

ABSTRACTS –

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The Role of Popular Narratives in Stimulating Public Discourse on HIV And AIDS: Bollywood's Answer to Hollywood's *Philadelphia*¹

Arvind Singhal¹ and P. N. Vasanti²

The main purpose of this study is to analyze the role of a popular Hindi film, Phir Milenge (We Will Meet Again), in stimulating the AIDS-related public discourse in India. Starring mega-actors and directed by an award-winning director, the Bollywood Hindi film Phir Milenge exemplifies what is commonly referred to as the entertainment-education communication strategy. The entertainment-education strategy in HIV/AIDS prevention is explored, including the role of popular mainstream feature films in stimulating the public discourse on HIV and AIDS. Our multi-pronged research design to gauge Indian audience responses to Phir Milenge is described, and the results presented.

Content Analysis of 'Disability Communication' in DNA (Daily News Analysis): A Short-Term Study Report

P.J. Mathew Martin¹

A short-term study was undertaken to analyze content and make a detailed descriptive study about the content of "Disability Communication" in the newspaper Daily News Analysis (DNA) on a daily basis for a period of 4 months i.e., from November 1 2007 to February 29 2008. DNA is one of the major English Newspaper dailies published first from Mumbai in July 2005 and later from other metros in India. Targeted at a young readership, it is Mumbai's fastest growing newspaper in any language. The main contribution of this study is to illuminate the status of communication about disability in the print media/dailies existing in the community.

The New World Order: International Relations and Communications in the Post-Cold War Period ¹

Sunetra Sen Narayan¹

This study examines the competing theories that have surfaced in the field of international relations in the period following the collapse of the Soviet Union. It begins by examining the basis of the Cold War paradigm of international relations and its applications to international communications. It also touches upon the factors that make it necessary to provide a new theoretical perspective in a post-Cold War era. A brief survey of some of the models competing for dominance in the current era are provided, followed by a more detailed analysis of Samuel Huntington's and Francis Fukuyama's models of international relations. Lastly, these models are evaluated in terms of their potential in explaining how the world communicates with itself.

News from the West: International News Coverage in Newspapers and Television in Singapore

Anjana Motihar Chandra & Kavita Karan¹

What are the patterns of news flow in Asian countries? How does one of its developed nations like Singapore receive and present news from other parts of the world? Does the decades-old debate on the New World Information Order (NWIO), where Western nations continue to influence the coverage of news in Asia hold true even today. The authors examine the global news flow from context of Singapore to determine whether there is a continued dominance of the Western news agencies and news from the United States. A content analysis of the print and broadcast media in Singapore shows that, despite the number of news sources and well-developed media systems in Asia, the US dominates the news coverage and most of the news comes from the Western news agencies. Politics, business, war/terrorism, sports, disaster and entertainment are among the most covered topics in both the newspapers and television. While the newspapers have a larger number of stories with a neutral tone, television news is inclined to present more negative stories.

Indian Media and its Role in the Empowerment of the Dalits

Vivek Kumar¹

This paper attempts to understand and analyze the role played by the Indian Media in empowering the most deprived sections of Indian society, the Dalits, who constitute approximately 16 percent of the Indian population. The definition and socioeconomic status of the Dalits is discussed at length, in order to contextualize the role of the Indian media. The paper analyzes the perception of the Dalit leaders about the Indian media and the reasons behind it. It highlights the inability of the Indian media to understand the problems of Dalits relating to atrocities committed against them by the so-called upper castes, politics of reservation and charting of their independent politics, particularly that of the Bahujan Samaj Party. Lastly, the discussion pin points the reasons behind the apathy of the Indian media in understanding the real issues and problems of the Dalits.