proliferation and interchangeable use of multiple terms in the union renewal literature describing the birth of this new trend in working class behavior. Apart from social movement unionism, the terms like union-community coalitions, social unionism, community unionism, social justice unionism and citizenship movement unionism are popularly used to represent the new development (Ibid).

There are five major trends in social movement unionism (Waterman, 1991). Firstly, it has a fusion aspect in the sense that labour fuses with other social movements making inter movement distinctions difficult. For example, distinguish between a labour issue and women issue has become almost difficult. Secondly, it is meant to revitalize the unions to confront globalization and neo liberal policies. Thirdly, it is a process of extending the realm of trade union activity beyond workplace and beyond national boundaries. Fourthly, it surpasses the existing models of economic political or political economic unionism. Finally, it is call for a grass root style social justice framework of operations.

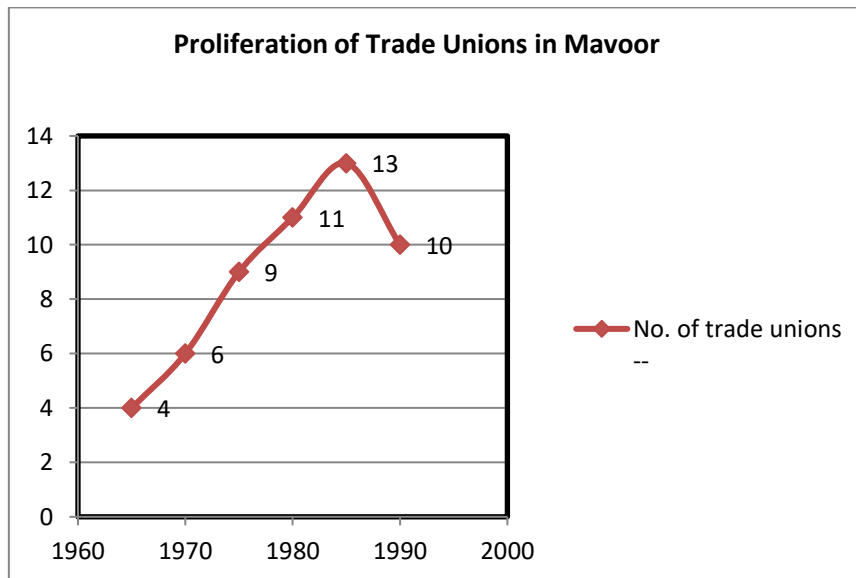
Trade Union Movement in Mavoor

The trade union history in Mavoor starts with the accident death of a worker in 1962 which compelled the workers to form the first labor organization in Mavoor (Chathunny, 1988). Thus Gwalior Rayons Factory and Construction Workers Union (affiliated to pro-CPI AITUC) came in to existence. Later, workers loyal to Indian National Congress left AITUC and formed the Gwalior Rayon Employees Union (affiliated to INTUC). The split in the Indian communist movement (1964), had also reflected the trade union movement in the area. The CPI (M) loyalist left the AITUC and formed the pro-CITU Gwalior Rayon pulp and Fiber workers union. 1970's witnessed the formation of five new unions. The split in the Indian National Congress (1969) inspired a group of INTUC workers to organize the Gwalior Rayon Labor Union affiliated to pro-congress (O) INLC. In 1978, the Indira loyalists formed the Gwalior Rayon pulp and Fiber employees Congress affiliated to INTUC (I). Similarly, a group of workers in the *SwathantraThozhilali Union* (STU), affiliated to Muslim League left their mother organization and formed Gwalior Rayon pulp and Fiber Factory Thozhilali Union (Pro-All India Muslim League). The formation of

Gwalior Rayons pulp and Fiber Factory Staff Union and Gwalior Rayons workers Organization further enhanced the number of trade unions. Finally, the total number of trade union organization in this factory rose to 13 when a group of frustrated workers formed Gwalior Rayons Organization of workers (GROW) (Ibid). The Union party nexus seems to be the most powerful factor which worked behind the proliferation of workers organizations in Mavoor.

Year	No. of Trade Union
1960	--
1965	04
1970	06
1975	09
1980	11
1985	13
1990	10

Source: Information collected from AITUC office, Mavoor.



Collective Bargaining in Mavoor

As pointed out earlier, the history of collective bargaining in Mavoor started in the early years of 1960's with the formation of Gwalior Rayons Factory and Construction Workers Union, the first trade union in the area. In the beginning stage, it mainly focused on the grievances of labors engaged in construction works. For example it organized a general strike in 1962, demanding a raise in the daily wages and provision for accident compensation. Shortly, the management agreed with union's demands and consequently the daily wages were raised from Rs. 1. 75 to Rs. 2. 75. It was also agreed that compensation would be paid for accidents. Thus, the first attempt made by the trade union movement to improve the working conditions turned to be a success (Saboo, 1988). However, it doesn't mean that this success did not cause a remarkable improvement in their physical quality of life. When production started in 1963, the workers successfully organized an indefinite strike for bonus. Since the factory was reaping huge profit the cost of disagreeing with union's demand was significantly high and thus management rather hastily yielded to distribute eight % bonus against the fact that there was no statutory provision for bonus.

Interestingly, the Bonus Act which was passed after one year provided for a statutory rate of four percentages (Cherroppa, 1988).

However the developments during the next two decades reduced management's cost of disagreeing with union's demands in a considerable manner due to a number of reasons. Firstly, the management took a strategic decision to establish a new pulp producing unit in Harihar in Karnataka taking away from the Mavoor unit the status of sole supplier of pulp to the Birla's industrial network. Secondly, it also managed a license from central government to import pulp. Thirdly, working class unity in Mavoor started to decline due to the influence of party affiliation and consequent rise in the number of trade unions. Moreover, the long term agreement signed in 1978 brought about a new class of under employed and under privileged reserve workers leading to a new dichotomy between the organized and unorganized sectors in the factory premises. The alleged institutionalization of trade union movement and so called collaborationist kind of leadership also inversely affected the collective bargaining power of working class in Mavoor.

Obviously, most of the strikes during the 1970s failed to produce any positive results. For example, the trade unions struck work in 1972 for 144 days demanding interim relief, but failed to produce any expected outcome. Whenever the trade unions resorted to strike, instead of resolving the conflict through negotiations, every time, the management retaliated by closing down the factory. It paid little attention to the demands of the unions and rejected the demand for renewing the long term wage agreement signed in 1978. The condition of reserve workers of the factory was very pathetic. They were offered work only for thirteen days in a month. The newly emerged contract system began to take away the opportunities which could be assigned to the reserve workers. The bonus rate was reduced to statutory limit, whereas the workers had received an average bonus of 40 per cent during the 1978-82 periods. Thus the tension that originated in the early years of 1970's found intensified and resulted in the indefinite strike in 1985. The historic strike which continued for such a long period of 39 months constitutes the background of this study (Vasu, 1989).

Social Movement Unionism in Mavoor

It was in this background the working class politics in Mavoor took the shape of a social movement. As the strike went on and traditional trade unions failed to find out a solution, Gwalior Rayon's Organization of Workers (GROW), a relatively new informal association of laborers came forward with a plan of reorienting the style of trade union activity in the area. Contrary to the nature of a regular trade union struggle of the conventional order, the new union proposed the idea of a mass movement to mobilize public support. Cutting across political barriers, it appealed civil society to extend support to the strike. As a result, hundreds of students, youth, women, intelligentsia, professionals, merchants, social activists, teachers, media persons, artists and several others came forward and rallied behind the GROW-led agitation.

The indefinite hunger strike started by A. Vasu and Moyeen Bappu two prominent leaders of GROW union was the driving force of social union movement unionism in Mavoor. It is interesting to note that the way of behavior and techniques used by the GROW leadership was unique in nature. In search of a solution to the problems of their brethren, Vasu one of the pioneer leaders of naxalbari movement in Kerala and Moyeen Bappu, a product of *Dars system* (a traditional school for Islamic learning) found to be treading purely a Gandhian way of social action. The two hunger strikes by these leaders evoked unprecedented response from the civil society. Here it is to be admitted that the United Democratic Front, the main opposition coalition in the state of Kerala was instrumental in supporting the struggle mainly due to the political antagonism with the ruling Left

Democratic Front. But it was not the case of masses that represented the cross of Kerala society. Driven by the sacred spirit of eternal human values, they dared to cross the political barriers and became a part of the new movement. The role of students in and around Calicut deserves a special reference. They boycotted classes and organized protest rallies and corner meetings in different parts of the district. The students of Regional Engineering College (presently NIIT), Devagiri College, and Darul Ulum Arabic College Vazhakkad, three prominent educational institutions in the neighborhood found very active in making the strike a success. The role of youth in the struggle was also significant. Youth Congress, Kerala Yuvajana Vedit, Yuvamorcha, and several other youth organizations in the state actively participated in the agitations. Another organization which took a strategic position was Kerala *Vyapara Vyavasya Ekopana Samithi*, the largest interest groups of merchants in Kerala. T. Nasarudheen, the general secretary of the KVVES visited Mavoor several times and played the decisive role in mobilizing the support of the merchant community in favor of the agitation. Women were also active in the movement. Their presence was explicit in programmes like dharnas, protest rallies, picketing, fasting, door to door campaign and fund raising. Bodhana, a Calicut based independent association working for the well-being of women, co-ordinated the involvements of women. The participation of intellectuals and literary figures from different parts of the state was also notable in the movement. Many of them abstained from public programmes as a sign of their protest against the unending hardships of workers in Mavoor. Among those who supported the struggle C. Achuthamenon, Justice V. R. Krishnayyer, Justice T. Chandrasekara Menon, George Fernandes, M. P. Veerendrakumar, K. P. R. Gopalan, SCS Menon, P. Balagangadara Menon, Adv. Majeri Sundar Raj, and Adv. Kaleeshwaram Raj need a special reference. (Cherooppa, 1988)

The alleged presence of radical left in the movement was another debatable subject in this new style of trade union activity. Left generally kept away from the new development and drew attention to the naxalite background of GROW leaders. They suspected that it is a pre-planned movement to un-popularize the ruling LDF government. The left trade unions in the state also support this argument. While responding to this criticism, A. Vasu the leader of the new movement ruled out the allegation of naxalite involvement and the so-called conspiracies against the left democratic government. To quote him, "I would have welcomed if the agitation of the GROW were led by naxalites. But among the 1000 workers of my union there may not be even ten people to support naxalite politics. I still remain a naxalite and believe in that ideology. But GROW is an independent union of rayon workers without any political label. GROW members work for different political parties, as we have seen in the last assembly and panchayath elections....." (Vasu, 1989)

It was held that the views of radical leftism had influenced new social movement unionism in Mavoor. The slogan, '*Open the Rayons Factory, Save Mavoor*' and '*Drive out All-India Monopolies, Save Kerala*' raised by the agitators strongly support this argument. Many radical leftist organizations found it as an opportunity to expose the hazards of development activities carried out under the assistance of monopolies whether Indian or foreign. For them, the movement was a part of wider struggle against big capitalists (Ibid).

Vasu was an ardent critic of the traditional style of trade union activity in Mavoor. He firmly believed that there was an unholy alliance between the management and trade union leadership. Most of the strikes in Mavoor were for the benefit of the management. He even suspected that the indefinite strike and consequent closure of the factory for such a long period was a 'planned drama' to bring down the royalty rates of raw materials and for liberalizing government policies towards polluting industries. He also admitted that it was because of the vulnerable conditions of retrenched workers, the movement unwillingly

supported the reopening of the factory against the fact that the way it functions is extremely harmful to the general and long run interest of our public life.

The course of social action of the movement was purely Gandhian and this constitutes another peculiarity of social movement unionism in Mavoor. The non-violent techniques like dharnas, corner meetings, hunger strikes, hunger-marches and relay-hunger strikes proved successful in mobilizing the support of larger society. Rejecting the proposals for direct action of his ideological brethren Vasu always insisted on passive resistance and firmly believed that radical steps in any form would reinforce the well-publicized perception that labor struggles in Kerala are militant in nature.

However, the radicals had also played an important role in the movement. Their presence was explicit in the Strike Aid Committee (SAC) formed in connection with the hunger strikes. The political parties like CRC (ML), the CPI (ML) and their auxiliaries organisations like Yuvajanavedi showed enthusiasm in making the functioning of SAC a success (Vasu, 1989).

Gandhian and Socialist interest groups like LohiaVichar Vedi, and Gandhi Yuvak Mandal found to be very active in the movements. Moreover leaders like George Fernandes, M. P. Veerendrakumar and several other Janatha Leaders extended whole hearted support to the strike. They frequently interacted with the GROW leadership.

Role of Bodhana, the socialist feminist organization led by a former Naxalite leader K. Ajithadeserves a special reference. This organization was instrumental in bringing the women to the forefront of the agitations. They visited households of the retrenched workers and mobilized women cutting across the barriers built by the traditional trade unions and political parties. They observed a mass solidarity fast in front of the factory gate. As a sign of protest they disrupted a flower show organized by the Rotary Club (Ibid).

Here, it is to be specially mentioned that the main stream political parties and their auxiliaries, found to be reluctant to support the new movement in Mavoor. However, the rank and file of these political parties and associations slowly changed their attitude. The unending hardships of the people due to closure of the factory had produced a kind of political apathy and in turn strengthened the civil society movement in the area. This developed actually played a key role in the growth of social movement unionism in Mavoor

The active role of opinion leaders was another element that shaped the destiny of this unique working class movement. Opinion leaders representing different walks of life responded positively to the movement. The contributions of Justice V. R. Krishna Iyer, Justice T. Chandrasekhara Menon K. P. R. Gopalan, S. C. S. Menon, P. Balagandara Menon and C. Achuthamenon were prominent among them. Similar strike aid committees were formed in several parts of the state under the leadership of prominent social activists. 17 leading artists, writers and academicians in the state issued a joint statement calling upon the public to postpone all literary and cultural functions and celebration in Calicut till the withdrawal of the hunger-strike (Bappu, 1989).

The arrest of fasting leaders Vasu and Bappu against the charges of suicide attempt (on 3rd February 1988) and the decision to hospitalize them is an important event in the history of working class politics in Kerala. Though the police carried out the arrest during night, the news spread like a wildfire and thousands of workers and their family members, crossing the barriers of trade affiliations rushed to the hospital where the leaders were admitted. The crowd shouted slogan urging the government to save the life of their beloved leaders. The unprecedented support of the working class in Mavoor and their family found to be a source of inspiration for the fasting leaders to continue the hunger strike in the

hospital. On the very next day, the people of Kozhikode observed hartal as an expression of their solidarity. Similar kinds of responses were found across the state. The Strike Aid Committee in Thiruvanthapuram organized adharna in front of the state secretariat. While addressing the participants K. P. R. Gopalan, a veteran communist leader strongly criticized the so called passive attitude of the LDF government towards Mavoor agitation. R. Sankaranarayanan Thambi, a social activist and former speaker of Kerala legislative assembly also came up to support the agitations. The students and youth also played a key role in the movement. The call by the Students Action Council to boycott classes on 10 February 1988 met with enthusiastic response. KeraleeyaYuvajanaVedi and YuvajanaVedi (two youth organizations in Kerala affiliated to CPI (ML) organized hunger strikes at the district capitals. Furthermore, on 18 February 1988, the five districts in northern Kerala (Kazargode, Kannur, Wyanadu, Kozhikode and Malappuram) observed a bandh in which the public life came to a standstill (Ibid)

The transformation of Mavoor agitation into a social movement finally forced the LDF government to start dialogues with the new trade union leadership. Initially the government had made an unsuccessful attempt to compel the GROW leadership to withdraw the strike. Informal talks continued and finally resulted in a settlement. Thanks to the mediation role played by Theruvath Raman and Dr. K. Madhavan Kutty, two prominent social activists in Kozhikkode, it was guaranteed that the government would intensify measures for the immediate re-opening of the factory. Taking the mediators into confidence the fasting leaders ended their 26 day long fast on 20th February 1988 (Vasu, 1989). But the reluctance of the main stream left to acknowledge the new developments taking place in the trade union movement in Mavoor. This was reflected in the statement made by the chief minister that the government had not given any fresh assurance to the GROW, regarding the re-opening. A humiliated GROW leadership immediately retaliated by declaring its decision to restart the hunger strike.

The second hunger strike was started on 18 March 1988 at two centers, one at Thiruvanthapuram and the second one at Mavoor. It was A. Vasu who led the strike in the state capital and Moieen Bappu in Mavoor. Interestingly some of the constituent units of SAC did not agree with the idea of another indefinite hunger strike. The radical left within the SAC strongly proposed direct actions. They also suggested a massive campaign to expose the double standards of the government and menace of industrialization brought under big capital. They also wanted to strengthen the social base of the movement. It was also held that the exclusive dependence on hunger-strike would never serve the purpose of the agitation. The GROW leadership was not ready to accept these suggestions and found them 'immature and insignificant'. This debate finally resulted in an internal division within the SAC. In his report A. Vasu, the general secretary of GROW used to criticize the organizations like Bodhana, CRC CPI (ML), and CPI (ML) for what he called their 'petty bourgeois' attitude towards the Mavoor agitation. He also rejected the argument for revolutionary means as inappropriate. However, these differences of opinion did not make any changes in the decision to go for the second hunger strike.

The government and the ruling parties continue to neglect the hunger-strike and they denounced the new agitation as a deliberate step to disrupt the ongoing negotiations for re-opening the factory. K. R. Gouri, the Minister for industry alleged that the GROW-led agitation was a purely politically motivated effort to bring down the LDF government. EMS Namboothiripad, the then general secretary of CPI (M) urged the GROW leaders to fight against the central government. Major organizations and associations affiliated to the main stream left urged their units not to support the GROW led agitation. For example, All Kerala Tailors Association (AKTA), a pro-left organization asked its Mavoor area committee to withdraw its support given to the hunger strike. Meanwhile the SAC met to evaluate the

developments after the declaration of the second hunger strike in which majority of the SAC constituents supported an unconditional withdrawal of the indefinite fast. In spite of the fact that the GROW union was not in favor of the majority decision to put an end to the struggle, second hunger strike came to an end on 19th April 1988 based on a letter written by the chief minister requesting to withdraw the agitation (Nayanar, 1988). As pointed out by an observer "it was only here that the GROW faltered. Even if for a while, the GROW too fell a prey to the face saving solutions". Though the GROW-led agitation ended in an uncertainty it had succeeded to intensify the efforts of the state government to reopen the factory. The mounting public opinion for the cause of Mavoor strike pressed the state government to gear-up its measures speedily. The 39-month long historic struggle concluded on 15 September 1988. While declaring the settlement of the strike, chief minister himself admitted that the recent settlement is the final outcome of our month long continuous efforts. Obviously the credit goes to both the GROW and the LDF government.

Conclusion

The emergence and role played by the GROW in the 1985-88 agitation was a strange experience. Apart from a conventional trade union it developed in to an organization of masses. The over institutionalization and consequent degradation of existing trade unions were projected as the main reasons for the emergence of GROW in the trade union scene of Mavoor. In the final phase of the agitation (GROW-led agitation), the new union came up to the expectations of the workers to launch an SOS-struggle which succeeded to reopen the factory which remained closed for a long period of 39-months. The phenomenal emergence of GROW perhaps has no parallel in the trade union history of Kerala. It was a mass movement, struggling to save the lives of the poor workers. The social movement unionism initiated by GROWS, however partly succeeded to overcome the sectarian political barriers on the way to working class unity whereas, it broadened the social base of the working class movement, of course only in Mavoor area for a very short period. It did not succeed to produce an in depth support from the side of traditional trade union leadership. It was mainly a movement led and supported by the radical elements within the left movement in Kerala. Interestingly, there were no significant efforts to build up coalitions with the main stream left and those negligible steps did not produce any positive results. Obviously, the social movement unionism in Mavoor was a reflection of the ideological conflicts within the leftist movement. Moreover, this movement had an unsuccessful effort to re-orient the working class politics, by emphasizing the role of the working class and its typical organization in the transformation of society. It is also important to note that the social movement unionism initiated by GROW in turn produced the social acceptance for the unheard kind of extraction of natural resources from a wide area of forest land in the state of Kerala and also an unprecedented type of multi edged environment pollution pausing serious challenges on intergenerational justice.

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Students Motivation: The Space of Neuro-Linguistic Programming (NLP) in the Second Language Classroom

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Abstract

This research paper focusses upon the space of Neuro-Linguistic Programming in the students' motivation of the second language classroom. Motivation plays a crucial role in learning. Brown defines motivation as an inner drive, impulse, emotion or desire that moves one towards a particular action (Brown 1994). Second language acquisition turns out to be easier when the learner has got a strong inner drive or impulse to learn it (Dornyei, Z 2001). NLP, founded by John Grinder and Richard Bandler in the 1970s, brought out many types of patterns of human behaviors which could be manipulated for outstanding results in the entire faculties of human lives. It says that devising proper techniques of NLP, Students motivation could be accelerated. Of late, there is an increasing demand for NLP techniques and approaches in education and business domains. According to Mathison, Neuro-Linguistic Programming can be made use of to enhance motivation. It claims to help achieve excellence of performance in language teaching and learning, improve classroom communication, optimize learner attitudes and motivation, raise self-esteem, facilitate personal growth among students, and even change their attitude to life (Thornbury, 2001). NLP uses techniques like Swish Technique, Rapport, Modeling, Outcome, Reframing, Anchoring etc to boost up motivation among learners so that the students get a new enthusiasm and purpose in the language classroom which ultimately helps them achieve their learning objectives quite faster.

This paper is the outcome of the research which was conducted among the EMEA College UG students of Kerala, India employing NLP techniques along with their text. Questionnaire-based pre-test and post-test analysis have been made to find out the results of the experiment. The study confirms that NLP techniques could be employed for enhancing motivation among second language learners of English.

Keywords

Motivation, Neuro-Linguistic Programming, Rapport, Swish Technique, Well-formed Outcome

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Introduction

Teachers of English often complain about the least interested students in the second language classrooms. Students' motivation inside the second language classroom involves a number of psycho-sociological and linguistic factors (Dornyei, Z. 2001 & 2010). In the classroom, motivation means the readiness to learn. It is also an inner desire of the learner for the best results and involves the factors that contribute to the process of learning. Motivation is a frequent variable in the ELT research domain that always makes concerns and challenges over the practitioners in the language classrooms (Cheng & Dornyei, 2007; Scheidecker & Freeman 1999). A number of studies over the past couple of decades have analyzed patterns of motivation in language classrooms with diversified situations (e. g. Cheng & Dornyei 2007, Gardner & Smythe, 1982; Oxford & Shearin, 1994). Researchers over the years have tried to test different techniques to improve students' motivation. Neuro-linguistic programming (NLP) can be used to improve students' motivation.

Neuro-Linguistic Programming (NLP)

Neuro-linguistic programming is developed at the University of California at Santa Cruz in the 1970s. Its founders and principal authors are Richard Bandler and John Grinder. It has been well established in humanistic psychology since 1971. NLP is widely used in every field of human excellence and it can be used in language teaching as it claims to help achieve excellence in learner performance and psychological issues of students. NLP avows to be helpful in achieving excellence and success in life. Richard Bandler and John Grinder assert that NLP is helpful with a wide range of issues from phobias and bad habits to depression, psychosomatic problems and learning disorders. NLP can improve and unlock communication and language skills which can make a huge difference to the classroom environment. NLP can help teachers deal with challenging behaviour from students and relieve any difficult classroom situations they may face. It helps improve classroom communication, optimize learner attitudes and motivation, raise self-esteem, facilitate personal growth in students, and even change their attitude to life (Thornbury, 2001). It can be used as one of the resources to enhance effectiveness of language instruction (Hardingham, 1998). Neuro-Linguistic Programming is often associated with exploring individual differences and styles in learners, acceleration of learning, training of sensory systems, emotional memory, multiple intelligence, brain-based activities, hypnotic induction, counselling, etc. NLP is presented as a very broad area comprising various means to make learning more effective, involving, and learner-friendly (Revell and Norman, 1999). However, NLP in connection with classroom discourse still remains understudied. Teacher-learner interaction produces a 'therapeutic effect' of improved learner self-esteem, better involvement in classroom procedures, greater motivation, the lowering affective filters of learners', and an increasing sensitivity to knowledge (Thornbury, 2001). NLP in education offers some techniques such as to establish a rapport between the teacher and learner, modelling the learner, pacing with the learner, leading the learner with cognitive challenges, elicitation with learner for an output, calibration of the learner to understand the individual differences, re-framing the approach with alternatives etc. Thus NLP provides many strategies that can also be used to motivate learners for lowering affective filters of learners in ELT, but little research has been done in NLP with respect to ELT classroom in lowering affective filters of learners at different settings. This research paper would like to bridge this gap.

NLP has its roots in brain science and neurology, which is about the way the cerebrum works and how the mind can be prepared with the end goal of improvement. It is identified with 'left/right mind capacities, 'visual/sound-related/kinaesthetic' learning styles, different insight and different zones of exploration which are endeavoring to distinguish

methods of learning whilst perceiving the significance of the individual learner. NLP builds up an understanding of considerations and behaviour and to show individuals their abilities to empower them to be more in control of their own musings, emotions, and activities and to roll out positive improvements throughout their life.

Recent interest in Neuro-linguistic programming or NLP (Hardingham, 1998) has been as one of the resources to enhance effectiveness in classroom instruction. It has been well established in the framework of humanistic psychology since 1971. NLP claims to help achieve excellence of performance in language teaching and learning, improve classroom communication, optimize learner attitudes and motivation, raise self-esteem, facilitate personal growth in students, and even change their attitude to life (Thornbury, 2001: 394). NLP can be used as a methodology for imbibing various aspects of curriculum faster (Craft, 2001).

Richard Bandler and John Grinder guarantee that NLP can help with an extensive variety of issues from fears and negative behavior patterns to misery, psychosomatic issues, and learning issues. NLP can offer educators some assistance in dealing with any troublesome classroom circumstances they might confront. Attempting to manage uncontrollable negative behaviours can take up a valuable time and not just harm the teaching and learning, additionally disturbs the entire classroom environment for all the students. NLP can help instructors by helping them to distinguish the best learning styles for their students and seeing how to apply these in the most ideal way. The subtlest of changes in the utilization of specific words, expression, and manner of speaking can immeasurably change the result. NLP likewise perceives the significance of non-verbal correspondence, especially eye contact, stance, breathing, and development.

A Glimpse into NLP Principles

1. The meaning of the communication is nothing but the response it elicits or brings about.
2. Conscious and unconscious are two levels of Communication
3. People with the most flexibility have the best chances of achieving the response they desire.
4. The more options we have, the greater our chances of success.
5. If you keep doing what you have always done, you will always get what you have always gotten.
6. If you know exactly what you want, it is easier to get it.
7. We cannot change others, we can only change ourselves.
8. Rapport means meeting someone in their model of the world.
9. The map is not the territory.

Representational System

NLP has termed our sensory channels as "representational" systems alluding to the way people 're-present' or understand our outside surroundings. Since people are exposed to a lot of information, everybody has invented their own 'filters'. Such filters are grouped into Visual, Auditory, and Kinesthetic (VAK) channels. In grown-ups, the kinesthetic channel is

subdivided into a motoric or an emotional preference. When people are relaxed and calm, they are tangible use any one the channels. But when under stressed and strained people have a tendency to depend on the most comfortable filter (s). It is very much interesting to identify the data seem in one channel, store it as a memory utilizing another channel and being expressed it through a third one. By meticulously analysing, how individuals talk and act, it is very easy to identify one's predominant frame. In education setting, item powers the students to channelize their learning activities effectively.

The VAK System of NLP

Listening to the language a person uses could help to categorize to which representational systems that person belongs to. Visual individuals tend to utilize expressions, for example, "Is it clear?" or "Do you understand?" Auditory individuals make use, "Does that sound OK?" or "I hear what you are stating. " Kinesthetic individuals tend to utilize activity or feeling words, for example "It simply doesn't feel right. " Once one could look into one's own language patterns along with the listening of others, it would be easier to identify ones sensory group. It has extreme importance in Education system. When it comes to the application of NLP in classrooms to deal with motivation, VAK system plays a crucial role. The language pattern used by the student sheds light upon the representation system of the students. It is said that the learning style of a students has deeper impact upon his preferred sensory system to learn. Most of the students get demotivated in the classrooms because teachers employ only one strategy forgetting the heterogeneous mixture of classroom students' nature. An expert NLP practitioner can easily unwind complex behavioural problems of students within a few hours.

Review of Literature

A number of studies conducted in the field of ESL learning show that motivation is crucial to successful ESL learning (Andres, 2003). Within a school system, the amount of motivation that children bring into the classroom with them is highly variable. It depends both on age and on family background factors. In-school factors also influence motivation. Crookes and Schmidt (1991) argued that intrinsic motivation, the one that stems from the interest in the activity itself independent from extrinsic reward, should be favored in the classroom. According to them, teachers can foster intrinsic motivation by posing reasonable challenging tasks to students, basing them on the perceptions of learner's needs and providing for plenty of variety in classroom activities.

A study conducted in Russia among EFL (English as foreign language) teachers employing NLP techniques concluded NLP techniques as establishing a rapport with students, calibrating, keeping pace with, and leading the learner, re-framing classroom procedures, as well as anchoring success, were enabling the learners, generating more chances, and helping with programming success. Excessive focus on eliciting output, the continuous filtering of correct and incorrect knowledge, and the modeling of learner strategies in the top down way were found to be associated with less teacher-learner congruence, and fewer chances for successful teacher-learner interaction (Radislav Millrood 2004). Apart from that, the personality and its attributes have immense influence upon the motivation of the students (Bhardwaj, 2009). A branch of approach like NLP that deals with personality attributes along with various techniques can improve the motivation of students. Though there are many positive advancement for NLP among its practitioners but a group of main stream psychologists are a bit of skeptical of its effectiveness on account of its eclectic nature (Gumm & Walker, 1992).

Jane Mathison in her doctoral study in 2003, at the University of Surrey, England, confirms that NLP can be used to offer solutions to problems encountered in teaching, for

example, to do with classroom management. In a paper, “Neuro-linguistic programming: its potential for learning and teaching in formal education” presented at the European Conference on Educational Research, University of Surrey, September, 2003 by Jane Mathison with Paul Tosey, says ‘an individual’s capacity to learn is influenced strongly by their neuro-physiological state (a state of curiosity rather than a state of boredom), and by their beliefs about learning and about themselves as learners. Such states and beliefs are also learnt and susceptible to change’. NLP has immense potential in the classroom, especially in language classroom and according to study by Mathison and Tosey P ‘awareness of choice about one’s own language patterns and behavior as teacher, and sensitivity to and curiosity about their influence on and interaction with learner’s internal representations, are crucial to effective teaching and learning’ underlines the importance of the language used in the classroom on which NLP can work effectively to bring about positive results. Neuro Linguistic Programming can be worked out to enhance classroom communication and in creating lowering affective filters. But a rigorous study needed to understand the space of NLP in ELT, especially in Indian contexts.

Methodology

A qualitative cum quantitative research has been carried out among the two classes of BA English (42 students) and BA Economics (63 students) of EMEA College of Arts and Science of Calicut University, Kerala, India from December 2016 up to July 2017. 100 students of both classes became the part of the study. A pre-test questionnaire of 20 questions has been prepared to know their present mastery over English with a focus upon communicative English. A semi structured interview with 4 questions were also conducted to identify students’ problem with Motivation. This questionnaire which has been supplied to all students. 100 questionnaires filled up and received back. The scores were recorded that showed their command over English. And with a semi structured interview, they are identified with the problems of anxiety, confidence, and self-esteem etc. Now, with the discussion of NLP experts, a few tools were selected to apply upon a group of students. The students of BA English and Economics were taken as Control group and Experimental group respectively. The control group, BA English students were taught normally, while BA Economics students were given techniques of NLP to deal with their motivation. The post-test questionnaire focused 20 questions and a semi structured interview comprising of four questions. It was astounding to note that the second group 98 percentage could perform better than before. At the same time, control group could improve only 2 percentages than the previous one. This paper elaborates the effect of NLP on the motivation of second language learners at college level and it gives at length about the techniques of NLP used to make big result among the second language learners of English at EMEA College of Calicut University.

Nature of Subjects

EMEA College of Arts and Science is a College is situated at Kumminiparamba in Kondotti, 6 KMs away from Calicut University, 2 KMs from Calicut International Airport, 18 KMs from Feroke Railway Station, and 32 KMs from Calicut City; with a congenial atmosphere for academic pursuits. Most of the students hail from poor backgrounds and hence there is no special liking for a subject like English in the college. Most of the students are detached and seemingly not interested in English classroom. Two Classes, namely Third semester BA English and Third Semester BA Economics students are taken for this study. They belong to 18-20 age group.

Primary Questionnaire

A questionnaire of 20 questions has been prepared to know their present English competence. All twenty questions carried one mark each. All these questions were not related what they study during the semester but general easy English questions such as English phrases used in different situations and all of them carried options. Comprehension, Vocabulary and simple grammatical structures were also included.

Semi Structured Interview

This was included in the research to get an idea of students' reasons for motivation. It had a question to talk about any topic in English for two minutes. Semi-structured interview focused five questions such as if they like English or not with reasons. Another question was to know their objective of studying English. It interrogated their attitude towards learning foreign language too. It ended with a friendly question to present a two minute presentation upon any topic they like the most.

Analysis and Discussion of the Study

Percentage analysis tool is employed in this study. The pre-test marks of the students are given below class wise.

Table I. Pre-test BA English Questionnaire Marks

Total Questions	Maximum Marks	Total Number of Students	Total Marks	Class Average
20	20	40	441	11

Table II. Pre-test BA Economics Questionnaire Marks

Total Questions	Maximum Marks	Total Number of Students	Total Marks	Class Average
20	20	60	576	9.6

From the pre-test, BA English class average score was 11, while BA Economics students were 9.6. BA English has a bit higher score since they are studying English core subjects.

The semi structured-interview with two minute presentation was a tedious task during pre-test and post-test research. The time for two minute presentation has been recorded class wise. At the same time, through semi structured interview following things were identified which helped to take adequate NLP tools for the research. Most of them did not like English because they perceive English as tough and not easy to master. They had very negative attitude towards English, that even they get graduated they were not sure if they could communicate better in English. It was shocking that they were least known about the outcome or objective of the lessons they study right now. It is understood that 80 percentage does not like English and their teacher. All of them said that if classes were cancelled they were happy. Only 30% liked coming college and that too was for fun for meeting friends. All of them said about that they worry give presentations and talk in English. Nervousness, anxiety were their main problems. Many students spotted with anxiety too. And almost all students irrespective of the two classes were fear of making mistakes so that they don't like to speak in English inside and outside the classroom.

Following is the table that shows the average time they took for two minute presentation of the topic they liked the most. During the presentation some sweat, some stopped in between, some even could not start, some stopped crying and some simply sat keeping mum over there.

Table III. Two minute Presentation

Class	Total Number of Students	Average of time used for 2 min presentation	Perc. Of students who used 2 minutes completely	Perc. Of students who could not used 2 minutes
BA English	40	1. 4 minutes	25%	75%
BA Economics	60	1. 02 minutes	20%	80%

NLP Intervention

Once the pretest and semi structured interview were finished, BA English students made into a control group while BA Economics were selected as experimental group. The major research problem was if the NLP techniques have any impact upon students' motivation issues. As a next step, pre-test findings are discussed with NLP Experts and with their assistance a few NLP techniques were identified.

NLP Techniques Used

1) Rapport

Interaction in the classroom refers to the conversation between teachers and students, as well as among the students, in which active participation and learning of the students becomes vital. Conversations are part of the sociocultural activities through which students construct knowledge collaboratively. Teacher-learner interaction produces a 'therapeutic effect' of improved learner self-esteem, better involvement in classroom procedures, greater motivation, the lowering of learners' individual defenses, and an increasing sensitivity to knowledge (Thornbury 2001; O'Connor and Seymour, 1993). NLP offers some techniques like establishing a rapport between the teacher and learner/s (building an interpersonal contact with the learner through support, interaction, and empathy). Modelling the learner (offering strategies for the learners to achieve better results). Creating a learner filter (monitoring 'correct'/'incorrect' knowledge or behaviour), pacing with the learner (achieving harmony of teaching and learning in rate, style, and production), leading the learner (introducing a cognitive challenge for the learner), elicitation with learner (guiding the learner to an output), calibration of the learner (recognizing individual differences in learners), re-framing the approach (stopping unproductive teaching strategies, and providing better alternatives so as to improve learning opportunities), collapsing an anchor (reinforcing learner achievement by emphasizing success). Thus NLP can also be used to enhance interactions. Rapport is the best technique of NLP to enhance interactions.

NLP rapport is established and maintained by pacing. By definition, this is the process of moving as the other person moves. Pacing or matching accepts the other person's behavior and meets them in their model of the world. It is about reducing the differences between yourself and others at an unconscious level. Successful pacing is at an unconscious level. When rapport is established, you can influence the other person's behavior. Rapport can be established by

a) Body postures

Rapport can be gained using whole body, half body or part of your body to match the other. Matching typical poses that the other person offers with their head and shoulders is useful. If the body posture is unusual, however, matching can seem disrespectful. Intelligent execution is important.

b) Breathing

You can match the rate of a person's breathing, where they are breathing (chest, abdomen or stomach) or how deep.

c) Voice

Matching the pace, volume, pitch, tone, and type of words is a little tricky to learn but worth it to have a great rapport. No need have to try to match all these aspects. Choose one. If a person is talking slowly, slow down. If they speak softly, drop volume.

d) Beliefs and values

Authentically trying to understand another person's beliefs and values without judgment can create very deep rapport.

e) Language patterns

Matching language patterns is a favorite NLP rapport. By using the same words to describe things and processes, the person feels understood. Attaching particular words to corresponding experiences. Matching representational systems can be very powerful. Matching and mirroring a person's representation system along with their eye accessing cues can help build rapport by speaking the same "language".

2) Swish Technique

This is a popular method used in NLP. This NLP technique involves re-associating a negative thought with a positive thought. Counsel the student to know what triggers it. Common anxiety triggers represent an image of oneself in their mind that is negative. This negative anxiety self-image needs to be replaced with a positive self-image. NLP teaches to choose a self-image that is exciting but realistic and then to make it as bold and colourful in your mind as possible. Visualise the new image doing the activity that had caused anxiety against the old image of yourself. This strong representation of one's new self-image doing the activity should grow until it completely obscures the old one. Any triggers that caused to be anxious will fade with the negative self-image. BA Economics students were counseled to know their image and in each class followed a Swish technique is applied after identifying their personal problems.

3) Well-formed Outcome

A very important technique in NLP to create intrinsic motivation in the work/task a person does. Following criteria are followed such as making statements of goals in a) future perfect tense to state the a) Discard using negatives in the goal statement c) making a sense of genuine expectancy and anticipation c) making a realization looking into the goal whether it could be achieved by the person himself and need assistance to get it done d) Identify When, Where, Who needed in the process e) Chunking the goal into manageable the steps adequately that should be evaluated and measured f) blending and mixing the sensory-based evidence into the outcome such as what will be seen, heard and felt, and the

type of action and behaviour are made when the major milestones toward the outcome are realized g) Make the goal compelling digging deep into the excitement on achieved outcome, seeking the obstacles and distractions on attentions in the way to achieving it, and finally h) checking the ecology that asking if achieving the outcome congruent with one's own beliefs and values, If not, go inside to find out how the outcome can become more ecological.

Post-test Results

Table IV. Post-test BA English Questionnaire Marks

Total Questions	Maximum Marks	Total Number of Students	Total Marks	Class Average
20	20	40	484	12. 1

Table V . Post-Test BA Economics Questionnaire Marks

Total Questions	Maximum Marks	Total Number of Students	Total Marks	Class Average
20	20	60	753	12. 5

There is a very significant increase in the average of post-test score of the 20 general questions among the experimental group, BA economics students, that they have increased their class average from 9. 6 to 12. 5. The real change saw in the semi-structured interview and presentation.

Table VI Post-test Two minute Presentation

Class	Total Number of Students	Average of time used for 2 min presentation	Perc. Of students who used 2 minutes completely	Perc. Of students who could not used 2 minutes
BA English	40	1. 6 minutes	30%	70%
BA Economics	60	1. 9 minutes	73%	80%

Analysing the table VI, the intervention of NLP among the students of experimental group, BA Economics, seems to be very relevant since the average of two minute presentation has shot up from 1. 02 minutes to 1. 9 minutes. In the semi structured interview during post experiment, BA Economics students seemed very energetic and enthusiastic. Most of the expressed that their outlook has been changed and now they know what must be focused in the classroom. One of the notable changes was that the BA Economics students did not have any apprehension to speak in English when they were requested to make two minutes presentation. A paradigmatic shift in the interactions of students with teachers were also noticed.

Conclusion

The intervention of NLP techniques in the BA Economics students of EMEA College has brought a very remarkable change in the learning motivation of the student. It is

very much evident that the students of BA English who were kept as controlled group did not make significant changes as compared to the students BA Economics whom are given three months of NLP techniques trainings such as Rapport, Sensory acuity, Swish Technique and Well-formed outcome. The test score of Economics students jumped up from a class average of 9.6 to 12.5 and the English presentation timing got improved from 1 minute 1.9 minutes. It concludes that the NLP intervention has made a remarkable change in the motivation of students. Their shyness, lack of interest, anxiety level all are seemed got miraculous change in the BA Economics students. At the same time, BA English students, who were kept as controlled group could not make significant improvements or was minimum compared to Economics students. In order to revalidate the findings of the study, the same experiment should be tested in the ESL/ELT environment of other institutions within the country and outside.

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