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From the Chief Editor's Desk



Prof. Sanjay Dwivedi
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Over the past few years, the media industry has witnessed technological transformation, particularly the shift from print to digital media. Today, we are sailing in the digital arena. There is no doubt that digital media has a greater impact on our society. Therefore, it is high time to adopt this medium without further delay. With the emergence of a web society, we have become more dependent on digital media, whether it is for information, entertainment, or interactive learning. Post Covid-19 pandemic period, we have realised the importance of digital media and seen how effectively it helped people remain connected with each other virtually. During the pandemic time, when there was a complete shutdown, we saw the continuation of study by conducting online classes in schools and colleges.

In the digital era, the speed of media consumption patterns is on the rise. New technologies break the monotonous hierarchy in mass communication and simultaneously offer a challenge for traditional media to remain in the race. We are witnessing how digital media is further spreading its wings on over the top (OTT) platforms. This platform provides streaming of video not through traditional cable but through internet-enabled devices, such as a smart TV, laptop, smartphone, Xbox, and other devices.

We are in the middle of an OTT revolution with massive growth in OTT video-streaming platforms. With just a handful of OTT platforms way back in the last decade, now we enjoy a bundle of over 40+ OTT platforms with a wide range of content. Alluring not just youths for its fresh content, the older generation also finds the content suitable for their interests on OTT platforms. For example, a 90s serial drama can be revisited on the channel's OTT platform.

This issue of *Communicator* deals with an assortment of a range of topics, like the rise in popularity of over-the-top platforms, the use of social media in political communication, coverage of environmental protection and biodiversity conservation issues in print media, the growth of Kannada regional press, the reception of counter stereotype advertising, and misreporting of court trials by the media, to name a few.



For many years, advertising content has shown a stereotypical portrayal of gender roles. The theme of earlier advertisements revolved around showcasing the cultural norms of the society of that time. The transition took place as society grew in mindset and broke gender stereotypes in household affairs. Thus, one of the papers discusses how audiences perceive the equal portrayal of gender roles in advertising content. A paper along the same lines investigated gender sensitisation through community radio platforms in Kerala.

It is now common to see that political parties around the world are using the media as a tool of political campaigns to attract and influence the behaviour of voters. A paper aims to investigate the usage of social media platforms by political leaders in Mizoram, India, for political communication. Also, in this issue, a paper describes the importance of Aristotelian rhetorical persuasive appeals—logos, ethos, and pathos—in relation to the winning strategy through YouTube campaigns of a political party in the 2019 Indian Lok Sabha elections.

The paper on misreporting of oral observations and court orders analyses the rights and restrictions on the media and suggests measures as to how the problem of misreporting could be tackled. There are many other topics included in this issue, like viral music and its influence on youth culture, and media literacy among youth.

I would like to thank our distinguished editorial team for its continuous efforts in bringing an assortment of contemporary topics and subjects of relevance to our esteemed readers. I am also grateful to our editorial board and all the reviewers for their continuous support. Comments, suggestions, and special issue proposals are always welcome.

Prof. Sanjay Dwivedi



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Role of Press in the Indian Freedom Struggle

SANJAY DWIVEDI¹

Abstract

Newspapers have always had an impact on the perspectives and ideas of the public. Apart from social and political revolutions throughout the world, newspapers have played an unprecedented role in India's freedom struggle. In the struggle for Indian independence, the press played a critical role in the dissemination of information among the masses. Indian newspapers contributed to the spread of revolutionary ideas and the formation of public opinion against the British government. The press was a vital tool for awakening, training, organising, and strengthening nationalist public opinion. During those years, several newspapers were published, led by renowned and fearless journalists. The newspapers also helped to raise awareness about the colonial government's harsh measures, which sparked protests and revolutionary acts against the British. Today, we are celebrating the Azadi Ka Amrit Mahotsav. For India, this is a historic and sacred opportunity. We commemorate the heroes and their contributions to the freedom struggle through the Amrit Mahotsav. In this study, an attempt has been made to assess the role of the press in the Indian freedom struggle.

Keywords: Freedom struggle, Press, Newspaper, Azadi Ka Amrit Mahotsav, Journalists, Public opinion

Introduction

Writing has always been the guiding force of any society. Every time society has been at odds, the soldiers of the pen have served as a guiding light. The freedom struggle in India is also not an exception. During the time of imperialism, when difficulties were all around, many journalists and writers rose up in our country, attempting to improve society's morale and self-esteem through their writings. These writers planted the seeds of consciousness that attracted people from all walks of life to the freedom movement. Many people successfully find their niche in their field throughout their lives. Some people have made a name for themselves in fields other than their own. There are others—a group of a few geniuses who made a name for themselves not only in their field but also in related fields during their lifetime, allowing them to become immortal. Some of them were our journalists, and their brave journalism during our freedom struggle demonstrated their worth.

If we look at the history of Indian journalism, we can see that its entire development journey is linked to the development journey of the freedom movement. During that time, every newspaper was associated with the freedom movement.

According to the renowned journalist of the country, Jagdish Prasad Chaturvedi, "As far as the freedom movement is concerned, India's freedom movement started not with guns and bombs but with newspapers" (Chaturvedi, 2017). During the freedom movement, great journalists, poets, and writers of various linguistic specialisations jumped to the cause of the freedom struggle in almost every province. Michael Madhusudan in Bengali, Bharatendu Harishchandra in Hindi, Narmad in Gujarati, Chipu Lupankar in Marathi, Bharti in Tamil, and many other writers produced excellent literature in a variety of languages that instilled nationalist sentiments in the masses. The power of those journalists' writings was such that they instilled strong revolutionary emotions in the hearts of ordinary Indian youth. After reading such articles, young minds were inspired to fight for India's independence (Arya, 2019).

Role of newspapers in freedom struggle

India's first newspaper came out in 1780 on the foundation of passion and truth. James Augustus Hickey published it from Kolkata in English under the name "Bengal Gazette". Its motto was - "open to everyone, influenced by none". Hickey had declared

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his objective - "I enjoy putting my body in bondage for the freedom of my mind and soul." Hickey was the first journalist in India to fight with the British Government for the freedom of the press (Fleming *et al.*, 2006).

Many other social reformers, including Raja Rammohan Roy, the pioneer of the Renaissance and the father of Indian journalism, also used newspapers as a medium to expand their reform programmes and reach out to the masses. Apart from this, Lokmanya Bal Gangadhar Tilak's 'Maratha' and 'Kesari', Surendranath Banerjee's 'Bengali', Lala Lajpat Rai's 'New India', Sri Aurobindo Ghosh's 'Vande Mataram,' and Mahatma Gandhi's 'Young India' and 'Harijan' exposed the exploitative policies and actions of British rule and brought them forward to the masses.

The exploitative nature of British rule was exposed by these newspapers not only in India but all over the world. Raja Rammohan Roy is remembered as a social reformer. At the time, superstitions and evil beliefs persisted in Indian society, which Raja Rammohan Roy attacked in his newspapers and raised public awareness. He edited and published newspapers such as 'Brahmanical Magazine' in English, 'Samvad Kaumudi' in Bangla, and 'Mirat-ul-Akhbar' in Persian. He took out the weekly newspaper 'Banga-Duta' along with Dwarkanath Tagore and Prasanna Kumar Tagore. 'Banga-Duta' was a one-of-a-kind newspaper that used Bangla, Hindi, and Persian simultaneously (Vyas, 2010).

The first freedom struggle in India began in 1857. It is also known as the Revolt of 1857. On February 8th, 1857, Azimullah Khan, an important leader in India's freedom struggle, published a newspaper called 'Payam-e-Azadi' in Delhi. With its sharp and stunning speech, this newspaper raised the voice of freedom in public. The British government was so alarmed by this newspaper that it left no stone unturned to shut it down. People were punished for obtaining a copy of this newspaper.

During this period, 'Praja Hitaishi,' 'Buddhi Prakash,' 'Mazharul,' 'Sarur,' 'Gwalior Gajat,' 'Dharmaprakash,' 'Bharat Khandamrit,' 'Gyan Pradayini Patrika,' 'Vritant Vilas,' and others planted the seeds of nationalism in Indians. At the same time, Bharatendu Harishchandra, the forefather of the Indian Renaissance, cultivated national consciousness through Hindi journalism. Bharatendu Mandal journalists raised public awareness through their dedicated service-spirit. The main newspapers at the time were 'Kavivachan Sudha,' 'Almora Newspaper,' 'Hindi Deepti Prakash,' 'Bihar Bandhu,' 'Sadadarsh,' 'Hindi Pradeep,' 'Bharat Mitra,' 'Saar Sudha Nidhi,' 'Uchit Wakta,' and 'Brahmin.

Bharatendu Harishchandra, the pioneer of Hindi journalism, was an unmatched supporter of journalism who blew the voice of consciousness everywhere. He was an institution in itself. He edited and published over a dozen journals and magazines himself or with indirect assistance. He was the inspiration behind several publications, including 'Kavi Vachan Sudha,' 'Harishchandra magazine,' 'Harishchandra Chandrika,' 'Hindi Pradeep,' 'Bharat Mitra,' 'Anand Kadambini,' and 'Brahmin.' He published Hindi's first women's magazine, Balabodhini, in his 17th year of age. His initiative not only transformed the Hindi language, but it also laid a solid foundation for the freedom struggle. This was the period when speaking and writing against British rule were forbidden. The British government did not fail to wreak havoc on the people. The British stealing all of India's property and transporting it abroad saddened Bharatendu Harishchandra (Sharma, 1999).

At the same time, Balakrishna Bhatt, Pratap Narayan Mishra, Radhacharan Goswami, Premghan and Ambika Dutt Vyas gave a versatile dimension to Hindi essays and journalism through newspapers and magazines by broadcasting the message of all-round awakening. With inspiration from Bharatendu Babu, Pandit Balakrishna Bhatt from Prayag published 'Hindi Pradeep' in September 1877. Over the course of the long journey of Hindi Pradeep, many articles and other materials against British rule were printed. In 1908, a composition by Madhav, "Bandar Sabha Mahakavya," was published in which the Britishers were compared with monkeys. The poem infuriated the British, who filed a legal notice against it. Bhatt ji responded in some way, saving the publication of Hindi Pradeep. Two years later, Hindi Pradeep published Madhav's composition titled 'What is Bomb?' Again, the British were so enraged by this composition that they fined it three thousand rupees as a penalty for defamation and threatened to shut down its publication if it did not pay. Bhatt ji had to discontinue 'Hindi Pradeep' due to lack of funds. However, Hindi Pradeep's path shown to the writers is unforgettable in Indian history.

In 1868, four brothers, Hemant, Shishir, Vasant, and Motilal, founded the 'Amrit Bazar Patrika' from the Amrit Bazar locality in the Jessore district of present-day Bangladesh. The seventh issue of this magazine reported on the crimes of the Jessore district deputy magistrate. It was due to the popularity of this magazine that the then Governor General, Lord Lytton passed the Vernacular Press Act, the main objective of which was to suppress the voice of 'Amrit Bazar Patrika'.

Madhav Prasad Dhawan of Mirzapur in eastern

Uttar Pradesh founded the weekly newspaper 'Khichdi Samachar' in 1888. Khichdi Samachar was a staunch opponent of the policy of dividing the country based on Hindu-Muslim religious differences. The British government targeted this newspaper due to a barrage of ideas. In 1888, 'Vidyadharma Deepika' was published from Majhgaon Barhi in Gorakhpur. Chandrashekhar Dhar was its editor. This publication was instrumental in raising political consciousness. People still remember the 'Kshatriya Patrika,' which was published by Khadag Bahadur Malla of Majhauri Raj in the Deoria district and served as a mantra for societal awakening (Singh, n.d.).

Bal Gangadhar Tilak expressed national and social concerns when he began publishing newspapers called 'Kesari' in Marathi and 'Maratha' in English. His newspapers clearly reflected his dream of India's independence and an equitable society. There was a lot of oppression at the time under the rule of the princely state of Kolhapur. Kesari raised a loud voice against this tyranny, but the English government did not like it. Bal Gangadhar Tilak and his associates were prosecuted and imprisoned. However, Tilak managed to raise awareness among Indians through his newspapers (Jaytilak, 2021).

During the independence movement, Deenbandhu CF Andrews urged Lala Lajpat Rai to publish a daily newspaper that would formulate a public opinion in India comparable to that formulated by CP Scott's 'Manchester Guardian' for British public opinion. Lala Lajpat Rai and his associates embraced CF Andrews' suggestion and came together to publish a nationalist daily paper. In October 1904, Lala Lajpat Rai and his colleagues launched the newspaper 'The Punjabi.' With its first issue, 'The Punjabi' stated its intention to be more than just a daily paper but also a medium for awakening the people of the country to the liberation of *Bharatmata* from British rule and raising political consciousness. Bipin Chandra Pal, the third hero of Lal-Bal-Pal's trio and the father of revolutionary ideas, inspired the freedom movement with his sharp journalism. With his strong opinions, he helped fuel the indigenous movement. Through his writings, he also supported boycott of goods made in the UK and clothing produced in Manchester mills. He also supported strikes in commercial and industrial settings, which forced the British to rise up in resistance.

With the publication of newspapers like 'Paridarshak' in 1880, 'Bengal Public Opinion' in 1882, 'Lahore Tribune' in 1887, 'The New India' in 1892, 'The Independent India' in 1901, 'Vande Mataram' in 1906-07, 'Swaraj' in 1908-11, 'Hindu Review' in 1913, 'The Democrat' in 1919-20 and 'Bengali' in 1924-25, the freedom struggle got its

wings, and all these became a source of inspiration that defined the values of future journalism. By the end of the 19th century, a sense of national identity had begun to emerge. The role of eastern Uttar Pradesh-based newspapers was significant (Jaytilak, 2019).

As part of the 'Swadeshi Movement,' famous freedom fighter and journalist Barindra Kumar Ghosh launched the Bengali weekly 'Yugantar' in 1906 to promote revolutionary ideas. Nobody knew who the editor of this newspaper was. Many people declared themselves the editors of the newspaper at various times and were imprisoned. Chief Justice Sir Lawrence Jenkins wrote about the ideology of this newspaper - "The hatred of the British is evident in every line, and the enthusiasm for revolution is evident in every word of it."

Similarly, Pandit Madan Mohan Malaviya edited several newspapers to raise awareness in the country. On the request of the patriot Raja Rampal Singh of Kalakankar, he awakened the people of the country by editing his Hindi and English newspaper, 'Hindustan'. Pandit Malviya did an excellent job of generating public opinion by launching the weekly 'Abhyudaya' in 1907 and the 'Dainik Leader' in 1909.

Ganesh Shankar Vidyarthi joined 'Abhyudaya' newspaper in 1913 and began publishing a newspaper called 'Pratap' with the intention of raising awareness in the country about the freedom movement. In the first edition of 'Pratap,' he stated that his paper would fight for national independence, socioeconomic revolution and upliftment, ethnic pride and literary heritage, and individual rights. Angered by Nanak Singh's 'Sauda-e-Watan' poem published in 'Pratap,' the British halted the publication by accusing Vidyarthi of treason. But, this courageous man, who did not give up, re-published 'Pratap' and strongly opposed the government's repressive policy (Jayatilaka, 2020). Few people are aware that Bhagat Singh's revolutionary career began with the 'Pratap' newspaper. Pratap Press was once used as a revolutionary hideout because of its unique structure. Due to the articles that appeared in 'Pratap,' Ganesh Shankar 'Vidyarthi' was sentenced to jail five times (Manish, 2021). The popularity of 'Pratap' was at its peak at the time due to rising voices against British exploitation. Only 500 copies were printed in 1913; by 1916, it had reached 6,000 copies; and by 1919, it had reached 9,000 copies. The publication of 'Swadesh' began in Gorakhpur in 1919, inspired by Ganesh Shankar Vidyarthi under the editorship of Dasharatha Prasad Dwivedi.

As a journalist, Pt. Madhavrao Sapre had a keen awareness of the pressing issues confronting his

society and nation, as well as the rare courage to speak the truth. Sapre Ji's writings spanned only for a few years, from 1900 to 1920. His essays appeared in all of the major newspapers and magazines of the time. Many of his articles have appeared in magazines such as Saraswati, Maryada, Prabha, Vidyarthi, Abhyudaya, Gyanshakti, Lalita, Srisharda, Vigyan, Hitkarini, Hindi Chitramay Jagat, and others. He was also a regular contributor to Chhattisgarh Mitra, Hindi Granthmala, Hindi Kesari, and Karmaveer. Tilak's ideology had a profound influence on Sapreji's political consciousness until 1906. He wished to spread Tilak's anti-colonial and nationalist ideas throughout the Hindi heartland. With this goal in mind, he launched the 'Hindi Kesari' weekly.

In the second decade of the 20th century, Mahatma Gandhi began to influence Indian politics. The publication of 'Aaj' daily from Kashi at this time was a significant accomplishment. Gyan Mandal Yantra released this paper on September 5th, 1920. Initially, its editor was Sriprakash ji. Later, Baburao Vishnu Paradkar took over as an editor. The goal of 'Aaj' was to follow in Gandhi's footsteps and make India independent. Similar to this, 'Karmaveer' is a name in Hindi journalism that cannot be ignored when assessing Indian journalism as a whole. Pt. Makhanlal Chaturvedi, the editor of 'Karmaveer,' and his entire life journey are examples of an editor who resisted giving up. The spirit of resistance against injustice has neither faded nor diminished in his writings. Pratap, Prabha, and Karmaveer were at different stages of Makhanlalji's journey of vigorous journalism for 56 years. He was constantly raising public awareness about the dangers of making compromises (Pandey, n.d.).

Katha Samrat Munshi Premchand's contribution to journalism in eastern Uttar Pradesh is also noteworthy. Munshi ji launched the literary magazine 'Hans' from Kashi in 1930. Its goal was not only to enrich Hindi, but also to contribute to the freedom struggle. A Kashi-based daily publication called 'Sansar', which had a very aggressive tone, also made a significant contribution to the freedom struggle. From 1943 to 1945, Baburao Vishnu Paradkar served as its editor.

Baba Saheb Ambedkar as a journalist

An effective newspaper is crucial for the success of a long-lasting social revolution, according to Babasaheb Ambedkar, the architect of the Indian Constitution. Because of this, he added, "Like birds without wings, there are movements without newspapers." The scope of his journalism was not limited to Dalits; rather, he wanted to enlighten all sections of Hindu society through newspapers. He

believed that in order to build an egalitarian society, it is necessary to instill confidence in the Dalit class, and by showing the mirror to the upper caste society, it is necessary to explain to them that there should be no discrimination against human beings. As a result, Ambedkar founded newspapers such as Mooknayak, Brahishkrit Bharat, Janta and Prabhuda Bharat. On January 31, 1920, the first issue of 'Mooknayak' was published, with the larger goal of moving society from inequality to equality. Ambedkar did journalism for about 36 years in his life of 65 years 7 months 22 days (Singh, 2021).

Mahatma Gandhi as a Journalist

Gandhiji is widely regarded as the world's first accomplished journalist, as well as a pioneer of nonviolence, a sincere social reformer, and a *Mahatma*. When one attempts to comprehend the nuances of his journalism, he appears to be a forerunner in establishing the pillars of practical journalism. Gandhiji's journalism adheres to his Gandhian principles as well. His journalism provides a very practical perspective on his struggle.

Gandhiji's tendency towards the common man, *harijans*, and social equality is visible in his life struggle, and the same trend can be seen in his journalism. Gandhiji believed that the fundamental character of journalism is truthfulness. Being oriented toward untruth will never achieve the goals of pure and genuine journalism.

Gandhiji's approach demonstrates that there is no dichotomy between the principles of his journalism and his practical life. Certainly, the harmony between Gandhiji's principles establishes him as a great guide to journalism. Linguistic barriers were never a hindrance to Gandhiji's journalism. He used to write in Hindi, Urdu, and English, depending on the situation.

According to Gandhiji, the goal of journalism was to raise public awareness. He was strongly in favour of keeping the problems of the public in mainstream journalism. Looking at the conditions of slavery in India, Gandhiji used journalism and writing as a parallel to truth and nonviolence as his weapon.

Gandhiji began publishing 'Young India,' which became very popular among the masses. Later, its Gujarati version was launched as 'Navjivan'. Gandhi's concern for society's lower classes is openly expressed in his journalism. With the aim of raising the voice of Dalits and the exploited society, he wrote articles in 'Harijan' from time to time, which had a widespread impact on society (Dwivedi, 2013).

Conclusion

Due to the multi-faceted role of newspapers,

people became aware and made their invaluable contribution to achieving the goal of attaining independence. Since the time of the freedom movement, the media has played an important role in raising social consciousness. Be it any country in the world, the media has been the vehicle of change and consciousness.

The media works as a communication bridge between the government and the public, and on the other hand, it also keeps an eye on the functioning of the government. The media plays an important role in communicating people's problems and concerns to the government. Because of this, people still look to the media with optimism today. During the freedom struggle, the country witnessed the ups and downs of many journals and newspapers, and the majority of them served as an effective weapon for social and political Renaissance.

Journalism played an important role in instilling nationalist ideology in the masses as well as cultivating national sentiment and consciousness. Newspapers have been the backbone of the freedom struggle. During British rule in India, newspapers propagated the ideas of patriotism, equality, the modern idea of democracy, and most importantly, freedom. During the freedom struggle in India, newspapers were an important source of mass communication throughout the country.

Leaders such as Mahatma Gandhi, Babasaheb Ambedkar, and others used newspapers to raise public awareness. Nationalists fought vehemently for the freedom of the press because it had become a powerful weapon of struggle. Indeed, many prominent leaders of the independence movement went on to become journalists, using the press to spread their message to the masses. Newspapers have played an important role in Indian history and will continue to do so.

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The Rise of Over-the-Top (OTT) Platforms for Science Communication

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ABSTRACT

Like newspapers, motion pictures, radio and television, now over-the-top (OTT) media streaming service has created a revolution in the media industry of sorts in recent years. OTT media streaming service has changed the media landscape by increasing affordability, accessibility, and choice, which in turn has changed the user perception of time and space, behaviour, consumption of content, etc. OTT media service is playing an essential role in providing content not only in entertainment, knowledge, sports, games and news but also in disseminating scientific information and knowledge to sensitise common people. This paper reviews the dynamics, functionality, and popularity of OTT media, making it more acceptable to users and exploring how this emerging media contributes to communicating science at national and international levels. It also discusses some popular science and technology (S&T)-based OTT platforms, gap areas, and consumption of content that may be useful for science communicators, particularly in producing and disseminating the content using this media.

Keywords: Digital media, OTT, Science communication, Social media, Science popularisation, Science videos

Introduction

Communicating science to the public is essential for a country's development. The goal of science communication with non-experts is to enable them to comprehend nature, learn science, adopt scientific methods, explore opportunities, and improve their living conditions and rational thinking. Print, newspaper, radio, and television have been popular communication media. Television has mainly been popular because the video has a body language and a verbal tone, which plays a huge role in conveying the message compared to print or radio. Undoubtedly, television has become a great moral guide in today's world (Sabido, 1999). Visual media is very powerful, effective, and impactful. Visual media demonstrates or demystifies complex issues or topics, including science which has been considered challenging to communicate.

Entertainment–education (E–E) format is widely used for science communication activities. E–E format purposively designs a media message both to educate and entertain, to increase the audience knowledge about educational issues, create favourable attitudes and change overt behaviour (Singhal & Rogers, 1999). It is reported that television drama-

documentary (drama doc) format helps to enhance the public understanding of science (Reid, 2012).

A comparative study based on the 2007–2008 data representations of science on television in 11 European countries shows that Germany has 40% content based on science; French, Spanish, and British channels cover 5–12% content based on science and technology; while countries like Austria, Greece and Ireland broadcast less than 5% content on science. The science-based content included information, popularisation, edutainment; advice and advocacy programmes (Lehmkuhl *et al.*, 2012). However, it has also been argued that education and entertainment (E–E) videos do not give desired results all the time even though television has been a primary and popular media among the people for social development (Fossard & Riber, 2005).

The production of video started with the first moving-photographic images in the year 1877 (Shimamura, 2002). To watch these videos with the community, the birth of cinema took place. Television was first demonstrated in the year 1939. It became popular in the US in the year 1970 when 70% of people were using television sets in their houses (Nielson Report, 2017).

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In India, television became popular after the Satellite Instructional Television Experiment (SITE) of the year 1975, and by the year 1990, TV reached the maximum household (Vilanilam, 2003). The popularity of this medium was evident as the viewers demanded a variety of programmes. As a result, cable TV came into being, and the number of channels increased, which gave a solution for multiple programming. Finally, cable TV bypassed broadcast television in the year 2002. Technological advancements, and richer and more varied content empowered viewers by letting them decide what to watch, how to watch and when to watch. Thus, video-on-demand came into being. VCR, DVR and DVD became popular, and this allowed users to see the diverse library of videos with more flexibility in time, choice, etc. (Osur, 2016).

Since 2005, the internet and web 2.0 have revolutionised the media (Darwish & Lakhtaria, 2011). The history of mass media has moved from the emergence of media to the convergence of media. In the early 1990s, a mass medium allowed an array of media—text, photos, audio, and video—to converge in one space and be easily shared. Today, dissemination of information is not restricted to sharing news and messages, but it is more about channelising information and gathering opinions in real time. The array of leading media technologies that were used 15 years ago has now changed. Several new media technologies were introduced abruptly and swiftly in succession. Apple began selling music through iTunes in 2003; Facebook was born in 2004; Twitter started in 2006, smartphones debuted in 2007; Hulu, Netflix, YouTube and others launched their over-the-top (OTT) streaming video services in 2008; WhatsApp came into being in 2009; and the iPad was introduced in 2010.

The increasing diversity in media from

newspapers to radio and now to podcast, television channels to OTT platforms reflects the new wave of change, offering new opportunities and challenges for all stakeholders.

Viewing content on smartphones has become a rage among the younger generation. In addition to mobile phones, viewers can also consume content on laptops, tablets, computers, and other such devices. The changing scenario has also pushed the video content developers, who produce content related to entertainment and education including science, edutainment, sports, etc.

Over-the-top media, the new media, bypasses the cable, broadcast and satellite television platforms that have traditionally acted as a controller or distributor of such content. OTT means delivering audio and video streaming content to the users through the internet without subscribing to a traditional satellite services provider or, in other words, over-the-top means content through the internet rather than the conventional cable or broadcast provider (Fig. 1).

India has experienced a widespread diffusion of science communication activities for a long time (Mazzonetto, 2005). It has been using multiple media of communication including print, radio, television, and social media and through specific forms of interaction with the varied public. Science communication has been carried out with the efforts of government, non-government organisations and motivated science communicators. The strategies for science communication were redefined each time when a new technology came into being. Presently, in India, science communication activities using OTT have begun.

Review of literature

As a media platform, OTT was adopted by the World Telecommunication/ICT Policy Forum in 2013

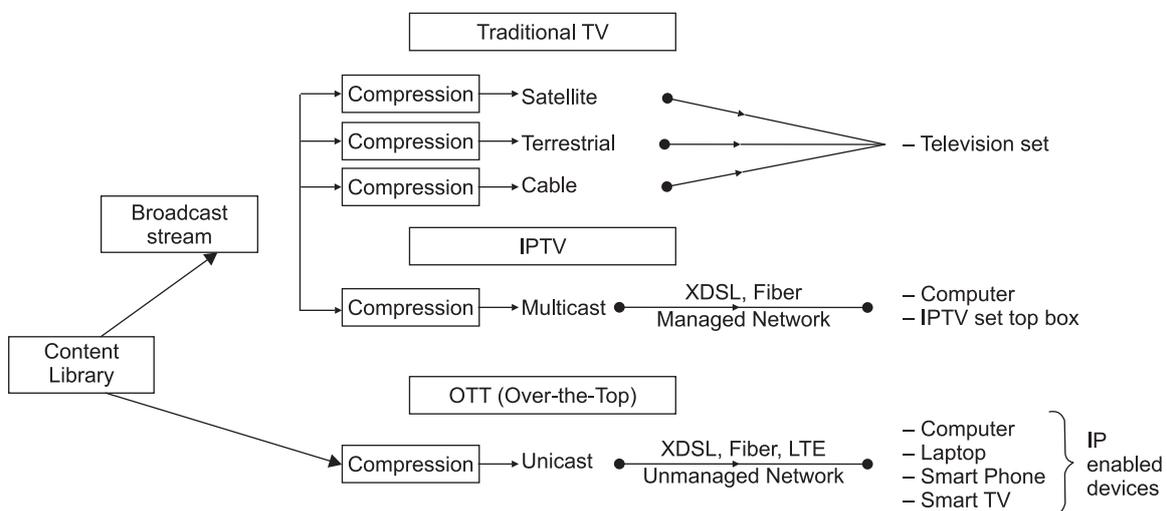


Fig. 1: Difference between traditional broadcast and OTT-streaming workflow

(International Telecommunication Union, 2013). The term over-the-top (OTT) refers to the applications and services accessible over the internet that ride on operators' networks offering internet access services (Telecom Authority of India, 2015). As the name suggests, audio-visual content is delivered over the top of existing TV receivers such as cables, satellite dishes, and set-top boxes (Urgelles, 2017). OTT content can be accessed on devices such as laptops, desktops, smartphones (Android/iOS), smart TVs, etc. OTT streaming can be on video platforms such as Netflix, YouTube, Amazon, etc., audio platforms such as Spotify, Apple Music, etc., or messaging platforms such as WhatsApp, WeChat, Skype, etc. These media platforms provide varied content, be it entertainment, education, science and technology, sports, games, news, etc. In this paper, only video platforms are discussed.

OTT platforms offer two types of video content. First is video-on-demand (VOD), where recorded programmes are streamed and second is live streaming, such as news, sports, etc., which are watched in real time. Video content is watched through inbuilt specialised media players. Large-size original content produced at the backend is first encoded into the streaming-friendly format. Subsequently, security code is added through encryption, a basic description of content is added through metadata, and then the encrypted metadata file is sent to the cloud for storage. Here, encoders are used to produce adaptive bitrate (ABR) streams in formats such as MPEG that are fit for web-based streaming. Digital rights management (DRM) is used for the prevention of piracy.

Content management system (CMS) is used to streamline workflows and help manage users, their subscriptions, payment gateways, and monetisation models, including advertisements, content publications, syndication, etc.

Stored content is cloud-delivered to the user's device through the nearest server via one or more content delivery networks (CDNs). It is further decoded and decrypted based on the user's device and internet bandwidth. The latency of live OTT content is about 30 to 60 seconds compared to less than 5 seconds for terrestrial and satellite TV mediums (Thierry, 2017). One way to improve latency is compression. Beside this compression, CDN improves the delay during live streaming. Microsoft and Apple are working on MPEG (Moving Picture Experts Group) on the development of CMAF (Common Media Application Format) to address the latency issue (Fautier, 2017). Once latency for live video streaming reaches the level of traditional broadcast without impacting the video quality and bandwidth, the OTT technology

Table 1: Comparison between features available in OTT and traditional broadcast

Features	Traditional Broadcast	IPTV	OTT
Live TV programming	Yes	Yes	Yes
Video on Demand	No	Yes	Yes
Digital Rights Management	Yes	No	Yes
Electronic Programme Guide	Yes	Yes	Yes
Multi-screen Watching	No	No	Yes
Advertisement	Yes	Yes	Yes
Programme's Rating (real-time)	No	Yes	Yes

will bypass satellite and cable TV communication. OTT platforms also have rich features as compared to traditional broadcast and IPTV (Table 1). Further, the inbuilt engine recommends or highlights popular content.

VOD (Video on Demand), SVOD (Subscription-based VOD), TVOD (Transaction-based VOD), AVOD (Advertising-based VOD), and DMVPD (Digital Multichannel Video Programming Distributor) are the popular business models of OTT. In VOD, content is generally hosted in the digital library, and users who have accounts can access it either free, purchase or rent. SVOD is a subscription-based model where users must subscribe to the platform usually on a monthly or annual basis. TVOD is a model where users choose the individual video on a payment basis rather than subscribing to the entire library. Similarly, in the AVOD model of monetisation, the user gets the content free but needs to watch the advertisement between the content. On the other hand, in DMVPD, traditional cable channels are converted into digital mode and made available to the users, live and on-demand services using the internet.

Popularity, challenges, and other characteristics of OTT

As early as 2006, most US people were using the internet to look up scientific information, and this pattern was noticed in other countries in later years (Brossard, 2013). According to a Nielsen report, (The Nielsen Total Audience Report, 2020), in the US, the COVID-19 pandemic has drastically increased the average time spent on video streaming. Nielsen Report 2020 shows that viewers above 55 years of age are also streaming content. In 2016, 3% of people of this age bracket were streaming content in the US, which now has increased to 45%. This shows the popularity of media among all age groups. The exponential growth is mainly due to the worldwide lockdown caused by the COVID-19 outbreak, during which subscription to various OTT streaming channels and viewership has increased. The same

pattern was observed in other parts of the world.

Active social media users in India stood at 330 million in 2019 and are expected to reach 448 million by 2023 (Suresh, 2020). Based on a Hootsuite report, India (Digital 2020 India Report, 2020), the total number of internet users in India, using any device is 629.2 million. 91% of people between the ages of 16 and 64 years are using smartphones and spending an average of 6.5 hours every day with the media. Sujata *et al.* (2015), found that there are eight critical factors, namely cost, convenience, feature, social propensity, content availability, smartphone internet penetration, user experience, and net neutrality, which lead to preferring OTT service (Sujata *et al.*, 2015).

Further, Lee *et al.* (2018) studied the variables like available options, social trends and cost that play a vital role in an individual's decision to choose between cable TV and online streaming. Demographics play a limited role in it. In Taiwan, OTT scores higher than traditional television (Chen, 2019). Another study based on qualitative analysis of 190 popular science videos available on YouTube found that new types of professionalism surpass the distinction between user-generated content (UGC) and professional-generated content (PGC) (Morcillo *et al.*, 2018). The study also raised gender issues and questioned the participatory culture of science communicators on YouTube. The gender gap was also noticed in almost every age group of producers.

It was observed that consumers prefer OTT content due to technological evolution and the socio-economic and behavioural changes influenced by globalisation, and it will grow with more localised content (Chatterjee & Pal, 2020). As per MICA's Indian OTT Platforms Report 2019, there are around 40 OTT service providers in India. Reliance Entertainment launched the first Indian OTT platform in the year 2008. YouTube had 274 million users in India in 2019, followed by Amazon Prime, Hotstar, Jio and Voot. The future for OTT platforms worldwide looks bright with steady competition from linear television (Indian OTT Platforms Report, 2019). These reports show that the future of OTT is promising. In a large amount, creative and authentic content needs to be developed to harness this platform effectively.

There are also some concerns related to OTT. Apparently, "there is a causal relationship between the changes in the medium used to disseminate audio-visual content and the changes in society. The on-going digital disruption in the media landscape is bringing a new habit of content consumption. The television-watching experience has been revolutionised by OTT media services. India does not have any guidelines or policies for content regulation

on OTT services" (Heda, 2020). In the absence of this, many issues like content authentication, ethics, public morality, communal harmony, and protection of history and culture have emerged as discussion topics at various levels. It has been pointed out that the rise in global media platforms has created debates about media imperialism and long-term trends in media globalisation (Fitzgerald, 2019).

Research objectives

The main objectives of the research paper are:

- To study the nature and characteristics of the OTT video platforms, which make this a preferred communication medium.
- To study the earlier efforts in communicating science through videos in India.
- To study the popular science and technology-based OTT platforms and how this emerging media is being harnessed for science communication activities in India.

Research methodology

The methodology used in this paper is qualitative. The literature review was done through research papers, reports, popular articles, policy papers, websites, OTT apps, YouTube channels, and interviews of subject-matter experts available in print and digital platforms. For quantitative analysis purposes, data relating to the popular science and technology-based over-the-top (OTT) platforms, like the year of launch, present subscribers, nature of videos, etc., were collected from their respective platforms. The study also used secondary data from the websites of government and non-government organisations.

Results and discussion

Evolution of science videos

A short film called *Roundhay Garden Scene*, directed by French inventor Louis Le Prince in 1888, is referred to as the world's oldest film (Youngs, 2015). The first commercial movie screening took place in 1895 in Paris (Martin, 2019). In India, H S Bhatwadekar produced the first film the wrestlers in Bombay's Hanging Garden in 1896 (Munsi, 2019).

As far as science films are concerned, the science fiction genre has been the most popular. A film called *Le Voyage dans la Lune* based on a spacecraft launched to the moon is the first science fiction movie. With the advancement of technology, several changes in the presentation were noticed after the 1930s. After that, a number of science fiction movies like *The Phantom Empire* (1935); *Destination Moon* (1950); *Fantastic Voyage* (1966); *Planet of the Apes* (1968); *Star Wars* (1977); *Star*

Trek: The Motion Picture (1979); *Extra Terrestrial* (1982); *Jurassic Park* (1993); *The Matrix* (1999); *Artificial Intelligence* (2001); *Gravity* (2013); etc. were produced, and each of these films left their mark on society. In these movies, special effects using animation made the concepts look and seem more realistic. It is believed that “a single viewing of a popular science fiction film can have a significant influence on student ideas and conceptual understanding of scientific concepts” (Barnett, 2006).

Under the auspices of Johns Hopkins University, a science programme on television called “The Johns Hopkins Science Review” was launched (Ockert, 2020). This programme was started in the year 1948 and continued till 1956. In India, television became very popular in the early 1990s and science documentary series like *Bharat Ki Chhap / Identity of India* (13 episodes) based on the history of science and technology in India were produced jointly by Doordarshan and National Council for Science and Technology Communication (NCSTC) in the year 1987, and, *Turning Point*, a weekly science magazine programme to ignite the young minds of India towards science and technology in the year 1991 were produced and aired through Doordarshan. Series on *Kyon Aur Kaise/ Why and How?* (12 episodes) and a science-based quiz *Kudratnama / Naturalism* (27 episodes) was produced to inculcate scientific temper among the youth. These programmes strengthened the foundation of science communication on television. In 2007, Vigyan Prasar—an organisation under the Department of Science and Technology entered an MOU with Doordarshan. After that, several video programmes on various aspects of science and technology were produced which were telecast through Doordarshan National Channel. Some of the popular programmes include *Aisa Hi Hota Hai/ This is What Happens* (52 episodes) on curiosity in science, *Kahani Dharti Ki /Story of the Earth* (13 episodes) on planet earth, *Taron Ki Sair/A Trip to Stars* (13 episodes) on astronomy, *Question of Science* (26 episodes) on cutting-edge research and innovation, *The Maths Factor* (13 episodes) on Mathematics, *Wise Spice* (13 episodes) on spices, *Building Blocks of Bharat* (13 episodes) on architecture, *Geology and Geography of India* (13 episodes), *S&T for Understanding Disaster* (26 episodes) and the weekly science news programme *Science Monitor* (being aired on RSTV since the year 2010). The duration of each programme under various series was 24–26 minutes. Viewers found these programmes very interesting and useful, which created the demand for a dedicated science channel in India.

Science communication using OTT platforms

Science and technology-based popular channels like Discovery Plus (www.discoveryplus.in, 2020), National Geographic (www.broadbandtvnews.com, 2017) Science Channel (www.sciencechannel.com, 2020), NASA TV, (www.nasa.gov/multimedia, 2020), Syfy (www.davincikids.tv, 2020) etc., have already started disseminating content on OTT platforms. Some of the channels provide the content exclusively through their media, and others through various other OTT platforms created by content aggregators and distributors.

In India, the OTT-based science channel India Science was started in 2019 (www.indiascience.in, 2019). It is a joint initiative of the Department of Science and Technology, Government of India and Vigyan Prasar. This 24x7 OTT platform is dedicated to science and technology knowledge dissemination, with a strong commitment to spreading scientific awareness, especially with Indian perspectives, ethos, and cultural milieu. The channel has two important features, live programming and video-on-demand. More than 3,000 video programmers under various categories like Agriculture and Dairy Farming; Biotechnology; Coronavirus Updates; Computers; Internet and IoT (Internet of Things); Empowering Women in Science; Engineering; Environment and Energy; Geoscience; Grassroots Technology; Hands-on Experiments; Health and Medicine; Innovations; Mathematics; Meet the Scientist; Physics and Astronomy; Popular Science; Science and Arts; Science Festivals and Events; Scientists’ Biographies; Science This Week; Shortcuts; Vigyan Darpan; Wildlife and Nature, etc. are available on India Science. These video programmes are studio-based discussions, interviews, weekly science news programmes, documentaries on the latest science and technology achievements, science serials, etc. The India Science OTT channel also has a presence on Facebook, YouTube, Twitter, Instagram, etc. This channel is also available on the Jio platform.

Popular YouTube science channels

Many YouTube-based science communication channels have become popular. Both professional and amateur science communicators are using this platform. A content analysis of 39 science-based YouTube channels was carried out, and it was found that professionally generated content is superior, but user-generated content is more popular (Welbourne & Grant, 2016).

YouTube channels, like Vsauce, Science Magazine, Nature Video, National Science Foundation, Royal Institution, NASA Science Show, Minute Physics, Scientific American, Popular Science, etc., are

top-rated and have millions of subscribers (www.feedspot.com, 2020). The most popular channels that have a subscription of more than one million are listed in Table 2.

Morcillo *et al.* (2018). found in their study that there is a lack of experimental formats such as fictional films, docudramas, documentaries, etc. It indicates YouTubers' focus on the communication of science in an entertaining but mostly straightforward way.

In India, several scientific research organisations

under the Department of Science and Technology, Department of Biotechnology, Council of Scientific and Industrial Research, Ministry of Earth Science, Indian Council of Agricultural Research, Indian Space Research Organisation, National Council of Science Museums, Ministry of Education, etc., are producing the popular science videos to highlight the latest science and technology achievements and disseminating them among the people through their YouTube channels. Some of the popular YouTube pages of government research institutions are CSIR

Table 2: Popular YouTube Science Channels (Based on Subscribers)

Sl. No.	Science Channel Name	Subscribers in millions as on 08.01.2021	YouTube link	Started in Year
1	Kurzgesagt – In a Nutshell	18.60	https://www.youtube.com/user/Kurzgesagt	2013
2	Vsauce	17.80	https://www.youtube.com/user/Vsauce	2007
3	Crash Course	13.50	https://www.youtube.com/user/crashcourse/about	2006
4	The King of Random	12.60	https://www.youtube.com/user/01032010814/videos	2010
5	Veritasium	12.10	https://www.youtube.com/user/1veritasium	2010
6	Smarter Every Day	10.40	https://www.youtube.com/user/destinws2	2006
7	AsapSCIENCE	10.20	https://www.youtube.com/user/AsapSCIENCE	2012
8	NASA	10.00	https://www.youtube.com/user/NASATElevision	2008
9	SciShow	7.10	https://www.youtube.com/user/scishow	2011
10	Minute Physics	5.46	https://www.youtube.com/user/minutephysics	2011
11	The Backyard Scientist	4.72	https://www.youtube.com/c/TheBackyardScientist/about	2013
12	Seeker	5.31	https://www.youtube.com/user/DNewsChannel/videos	2012
13	It's Okay to Be Smart	4.56	https://www.youtube.com/user/itsokaytobesmart	2012
14	3Blue1Brown	4.56	https://www.youtube.com/c/3blue1brown/featured	2015
15	Science Channel	4.22	https://www.youtube.com/user/ScienceChannel	2006
16	Numberphile	4.10	https://www.youtube.com/user/numberphile	2011
17	Nerdologia	3.26	https://www.youtube.com/user/nerdologia/about	2010
18	Life Noggin	3.25	https://www.youtube.com/c/lifenoggin/videos	2013
19	Brusspup	2.82	https://www.youtube.com/user/brusspup/featured	2008
20	Minute Earth	2.69	https://www.youtube.com/user/minuteearth	2011
21	PBS Space-Time	2.62	https://www.youtube.com/c/pbsspacetime/featured	2015
22	Physics Girl	2.45	https://www.youtube.com/user/physicswoman	2011
23	Simone Giertz	2.34	https://www.youtube.com/channel/UC3KEoMzNz8eYnwBC34RaKCQ	2013
24	Science Insider	2.21	https://www.youtube.com/channel/UC9uDW5zQHQuAVT2GdcLCvg	2005
25	Cody's Lab	2.11	https://www.youtube.com/user/theCodyReeder/videos	2011
26	Beyond Science	2.05	https://www.youtube.com/c/BeyondScience/featured	2013
27	Periodic Videos	1.56	https://www.youtube.com/user/periodicvideos/videos	2008
28	The Verge Science	1.16	https://www.youtube.com/channel/UCtxJFU9DgUhf2J2bveCHKQ	2018
29	Experiment Boy	1.15	https://www.youtube.com/user/experimentboyTV/videos	2016
30	Drugs Lab	1.15	https://www.youtube.com/channel/UCvRQKXtIGcK1yEnQ4Te8hWQ	2012

India (since 2015), ISRO official (since 2019), Indian Council of Agricultural Research (since 2010), Vigyan Prasar (since 2014), HBCSE TIFR (since 2015), NCERT official (since 2015), Centre for Creative Learning at IIT Gandhinagar (CCL IITGN) (since 2017), etc. Similarly, some non-government organisations like The Energy and Resources Institute (TERI), have produced several videos in the field of environment, climate change and energy. On the other hand, Ekalavya has created programmes for children. At the individual level, some motivated science communicators have created the YouTube channels like Arvind Gupta (<https://www.youtube.com/channel/UCT7EcU7rC44DiS3RkfZzZMg> since 2008, 305K subscribers as on 16/09/2020), H.C. Verma (https://www.youtube.com/channel/UCST7O07V0HwBkK_wCB6EB5g since 2016, 339K subscribers as on 16/09/2020), *Vigyan Aao Karke Sekhe* (<https://www.youtube.com/channel/UCSQXDFGMz0uc6tQEUvxa23w> since 2013), Science India (https://www.youtube.com/channel/UCA_VaeEj9OKAiUacC9rA3Q since 2020, 35.4K subscribers as on 30/05/2020).

The popularity of this emerging media is attracting the younger generation. According to Patch (2018), “text descriptions, categories, and thumbnails had a significant influence on the ultimate content choice of Generation Z”. Brossard stated that “individuals are increasingly turning to online environments (blogs, Twitter, and others) to find scientific information and follow scientific developments”.

There has been a profound change in science communication during the past decade, along with the necessity of rethinking the relationships among science, media, and the public within their related communication contexts. The average user attention span towards audio-visual content has been on the downside ever since social media platforms. Short videos are trendier and easily digestible by youth, which has made it challenging for a quality long-form video to find a place in user yardstick preferences.

Conclusion

Using OTT platforms is becoming popular, and online video is viewed on a broad range of internet-enabled devices worldwide. Technologies like content delivery networks (CDNs), adaptive bitrate (ABR) delivery and others have addressed and improved the challenges of changing bandwidth and latency. With these, OTT is giving more competition to the traditional mode of broadcasting, i.e., cable, satellite television or DTH. Through this new approach, viewers are getting entertainment, educational, scientific, cultural, edutainment, and sports-related video content—short and long

formats—in a well-focused manner; anytime and anywhere. This communication mode is also capable of engaging viewers through various features such as like/dislike, comments, share, etc. and is immensely powerful to spread the information to the larger public in significantly less time. The growing demand for internet connectivity due to its low price, affordability of internet-based devices and speed shows that the number of active social media users in India is increasing and is expected to grow manifold in coming years.

All the mainstream media that converge to the internet are reflecting the new wave of change, offering new opportunities and challenges for all stakeholders. The changing scenario has also pushed video content developers to revamp their content packaging and communication strategy as per the needs of new emerging media. To harness this new mode of communication, all major scientific and research institutions in India are emphasising to produce a short video of their research achievements, success stories, and significant highlights and disseminate it through their own YouTube channels, *India Science* OTT channel; and through OTT platforms of various TV channels, and media production houses in India.

Communicating scientific information popularly and enjoyably without diluting the subject is the main challenge of scientific programming for this media. This medium can be a boon for the scientific community, science communicators and science enthusiasts who have always complained about the low coverage of science content in media and have been continuously demanding a dedicated science channel for the country. This media has the tremendous potential to create scientific awareness, popularise and demystify science and technology, and increase the media’s scientific content. To make it more popular for educational and science communication purposes, further research is required to identify viewer preferences and suitable formats that best align with the medium’s present and emerging capabilities. India currently does not have any centralised policies, guidelines or regulations for the content and presentation in OTT mode; this needs to be addressed soon. Besides, more trained human resources are also required to create scientific content. We hope that the issues highlighted in this paper will help anyone interested in producing content and disseminating it through OTT platforms or channels and for the dynamically responsive transformation of OTT in the immediate future.

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Growth of Regional Press: A Circulation Study of Kannada Press

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ABSTRACT

Circulation is the backbone of the newspaper economy. India is a pluralistic society with a thriving newspaper industry nourishing a vibrant language press. Regional press is dominated by Hindi newspapers but the language press of the South has the largest circulated newspapers like Malayalam Manorama and others commanding huge readership. This study examines the shift in newspaper consumption in Kannada language press and its consequences. It has mapped the decadal growth of mainstream daily newspapers and their circulation trends coupled with compound annual growth rate (CAGR) performance. The study finds out that Kannada press has penetrated all 30 districts of Karnataka and is focusing more on local issues to reach the grassroots and rural readership.

Keywords: Circulation, Decadal growth, Kannada newspapers, Language press, Print media

Introduction

Indian Print Media

Circulation is the lifeline of newspapers. The year 2020 saw a tangible slowdown in newspaper circulation owing to the global pandemic. Nevertheless, India witnessed digital newspapers emerging more resilient through the economic crisis than their print counterparts. Traditional media like print was severely affected by the pandemic resulting in a decline in circulation due to stagnation in the urban metropolis and a dearth of advertising. The pandemic aggravated the difficulties of newspapers leading to the closure of print editions and the laying off of journalists. Print saw a decline of 8% in its growth due to the migration of readers from print to digital platforms during extended lockdowns due to COVID-19. Interestingly, regional press registered a lower decline than its English counterpart due to diversified local coverage and reach in Tier 2 cities and smaller towns. However, COVID-19 transformed print media, in general, and newspapers, in particular, to review their advertising-centric business models to regain their readership. The newspaper industry was unprepared for the massive loss of readership triggered by the pandemic. The shift in readership from print to digital has made newspapers to be innovative to explore the potential of digital editions to generate revenue. Newspapers have survived the devastation by evolving a revenue model to tap

digital platforms to sustain their print publications.

Digital subscription of newspapers is a new phenomenon in India unlike the USA and Europe, where, readers readily accepted and adopted paid e-papers as a part of the digital revolution. In India, The Hindu and Dainik Jagran papers have converted free e-papers to paid ones in an attempt to build circulation and many are in the transition mode from print to digital. As a result of the integrated circulation, newspapers are demanding new parameters to measure the circulation of publications consisting of both print and digital editions. Newspaper readership has to be measured by many variables as the mode of media consumption has changed requiring a non-linear approach to understand the demography of print and digital readers. It is assumed that newspapers have shown resilience to regain their past glory, readership and revenue through digital tools and new marketing strategies.

In the last decade, India has competed with global newspapers from Japan, China and the USA to occupy slots in the top ten rankings. Ironically, print circulation thrived in India when it showed a considerable decline and imminent extinction in the West. Four out of 10 world's largest circulating newspapers were published from India as per WAN-IFRA 2018 reports. Of the 4 newspapers, 3 are regional language newspapers published in Hindi. Between 2006 and 2016, Indian newspaper circulation witnessed an increase of 60% selling

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39.1 million copies showing robust growth owing to an increase in literacy and localisation of news. In contrast to the print media industry in the USA, Europe, Japan, and China, the print media in India has maintained consistent growth owing to socio-economic factors, literacy, and the rise in political leadership in Panchayat institutions. A major share in readership came from regional language press.

Driven by the regional language newspapers, the Indian print industry grew by 7% in 2016. At the national level, the English press struggled but regional language newspapers led by Hindi newspapers continued their growth story. Newspaper readership in India increased by 40% to 407 million in 2017 from 295 million in 2014. Regional language newspapers have a huge potential in expanding the print media market. Even national advertisers have entered the market of the regional press to increase their advertising share. The English press is concentrated largely in big cities and aims to reach 10% of the English-speaking population. Regional language press in Hindi, Tamil, Kannada, Malayalam, Marathi, Gujarati, Bengali and Telugu has become hyper-local to reach a wider reader base. The total CAGR growth of the Indian print industry for 2018 is 3.4% and is expected to grow at a CAGR of 5.9% during 2018–23. Government foreign direct investment (FDI) policy in support of growth in the print industry has made provision for 26% FDI investment in Indian newspapers, periodicals, and Indian editions of foreign magazines and FDI investment of up to 100% in scientific and technical periodicals. From April 2000 to December 2018, FDI flow including print media is at US\$7.50 billion illustrating a higher flow of foreign investment in Indian media. The print industry is projected to achieve higher growth with the support of the increased circulation in regional and local print newspapers. Overall, India's media consumption has grown at a CAGR of 9% between 2012 and 2018, almost nine times that of the US and two times that of China (KPMG–FICCI Report, 2018).

Print media with an earning of ₹ 210.60 billion is the second largest contributor to the Indian media industry's total advertising revenue of ₹ 608.30 billion in 2018. Indian press is relying on a strong deep readership base in language newspapers owing to an increase in literacy and advertisers. The content creators in print and digital editions of newspapers and magazines capitalise on the emergence of a new breed of young readers. The challenge is to attract the younger generation with more hyper-localised content as digital media are the game changers. Despite combining print and

digital circulation figures in newspapers across the world, print circulation is a key factor considered in the measurement of newspaper circulation. Print revenue continues to account for over 86% of newspaper revenue undermining the role of digital papers. Digital editions have made the calculation of newspaper circulation very complex.

Government advertisements released through the Directorate of Advertising and Visual Publicity (DAVP) are one of the primary sources of advertising revenue for newspapers and magazines in India. In 2016, DAVP revised the advertising rates of 3 categories of small (<25,000 copies per day), medium (25,001–75,000 copies per day) and big newspapers (>75,000 copies per day) based on circulation. It uses a scoring matrix for newspapers on certain criteria. The government has also introduced tax cuts to support the media sector. Today, Indian newspapers are priced artificially by indulging in price wars making them very cheap and affordable. But in the long run, this policy would bring the print industry under the clutches of the advertising market, making it vulnerable.

So, the ad-supported revenue model has ruled Indian media for over 200 years since Hicky's Bengal Gazette, and even the internet and digital media when they arrived with the likes of Rediff and Indiatimes could not change the ad dependency for decades in India. Indian consumers just did not have the means to pay for digital services and media on a regular basis, until demonetisation thrust digital payments and cashless subscriptions into the limelight in 2016 (Shanthi, 2020).

Ad-linked revenue model has weakened the Indian press making it vulnerable to every major financial policy decision like demonetisation. The Indian press has to find a subscription stream of revenue model for sustenance as digital advertising revenue, which is less than 10%, cannot support the newspaper economy. As a result, many print media houses have entered into the broadcasting business. This move has prompted the Telecom Regulatory Authority of India (TRAI) to circulate consultation papers to check market monopoly due to cross-media ownership (Bhardwaj, 2022). Big print media giants like The Times of India, India Today, Eenadu, Manorama, ABP, Bhaskar, and Digvijaya have entered into the business of TV and radio. As early as 2014, Reliance group has taken over 42 major media companies such as CNN-IBN, Network 18, CNBC Awaaz, Colors, MTV, ETV and web platforms such as Firstpost and Moneycontrol. Diversification and new packaging of print media are some of the alternate revenue streams projected as viable avenues of print business in the near future.

Review of literature

The academic body of literature on the circulation of ever-evolving print media in general and regional newspapers, in particular, is limited to exploring historical growth and media economics. One of the earlier studies on the rapid growth of print media which traces the trends and cycles in daily newspaper circulation gives insight into factors influencing the market. The study indicates that although the long-term trend in newspaper circulation is definitely upward, the time-series analysis indicates that it is now on the downswing of a cycle. A cyclical influence is present in the series of daily newspaper circulation data (Davenport, 1950). Newspaper circulation is predictable if a publishing house has more than one newspaper, says a study by Blankenburg, exploring the question of the merger of newspapers resulting in healthy consolidation achieving higher circulation. It explores the variables leading to shut down of a newspaper in a growing market (Blankenburg, 1987). The relationship between circulation and elections is explored by a study on newspaper and political participation. This study says that newspapers play a role in whether voters leave a portion of their ballot blank. This relationship is particularly acute in noncompetitive races, suggesting that the absence of newspapers is most important when other democratic institutions are less robust (Chapp & Aehl, 2021). A study on the theoretical framework for daily newspaper circulation has tested the implications of community commitment theory on the circulation of larger daily newspapers. It reveals that the small-circulated community newspaper's scale was not a significant predictor of daily newspaper circulation. It is also believed that commitment to the local community results in newspaper subscribing as a

matter of utility (Stone, 1977). Many studies endorse the findings of McCombs' Macro-Media Theory of Relative Constancy which states that emerging media have eroded the circulation growth of more traditional media (McCombs, 1972). A Finnish study held between 1950 to 2010 analysed the role of market share mobility index in newspaper circulation. The results show 'entry and exit of newspapers' have not contributed significantly to the market share mobility index. It indicates that traditional concentration measures and compound market indices should rather be seen as allies than rivals (Bjorkroth & Gronlund, 2015). Parallels can be drawn between studies on newspaper circulations during the economic crisis of the 1950s and the pandemic period of 2019. Kinter (1945) reveals that the decline in circulation is also attributed to fluctuations in the national economy leading to fewer newspapers purchased by persons facing job loss and less income.

Print media in Karnataka

Print media penetration of Kannada press shows the rise and decline in the growth of some of the mainstream dailies between 2010 and 2018 (Table 1). In Kannada press, Vijayavani, a new entrant to the field started in 2013, has established a big lead over conventional papers like Prajavani and Vijaya Karnataka with a whopping circulation of 7,91,837 copies (January–June 2016 ABC) claiming 128% growth in 3 years, establishing itself as the largest circulated Kannada newspaper since 2013. Vijayavani was launched by the newspaper baron of VRL group, Vijaya Sankeshwar, who changed the scenario of Kannada journalism with the establishment of Vijaya Karnataka daily way back in October 1999 that dethroned all the conventional

Table 1: The Average Circulation (in lakhs) of Kannada Language Newspapers (Dailies) from 2009 to 2018

Newspaper	Vijaya Karnataka	Prajavani	Kannada Prabha	Udayavani	Vijayavani	Samyukta Karnataka
Year	Average circulation (in lakhs)					
2010	5.69	5.11	1.79	2.13	–	1.50
2011	5.79	5.20	1.90	2.51	–	1.51
2012	5.99	5.26	1.94	2.89	2.22	1.52
2013	6.24	5.45	1.88	2.90	2.88	1.37
2014	6.38	5.32	1.83	2.99	4.59	1.17
2015	6.58	5.21	1.91	3.00	4.62	0.94
2016	6.93	5.46	1.28	3.12	8.15	0.90
2017	7.11	5.19	1.23	3.09	8.05	0.81
2018	6.99	5.23	1.29	2.88	7.52	0.73
CAGR	2.31	0.26	–3.57	3.41	19.04	–7.69

Source: Audit Bureau of Circulations (ABC)

newspapers to become the market leader within 2 years of its arrival. It was the largest read and circulated paper with over 10 editions making inroads into Tier-2 cities, Tier-3 cities, and rural pockets of the state. It dislodged Prajavani and attained a numero uno position with a reach of estimated readership of 35 lakhs (IRS), claiming a whopping 41% of total Kannada newspaper readership.

The newspaper Vijaya Karnataka was sold to Bennett Coleman and Co. Ltd. in 2006 but its circulation continued to increase and remained at the top until 2016 when the new daily Vijayavani from VRL group disrupted its run with a record circulation of 8.15 lakh which is the highest ever in the history of Kannada journalism. The history of modern Kannada journalism is the tale of these two newspapers, Vijaya Karnataka (1999) and Vijayavani (2013), both of which come from the stables of VRL media house but the former was sold to Bennett Coleman Group which owns the other giant in the market, The Times of India. The transformation was further aided by winds of globalisation enabling the Kannada press to become a more competitive and desirable market for both investors and advertisers.

The analysis of the growth of top dailies reveals (Table 1) that only Vijayavani reached a growth rate of CAGR 19.04% during almost a decade between 2010 and 2018. Vijaya Karnataka has a CAGR of 2.31% and Prajavani has less than 1% of CAGR at 0.26%. A coastal newspaper with a high circulation in the highest literate district of Dakshina Kannada shows a better CAGR of 3.41% than other papers. Both Kannada Prabha and Samyukta Karnataka have a negative growth rate of -3.57% and -7.69%, respectively, showing a heavy and consistent decline in circulation. It illustrates that the growth of the Kannada press is increasing but the rate of growth is slow in creating depth in circulation unlike the circulation seen in other languages.

Mapping Decadal Growth

- Simple decadal (2001–10) growth in the number of Kannada newspapers is 77.97%.
- CAGR growth in the number of Kannada newspapers is 5.49%.
- Adjusted decadal (2011–18) growth in number of Kannada newspapers is 70.61%.
- CAGR growth (2011–18) in number of Kannada newspapers is 5.49%, annually.

The decadal growth of Kannada newspaper in terms of number of publications between 1951 and 2018 shows that it has increased from 89 publications in 1950 to 5,288 in 2018 (Table 2) registering a moderate growth. In terms of circulation, it has attained a growth rate of 5.5% (Fig. 2) in 2018 after

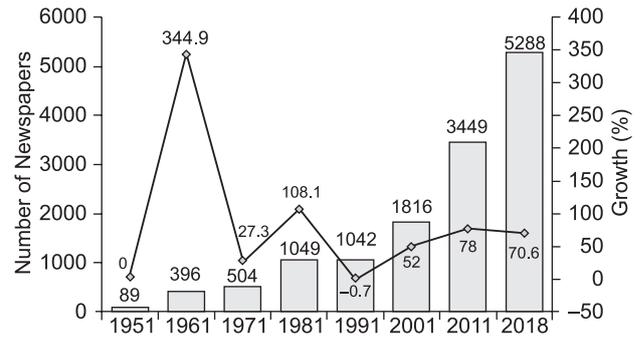


Fig. 1: Decadal increase (in numbers) and decadal growth rate (in %) in number of Kannada newspapers from 1951 to 2018.

Source: Media, Social Development and RTE of Karnataka State, 2018 Compilation based on RNI and Audit Bureau of Circulations (ABC).

showing a CAGR growth rate of 16.1% in 1950–60 and a 7.6% in 1971–81. Growth analysis of the Kannada press during 1951–2018 shows (Table 2) the impact of liberalisation on the Kannada press. Significant changes were happening in the Indian language press owing to economic liberalisation creating a new readership and initiating a new beginning for Kannada journalism.

The analysis of six decades of Kannada press shows (Fig. 1) (Table 2) that in post-independence decade of 1951–1960, the decadal growth was 344.94% and the CAGR was 16.10%, indicating the birth of new publications. In 1961–70, the Kannada press attained a growth of 27.27% and a CAGR of 2.44%. This decade is politically very significant as India went to war with both Pakistan and China aggravating socioeconomic conditions. Kannada press on the path of recovery during 1971–1980 achieved a growth rate of 108.13% with a total of 1,049 papers and a CAGR of 7.61%. This decade also witnessed war with Pakistan in the creation of Bangladesh and imposition of press censorship during the declaration of emergency period. Press was suppressed in 1975 but it came back with strong vigour after the lifting of emergency triggering growth rate. These major

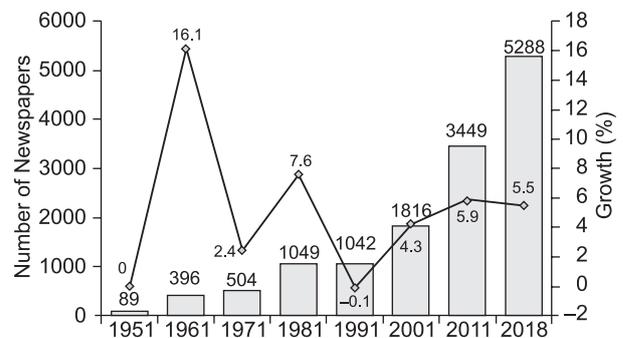


Fig. 2: Decadal increase (in numbers) and compound annual growth rate (CAGR) (in %) of Kannada newspapers from 1951 to 2018.

Source: Media, Social Development & RTE of Karnataka State, 2018 Compilation based on RNI & Audit Bureau of Circulations (ABC).

Table 2: Decadal and compound annual growth rate of number of Kannada newspapers (1951 to 2018)

Year	No. of Kannada Newspapers/ Magazines	Simple Decadal Growth (in %)	Compound Annual Growth Rate (CAGR) (in %)
From 1951 to 1960 (Ten Years)			
1951	89	–	–
1960	396	344.94	16.10
From 1961 to 1970 (Ten Years)			
1961	396	–	–
1970	504	27.27	2.44
From 1971 to 1980 (Ten Years)			
1971	504	–	–
1980	1049	108.13	7.61
From 1981 to 1990 (Ten Years)			
1981	1049	–	–
1990	1042	–0.67	–0.07
From 1991 to 2000 (Ten Years)			
1991	1042	–	–
2000	1584	52.02	4.28
From 2001 to 2010 (Ten Years)			
2001	1816	–	–
2010	3232	77.97	5.93
Year	No. of Kannada Newspapers/ Magazines	General (Adjusted) Growth Rate*	Compound Annual Growth Rate (CAGR)
From 2011 to 2018 (Eight Years)			
2011	3449	–	–
2018	5288	70.61*	5.49

Note: Author's calculation of growth rate

*Adjusted growth rate for eight years in comparison to a decadal growth rate.

Source: Media, Social Development and RTE of Karnataka State, 2018 Compilation based on RNI and Audit Bureau of Circulations (ABC).

political events created opportunities to widen the base of Kannada newspaper readership. The decade of 1981–90 will be known for negative growth (ABC Report). Despite economic reforms, it did not lift the national economy from peril owing to a lack of roadmap to growth but one cannot deny that it created a ground for sustainable growth in 1990. In the annals of the economic history of India, this decade illustrates a shift in growth but that did not yield tangible results. In the process, the Kannada press suffered and the growth was unsustainable. The golden decade of the Indian economy of 1991–2000 saw a quantum jump of 52.02% growth with a CAGR of 4.28% attributing this shift in growth rate to liberalisation. The decade of 2001–10 accelerated the growth rate of the Kannada press to 77.97% with a CAGR of

5.93% denoting a quantum jump in the publication of Kannada newspapers and magazines. Growth picked up in a big way in this decade and is attributed to major economic reforms of liberalisation illustrating greater stability and consolidation of higher gains in circulation and publications. The decade of 2011–18 consisting of only 8 years shows a decadal growth rate of 70.61% and a CAGR of 5.49%, illustrating a considerable increase in the number of Kannada publications but a marginal decline when compared with the previous decade. One can conclude that liberalisation played a pivotal role in the decadal growth of Kannada press.

Trend analysis of the growth of language press vis-à-vis Kannada press

The total combined circulation of major 7 Kannada dailies is 29.04 lakh whereas the total circulation of a single Malayalam newspaper, Malayala Manorama of Kerala is 23.72 lakhs. Telugu daily, Eenadu has over 18.41 lakhs and Tamil daily, Daily Thanthi has over 17.14 lakh circulation. Therefore, the Kannada press cannot be compared with the vibrant language press in Kerala, Tamil Nadu and Andhra Pradesh. Marathi daily Sakal has 12.81 lakh circulation and Bengali newspaper, Ananda Bazar Patrika has 11.15 lakh circulation whereas Hindi daily, Dainik Bhaskar, with a circulation of 38.12 lakhs, is the largest circulated language newspaper in India. No Kannada daily has, at any point of time in history, attained over 10 lakh circulation, which speaks volumes about low diffusion in the entire state. Share of circulation of Kannada press in 2018 is only 5% in national circulation whereas it is 39% (Hindi), 18% (English), 10% (Malayalam), 4% (Tamil), 7% (Telugu), 5% (Marathi), 6% (Bengali) and 4% (others).

Table 3: Readership growth of Indian language newspapers (2006–16)

Language	CAGR-Compound Annual Growth Rate (%)
Hindi	8.76
Telugu	8.28
Kannada	6.40
Tamil	5.51
Malayalam	4.11
English	2.87
Punjabi	1.53
Marathi	1.50
Bengali	1.49
	4.87

Source: Audit Bureau of Circulations

The decadal growth of language dailies between 2006 and 2016 shows that Kannada dailies have a CAGR growth rate of 6.40% (Table 3) establishing the improvement in readership. Its circulation has improved and shown a better decadal growth during 2006–16 than Tamil (5.51%) and Malayalam (4.11%) dailies but is lower than Telugu dailies (8.28%) in CAGR.

The growth of Kannada press (Table 4) in Karnataka indicates a decline in growth with 24% in 2013–14 but it improved considerably with a 52.4% increase in 2014–15 which is the highest in the trend analysis of 2011–16. The period of 2014 (Fig. 3) is a

Table 4: Trend in all Kannada language newspaper (Combined) Circulation in Karnataka state 2011–2017

Year	Number of Circulation (in lakhs)	Y-o-Y Growth (in %)
2011–12	9.93	
2012–13	11.59	16.60
2013–14	8.81	-24.00
2014–15	13.42	52.40
2015–16	14.67	9.30
2016–17	15.16	3.30
Compound annual growth rate (in %)		7.29

Source: Author’s estimation on Audit Bureau of Circulations Data.

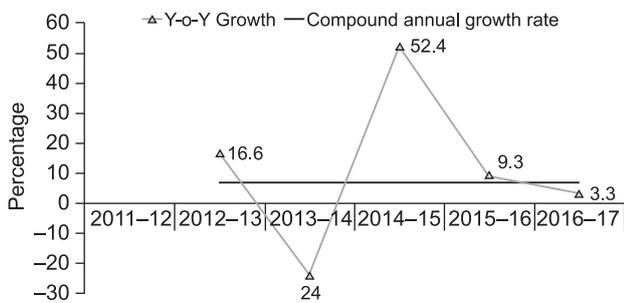


Fig. 3: Year-on-Year (YoY) growth (in %) and compound annual growth rate (CAGR) of Kannada language newspaper (Combined) circulation.

Source: Author’s estimation on Audit Bureau of Circulations Data.

crucial year of political upheavals with a change of guard from right-wing to centrist parties impacting the prospects of the Kannada press. The trend analysis of seven newspapers between 2011 and 2016 (Table 4) shows that there is 3.3% Y-o-Y growth in 2016 since 2015 the press has shown consistent growth indicating an increase in circulation. The overall CAGR of Kannada language newspaper (combined) circulation shows annual growth of 7.29% (Table 4).

The comparative analysis of the Kannada press with other regional languages in general and south Indian in particular shows consistent growth between 2001 and 2018. From 2001–2005, there were 2,114 publications which rose to 2,811 in 2010 and it crossed 4,054 papers by the end of 2015 and the year 2018 saw a rise in the number of publications to 5,079. Interestingly, Kannada press publishes (Fig. 4) more number of newspapers and magazines than Tamil (4,450), Telugu (5,003) and Malayalam (2,573) languages.

Trend and growth of the Kannada language press between 2001 and 2018 (Fig. 5) show that it reached the highest growth of 15.3% in 2007 followed by 12.7% in 2012, 12.4% in 2002, and 9.2% in 2010 but declines drastically after 2012. The growth rate of 8.2% in 2016 declined to a very low 3.7% in 2017 and then recovers to attain a growth rate of 4.4%.

The Kannada language press has a dichotomy of mainstream and local newspapers. Mainstream papers are circulated across the state and some of them have regional identities. Udayavani (Established in 1971) is a mainstream paper but predominantly has major circulation in Dakshina Kannada district, the coastal belt. Samyukta Karnataka (Established in 1921) is another state-level mainstream newspaper with a legacy of over 100 years and has high circulation in Northern Karnataka in general and Hubli–Dharwad district, in particular. Two newspapers namely, Vijayavani (Established in 2013) and Vijaya Karnataka (Established in 1999) which were born with regional identity at Hubli in northern Karnataka established themselves as the mainstream papers

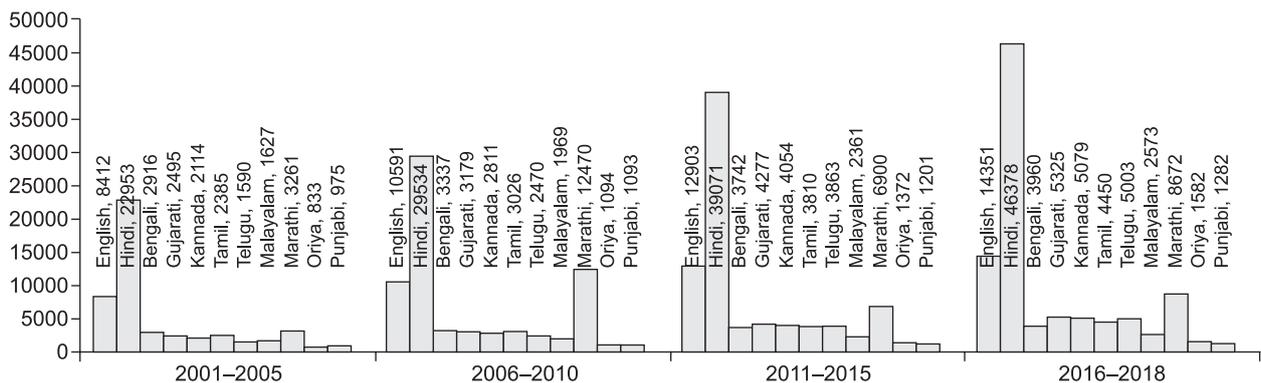


Fig. 4: Average Number of Language Newspapers in Comparison with Kannada Newspapers in India at four different time periods between 2001 to 2018

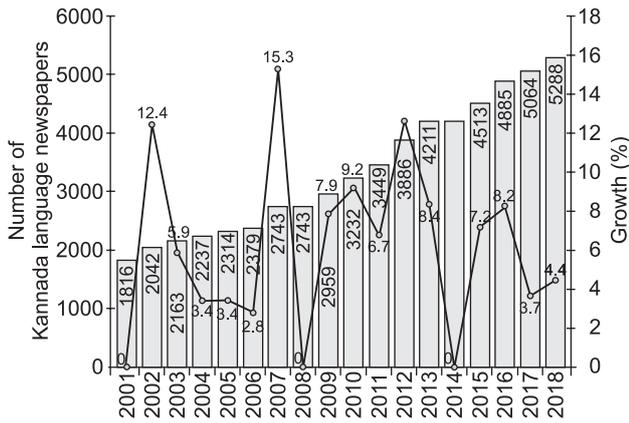


Fig. 5: Trend and growth (in %) of number of Kannada language newspapers from 2001 to 2018

across Karnataka showing readership in all districts consequently breaking the stereotype of regional circulation pattern. In 2018, Vijayavani occupied the first slot with the highest circulation (7.52 lakh) and the second slot went to Vijaya Karnataka (6.99 lakhs). These two papers belong to post liberalisation period and have broken the domination of traditional established old-guard newspapers, which have a history of over eight decades. These new dailies have established a competitive market in the Kannada newspaper industry. A traditional well-established paper, Prajavani (Established in 1948), which consistently maintained a numero uno position for over six decades, is down to the third slot in circulation and continues to compete with a new breed of Kannada journalism. The fourth slot occupied by Udayavani (Established in 1970), has carved a niche in the most literate district in the state. Udayavani has not allowed any other newspaper to cut into its circulation in Dakshina Kannada district, a highly developed district having the highest literacy and high human development index (HDI) performance. Other traditional and old newspapers namely Kannada Prabha (Established 1967) and Samyukta Karnataka (Established in 1921) that belonged to mighty newspaper groups like The Indian Express and Loka Shikshana Trust, respectively, have occupied 5th and 6th positions indicating a drastic decline in circulation. The latest in the privileged group of mainstream papers is Vishwavani (Established in 2016) which comparatively has the lowest circulation than the other 6 major Kannada dailies. The combined circulation of all 7 major Kannada dailies is 29.04 lakhs having an estimated readership of 39 lakhs where on average 9.6% of the population read 7 major Kannada daily newspapers (2016).

Regional language press is enriched by the publication of local newspapers in Kannada. These papers are published in most of the districts and their

circulation is confined to local areas only. There are 334 local newspapers recognised and accredited by the Karnataka government with a combined circulation of 9.56 lakh readers. Bengaluru urban and rural districts top the list with more than 1.96 lakh circulation followed by Belagavi district. Davangere, Shivamogga and Bagalkot are part of the top 5 districts with the highest circulation of local dailies. The list does not include other publications not recognised by the Information and Public Relations department of the Karnataka government.

Conclusion

The Kannada press (Fig. 6) in the first decade immediately after gaining India’s independence saw a moderate growth with a greater number of

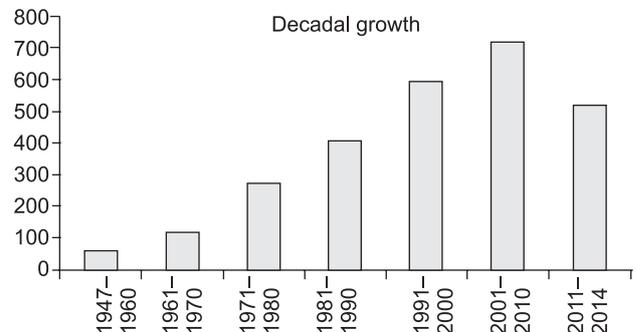


Fig. 6: Decadal growth of Kannada newspapers from 1947 to 2014.

Source: Author’s estimation based on RNI and Audit Bureau of Circulations (ABC) data.

publications in the districts or places that now come under the jurisdiction of Bengaluru, Mysuru, Dharwad, and Belagavi districts. These are the districts where Kannada press took deep roots and gave birth to eminent writers and journalists.

The growth accelerated during 1961–1970 with the spurt in the birth of new newspapers and magazines from many districts and places with Bengaluru becoming the epicentre of newspaper offices. The big expansion of Kannada press happened during 1971–1980 when erstwhile Mysore State was renamed as Karnataka State on November 1, 1973, giving impetus to the growth of Kannada as the official language of the State boosting the morale of Kannada press.

The increase in publications and readership is the distinctive feature of the period 1981–90, the crucial period of the beginning of economic reforms that changed the Indian media scenario forever. Several publications increased widening their readership. There was a heavy concentration of papers in the Bengaluru district. Interestingly, the fact that other backward districts like Bagalkot, Bidar, Gadag, Kalaburgi, and Vijayapura contributed to this growth is noteworthy.

Mysuru district became the second newspaper publishing centre after the capital city known for the highest number of small newspapers. It was nicknamed as the 'city of small newspapers'. Dharwad consistently maintained its growth even in this decade.

During 1991–2000, the era of liberalisation played an important role and the press grew by leaps and bounds with all 27 districts sporting one paper or the other and contributing immensely to the growth of Kannada press. Dakshina Kannada, Shivamogga, Mysuru, and Kalaburgi published over 22 papers each illustrating the potential of Kannada press to expand its readership. Economic liberalisation was favourable to language newspapers and the Kannada press showed considerable growth during this period.

The impact of information technology on the Kannada press during the decade of 2001–2010 paved the way for the expansion and integration of technology. New entrepreneurs entered the market experimenting with new business model. Conventional journalism was replaced by new journalism that exhibited more a market-driven press. This decade saw the birth of one of the forerunners of modern journalism, Vijaya Karnataka which increased newspaper consumption patterns crossed a circulation of 5 lakh readers for the first time ever in the history of Kannada journalism. A market-driven Kannada journalism emerged during this decade and, hence, it assumes significance.

The decade of 2011–18 saw an increase in overall circulation volumes. A major political decision in 2014 after the renaming of the State was the creation of 30 districts to reduce regional imbalances in development. The focus of the decade was regional development and the strengthening of grassroot democracy. These economic measures gave an impetus to Kannada press to expand and attain a growth rate of 7.29%. Kannada press has penetrated all 30 districts of Karnataka and is focusing more on local issues to reach the grassroot and rural readership. This decade recognised the potential of rural readership to bring higher advertising revenue with an increase in educational attainment and political participation.

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Coverage of Government Initiatives for Environmental Protection: A Comparative Analysis of Four Newspapers published from Himachal Pradesh

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ABSTRACT

Undoubtedly, government initiatives play a vital role in building a climate-resilient nation with policies, approaches and action plans, but simultaneously media coverage and people's participation play an essential role in protecting the environment. Media focus on environmental news helps the public understand environmental issues significantly, bringing the environment conservation narrative into the public domain, ultimately helping to achieve the goals of sustainable development. This study reveals that newspapers play an important role in setting the agenda of environmental protection in Himachal Pradesh, where the *Swachh Bharat Abhiyan* is the most prominently covered government initiative followed by Water Conservation Programmes, National Air Quality Index, Clean Ganga Mission, and Narmada Bachao Andolan, respectively. The maximum frequency and space of environmental news coverage of government initiatives is in the newspaper *Dainik Jagran*, followed by *Divya Himachal*, *The Tribune* and *The Times of India*. It is also evident that regional newspapers like *Divya Himachal* and *The Tribune* cover *Swachh Bharat Abhiyan* most prominently as compared to other national newspapers in Himachal Pradesh.

Keywords: Environmental protection, Government initiatives, Sustainable development, Swachh Bharat Abhiyan, Himachal Pradesh

Introduction

Mahatma Gandhi once said, "Earth provides enough to satisfy every man's needs, but not every man's greed". Economic development is the need of the hour, but at the same time, there is a need to preserve our natural resources and ecosystems for the well-being of future generation. The latest Intergovernmental Panel on Climate Change report, 2021 revealed that "Unless there is an extensive reduction in greenhouse gas emissions, heat waves, droughts, and other extreme weather events will be the new normal across India and South Asia" (Gosh & Aggarwal, 2021). Today, the harmonic relationship with nature has been damaged due to unplanned haphazard growth and we need to maintain a balance between growth and environmental protection around us before a catastrophe (Turaga, 2016).

Over recent years, India has taken numerous measures to stop pollution, minimise the waste production, enhance the forest cover, make the rivers clean, conserve the environment, and carry out

immediate deep emission cuts and decarbonisation of their economies. According to Narain (2021), "India's commitment to achieve net zero emissions by 2070 is akin to not just walking the talk on the climate crisis, but running the talk."

Media is the most powerful source for the dissemination of information and for creating awareness among people regarding the government's policies and initiatives to protect the environment. Media focus on environmental news stories helps the public to understand these environmental issues more significantly, thereby bringing the narrative of environmental protection in the public domain. These public awareness campaigns are highly substantial to change people's behaviour.

The Indian government is working hard to protect the environment, thereby various government initiatives to create awareness about cleanliness and environmental conservation have been started like Swachh Bharat Abhiyan, Water Conservation Programmes (Jal Jeevan Mission), National Air

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Quality Index (NAQI), Clean Ganga Mission and Narmada Bachao Andolan. Media is a vital link between the world and the minds of the people, that is why when something happened in the world gets extensive coverage, making it a public agenda. So, policy agenda, media agenda and public agenda all work together to create environmental awareness, which ultimately helps to achieve the goal of sustainable development.

Walter Lippmann in 1922 in his book entitled 'Public Opinion' proposed the idea of agenda setting. According to Lippmann, the news is "a primary source of those pictures in our heads about the larger world of public affairs; a world that he describes is for most citizens out of reach, out of sight, and out of mind" (Lippmann, 1922, p. 3). Agenda-setting theory coined by Maxwell McCombs and Donald L. Shaw (1972) clearly states that it is the media which sets the agenda of diverse issues and forms the opinion of the people for 'what to think more'. This theory describes how mass media coverage determines which issue will become the focus of public attention. It also exposes that if a news story is covered continuously by mass media then the public considers that issue significant. Agenda-setting theory tries to explain how "the popular agenda of the media affects society and attempts to explain why mass media has gained so much power over the thoughts of people everywhere" (Adams, et.al, 2014, p. 2).

The rise in waste has become a serious threat to the whole world today. India is witnessing a huge amount of waste generation challenges due to various disordered development activities. According to Down to Earth magazine, "Over 377 million urban people live in 7,935 towns and cities and generate 62 million tonnes of municipal solid waste per annum. Only 43 million tonnes (MT) of the waste is collected, 11.9 MT is treated, and 31 MT is dumped in landfill sites" (Lahiry, 2018). The Government's initiative to tackle the problem of mounting waste, the Swachh Bharat Abhiyan, was started on October 2, 2014. An other important initiative is Water Conservation Programmes for various states called as Jal Jeevan Mission (JJM), which aims to guarantee access to piped water to all households in rural India by 2024.

On April 6, 2015, due to the increased danger of deprived air quality on human health in India, The National Air Quality Index (NAQI), a key initiative of the Government of India, has been started to enhance public awareness about the importance of clean air in the most polluted cities and the concern to take steps for air pollution-mitigation. Also, under river conservation initiatives to protect highly polluted rivers in India, Clean Ganga Mission was inaugurated in June 2014 for the conservation and

restoration of the Ganga river. The 'Narmada Bachao Andolan' is a different river conservation project in Madhya Pradesh to ensure the conservation of the crucial river Narmada, which is a lifeline of Madhya Pradesh (Vyawahare, 2017).

Himachal Pradesh with its diverse topography has several wetlands extended across various ecological zones with around 271 lakes in the state. Rising tourism and reckless dumping of plastic and other waste are the major threats to these wetlands. Various non-governmental organisations like Waste Warriors and Healing Himalayas are also working vigorously for environmental protection and cleaning of the wetlands in the state through then activities and awareness campaigns. They are building small-scale collection centres to manage waste efficiently so that waste does not go to landfills, water bodies or burn in the open air (Oreya, 2021).

Newspapers coverage and environmental protection

There is a need to balance sustainability and development. Mass media is the most reliable source for information dissemination, and creating awareness of many government initiatives and their successful implementation (Davies, 2008; Viklund, 2004). Newspapers' coverage of Japan's national campaign to reduce greenhouse gas emissions and global warming has been very successful in creating public awareness about climate change and its effects (Sampei & Aoyagi-Usui, 2008). A research study of four newspapers namely, *The Times of India*, *The Indian Express*, *The Hindu* and *Hindustan Times*, concluded that the newspapers help people to understand the issue of climate change and the various ways to protect the environment (Billett, 2009).

The report of the Audit Bureau of Circulations (2017) states that the newspaper's circulation is increasing fairly in India day by day. The average number of copies circulated of newspapers increased by 2.37 crores between 2006 (3.91 cr) and 2016 (6.28 cr), with a total annual growth of 4.87% in the 10 years' time. Regional language newspapers have contributed highly for to increasing rates of circulation. *Dainik Jagran* was the largest circulated Hindi newspaper during July–December 2016 with an average qualifying sale of 39,21,267 copies per publishing day. *Dainik Bhaskar* with 38,13,271 copies circulated per publishing day was in the second position and *The Times of India*, an English newspaper, was in the third position. *The Times of India* was the only leading English daily newspaper on the top 10 list, having 31,84,727 copies in circulation from July–December 2016 (ABC, 2017).

According to the data of the Registrar

of Newspapers for India, in 2017–18, Hindi publications were at the number one position with a circulation of 10,34,78,860 copies published per day, which is 42.63% of the total circulation of all daily publications. However, English dailies were at second position with a circulation of 2,97,25,905 copies publishing per day (12.24%) followed by Urdu, Telugu, Marathi, Gujarati, Malayalam, Kannada, Odia, Tamil, etc. respectively (RNI, 2018).

According to the Indian Readership Survey 2017, *Dainik Jagran* was at the number one position among the Hindi daily newspapers by readership and *The Times of India* was at the top of English daily newspapers. The readership of *Dainik Jagran* was 7,03,77,000 copies per month; however, *The Times of India* had a readership of 1,30,47,000 per month. *The Tribune*, which is a popular north Indian English newspaper, has a readership of 1,490,000 copies per month (MRUC, 2018).

Nowadays, *The Tribune*, an English daily regional newspaper of North India, publishes from Chandigarh, Amritsar, Jalandhar, Bathinda, Ludhiana and New Delhi, is the highest circulated, popular regional English newspaper in Himachal Pradesh. The data from the ABC during the months of January–June 2013 shows that *The Tribune* circulation was 3,26,568 copies per publishing day as compared to *Hindustan Times* 1,43,421 copies per publishing day, and *The Times of India* 1,09,516 copies per publishing day. The ABC's circulation figure for *The Tribune* in Himachal Pradesh was 26,834 copies per publishing day, on the other side, the circulation figure of *Hindustan Times* was around 3,081 copies while, in the case of *The Times of India*, it was 5,857 copies per publishing day (Tribune News Service, 2014).

Divya Himachal is the most popular regional Hindi Newspaper in Himachal Pradesh covering all national and local news. *Divya Himachal* is published in four editions from Dharamshala, Shimla, Pathankot and Chandigarh. According to the Audit Bureau of Circulations, for July–December 2016 period, *Divya Himachal* had a circulation of 98,971 copies per publishing day in Himachal Pradesh, Punjab, Haryana, Uttaranchal, and Chandigarh (UT) (ABC, 2017).

Keeping in view the importance of environmental news coverage, this research study has been taken to measure the frequency and space provided for different environmental news stories regarding government initiatives to protect the environment in the newspapers of Himachal Pradesh.

Material and methods

To study the coverage of environmental news

stories in the four newspapers regarding government initiatives for environmental protection, the content analysis method was used. The study was purposively conducted in Himachal Pradesh by taking daily Hindi and English newspapers. Following steps are taken for making the sample of study:

1. *Selection of the newspapers for research study:* Among the total newspapers highly circulated in Himachal Pradesh, newspapers are divided into two categories, viz., one category of largest circulated English newspapers and another of largest circulated Hindi newspapers. By stratified sampling technique, four largest circulated daily newspapers in Himachal Pradesh are selected, viz., *The Times of India*—the largest circulated national English newspaper, *The Tribune*—the largest circulated regional English newspaper, *Dainik Jagran*—the highest circulated national Hindi newspaper, and *Divya Himachal*—the largest circulated regional Hindi newspaper were chosen purposely for this study.
2. *Selection of time period:* The time selected for the study was one year, i.e., March 01, 2017 to February 28, 2018. In this one-year duration, six alternate months were selected systematically for this research study (March, May, July, September, November and January).
3. *Selection of content and categorisation:* All the news stories related to government initiatives were collected, recorded and tabulated. For the collection of data, a standardised coding sheet was made. These coding sheets were used to assemble the data from all four newspapers used in the study.

Before the actual data were collected by the researcher, the pilot study was done with two independent coders to establish the reliability of categorisation called intercoder reliability. Coders were trained properly to perform this test, and they were made aware of the subject and procedure. Intercoder reliability is the agreement among independent coders in which the coder is supposed to code the same content without changing the coding instrument used by the earlier coder (Wimmer & Dominick, 2009, p. 171). A pilot study was conducted with a subsample of 50 environmental news stories, which were chosen randomly from the reported environmental stories of four newspapers. These 50 environmental news stories were coded by these two independent coders.

It can be calculated by Holsti's (1969) method as below:

$$C.R. = 2M/N_1 + N_2$$

In this, M is the number of coding decisions when two coders agree

N_1 is the coding decisions of the one coder

N_2 is the coding decisions of the second coder

The intercoder reliability coefficient ranges from 0.00 (no agreement) to 1.00 (complete agreement). The intercoder reliability coefficient of 0.90 or greater than that is always acceptable, 0.80 or larger is satisfactory in most of the cases, and an intercoder reliability coefficient of 0.70 may be proper in some exploratory studies.

Here, in this research study,

$$CR = 2(46) / (50+50) = 0.92$$

Using Holsti's (1969) formula, a reliability coefficient of 0.92 was realised, which was very high. Based on the pilot study, categories were amended and finally, five categories were identified as follows:

Water Conservation Programmes

- Swachh Bharat Abhiyan
- National Air Quality Index (NAQI)
- Narmada Bachao Andolan
- Clean Ganga Mission

Results and discussion

The newspapers have the capacity to spread awareness about environmental protection and to change the mindset and behaviour of the target population by changing their attitudes.

1. Frequency of coverage of government initiatives for environmental protection in the newspaper

Divya Himachal

It is clear from Table 1 that the total no. of environmental news stories covered by *Divya*

Himachal in one year were 71. During this span, the most covered government initiative regarding environmental protection in *Divya Himachal* was Swachh Bharat Abhiyan-47 (66.20%) followed by Water Conservation Programmes 12 (16.90%), National Air Quality Index (NAQI) 5 (7.04%), Clean Ganga Mission 4 (5.63%) and Narmada Bachao Andolan 3 (4.23%), respectively.

The above data clearly revealed that Swachh Bharat was the most prominent government initiative regarding environmental protection covered by *Divya Himachal* with the highest frequency of 47 (66.20%) in one year.

2. Space provided for coverage of government initiatives regarding environmental protection in *Divya Himachal*

It is clear from Table 2 that the total space provided by the newspaper *Divya Himachal* for different environmental news stories in one year was 14072.42 cm². During this time, maximum space was allotted to Swachh Bharat Abhiyan 9454.21 cm² (67.18%) followed by Water Conservation Programmes 2589.53 cm² (18.40%), National Air Quality Index (NAQI) 754.34 cm² (5.36%), Clean Ganga Mission 732.34 cm² (5.20%) and Narmada Bachao Andolan 542 cm² (3.85%), respectively.

From the above data, it is clear that *Divya Himachal* provided maximum space to the Swachh Bharat Abhiyan 9454.21 cm² (67.18%) in a year.

3. Frequency of coverage of government initiatives for environmental protection in the newspaper

Dainik Jagran

Table 1: Frequency of coverage of government initiatives for environmental protection in the newspaper *Divya Himachal*

News Categories	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	12	16.90	2
Swachh Bharat Abhiyan	47	66.20	1
National Air Quality Index (NAQI)	5	7.04	3
Narmada Bachao Andolan	3	4.23	5
Clean Ganga Mission	4	5.63	4
Total	71	100.00	

Table 2: Space provided for coverage of government initiatives regarding environmental protection in *Divya Himachal*

News Categories	Space in cm ²	Percentage (%)	Rank
Water Conservation Programmes	2589.53	18.40	2
Swachh Bharat Abhiyan	9454.21	67.18	1
National Air Quality Index (NAQI)	754.34	5.36	3
Narmada Bachao Andolan	542	3.85	5
Clean Ganga Mission	732.34	5.20	4
Total	14072.42	100	

Table 3: Frequency of coverage of government initiatives for environmental protection in the newspaper *Dainik Jagran*

News Categories	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	17	21.79	2
Swachh Bharat Abhiyan	41	52.56	1
National Air Quality Index (NAQI)	11	14.10	3
Narmada Bachao Andolan	2	2.56	5
Clean Ganga Mission	7	8.97	4
Total	78	100	

Table 4: Space provided for coverage of government initiatives regarding environmental protection in the newspaper *Dainik Jagran*

News Categories	Space in cm ²	Percentage (%)	Rank
Water Conservation Programmes	2732.43	15.88	3
Swachh Bharat Abhiyan	9054.54	52.62	1
National Air Quality Index (NAQI)	854.51	4.97	5
Narmada Bachao Andolan	1520.12	8.83	4
Clean Ganga Mission	3045.34	17.70	2
Total	17206.94	100	

It is clear from Table 3 that the total environmental news stories of government initiatives covered by *Dainik Jagran* in one year were 78. During this span, the most covered government initiative regarding environmental protection in *Dainik Jagran* was Swachh Bharat Abhiyan-41 (52.56%), followed by Water Conservation Programmes-17 (21.79%), National Air Quality Index (NAQI)-11 (14.10%), Clean Ganga Mission-7 (8.97%) and Narmada Bachao Andolan-2 (2.56%), respectively.

It can be concluded that Swachh Bharat was the most prominent government initiative regarding environmental protection covered by *Dainik Jagran* with the highest frequency of 41 (52.56%) in one year.

4. Space provided for coverage of government initiatives regarding environmental protection in *Dainik Jagran*

It is clear from Table 4 that the total space provided by the newspaper *Dainik Jagran* for different environmental news stories in one year was 17206.94 cm². During this time, the maximum space allotted to the most covered government initiative regarding environmental protection in *Dainik Jagran* was Swachh Bharat Abhiyan 9054.54 cm² (52.62%), followed by Clean Ganga Mission 3045.34 cm² (17.70%), Water Conservation Programmes 2732.43 cm² (15.88%), Narmada Bachao Andolan 1520.12 cm² (8.83%) and National Air Quality Index (NAQI) 854.51 cm² (4.97%), respectively.

The above data clearly shows that Swachh Bharat

Abhiyan is the most prominent government initiative regarding environmental protection covered *Dainik Jagran* with a maximum space coverage of 9454.21 cm² (67.18%) in one year.

5. Frequency of coverage of government initiatives for environmental protection in the newspaper *The Tribune*

It is clear from Table 5 that the total environmental news stories of government initiatives covered *The Tribune* in one year were 40. During this span, the most covered government initiative regarding environmental protection in *The Tribune* was Swachh Bharat Abhiyan-14 (35%), followed by Water Conservation Programmes-12 (30%), National Air Quality Index (NAQI)-7 (17.5%), Clean Ganga Mission-5 (12.5%) and Narmada Bachao Andolan-2 (5%), respectively.

Hence, Swachh Bharat is the most prominent government initiative regarding environmental protection covered by the newspaper *The Tribune* with the highest frequency of 14 (35%) in one year.

6. Space provided for coverage of government initiatives regarding environmental protection in the newspaper *The Tribune*

It is clear from Table 6 that the total space provided for the most covered government initiatives by the newspaper *The Tribune* in one year was 7798.72 cm². During this time, the maximum space allotted to the most covered government initiative regarding environmental protection in *The Tribune* was Water

Table 5: Frequency of coverage of government initiatives for environmental protection in the newspaper The Tribune

News Categories	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	12	30	2
Swachh Bharat Abhiyan	14	35	1
National Air Quality Index (NAQI)	7	17.5	3
Narmada Bachao Andolan	2	5	5
Clean Ganga Mission	5	12.5	4
Total	40	100	

Table 6: Space provided for government initiatives regarding environmental protection in the newspaper The Tribune

News Categories	Space in cm ²	Percentage (%)	Rank
Water Conservation Programmes	3059.21	39.2	1
Swachh Bharat Abhiyan	2021.74	25.95	2
National Air Quality Index (NAQI)	1754.34	22.45	3
Narmada Bachao Andolan	431	5.5	5
Clean Ganga Mission	532.43	6.9	4
Total	7798.72	100	

Table 7: Frequency of coverage of government initiatives for environmental protection in the newspaper The Times of India

News Categories	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	7	19	3
Swachh Bharat Abhiyan	10	27	2
National Air Quality Index (NAQI)	14	38	1
Narmada Bachao Andolan	1	2.5	5
Clean Ganga Mission	5	13.5	4
Total	37	100	

Conservation Programmes 3059.21 cm² (39.2%) followed by Swachh Bharat Abhiyan 2021.74 cm² (25.95%), National Air Quality Index (NAQI) 1754.34 cm² (22.45%), Clean Ganga Mission 532.43 cm² (6.9%) and Narmada Bachao Andolan 1520.12 cm² (8.83%), respectively.

The above data clearly shows that the Water Conservation Programmes is the most prominent government initiative regarding environmental protection covered by *The Tribune* with the maximum space coverage of 3059.21 cm² (39.2%) in one year.

7. Frequency of coverage of government initiatives for environmental protection in the newspaper The Times of India

It is clear from Table 7 that the total no. of environmental news stories of government initiatives covered by *The Times of India* in one year were 37. During this span, the most covered government initiative regarding environmental protection in *The Times of India* was National Air Quality Index

(NAQI)-14 (38%) followed by Swachh Bharat Abhiyan-10 (27%), Water Conservation Programmes 7 (19%), Clean Ganga Mission-5 (13.5%) and Narmada Bachao Andolan-1 (2.5%), respectively.

It can be shown that National Air Quality Index (NAQI) is the most prominent government initiative regarding environmental protection covered by *The Times of India* with the highest frequency of 14 (38%) in one year.

8. Space provided for coverage of government initiatives regarding environmental protection in the newspaper The Times of India

It is clear from Table 8 that the total space provided for the most covered government initiatives by *The Times of India* in one year was 4552.21 cm². During this time, maximum space was allotted to the government initiative National Air Quality Index (NAQI) 1774.89 cm² (38.98%) followed by Water Conservation Programmes 1032.37 cm² (22.68%),

Table 8: Space provided for coverage of government initiatives regarding environmental protection in the newspaper The Times of India

News Categories	Space in cm ²	Percentage (%)	Rank
Water Conservation Programmes	1032.37	22.68	2
Swachh Bharat Abhiyan	743.54	16.33	4
National Air Quality Index (NAQI)	1774.89	38.98	1
Narmada Bachao Andolan	234	5.14	5
Clean Ganga Mission	767.41	16.86	3
Total	4552.21	100	

Clean Ganga Mission 767.41 cm² (16.86%), Swachh Bharat Abhiyan 743.54 cm² (16.33%) and Narmada Bachao Andolan 234 cm² (5.14%), respectively.

From the above Table, it is clear that the newspaper *The Times of India* provided maximum space to the government initiative National Air Quality Index (NAQI) 1774.89 cm² (38.98%) in one year.

9. The frequency and variation of coverage of government initiatives regarding environmental protection in different newspapers in Himachal Pradesh for one year

It is clear from Table 9 that the total no. of environmental news stories regarding government initiatives for environmental protection covered by these four newspapers in Himachal Pradesh in one year were 226. Out of which, the maximum frequency of environmental news coverage was in the newspaper *Dainik Jagran*-78 (35%) followed by *Divya Himachal*-71 (32%), *The Tribune*-40 (17%), and *The Times of India*-37 (16%).

The maximum frequency of most covered government initiative regarding environmental protection was Swachh Bharat Abhiyan-112 (49.56%)

followed by Water Conservation Programmes-48 (21.24%), National Air Quality Index (NAQI)-37 (16.37%), Clean Ganga Mission-21 (9.29%) and Narmada Bachao Andolan 8 (3.54%), respectively.

It is evident from Table 9 that in one year most covered government initiative regarding environmental protection by all newspapers was Swachh Bharat Abhiyan 112 (49.56%). The newspaper *Divya Himachal* covered this environmental issue most prominently followed by *Dainik Jagran*, *The Tribune*, and *The Times of India*. Hence, it is evident from Table 9 that the regional newspaper *Divya Himachal* covered Swachh Bharat Abhiyan most prominently as compared to other newspapers of Himachal Pradesh.

The second most covered government initiative regarding environmental protection in one year was Water Conservation Programmes 48 (21.24%), which was most prominently covered by the newspaper *Dainik Jagran*, followed by *Divya Himachal*, *The Tribune*, and *The Times of India*. Also, it is evident from Table 9 that the national newspaper *Dainik Jagran* covered Water Conservation Programmes most prominently as compared to other newspapers

Table 9: The frequency and variation of coverage of government initiatives regarding environmental protection in different newspapers in Himachal Pradesh for one year

News Categories	Divya Himachal	Dainik Jagran	The Tribune	The Times of India	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	12	17	12	7	48	21.24	2
Swachh Bharat Abhiyan	47	41	14	10	112	49.56	1
National Air Quality Index (NAQI)	5	11	7	14	37	16.37	3
Narmada Bachao Andolan	3	2	2	1	8	3.54	5
Clean Ganga Mission	4	7	5	5	21	9.29	4
Total	71	78	40	37	226	100	
%	32	35	17	16			

Table 10: Space provided for coverage of government initiatives regarding environmental protection in different newspapers in Himachal Pradesh for one year

News Categories	Divya Himachal	Dainik Jagran	The Tribune	The Times of India	Frequency of coverage	Percentage (%)	Rank
Water Conservation Programmes	2589.53	2732.43	3059.21	1032.37	9413.54	20.94	2
Swachh Bharat Abhiyan	9454.21	9054.54	2021.74	743.54	21274.03	47.32	1
National Air Quality Index (NAQI)	754.34	854.51	1754.34	1774.89	5138.08	11.43	3
Narmada Bachao Andolan	542.00	1520.12	431.00	234.00	4050.46	9.01	5
Clean Ganga Mission	732.34	3045.34	532.43	767.41	5077.52	11.29	4
Total	14072.42	17206.94	7798.72	4552.21	44953.60	100.00	
%	32	39	18	11			

of Himachal Pradesh in one year.

The third most covered government initiative regarding environmental protection in one year was The National Air Quality Index-37 (16.37%), which was most prominently covered by the newspaper *The Times of India*, followed by *Dainik Jagran*, *The Tribune*, and *Divya Himachal*. Hence, it is evident from Table 9 that the *The Times of India* covered the National Air Quality Index most prominently as compared to other newspapers of Himachal Pradesh in one year.

Also, it is evident from Table 9 that the government initiative regarding environmental protection like Clean Ganga Mission 21 (9.29%) got the average coverage by all newspapers in one year.

Further, it is evident from Table 9 that the government initiative regarding environmental protection Narmada Bachao Andolan 8 (3.54%) got least coverage by all newspapers in one year.

1. Space provided for coverage of government initiatives regarding environmental protection in different newspapers in Himachal Pradesh for one year

It is clear from Table 10 that the total space provided for government initiatives regarding environmental protection by the four newspapers of Himachal Pradesh in one year was 44953.6 cm². During one year, the maximum space allotted by the newspaper *Dainik Jagran* was 17206.94 cm² (39%), followed by *Divya Himachal* 14072.42 cm² (32%), *The Tribune* 7798.72 cm² (18%), and *The Times of India* 4552.21 cm² (11%), respectively.

The maximum space was allotted to Swachh Bharat Abhiyan 21274.03 cm² (47.32%) followed by Water Conservation Programmes 9413.54 cm²

(20.94%), National Air Quality Index (NAQI) 5138.08 cm² (11.43%), Clean Ganga Mission 5077.52 cm² (11.29%) and Narmada Bachao Andolan 4050.46 cm² (9.01%), respectively.

It is evident from Table 10 that in one year the maximum space by all newspapers was allotted to the Swachh Bharat Abhiyan 21274.03 cm² (47.32%). The newspaper *Divya Himachal* allotted maximum space to Swachh Bharat Abhiyan followed by *Dainik Jagran*, *The Tribune* and *The Times of India*.

The second most covered government initiative by space was Water Conservation Programmes 9413.54 cm² (20.94%), which was given maximum space by the newspaper *The Tribune*, followed by *Dainik Jagran*, *Divya Himachal*, and *The Times of India*.

The third most covered government initiative by space was the National Air Quality Index (NAQI) 5138.08 cm² (11.43%), which was allotted maximum space by the newspaper *The Times of India* followed by *The Tribune*, *Dainik Jagran* and *Divya Himachal*.

Further, it is evident from Table 10 that the government initiative Clean Ganga Mission 5077.52 cm² (11.29%) got the average space by the four newspapers in Himachal Pradesh in one year. Also, the government initiative Narmada Bachao Andolan 4050.46 cm² (9.01%) got least space by the four newspapers of Himachal Pradesh in one year.

Summary and Conclusion

This research study discovered that Swachh Bharat Abhiyan is the most prominently covered government initiative for environmental protection with the maximum frequency by the newspapers in Himachal Pradesh followed by Water Conservation Programmes, National Air Quality Index (NAQI),

Clean Ganga Mission and Narmada Bachao Andolan respectively. Similarly, the newspapers in Himachal Pradesh also provided maximum space to Swachh Bharat Abhiyan followed by Water Conservation Programmes, National Air Quality Index (NAQI), Clean Ganga Mission and Narmada Bachao Andolan respectively.

The maximum frequency of environmental news coverage of government initiatives was in the newspaper *Dainik Jagran* followed by *Divya Himachal*, *The Tribune* and *The Times of India*. Likewise, maximum space is allotted by the newspaper *Dainik Jagran* followed by *Divya Himachal*, *The Tribune* and *The Times of India* respectively.

The newspaper *Divya Himachal* covered Swachh Bharat Abhiyan most prominently with frequency and space followed by *Dainik Jagran*, *The Tribune* and *The Times of India*.

It is also evident that regional newspapers like *Divya Himachal* and *The Tribune* covered Swachh Bharat Abhiyan most prominently as compared to other national newspapers in Himachal Pradesh.

The second most covered government initiative regarding environmental protection in different newspapers in Himachal Pradesh for one year is Water Conservation Programmes, which is most prominently covered by the newspaper *Dainik Jagran* followed by *Divya Himachal*, *The Tribune* and *The Times of India*. However, *The Tribune* gave a maximum space of to Water Conservation Programmes followed by *Dainik Jagran*, *Divya Himachal*, and *The Times of India*.

The third most covered government initiative regarding environmental protection in different newspapers in Himachal Pradesh for one year is the National Air Quality Index which is most prominently covered by the newspaper *The Times of India* with the highest frequency followed by *Dainik Jagran*, *The Tribune* and *Divya Himachal*. Space wise, the third most covered government initiative is the National Air Quality Index (NAQI) which was allotted maximum space by the newspaper *The Times of India* followed by *The Tribune*, *Dainik Jagran* and *Divya Himachal*.

The government initiative regarding environmental protection like Clean Ganga Mission got an average coverage frequency wise and space wise in different newspapers in Himachal Pradesh for one year.

Similarly, the government initiative Narmada Bachao Andolan got least coverage by all newspapers in one year.

It is concluded that newspapers in Himachal Pradesh are playing a vital role in creating awareness among people about government initiatives to

conserve the environment and setting the media agenda regarding environmental protection. Thus, the policy agenda, media agenda and public agenda all are contributing simultaneously to environmental conservation and sustainable development in Himachal Pradesh.

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The Green Theme: Impact of Increasing Environmental Consciousness on the Language of Copywriters

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Abstract

As ecological concerns are growing and disseminating throughout society, consumer awareness about environmental problems and resulting environmental concerns is affecting their lifestyle and product choices. Responding to this, the companies too are adopting green policies in their pricing, promotion, product features and distribution activities. Advertisers are increasingly becoming interested in developing green (environmental) messages and are interested in targeting green customer segments. This study aims to find out the impact of increasing environmental consciousness on the language of copywriters and how they are adapting their advertising language as society is becoming more inclined towards eco-friendly products. It is a quantitative study, which uses a structured questionnaire to collect data from 100 copywriters working with leading advertising agencies in four major cities of India including Delhi, Mumbai, Bengaluru and Pune. The findings suggest useful insights to practitioners on how to create effective green advertisements with the right themes, colours, components, design and execution, and translate environmental awareness and concerns into action in the form of consumer purchases.

Keywords: Green advertising, Sustainability, Green products, Copywriters, Environment

Introduction

Environmental protection has become a growing concern amongst the consumers around the world. The rising concern for the environment has given a push to the 'green movement' in various developed and developing nations. Environmental consciousness is slowly rising in India too but the majority of Indian consumers are in a transition phase between a developing economy and a developed economy. There has been a gradual increase in research on green marketing and green consumer behaviour studies in India since 2008. Companies are socio-economic entities that cannot remain unresponsive to the 'environmental awareness' that may affect consumer behaviour. Indian companies have been taking steady steps to be ecologically conscious. Business houses like the Tatas, Unilever, Mahindras, Wipro and ITC are active participants in green and sustainability initiatives (Dey & Srinivasan, 2011).

Nature has become a marketing commodity in advertising, an effective weapon in the marketing armoury. The study by Kronrod *et al.* (2012) explained the surprising prevalence of assertive

environmental messages in the media. The emergence of green products and green brands is a good start for the betterment of the environment. The destruction of the natural environment and the changing natural landscape due to industrial and technological advancements are the focus of many advertisements. Advertising plays a major role in generating public awareness about environmental issues, communicating a green brand image, and driving consumer demand for green products (Grillo *et al.*, 2013). Green advertising is relatively a new concept and lately, many companies are greening their products and services to get attention and public response. Advertising practitioners indicated that more than 75% of surveyed practitioners planned to increase their advertising and marketing spending on green messages in the future (Sheehan & Atkinson, 2012).

The Sustainable Development Goals

At the historic UN General Assembly Summit in September 2015, the 2030 Agenda for Sustainable Development was adopted by the UN's 193

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member states. The 17 Sustainable Development Goals (SDGs) and their 169 targets are part of this agenda. The SDGs have been developed through an unprecedented consultative process that brought national governments and millions of citizens from around the globe together to negotiate and adopt this ambitious agenda. These goals—especially Goal number 6 aiming for clean water and sanitation, Goal 7 focusing on affordable and clean energy, Goal 12 aiming for more sustainable consumption and production, Goal 13 urging steps for immediate climate action, Goal 14 to take urgent steps to conserve life below water, and Goal 15 aiming to protect, restore and conserve the life on land—together aim to protect the planet from degradation through sustainable consumption and production and sustainably managing its natural resources, and taking crucial action on climate change, saving the planet for the present and future generations.

Environmental Law—principles and policies in India

The need for protection and conservation of the environment and sustainable use of natural resources is reflected in the constitutional framework of India and also in the international commitments of India. Some of the important legislations for environmental protection are as follows:

- The National Green Tribunal Act, 2010
- The Water (Prevention and Control of Pollution) Act, 1974
- Forest Conservation Act, 1980
- The Air (Prevention and Control of Pollution) Act, 1981
- The Environment Protection Act, 1986
- The Hazardous Waste Management Regulations, etc.
- Biological Diversity Act, 2002

According to Article 48(A) of the Indian Constitution, the State shall try to protect and improve the environment. It should also endeavour to safeguard the forests and wildlife of the country. According to Article 51(A)(g) of the Indian Constitution, every citizen of India has a fundamental duty to protect and improve the natural environment, including forests, lakes, rivers, and wildlife and should have compassion for living creatures.

Green advertising and its characteristics

Green advertising is defined as “any ad that explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, promotes a green lifestyle with or without highlighting a product/service and presents a corporate image of environmental responsibility”

(Banerjee *et al.*, 1995, p. 22). Zinkhan and Carlson (1995) have described green advertising as all appeals that include environmental sustainability, or environmentally friendly messages that target the needs and desires of the customers. Rahbar and Wahid (2011) state that the primary goal of green advertising is to try to alter consumers’ traditional purchase behaviour by making them buy products that either do not harm the environment or that have a positive impact on it. Green advertising is regarded as an integral part of a company’s overall environmental marketing strategy, which can help it gain a sustainable competitive advantage and achieve excellent performance (Leonidou *et al.*, 2011).

Green advertisements are positively related to the community’s intention to perform environmentally friendly activities. The community is found to be influenced by the green content and the design of the advertisements. Since consumers are raising their demands for green products, advertisers are responding to the consumer wants, needs and beliefs, and creating green ads where all environmental characteristics are explained through purposeful terms and pictures. The components, design and execution of green advertisements have utmost importance in making green advertising more effective. And, the factors related to advertisement and consumer behaviour affect the persuasion of eco-friendly advertisements. Green advertising sometimes presents claims about ingredients or features of a product using different types of numerical information (Xie & Kronrod, 2012). Advertisers who plan to emphasise a green attribute of a product face the choice of what messaging to use. Most advertisers use a simple and clear message to achieve a presence. Product design creativity and attractiveness to attract potential buyers are important aspects of a product offering (Abdullah *et al.*, 2015).

Advertising language and role of copywriters

Language is the ultimate power in advertising and has a great influence over people and their behaviour. This is especially true in the fields of marketing and advertising. According to Danesi (2007), “The language of advertising has become the language of all, even of those who are critical of it.” In the contemporary urban environment cluttered with ad messages, it is becoming ever so important for ads to be short, brief, apt and original in order to capture the consumers’ attention quickly and efficiently. The power of an advert becomes that much stronger when it is personally attached to one’s own daily life. In having this more invasive strategy, how adverts are represented and portrayed must be smarter than ever before. The language needs to evolve with the

changing attitudes, lifestyles and thinking of the consumers.

Advertising copy or copywriting has a very specific purpose which is to present concepts about an idea, service, product or institution to win acceptance for the concept. With time, copywriting has become much more than the textual application of consumer analysis and more about the art of storytelling. Copywriters work hard to weave a selling message with a handful of words that casts a magic spell and motivates people to respond. Copywriters study people in their reactions to new ideas as well as to new products and to new means of communication. Effective copywriting can elevate the visual design with greater meaning. A copywriter is a combination of a hard-headed entrepreneur looking at his own product and magician weaving a selling spell around the commodity. The most effective use of this copywriting angle centres on the complete understanding of the target audience and their ability to put themselves in their shoes.

Review of literature

Kotler (2016) implores marketing academics and practitioners to recognize what he calls the environmental imperative, i.e., a call for drastic change in business practices to strive for sustainability. The trend we have noted in industrialised nations towards greater individuality and personal, rather than collective values has led to greater concern about environmental and social issues and has put greater pressure on manufacturers to be accountable. Harré *et al.* (1999) suggested that we have “in recent years experienced a conceptual revolution in how we conceive our relation to the natural world that is commensurable in its effect on our lives with the most important events that have occurred in the past,” (p. 5). The importance of green advertising has also been highlighted by Pickett-Baker and Ozaki (2008) who found that aside from cleaning products, most customers could not identify greener products. In any advertising, there must be a proper advertising strategy, creative idea, creative execution and creative uses of media (Burghate, 2004).

Leonidou *et al.* (2011) highlight the importance of advertising as a green marketing tool in their study of the green advertising practice of international firms. They analysed the trend of green advertising practices of firms over the past 20 years and the findings revealed that most of the sponsors of green advertisements were firms located in the developed parts of the world, such as Europe, the US and Japan, and manufacturing firms constituted 93.4% of the sponsors of green advertisements.

Sander *et al.* (2021) examined the impact of

sustainability advertising on brand personality, credibility, attitude towards the ad and brand attitude; special attention was given to whether or not environmental and social sustainability advertising have different effects. The results of an online survey revealed that environmental sustainability advertising has a stronger influence than social sustainability advertising. Thus, the findings suggest that a focus on environmental aspects delivers more impactful advertising content when promoting a brand's sustainability.

Salminen (2020) attempted to map and understand climate change from the point of view of the advertising industry and the responsibility of the industry regarding the climate issues. He also examined the future of the industry and found more climate-friendly ways to work. They proposed practical guidelines to boost climate-friendly advertising in the industry for both business owners and leaders, as well as for every individual working in the industry. A content analysis conducted in the U.S. revealed that from 1990 to 2010, the majority of green advertisements were expressed in the responsibility frame, presenting environmental issues in a way that emphasises the responsibility of the government or individuals for both the causes and solutions to these issues. In addition, most green advertisements had a positive framed valence, such as ‘better for the environment’ and ‘for a green planet,’ as opposed to negative framed valence, such as ‘products that don't cost the earth’ and ‘no nasty chemicals’. However, the percentage of positively framed messages decreased over time, from 87.3% in 1990 to 73.7% in 2010 (Van Dyke & Tedesco, 2016). According to Johannessen and Meldere (2010), advertising is trying to change our lifestyles. These changes are implemented by the use of innovative linguistic strategies, that include the use of new words, with the prefix ‘ECO’ and the use of the verb ‘To Love’. To love eco-products, to love everything that is eco-friendly is actually our life goal.

Kim and Cha (2021) affirm that green advertising should provide sufficient information on eco-friendly products and services so that consumers can trust the information conveyed. Attractiveness, however, had the greatest influence on purchase intention. Their findings verify that the attractiveness of green advertising, with a novel method of expression, message, and eye-catching characteristics as positive factors for consumers, significantly affects purchase intention in a positive way. The study suggests that for attractive advertisements that grab consumers' attention, delivering a message that can stimulate consumers to be at the trend's forefront can promote eco-friendly behaviour and the purchase of eco-

friendly products. Kumar (2017) explored the intent of green advertisements and elaborated upon the strategic importance of content in green advertising. The intent-based exploration of green advertisements indicates the importance of: expanding the advertising framework to incorporate the environmental vision and mission of their companies with consumers, and relating them with consumers' needs and demands; inculcating functional, emotional and experiential elements in green advertisements that facilitate green product experience to the consumers; and active interactions between marketing managers and consumers for effectively capturing market-related information, and accordingly shaping their short- and long-term marketing and advertising decisions.

Statement of the problem

Green advertising is relatively a new concept and lately, many companies are greening their products and services and also greening their promotions to get attention and public response. More than 75% of advertising practitioners use, or plan to use, green messages in their advertising and marketing campaigns (Sheehan & Atkinson, 2013). Environmental consciousness is an influential factor affecting consumer responses to green advertisements and determining advertising theme selection (Chun-Tuan, 2012). Green advertisements often aim to create awareness of environmental issues and stimulate demands for a specific product by emphasising the product's eco-friendly features (D'Souza & Taghian, 2005) (e.g., made from 100% natural ingredients, biodegradable, no nasty chemicals, and soft on nature). There is a difference in the way customers and companies perceive greenness so their communications also vary accordingly which often creates confusion in the minds of the customers.

Research objectives

1. To understand how the advertising language is adapting to fit into the changes as society is becoming more inclined towards eco-friendly products.
2. To find out whether a company's philosophy and image has an effect on the language of the copywriters while creating advertisements.
3. To find out which appeal is used more frequently in green advertisements.
4. To find out that green advertising is used more often for which types of products and services.

Significance and scope of the study

As Indian consumers are becoming more environmentally conscious and the demand for green products and services is increasing, the market is

being flooded with such products and companies are aggressively using green advertising to create a distinct green identity for themselves and their products. Green marketing enables agencies to create good and powerful work with a purpose and gives an opportunity to go beyond the day-to-day communication and create a long-term impact for brands. This increased environmental awareness is positively affecting the environment and improving the effectiveness for companies that sell green products and changing the language of advertisements to reach the consumers more effectively. This study focuses on finding the impact of increasing environmental consciousness on the language of copywriters.

Research methodology

It is a quantitative study and used a structured questionnaire to collect data from 100 copywriters working with leading advertising agencies in four major cities of India. The questionnaires were mailed to the respondents. The questionnaire consisted of both close-ended and open-ended questions. To elicit the data from the respondents, the Likert scale was used with a five-point scale against which respondents recorded their answers, corresponding to each statement under the construct. The respondents were explained the structure of the questionnaire; its objective and the rating scheme were also mailed to them along with the questionnaire.

Sampling method

- Most of the leading advertising agencies are located in major cities; therefore, two-stage cluster sampling was used to carry out the results.
- In the first stage, tier-1 cities including Bengaluru, Delhi, Mumbai and Pune were identified as clusters.
- In the second stage, random samples of leading ad agencies were selected from these clusters to conduct research.
- In the third stage, exponential, non-discriminative snowball sampling was used in which a few copywriters working in leading ad agencies in these clusters who were willing to take part in this research were identified and they provided the contact details of the other copywriters of the same as well as other agencies.

Sample description

Out of 100 copywriters and freelance copywriters who participated in the study, 51% were males and 49% were females (Fig. 1).

Out of all the copywriters working in leading advertising agencies and freelance copywriters in four major Indian cities, 35 copywriters were from Delhi,

30 from Mumbai, 20 from Bengaluru and 15 from Pune. Copywriters from the leading advertising agencies located in four major Indian cities participated in the survey. The names of the agencies are mentioned in Table 1.

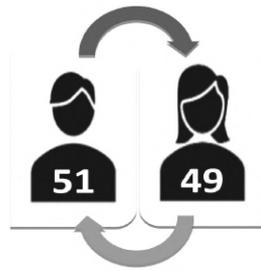


Fig. 1: Gender description

Data analysis

You think consumers are becoming more concerned about environment friendly product attributes.

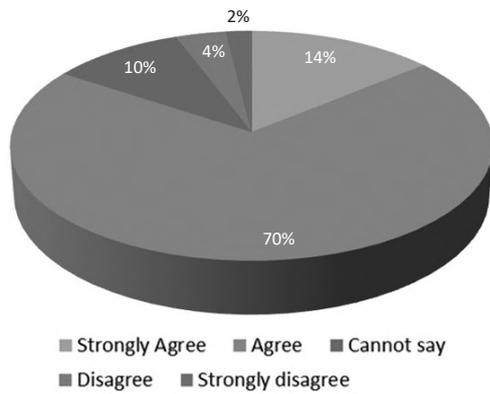


Fig. 2: Consumers are becoming more concerned about environment-friendly product attributes

Out of the total copywriters who participated in the survey, 14% strongly agreed (Fig. 2) that consumers are becoming more concerned about environment-friendly product attributes, 70% agreed, 10% were not sure, 4% disagreed whereas only 2% strongly disagreed.

Has Sustainability become an urgent opportunity for companies to connect with consumers who are excited about change?

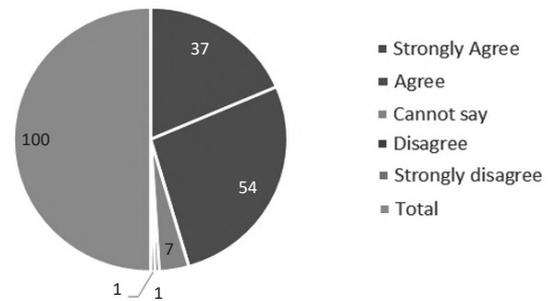


Fig. 3: Sustainability has become an urgent opportunity for companies to connect with consumers

Out of the 100 copywriters who participated in the survey, 37% strongly agreed (Fig. 3) that sustainability has become an urgent opportunity for companies to connect with consumers, 54% agreed, 7% were not sure and only 1% each disagreed and strongly disagreed.

Table 1: Advertising agencies

Delhi	Mumbai	Pune	Bengaluru
DNA World India	Publicis Groupe	Wizcraft	Genesis
BBDDO	TBWA	Pepper Cloud	Yellow Fish Ads
Annapurna Communications	Rediffusion Brand Solutions	Heallo Online Health	Seagull Advertising
Hammer Communications	Percept	Marketer	3 Dots Design
Ogilvy	Leo Burnett	Bidsopt Media Pvt Ltd.	SRV Media
DDB Mudra	Ogilvy	Bud	Skovian
Pix Mart	FCB Interface	Tempest	SocialChamps
Thumbpin	DDB Mudra	Jives Media	
Cheil India			
Leo Burnett			
DNA World			
Madison Communications			
Crayons			

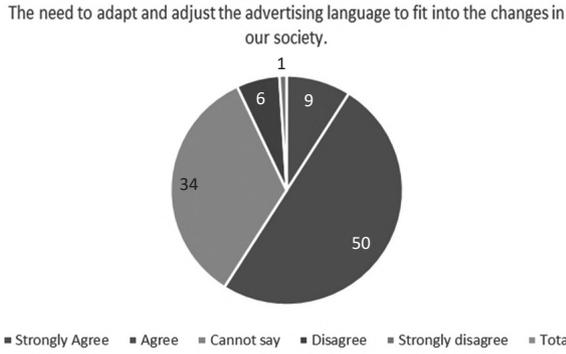


Fig. 4: The need to adapt and adjust the advertising language to fit into the changes in our society.

Figure 4 depicts whether copywriters feel the need to adapt and adjust their language to fit into the changes in society, 9% of copywriters strongly agreed with the statement, 50% agreed, 34% were not sure, 6% disagreed and only 1% strongly disagreed.

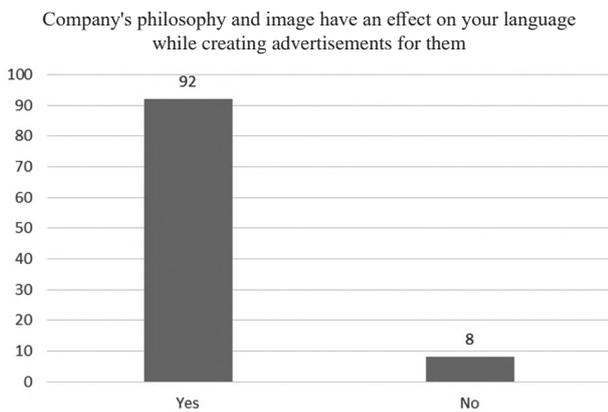


Fig. 5: Company's philosophy and image have an effect on advertising language while creating advertisements.

Out of 100 copywriters, a whopping 92% (Fig. 5) agreed that company's philosophy and image affect the language of the advertisements and only 8% said that it has no effect on the language of advertisements.

Do you promote products by employing claims about their environmental friendly product attributes?

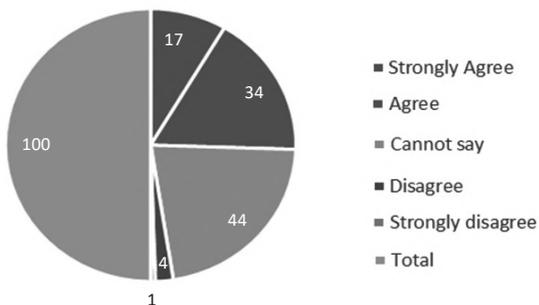


Fig. 6: Promote products by employing claims about their environmentally friendly product attributes

Out of the total, 17% of the copywriters (Fig. 6) strongly agreed that they promote products by employing claims of environmentally friendly product attributes, 34% agreed, 44% were not sure, 4% disagreed and only 1% strongly disagreed with the statement.

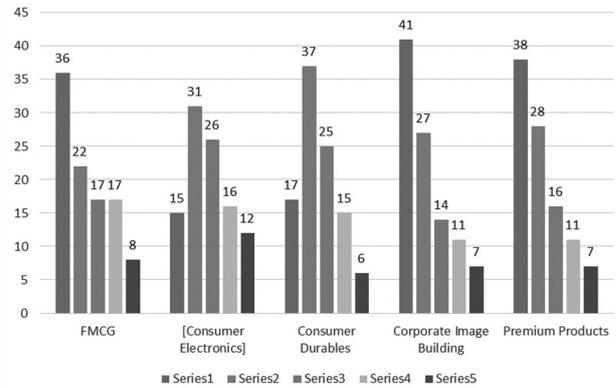


Fig. 7: Products/services that use green advertising

When copywriters were asked for the types of products and services they are most likely to use green advertising, they ranked corporate image building (29. 36%) as the most likely (Fig. 7), followed by premium products which were ranked second (28. 97%), consumer durables were ranked third (19. 57%), FMCG fourth (14. 04%) and consumer electronics was ranked fifth (8.04%).

Appeal most frequently used to advertise Green Products

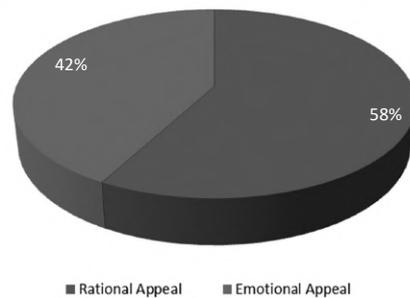


Fig. 8: Most frequently used appeal to advertise green products

Regarding use of appeals in green advertising, 58% (Fig. 8) of the copywriters who participated in the survey said that they use rational appeal more frequently, and 42% said that emotional appeal is used more often to advertise green products.

When copywriters were asked to rank the demographic factors of the target audiences they consider while developing green advertising messages, education was ranked as the number one (26.92%) demographic factor (Fig. 9), the second

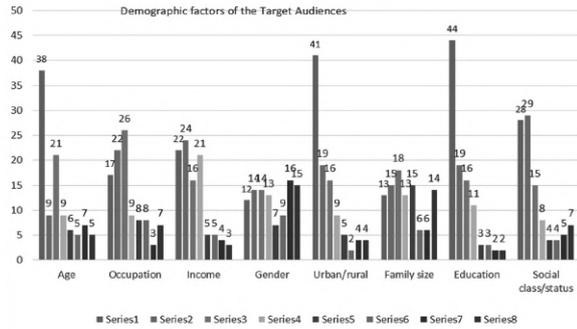


Fig. 9: Demographic factors of the target audiences considered while developing green advertising messages.

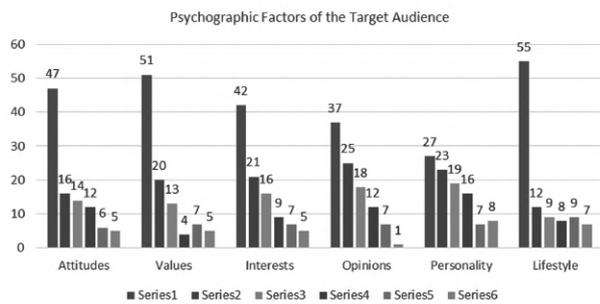


Fig. 10: Psychographic factors of the target audience that are considered while developing green advertising messages

most important factor was rural/urban (18.86%), age was ranked third (17.74%), social status was ranked fourth (11.97%), occupation fifth (7.18%), income was ranked sixth (6.65%), family size seventh (5.79%) and gender was ranked as the least important demographic factor (5.21%).

When the copywriters were asked to rank the psychographic factors of the target audience they consider while developing green advertising messages, they ranked lifestyle (44.05%) as the most important factor (Fig. 10), followed by their values (19.67%) which was ranked second, attitudes was ranked third (14.95%), interests was ranked fourth (9.71%) followed by opinion (6.81%) and personality (4.81%) which were ranked fifth and sixth, respectively.

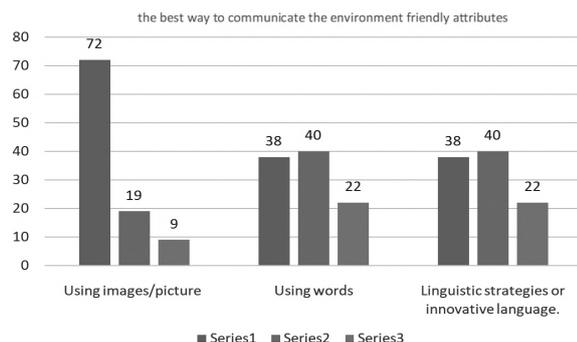


Fig. 11: The best way to communicate the environment-friendly attributes of a product in a print advertisement

When copywriters were asked about the best way to communicate the environment-friendly attributes of a product in a print advertisement, they ranked ‘images/pictures’ as the most important way to convey environment-friendly attributes (49.36%), ‘using words’ was ranked second (32.97%) and ‘linguistic strategies/innovative language’ was ranked third (17.65%) (Fig. 11).

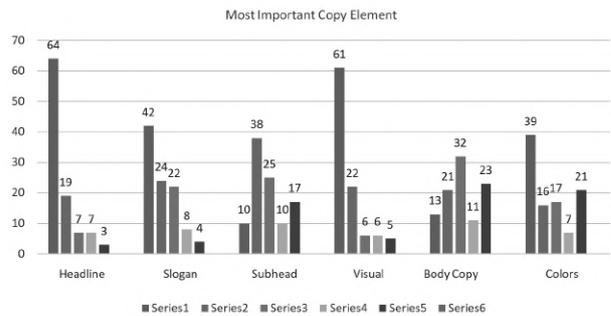


Fig. 12: The most important copy element used to convey information regarding the environment-friendly attributes of the products/services

The headline was ranked as the most important copy element (42%) used by the copywriters to convey information regarding the environment-friendly attributes of the products/services; second rank was given to ‘visuals’ (24.29%), ‘slogan’ was ranked third (16.71%), ‘colours’ was ranked fourth (16.71%), ‘subhead’ was ranked fifth (8.95%) and ‘body copy’ was ranked sixth (8.05%) (Fig. 12).

Do you think Multinational Brands are more inclined towards Green Advertising than National and Local Brands.

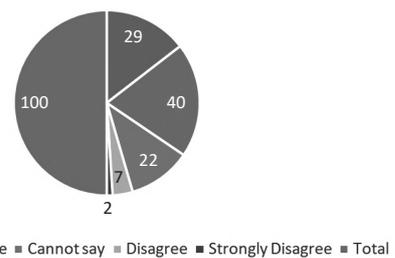


Fig. 13: Multinational brands are more inclined towards green advertising than national and local brands

Out of the total, 29% of the copywriters strongly agreed (Fig. 13) that multinational brands are more inclined towards green advertising than national and local brands, 40% agreed, 22% were not sure, 7% disagreed and only 2% strongly disagreed. Table 2 describes some of the eco-advertisements that agencies have developed recently for the clients.

Conclusion

At present, India is highly susceptible to environmental degradation due to increasing

Table 2: Name of eco-advertisements that agencies have developed recently

Airtel	Dentsu	Coca-Cola	Lakme
Nerolac	Microsoft	Zinnov	Google
Adobe	Lloyd	Magicbricks	Bikano
Prabuddha	Global Consultants	Hindustan Unilever	UTPL
MX Takatak	Gujarat Gas	Adani Foundation	Unicharm
Britannia	Louis Philippe	Max fashion	IKEA
TATA	SolarX	Johnson & Johnson	Sonalika tractors
Nike	Ambuja	HP	Cuckoo
Garnier	Tata Safari	Anchor switch	Samsung
Discovery	UFlex	Toms	LIC
Ecoplus	Hyundai	Green Ply	Dabur
Moha	Elementary	Hero	Tea Valley
Tetley	Sugar free Green Vista	24 Mantra	Bajaj
Bajaj	Suzuki	Good Night	Meghdoot
Boroplus	Racold	Roopmantra	Activa
Symphony	Ford	Volkswagen	Nihar

pollution and unhealthy practices followed in the industries as well as by the consumers. World leaders have encouraged green practices, sustainable environmental management, and conservation of biodiversity. The governments and administration, businesses, civil society, academia, young and old, everyone has responded favourably through extensive actions and initiatives to align with and advance goal implementation. The Indian government has also prioritised the integration of the Sustainable Development Goals into their national plans and policies and created the institutional arrangements that will help drive and also monitor progress towards the transformation needed in their economies and societies. The marketplace too is emphasising environmental sustainability and companies are seeking different ways to respond. Communication of the attributes and brand association of green products can play a significant role in determining consumers' acceptance of the product. There is a lot that the advertising sector can do to promote sustainable development and in increasing consumption in India.

The study confirms that sustainability has become an urgent opportunity for companies to connect with consumers and Indian companies are increasingly using environmental claims in their advertisements especially for corporate image building, premium products, consumer durables and FMCG product categories. The changing lifestyles, attitudes and preferences of consumers are affecting the advertising language too. As Indian companies are in the initial stages of going green, they should be encouraged to make efforts to familiarise consumer knowledge through advertisements and frame advertising

messages that are personally relevant to increase consumer interest in green marketing. Copywriters should focus on using valid, precise and suitable environmental claims in their advertisements to make them more believable and reliable. Consumers are being persuaded by advertisers to adopt an eco-lifestyle but the advertisements need to be more persuasive and provide factual information to create a lasting impression on them. This study reveals that words (powerful headlines) are used most often to convey the green theme followed by visuals and if words and visuals are chosen and crafted with care, they can be even more convincing and powerful. Green advertising has the potential to revolutionise the future of advertising. The biggest challenge for marketers today is how to translate environmental awareness and concerns into action in the form of purchase and effective green advertisements with the right components, design and execution can help them to overcome this challenge.

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An Analytical Study of the Changing Dynamics of Entertainment Industry with Special Reference to Over-the-Top Platforms and YouTube

ARJAN KUMAR CHAUDHARY¹ & MUKUL SRIVASTAV²

ABSTRACT

When we talk about the streaming wars, we are mostly talking about subscription services like Disney+ Hotstar, Netflix, Amazon Prime and HBO Max, etc. YouTube is not only a streaming video powerhouse with mind-boggling growth, but it is also emerging as a key competitor to the paid services that dominate the conversation about the future of television. It has a huge amount of potential for expansion. The surge has been seen towards over-the-top (OTT) platforms for entertainment purposes from traditional television. Despite having millions of YouTube subscribers, YouTube producers began making money through their private OTT channels, which focused on subscription video-on-demand (SVOD) services, in which users pay a monthly fee to watch premium material without being interrupted by advertisements. OTT audio applications (Spotify, Gaana, Apple Music, JioSaavn, etc.) have exploded into the media scene and established themselves as the new standard. From messaging to video calls, OTT has expanded its market, resulting in increased competition in the market, which can be considered a threat to large platforms such as YouTube. A target sample of 200 internet users from universities and institutes in Lucknow, a large city in northern India, was used to collect primary data to check the preliminary comparative nature of OTT platforms and YouTube using a cross-sectional research design.

Keywords: Entertainment, Online streaming, OTT, VOD, YouTube

Introduction

Different modes of communication are required for the dissemination of information in our rapidly evolving world, and people choose their modes based on their tastes. We may view programmes whenever we want by watching them live or downloading them to watch later. We can now obtain our content when we want it, rather than waiting for a broadcaster or content owner to make it available. Looking at audio–video consumption after Covid-19, a shift can be seen in viewership from traditional TV or cable TV networks to other platforms for entertainment. High internet speed, cheaper recharge plans, and new content are also factors in this shift, which has led to the rise of video-streaming platforms (Bhattacharyya, 2020). Video content is proving to be a marketable source of entertainment due to its extraordinary ability to hold viewers' attention. YouTube and OTT platforms are the primary sources of video content, especially for

millennials and Generation Z (Taylor, 2020). Over-the-top (OTT) services such as Amazon Prime, Netflix, Disney+ Hotstar, Zee 5 and SonyLIV may compete with one of the most prominent online video-sharing and social networking platforms “YouTube” by changing the parameters of the entertainment market with distinct unique business models, unique content and well-timed launches.

YouTube’s global user base is expected to reach 2.85 billion by 2025 with more than 2.6 billion active users (Ruby, 2022). YouTube is a free video-hosting site that for its revenue generation uses an AVOD (advertising video-on-demand) revenue model, meaning, advertisements are more likely to appear before, during, or after a YouTube video streaming. Additionally, YouTube premium provides creators with an extra revenue stream. OTT platforms, on the other hand, cover YouTube's market with the help of different business models such as subscription video-on-

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demand (SVOD), advertisement-based video-on-demand (AVOD) and transactional-based video-on-demand (TVOD). In SVOD, the monthly fee is fixed because many customers aren't locked into a long-term contract. AVOD provides free video content to viewers with advertising revenue covering production and hosting costs. In TVOD, consumers acquire content on a pay-per-view basis, which is further divided into two types—one is EST (Electronic sell-through), which allows consumers to pay once for permanent access to a piece of material, and another is DTR (download to rent) service, which allows consumers to access a piece of content for a limited time with a lower fee.

In 2018, the global over-the-top (OTT) industry generated close to \$110.1 billion in revenue. By 2026, it is expected to reach \$438.5 billion after expanding at a compound annual growth rate (CAGR) of 19.1% (Research Dive, 2021). In nations including Australia, India, Indonesia, South Korea, and Thailand, time spent on video-streaming applications increased by 140% in 2018. Smartphone users spent 3.8 trillion hours on mobile in 2021, according to the State of Mobile 2022 Report by mobile data and analytics firm App Annie (Today, 2022). Currently, OTT adoption has significantly aided the video-, music-, podcast-, and audio-streaming categories. The limited genre options can be attributed to the increased adoption which can also affect YouTube in different parameters. According to Mordor Intelligence, over the period of 2021–26, Asia Pacific is expected to develop at the fastest rate. This research paper will attempt to explore OTT video-streaming platforms posing a threat to the most popular video-sharing platform YouTube in the Indian entertainment industry.

Review of literature

Digitalisation has changed the consumption pattern of consumers. Increased number of smartphone users, easy accessibility, high internet speed, cost-effective data plans, user-friendly procedures of using these new services, mobility of the medium, personalisation, etc. are some of the factors resulting from this changed pattern. Digital media has become an important part of everyone's life and routine. This medium has become the first choice for information gathering, dissemination, entertainment and source of income. Digital media has changed the concept of delivering information and revised the model of advertising. Multicultural diversity is seen as a promising factor for exponential growth of OTT platforms. On the contrary, people who are producing content for YouTube individually

are able to generate income from the medium which is working on certain algorithms. This is posing a threat to the traditional medium which is the most popular choice just before the outbreak of OTT platforms. We can see the practical application of uses and gratification theory in the present changing trend of consumption patterns.

Shift in customer social behaviour and growth of over-the-top (OTT) platforms

Cinemas and theatres had suffered significant damage throughout the entertainment industry while the shift in consumer behaviour benefits digital segments significantly. In response to the prolonged suspension of outdoor entertainment, consumers alter their behaviour and consumption patterns and turn to subscription video-on-demand (SVOD) services, such as Netflix, Amazon Prime Video, and Disney+ Hotstar, as their primary source of at-home entertainment (Wang, 2022). Finally, the entertainment and media industries have a new home. The new generation has started to shift from traditional television-viewing habits towards mobile devices. The growth of OTT-streaming services has been significantly accelerated (Ota, 2020).

Internet usage pattern and adoption of 5G network

The new generation has started to shift from traditional television-viewing habits towards mobile devices. With cheaper bandwidth and 4G connections, the growth of OTT-streaming services has been significantly accelerated. According to a survey produced by the World Advertising Research Center (WARC) based on data from the mobile trade association GSMA, by 2025, over 1.3 billion individuals would have access to the internet via smartphone and PC (Handley, 2019). The expanding adoption of 5G networks by operators is also attributed to the increased consumption of content and related services, leading the 4G LTE resources to be depleted. With many media and content companies jumping on the streaming TV bandwagon, the market is becoming increasingly competitive, creating even more competition for high-quality content to keep viewers hooked. To gain consumer attention, companies are focusing on product innovation.

YouTube—the second-most popular website after Google

YouTube is certainly one of the strongest video platforms and a tremendous rival to traditional linear television networks, exposing a gulf of influencer opportunities, thanks to its first-of-its-kind advertising structure, which allows users to contribute their own video material. Despite the increasing advent of

new streaming services, it is appropriately capable of holding its own among the new faces, based on audience engagement and advertising spend. The bulk of veteran YouTubers will have already experimented with a variety of strategies to diversify their income streams away from the platform. Many creators have mastered the essential tone of voice in order to quietly steer a dedicated audience into revenue-generating opportunities. OTT adds value to this portfolio, but it goes beyond what conventional monetization tactics can provide (Desai, 2021).

YouTube and OTT's core business models for producing income

YouTube is a free online video hosting service. The company's biggest revenue source is advertising. As a result, it is evident that viewers will see advertisements while watching the videos. However, YouTube displays advertisements based on previous user experience, and it is likely that they will see an advertisement from a business competitor. There is no way to restrict what a user sees. It is completely under the control of YouTube's algorithms. OTT apps, on the other hand, give businesses complete control over what they show to viewers. Although advertisements are used as a revenue source in video OTT apps, they are completely optional, and viewers can opt out of them entirely depending on their subscription plan (Daffodil, 2020).

Multicultural diversity: A boon for OTT platform

India is a price and culture-sensitive country, yet in recent years, it has seen a rapid OTT boom, especially if we look at the local OTT competitors. The emergence of local OTT initiatives, combined with the entry of major multinational firms, has only heightened competition in a market poised for exponential expansion. With more than 400 million smartphone users in the country, the potential for OTT development is enormous, and Facebook and Google are fighting for a piece of the action (Amin, 2018). Due to India's diversity, almost every active OTT player, as well as those seeking to enter the industry has sufficient space. As a result, traditional content producers and platforms are gradually dying out, while OTT platforms are just getting started (T, 2022).

Added benefit of on-demand service catalysing competition and boosting business

Videos are emerging as a new form of communication for individuals and a direction for businesses and brands to engage with customers online and on mobile phones. In comparison to television programming, OTT audiences have the

freedom to browse and search through a wide range of diverse, high-quality and fresh content in a variety of languages, categories, formats, and genres, which is the strength and unique-selling proposition of an OTT platform. The continually evolving and growing preferences of viewers are pushing them to seek out high-quality programming, even if it costs a little more (Abrol, 2021). To sustain in the competitive market, YouTube also introduced YouTube Premium (previously known as YouTube Red), which is a paid subscription-based service that enhances the standard YouTube experience and allows users to download YouTube videos for offline viewing on mobile devices, play YouTube videos in the background while your device is locked, and watch YouTube without any advertising on its website and apps. YouTube is now testing a less expensive version of YouTube Premium called YouTube Premium Lite, which simply enables you to view YouTube without commercials on all available devices (Moore, 2021).

Research objectives

- To find out what motivates internet consumers to watch OTT digital streaming entertainment.
- To study consumer preferences for selecting a particular medium.
- To find out which medium provides more entertaining content considering YouTube and OTT platforms.

Hypothesis

If OTT platforms are strongly influencing the entertainment industry then YouTube will be threatened by emerging OTT platforms. However, YouTube is still a stronger platform for brand promotion. Platform accessibility significantly defines platform preferences and they are highly correlated to each other.

Scope of the study

The study's goal is to conduct a preliminary comparison of customer preferences for YouTube and over-the-top (OTT) platforms in the geographical region of Lucknow city.

Research methodology

It is an observational study that examines the preliminary comparative nature of OTT platforms and YouTube using a cross-sectional research design. In order to investigate platform customer preferences in India, this is part of the Asia Pacific region with the fastest growing rate in the global OTT market. The sample of the study was confined to the geographical region of Lucknow, and the sampling technique used was convenience sampling to obtain basic data and

trends. One time response is taken through a survey method with the use of a self-designed questionnaire which was set to 201 internet users (via Google forms). The survey was specifically designed for Lucknow residents, and it was well segmented. The data was then analysed and interpreted using SPSS (version 13.0) to perform Pearson’s Chi-square test for testing hypotheses using cross tabulation.

Data analysis and interpretation of findings

As previously stated, the data was entered into SPSS (version 13.0) and Pearson’s Chi-square test was performed using cross-tabulation to determine the relationship between different variables and testing the hypothesis by calculating the p-value. The goal of hypothesis testing is to infer information about a population from a sample. The null hypothesis states that there is no relationship between the variables in the population, whereas the alternate hypothesis states that there is a relationship between the variables (Turney, 2022). A p-value is a statistical measure used to test a hypothesis against observed data. Typically, in a statistical test, a p-value of .05 or less is regarded as statistically significant showing relationship among variables and the null hypothesis is rejected (Beers, 2022). We consider "which medium do you find easy to access" as a pivot point in this research while analysing platform preference to determine the overall trend in the market.

Based on the hypotheses and objectives of the study, the information gathered from responses and the test performed is presented in the tables and figures.

Figure 1 indicates that out of 201 respondents, there were 109 (54%) male respondents and 92 (46%) respondents were female.

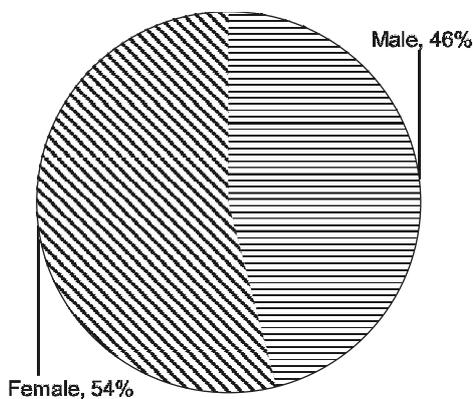


Fig. 1: Demographic profile (Gender)

In Figure 2, out of 201 responses, 86 (43%) find YouTube as more convenient to access, 40 (20%) find OTT to be more convenient than YouTube, 72

Which medium do you find easy to access? (201 responses)

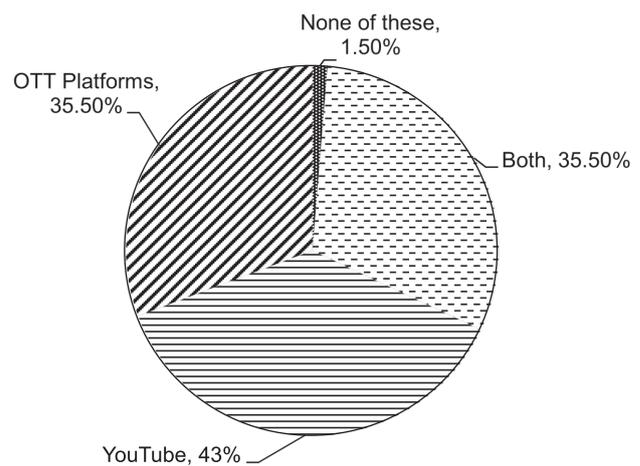


Fig. 2: Medium convenient to access

(35.5%) respondents support both, or any one of them (OTT and YouTube), and 3 (1.5%) respondents follow none of these.

Interpretation: The result indicates that the calculated p-value is 0.052 which is greater than 0.05, which means the null hypothesis was accepted and there is no significant relationship between factors and medium one finds easy to access.

Here in Table 1, we can see 160 people (79.6%) of the total population discover content as the main factor when it comes to entertainment, in which 72 (83.7%) respondents find YouTube easy to access, 28 (70.0%) respondents go with OTT and 59 (81.9%) support both. The popularity of other factors in decreasing order is actor (10.6%), creator (6%) and medium (3.5%).

Interpretation: The result indicates that the calculated p-value is .000 which is less than 0.05 the null hypothesis was rejected. Therefore, the alternate hypothesis was accepted which shows that there is a significant relationship between preference of platform and medium that is easy to access.

In Table 2, out of total 201 respondents, 106 (52.7%) of the total population prefer both, followed by 66 (32.8%) preferring OTT platforms and 28 (13.9%) favour YouTube and only one respondent did not favour any platform. Concentrating on the crosstabs data of Table 2, researcher found that out of 66 respondents, 38 (95% of 66) said they considered OTT platforms to be easy to access, demonstrating that accessibility affects platform preferences.

Interpretation: The result indicates that the calculated p-value is 0.000 which is less than 0.05; thus, the null hypothesis was rejected. Therefore, the alternate hypothesis was accepted which shows that there is a significant relationship between entertaining content and medium that is easy to access.

Table 1: Relationship between factors and ease of access of a medium

Factors you prefer most		Which medium do you find easy to access?				
		Both	None of these	OTT platforms	YouTube	Total
Actors	Count	7	0	6	8	21
	Medium easy to access (%)	9.7	0.0	15.0	9.3	10.4
Content	Count	59	1	28	72	160
	Medium easy to access (%)	81.9	33.3	70.0	83.7	79.6
Creators	Count	2	1	5	4	12
	Medium easy to access (%)	28	33.3	12.5	4.7	6.0
Medium	Count	3	1	1	2	7
	Medium easy to access (%)	4.2	33.3	2.5	2.3	3.5
Other	Count	1	0	0	0	1
	Medium easy to access (%)	1.4	0.0	0.0	0.0	0.5
Total	Count	72	3	40	86	201
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	20.859 ^a	12	0.52	0.060

a. 14 cells (70%) have expected count less than 5. The minimum expected count is 0.01.

Table 2: Relationship between preference of platform and ease of access of a medium

Preference of platforms		Which medium do you find easy to access ?				
		Both	None of these	OTT platforms	YouTube	Total
Both	Count	56	2	1	47	106
	Medium easy to access (%)	77.8	66.75	2.5	54.7	52.7
None	Count	1	0	0	0	1
	Medium easy to access (%)	1.4	0.0	0.0	0.0	0.0
OTT (Amazon Prime, Hotstar, Netflix, etc.)	Count	15	1	38	12	66
	Medium easy to access (%)	20.8	33.3	95.0	14.0	32.8
YouTube	Count	0	0	1	27	28
	Medium easy to access (%)	0.0	0.0	0.0	0.0	0.0
Total	Count	72	3	40	86	201
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	122.268 ^a	9	0.000	0.000

a. 7 cells (4.8%) have expected count less than 5. The minimum expected count is 0.01.

Table 3: Relationship between entertaining content and ease of access of a medium

Platform preferences for entertaining content		Which medium do you find easy to access?				
		Both	None of these	OTT platforms	YouTube	Total
None of these	Count	1	1	0	1	3
	Content entertaining (%)	33.3	33.3	0.0	33.3	100.0
	Medium easy to access (%)	1.4	33.3	0.0	1.2	1.5
OTT Platform	Count	45	1	37	35	118
	Content entertaining (%)	38.1	0.8	31.4	29.7	100.0
	Medium easy to access (%)	62.5	33.3	92.5	40.7	58.7
YouTube	Count	26	1	3	50	80
	Content entertaining (%)	32.5	1.3	3.8	62.5	100.0
	Medium easy to access (%)	36.1	33.3	7.5	58.1	39.8
Total	Count	72	3	40	86	201
	Content entertaining (%)	35.8	1.5	19.9	42.8	100.0
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	52.111 ^a	6	0.000	0.000

a. 6 cells (50%) have expected count less than 5. The minimum expected count is 0.04.

Table. 4: Relationship between business branding and ease of access of a medium

Platforms preferences for business branding		Which medium do you find easy to access ?				
		Both	None of these	OTT platforms	YouTube	Total
None of these	Count	1	1	1	6	9
	Medium good for business branding (%)	11.1	11.1	11.1	66.7	100.0
	Medium easy to access (%)	1.4	33.3	2.5	7.0	4.5
OTT platforms	Count	18	0	23	11	52
	Medium good for business branding (%)	34.6	0.0	44.2	21.2	100.0
	Medium easy to access (%)	25.0	0.0	57.5	12.8	25.9
YouTube	Count	53	2	16	69	140
	Medium good for business branding (%)	37.9	1.4	11.4	49.3	100.0
	Medium easy to access (%)	73.6	66.7	40.0	80.2	69.7
Total	Count	72	3	40	86	201
	Medium good for business branding (%)	35.8	1.5	19.9	42.8	100.0
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	37.2121 ^a	6	0.000	0.000

a. 6 cells (50%) have expected count less than 5. The minimum expected count is 0.13.

In Table 3, out of 201 respondents, 118 (59%) respondents find OTT platform delivering more entertaining content while 80 (40.0%) respondents finds YouTube as a more entertaining platform than OTT. Concentrating on the crosstabs data of Table 3, the researcher found that 35 (29.7%) respondents of those thinking YouTube more easy to access are considering OTT content more entertaining to watch, showing a shift towards OTT platform.

Interpretation: The result indicates that the calculated p-value is 0.000 which is less than 0.05; thus, the null hypothesis was rejected. Therefore, the alternate hypothesis was accepted which shows that there is a significant relationship between business branding and medium that is easy to access.

In Table 4, out of total population, 140 (69.7%) think YouTube is good for business branding and 52 (25.9%) respondents prefer OTT platform for branding purposes. Concentrating on the crosstabs data of Table 4, researcher finds that, out of 140 who prefer YouTube for branding purposes, only 69 respondents use YouTube and find it easy to access while 53 respondents, out of 140, found both platforms easily accessible, showing a shift in the business branding market.

Interpretation: The result indicates that the calculated p-value is 0.000 which is less than 0.05;

thus, the null hypothesis was rejected. Therefore, the alternate hypothesis was accepted which shows there is a significant relationship between permanently switching to OTT and medium which is easy to access.

In Table 5, 51 (25.4%) of the total population will switch permanently to OTT, 70 (34.8%) respondents may be switching to OTT-streaming services for future entertainment and 80 (39.8%) will stick to YouTube and will not switch permanently to OTT services. Concentrating on the crosstabs data of Table 5, researcher found that out of 51 respondents, 13 finding YouTube more accessible will change their preferences and 24 might switch permanently to OTT platforms, showing a shift in consumer's preferences.

Interpretation: The result indicates that the calculated p-value is 0.028 which is greater than 0.05; thus, the null hypothesis was accepted and there is no significant relationship between threat of OTT towards YouTube and medium one finds easy to access.

In Table 6, out of 201 respondents, 75 (37.3%) find OTT as a threat to YouTube and 55 (27.4%) respondents just think that it might be a threat to YouTube in near future. Concentrating on the crosstabs data of Table 6, researcher found that out

Table. 5. Relationship between permanently switching to OTT for entertainment in future and ease of access of a medium

Switching permanently to OTT for entertainment in future		Which medium do you find easy to access?				
		Both	None of these	OTT platforms	YouTube	Total
Maybe	Count	30	0	16	24	70
	Switching permanently to OTT (%)	42.9	0.0	22.9	34.3	100.0
	Medium easy to access (%)	41.7	0.0	40.0	27.9	34.8
No	Count	24	1	6	49	80
	Switching permanently to OTT (%)	30.0	1.3	7.5	61.3	100.0
	Medium easy to access (%)	33.3	33.3	15.0	57.0	39.8
Yes	Count	18	2	18	13	51
	Switching permanently to OTT (%)	35.3	3.9	35.3	25.5	100.0
	Medium easy to access (%)	25.0	66.7	45.0	15.1	25.4
Total	Count	72	3	40	86	201
	Switching permanently to OTT (%)	35.8	1.5	19.9	42.8	100.0
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	28.505 ^a	6	0.000	0.000

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 0.76

Table 6: Relationship between threat of OTT towards YouTube and ease of access of a medium

OTT Platforms can be a threat to YouTube		Which medium do you find easy to access ?				
		Both	None of these	OTT platforms	YouTube	Total
Maybe	Count	17	0	12	26	55
	Medium easy to access (%)	23.6	0.0	30.0	30.2	27.4
No	Count	20	2	10	39	71
	Medium easy to access (%)	27.8	66.7	25.0	45.3	35.3
Yes	Count	35	1	18	21	75
	Medium easy to access (%)	48.6	33.3	45.0	24.4	37.3
Total	Count	72	3	40	86	201
	Medium easy to access (%)	100.0	100.0	100.0	100.0	100.0

Chi-square test

	Value	df	Asymptotic significance (2-sided)	Exact significance (2-sided)
Pearson Chi-Square	14.142 ^a	6	0.028	0.022

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 0.82.

of 75 only 21 respondents that consider YouTube as an easy-access platform said 'yes' OTT is a threat to YouTube.

Findings

- YouTube is a more convenient platform than OTT as users are able to access it without taking any subscription plan. Also, because it has a wide reach and larger database.
- The use of online platforms was more prevalent among students and employers.
- There was no correlation between gender and platform accessibility.
- The younger age group of 18–35 years has a greater impact on the growth of online-streaming platforms.
- When it comes to entertainment, content is the most valued factor by almost 80% of the respondents.
- Platform preferences and platform accessibility were found to have a highly statistically significant correlation as the p-value of 0.0001 was derived from the analysis.
- The most prominent devices for watching entertainment content are mobile phone and television.
- When compared to YouTube, OTT-platform content is more entertaining, establishing a close correlation between content and platform preference. Interestingly, 29.7% of the users who find YouTube much more accessible chose OTT content over YouTube's content.

- For brand marketing, platforms that use AVOD business models (YouTube) are better than those that use SVOD business models (OTT).
- The majority of consumers have subscribed to OTT-streaming services, while others are considering it.
- There is a significant relationship between consumer freedom and platform accessibility, with YouTube providing more consumer freedom than OTT by a very narrow margin making YouTube a more accessible platform to the customers in the competitive market.
- While watching videos for entertainment, people find advertisements irritating more than disturbing and entertaining.
- In the entertainment industry, fresh content on an OTT platform is acting as an influencer for platform preference by 51% of the respondents.
- 64.6% of the respondents believe that emerging OTT platforms will pose a future danger to YouTube.
- 70% of the respondents believed that people may become reliant on OTT for entertainment in the future.

Conclusion

The OTT platform is less appealing than YouTube because YouTube may be accessed without a subscription, which boosts YouTube's scalability. The study discovered that there is a significant association between platform preferences and platform accessibility. The product is promoted or advertised on YouTube, which uses the advertising

video-on-demand (AVOD) model. YouTube is more scalable than the OTT subscription video-on-demand (SVOD) model since it has already set and maintained a standard with its enormous reach, whereas OTT is not. In this study, we found that a large proportion of YouTube users also have OTT subscriptions, demonstrating the growth of OTT-streaming services.

To conclude, the data analysis represents that the preference of OTT platforms over YouTube is strongly influencing the entertainment industry which is threatening the existence of YouTube. Hence, we can say that the emergence of OTT platforms is posing a real competition and threat towards YouTube. However, YouTube is still a stronger platform for brand promotion given its scalability and reach. The p-value has also established the high correlation between platform accessibility and platform preferences among each other.

Limitations

This study has two significant limitations that could be addressed in future research. First, after gathering data, the researcher discovered that the respondent's option of "BOTH," which covered both YouTube and OTT as given along with other options such as OTT and; YouTube, was a major limitation of the study, since a proper comparison between the two could not be made. Second, due to time constraints, a small geographical area was covered with a small sample size.

Future scope of the study

The sample size for this study was small in comparison to the population that has access to streaming platforms for entertainment, larger samples could be used for comparison. There were a few secondary sources where data overlapped or mismatched, making it difficult to determine which data set should be cited in the research paper. Gathering responses from different geographical regions and conducting in-depth interviews can provide more information about the user's preferences. SWOT analysis can be used to provide a better understanding of the platforms' weaknesses and strengths, which can reveal a shift in future.

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Exploring the Use of Social Media Platforms among Political Leaders in Mizoram

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ABSTRACT

Politicians around the world have used social media as a tool of political campaigns to attract and influence the behaviour of voters. Politicians often hire and seek professional advice from media experts. The current research aims to investigate the usage of social media by political leaders of Mizoram, India. The paper attempts to study the pattern of social media usage and to identify the motivations of using social media platforms by political leaders. The data collection was done using a self-administered questionnaire during 2018–2019. A sample of 250 political leaders from five different political parties was chosen. The findings of the study show that the main motivation for using *Facebook* was to seek political and general information and also to see what others are up to. Motivation for using *Instagram* was to pass time and to see what others are up to. For using *YouTube*, it was entertainment, while the motivation for using *WhatsApp* was for personal messaging, to express thoughts and feelings, for internal communication, and to take part in discussions.

Keywords: Mizoram, Political leaders, Politics, Politicians, Social media platforms

Introduction

Using social media as a tool of political communication is becoming a phenomenon all over the world, especially in democratic countries like India. The most notable who effectively used social media was Barack Obama in his 2008 presidential election campaign (Smith, 2011). In Indian context, the review of the literature reveals that there are many studies regarding the use of social media platforms for political communication. Pathak (2014), in his study titled “A study on the use of social networking sites during Lok Sabha Elections-2014 by the Bharatiya Janata Party (BJP),” reveals that the BJP party successfully used social media platforms in promoting their party and the party president Narendra Modi. For persuading the youth, BJP and other political parties copied strategies used by US President Barack Obama’s 2012 presidential campaign, through Thunderclap, an online platform which facilitates to create viral content. After conducting an online survey, the author discovered that the BJP had more positive momentum on social networking sites. BJP leaders keep them up to date by using the internet to browse, post status updates, and express their personal opinions on global online forums. Social networking sites have grown to be

one of the biggest online platforms for sharing real-time information in the world today.

Studies have been done on how political parties and leaders are using or abusing social media effectively for political communication and to propagate their propaganda internationally and nationally. It is important to research and analyse how political leaders in Mizoram, India, use social media platforms because a thorough study on how they operate has not yet been concluded. This study will examine the use of social media platforms by political leaders in Mizoram. The study attempts to dissect how political leaders in Mizoram are using various social media platforms. It also focuses on the usage pattern of social media platforms by political leaders.

Social Media—Definition

Social media is the latest form of information technology which man has created. It has revolutionized the way we share information within a society. The term social media can be defined as “wide range of Internet-based and mobile services that allow users to take part in online exchanges and contribute user-created content” (Dewing, 2012). Another definition of social media is “internet-based

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software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts” (Kasturi & Vardhan, 2017).

Theoretical Background

The study employs uses and gratifications theory as its theoretical framework. Uses and Gratification theory initially emphasised on how audiences use media rather than how media affects audiences. Prior to this theory, scholars considered the media audience as being passive. The idea of passive media users entered a transition phase by the Uses and Gratifications theory, which was introduced in the early 1970s by Elihu Katz, Denis McQuail, and Michael Gurevitch. This theory concentrated on how audiences used media to live out their fantasy lives and to seek their other gratifications, or even to inform and educate themselves about the world and its people. It further relates media effects to the needs and activities of the audience and that the primary concern of the theory is on the selection, reception and nature of the response of audiences to the media.

Literature review

Social media helps political parties and candidates to reach mass voters more effectively in a short period of time. In contrast to traditional media, social media allows politicians to interact directly with potential voters. Social media allows political parties and candidates to share their beliefs, goals and accomplishments directly with voters, making them feel more directly involved with the campaign (Hendricks & Jr., 2010). It also allows candidates to give their supporters a behind-the-scenes view of their campaign and engagement could be more easily tracked.

These alternative forms of media also facilitate the collection of news, most relevant to crucial target groups. Political parties and politicians are aware of the possibility of engaging with citizens using social media platforms, such as those of *Facebook*, *Twitter*, blogs and so on (Hendricks & Jr., 2010).

The November 2008 US elections saw the success of utilizing social media platforms. Mr Obama was confident of embracing the social media as a campaign strategy, as he was already comfortable with the technology (Solop, 2010, p. 37). Chris Hughes, one of the founders of the most prominent social media sites *Facebook*, was among Obama’s campaign advisors in November, 2008. Chris Hughes’ major work is creating and maintaining an online social networking community, which has certain similarities to that of *Facebook* (Solop, 2010, p. 38).

Hughes created a website called “my.barackobama.com.” They successfully used this site in soliciting donations, organizing volunteers, and promoting Barack Obama. Over two million individuals had created profiles on “myBO” by the end of the campaign, and volunteers had “organised 200,000 offline events, formed 35,000 clubs, posted 400,000 blogs, and raised \$30 million on 70,000 personal fund-raising pages” (Solop, 2010, p. 38). Apart from this, Obama also used *Twitter* and *MySpace* as one of his campaign tools. There were only 3.5 million *Twitter* accounts worldwide at the time of November 2008 presidential elections and out of these accounts, Obama had about 118,000 followers (Solop, 2010, p. 40).

Golbeck *et al.* (2010), in their paper titled “*Twitter* Use by the US Congress”, attempted to find out how members of legislators, members of the United States Congress in particular, use *Twitter*. The authors read and coded 6,000 posts from all members of Congress using *Twitter*, which were divided into categories like information, locations and activities, official business, external communication, internal communication, personal message, request for action and fundraising. The researchers noted that informational postings are the most popular, accounting for more than half of all entries. According to their findings, members of the Congress employ *Twitter* as a tool for self-promotion.

Caplan (2013) in the article titled, ‘Social Media and Politics: *Twitter* Use in the Second Congressional District of Virginia’ studies how Republican Congress representative Scott Rigell and Democratic candidate Paul Hirschbiel in the 2nd Congressional District of Virginia cultivate *Twitter* to attract voters in the 2012 elections. Using content analysis, the study revealed that the two congressional candidates primarily used *Twitter* to post information and *tweet* about their current activity.

In the 2014 Indian Lok Sabha elections, the Bharatiya Janata Party extensively used social media platforms and their Prime Ministerial candidate Narendra Modi had the most number of followers on *Twitter* and most number of likes on his *Facebook* pages among all the other politicians (Narasimhamurthy, 2014; Wani & Alone, 2014).

Sven *et al.* (2017) investigated how politicians in four countries utilise *Facebook* and *Twitter* for populist goals, focusing on another aspect of the hybrid media system. It showed that social media allows populist actors to express their views and propagate their thoughts freely.

Focusing on the German federal election campaign 2013, Stier *et al.* (2018) looks at whether election candidates address the issues that matter most to the general public, and how much their communication

is influenced by *Facebook* and *Twitter*'s features.

Bright *et al.* (2019) used a new 6,000 observation panel data set from two British elections to evaluate three ideas relating social media to vote outcomes. Theories of how social media is affecting campaign and election processes are examined and improved using their findings.

In Mizoram, the region under examination for this study, the usage of social media as a tool for political campaigns came to light from an article in the *Economic Times*. It is reported that Rothuama Sailo who is a close friend of the party President of Zoram Nationalist Party mentioned that political parties in Mizoram have been using social media platforms and mobile phones to attract voters, especially the youths, in the 2013 Legislative Assembly Election (*Economic Times*, 2013).

A case study by Mishra and Krishnaswamy established that the 2013 assembly elections in Delhi were evidence that social media has the ability to influence political agenda. According to the study, the Aam Aadmi Party's success can be attributed to its active participation in social media during the election campaign. They regard social media as the latest revolution in political campaigning and electoral processes and utilise it to encourage participation, accountability, and transparency through dialogue and debate (Mishra & Krishnaswamy, 2015).

Richterich (2018) analysed the Facebook–Cambridge Analytica data scandal that was blown up in March 2018 by a subsequent report by 'The New York Times' and 'The Observer'. According to the report, the company obtained and used Facebook users' personal information without their permission. The company had to shut down in 2018 as a result of the scandal, which generated controversy. Cambridge Analytica Ltd (CA) was a British political consulting firm gathered data using data mining, data brokerage and data analysis with strategic communication during the elections process. Prior to this scandal, Cambridge Analytica Ltd. (CA) was reported to have participated in 44 US political races in 2014, the Ted Cruz presidential campaign in 2015, and the Donald Trump presidential campaign in the US (Richterich, 2018).

Filimonov *et al.* explored the Swedish political parties' campaigning activities on Instagram during the 2014 elections. The findings revealed that the platform was primarily utilised for broadcasting rather than for mobilisation. Top candidates were prominently featured in the parties' job postings, giving off a personalised impression. The majority of top candidates were presented in a political or professional setting. Finally, hybridised campaign tactics could be seen in half of the postings that were

examined (Filimonov, Russmann & Svensson, 2016).

There are several studies done in this area, but most of the studies are done in the American context. There are only a few studies in the Indian context. The review of literature reveals that research in this context in Mizoram is scarce. There is a significant research gap that has to be filled by this study.

Research objectives

- To evaluate the frequency and duration of using social media platforms among the respondents.
- To find out the usage pattern of social media platforms usage among the respondents.
- To explore the motivations of using social media platforms.
- To identify the most popular social media platforms used for political communication.

Research methodology

To meet the objectives, the study adopted a self-administered questionnaire survey method. A structured questionnaire was prepared and distributed to 250 political leaders. The data was collected using a self-administered questionnaire during 2018–2019. The respondents were selected for the study from four (4) registered political parties and one (1) unregistered political party. Five political parties, namely Mizo National Front, Mizoram Pradesh Congress Committee, Bharatiya Janata Party, Zoram People Movement and Peoples Representation for Identity and Status of Mizoram were selected using purposive sampling technique since they are the leading and the most active political parties in Mizoram. The collected data was tabulated and analysed using descriptive statistics. Motivations also known as gratifications sought to use social media platforms, i.e., Facebook, Instagram, YouTube and WhatsApp, were separately measured by the following twenty three (23) measurement items under five (5) categories of needs (cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs) developed by Katz, Gurevitch and Haas (1973). Cognitive need was measured by four items; seek political information, seek general information, see what others are up to and learn interesting things. Affective need was measured by three (3) items; express political thoughts and feelings, express general thoughts and feelings and have fun. Personal integrative need was measured by four (4) items; political campaign, posting political activities, posting official business and self-promotion. Social integrative need was measured using nine (9) items; share information with others, participate in political discussion, participate in general discussion, external communication, internal communications, bonding

with citizens, keep in touch with family and friends, personal message and give or receive advice. And, tension release need was measured by three (3) items; escape from feelings, pass time and entertainment. Each item was rated on a 5-point Likert scale, from (1) strongly disagree to (5) strongly agree. To identify the most salient motivations, a descriptive statistical study was performed for each social media platform.

Result

Demographic Variables of the Respondents

Table 1 illustrates the demographic variables of the respondents. Out of the total, 250 respondents,

Table 1: Frequency distribution of demographic variables

Values	Frequency	Percentage
<i>Gender</i>		
Male	222	88.8
Female	28	30.4
<i>Age</i>		
Below 30	2	0.8
30–40	36	14.4
40–50	76	30.4
50–60	67	26.8
Above 60	69	27.6
<i>Educational qualification</i>		
Below HSLC	5	2.0
HSLC or equivalent	37	14.8
HSSLC or equivalent	46	18.4
Bachelor's degree	94	37.6
Master's degree	32	12.8
Doctorate degree	16	6.4
Post-doctorate degree	2	0.8
<i>Designation/Position</i>		
Professional	18	7.2
Adviser	3	1.2
Chairman	4	1.6
Deputy CO	2	0.8
District President	5	2.0
General Secretary	28	11.2
Joint Secretary	5	2.0
MLA Official Candidate	93	37.2
Office Staff	5	2.0
Party Worker	52	20.8
President	4	1.6
Secretary	38	15.2
Treasurer	4	1.6
Vice Chairman	2	0.8
Vice President	5	2.0

MLAs (Member of Legislative Assembly) Official Candidate holds the majority (37.2%). Majority of the respondents were between the age group of 40–50 years old (30.4%). It is also apparent that most of the respondents were male (88.8%) while only 11.2% were female. Furthermore, Table 1 also shows educational qualifications of the respondents and majority of them have a Bachelor's degree (37.6%).

Social Media Platforms Usage Pattern among Respondents

Table 2 displays the different social media platforms used for political communication by the respondents. From the Table, it is evident that all of the respondents are using *WhatsApp* for political communication, 52% use *Facebook*, 18% use *Instagram* while only 5% use *Twitter* for political communication. The Table also shows that mobile phones are the most preferred device. Since all of the respondents chose only mobile phones, the other devices are not included in the Table.

Table 2: Frequency distribution of social media used for political communication and device preference of the respondents

Values	Frequency	Percentage
<i>Social media used</i>		
WhatsApp	250.0	100
Facebook	130.0	52
Instagram	45.0	18
Twitter	12.5	5
<i>Preferred device</i>		
Mobile Phone	250	100

Duration of Social Media Platforms used by the Respondents

Table 3 shows the duration of different social media platforms used by the respondents. From the Table, it is evident that 49.2% of the respondents have been using *Facebook* for 3 years or more and the majority of the respondents have been using

Table 3: Duration of social media platforms used by the respondents

Social media platforms	Duration of social media use			
	Less than 1 year	1 year	2 years	3 years or more
Facebook	14.4%	19.6%	16.8%	49.2%
Instagram	72.4%	6.8%	19.2%	1.6%
YouTube	57.6%	8.8%	14.4%	19.2%
WhatsApp	1.6%	3.6%	22.8%	72.0%

Table 4: Means and standard deviations for motivations for Facebook use

Motivations	Measurement items “I use <i>Facebook</i> to/for...”	Mean	SD
Cognitive needs	Seek political information	4.3	1.4
	Seek information (general)	4.3	1.4
	See what others are up to	3.5	1.5
	Learn interesting things	3.3	1.6
Affective needs	Express political thoughts and feelings	3.3	1.7
	Express general thoughts and feelings	3.1	1.5
	Have fun	1.8	0.5
Personal integrative needs	Political campaign	3.3	1.7
	Posting political activities	3.0	1.5
	Posting official business	2.9	1.5
	Self-promotion	2.7	1.4
Social integrative needs	Share information with others	3.2	1.6
	Participate in political discussion	3.3	1.7
	External communication	3.0	1.5
	Keep in touch with friends and family	3.3	1.5
	Participate in general discussions	3.2	1.6
	Bonding with citizen	2.9	1.5
	Give or receive advice	2.9	1.4
	Personal message	2.6	1.3
	Internal communication	2.5	1.3
Tension-release needs	Escape from feelings	1.8	0.5
	Entertainment	1.8	0.5
	Pass time	2.9	1.5

SD: Standard deviation

WhatsApp for 3 years or more. There are 19.2% of the respondents who have been using *YouTube* for 3 years or more and 1.6% who use *Instagram* for 3 years or more. From the table, *WhatsApp* and *Facebook* are used for the longest duration by the respondents.

Motivations for using Different Social Media Platforms

Table 4 represents the motivations. Among the cognitive needs measurement items; seek political information (M=4.3, SD=1.4) and seek general information (M=4.3, SD=1.4) had the strongest mean score. Seeing what others are up to (M=3.5, SD=1.5) and learning interesting things (M=3.5, SD=1.5) were also important items. Among the affective needs; expressing political thoughts and feelings (M=3.3, SD=1.7) and expressing general thoughts and feelings (M=3.1, SD=1.5) had the highest score.

Among the personal integrative needs measurement items; political campaign (M=3.3, SD=1.7) and posting political activities (M=3, SD=1.5) were the significant items. Among the

social integrative needs measurement items; keep in touch with friends and family (M=3.3, SD=1.5), participate in political discussion (M=3.3, SD=1.7), share information with others (M=3.2, SD=1.6), participate in general discussions (M=3.2, SD=1.6) and external communication (M=3, SD=1.5), were the most significant items. There were no significant items among the three (3) items under tension release needs.

Table 5 represents the mean score of *Instagram* use motivations (gratification sought). Cognitive need was measured by four items and among these four items only one item, i.e., see what others are up to (M=4.69, SD=0.775) had a significant score. There was no significant score in affective needs, personal integrative needs and social integrative needs measurement items. Lastly, tension release needs only pass time (M=3.69, SD=1.564) had a strong mean score.

Table 6 represents the mean score of *YouTube* use motivations (gratification sought). It is evident from the table that there was only one item, i.e., see what

Table 5: Means and standard deviations for motivations for Instagram use

Motivations	Measurement items "I use Instagram to/for..."	Mean	SD
Cognitive needs	See what others are up to	4.69	0.775
	Seek general information	2.01	1.137
	Seek political information	1.96	1.113
	Learn interesting things	1.95	1.063
Affective needs	Express general thoughts and feelings	1.63	0.596
	Have fun	1.81	0.898
	Express political thoughts and feelings	1.64	0.632
Personal integrative needs	Posting Political activities	1.74	0.808
	Posting official business	1.74	0.808
	Political campaign	1.74	0.811
	Self-promotion	1.73	0.785
Social integrative needs	Share information with others	1.65	0.637
	Bonding with citizen	1.70	0.745
	External communication	1.63	0.603
	Personal message	1.76	0.862
	Give or receive advice	1.61	0.513
	Internal communication	1.6	0.523
	Keep in touch with friends and family	1.96	1.136
	Participate in political discussion	1.59	0.516
	Participate in general discussions	1.59	0.493
Tension release needs	Escape from feelings	1.60	0.499
	Entertainment	1.89	0.961
	Pass time	3.69	1.564

SD: Standard deviation

others are up to ($M=3.5$, $SD=1.6$) that was considered as significant among the items in cognitive needs. There were no important scores among the items in affective needs, personal integrative needs and social integrative needs. However, entertainment ($M=4.6$, $SD=1.1$) and pass time ($M=3.7$, $SD=1.6$) had a significant score among the three (3) items under tension release needs.

Table 7 represents the mean score of *WhatsApp* use motivations (gratification sought). Among the cognitive needs measurement items; seek political information ($M=4.9$, $SD=0.3$), seek general information ($M=4.9$, $SD=0.3$), learn interesting things ($M=4.8$, $SD=0.3$) had the highest scores. Among the measurement items under the affective needs; express general thoughts and feelings ($M=4.9$, $SD=0.3$) and express political thoughts and feelings ($M=4.9$, $SD=0.3$) were the most salient items.

Among the personal integrative needs, political campaign ($M=4.9$, $SD=0.3$), posting location and political activities ($M=4.6$, $SD=0.8$), posting official business ($M=4.6$, $SD=0.8$) and self-promotion

($M=4.5$, $SD=0.9$) were the most important ones. Among the social integrative needs measurement items, personal message ($M=4.9$, $SD=0.3$), internal communication ($M=4.9$, $SD=0.3$), participate in general discussion ($M=4.9$, $SD=0.3$), keep in touch with friends and family ($M=4.8$, $SD=0.4$), give or receive advice ($M=4.8$, $SD=0.6$), external communication ($M=4.7$, $SD=0.6$), share information with others ($M=4.9$, $SD=0.3$), bonding with citizen ($M=4.7$, $SD=0.7$) and participate in political discussion ($M=4.9$, $SD=0.3$) had the strongest scores. There were no important scores found among the tension release needs measurement items.

Key findings

Among the respondents, the majority of them are MLA Official Candidates (37.2%). Majority of the respondents are found to be between 40–50 years of age (30.4%). Male 88.8% is the dominant gender while female is only 11.2%. The study also found out that the majority of the respondents' level of education is bachelors' degree (37.6%).

Table 6: Means and standard deviations for motivations for YouTube use

Motivations	Measurement items “I use YouTube to/for…”	Mean	SD
Cognitive needs	Seek general information	1.8	0.9
	Seek political information	1.7	0.9
	Learn interesting things	1.9	1.1
	See what others are up to	3.5	1.6
Affective needs	Express political thoughts and feelings	1.5	0.5
	Have fun	1.7	0.9
	Express general thoughts and feelings	1.5	0.5
Personal integrative needs	Political campaign	1.5	0.5
	Posting location and political activities	1.5	0.5
	Posting official business	1.5	0.5
	Self-promotion as a politician	1.5	0.5
Social integrative needs	Give or receive advice	1.5	0.5
	Participate in general discussions	1.5	0.5
	Participate in political discussion	1.5	0.5
	Bonding with citizen	1.5	0.5
	Internal communication	1.5	0.5
	External communication	1.5	0.5
	Keep in touch with friends and family	1.5	0.5
	Share information with others	1.5	0.5
Tension release needs	Pass time	3.7	1.6
	Escape from feelings	1.6	0.5
	Entertainment	4.6	1.1

SD: Standard deviation

Among social media platforms, the respondents use *WhatsApp* (100%), *Facebook* (52%), *Instagram* (18%) and *Twitter* (5%) for political communication. All of the 250 respondents reported that mobile phones are their preferred device to access social media platforms.

Cognitive needs: The study reveals that the main reason behind using *Facebook* was to seek information including political information. The respondents also use *Facebook* to see what others are up to and also to learn other things beside news and information. *Instagram* is used to see what others are up to. *YouTube* is also used to see what others are up to. The results also suggest that the respondents use *WhatsApp* to seek general and political information, and to learn interesting things.

Affective needs: The study found out that the questionnaire respondents are using *Facebook* to express their thoughts and feelings that includes both general and political. Apart from *Facebook* the questionnaire respondents also use *WhatsApp* to express general and political thoughts and feelings.

Personal integrative needs: The survey

questionnaire respondents use *Facebook* for political campaigns and to post political activities. *WhatsApp* is also used for political campaigns, posting location and political activities, posting official business and for self-promotion.

Social integrative needs: The current study also found out that the respondents mainly use *Facebook* to keep in touch with friends and family, participate in both political and general discussions, and share information with others and for communication with people who were not a member of their party. *WhatsApp* is used for personal messages for communication within and outside their party, to participate in general and political discussions, to keep in touch with friends and family, give or receive advice, to share information with others and to bond with citizens.

Tension release needs: *Instagram* is mainly used to pass time. The respondents also use *YouTube* to pass time and for entertainment.

Conclusion

Political leaders turn to *WhatsApp* and *Facebook*

Table 7: Means and standard deviations for motivations for *WhatsApp* use

Motivations	Measurement items "I use <i>WhatsApp</i> to/for..."	Mean	SD
Cognitive needs	Seek political information	4.9	0.3
	Seek general information	4.9	0.3
	Learn interesting things	4.8	0.4
	See what others are up to	1.8	0.6
Affective needs	Have fun	1.8	0.5
	Express general thoughts and feelings	4.9	0.3
	Express political thoughts and feelings	4.9	0.3
Personal integrative needs	Political campaign	4.9	0.3
	Posting location and political activities	4.6	0.8
	Posting official business	4.6	0.8
	Self-promotion as a politician	4.5	0.9
Social integrative needs	Personal message	4.9	0.3
	Internal communication	4.9	0.3
	Participate in general discussions	4.9	0.3
	Keep in touch with friends and family	4.8	0.4
	Give or receive advice	4.8	0.6
	External communication	4.7	0.6
	Share information with others	4.9	0.3
	Bonding with citizen	4.7	0.7
	Participate in political discussion	4.9	0.3
Tension release needs	Entertainment	1.8	0.5
	Escape from feelings	1.8	0.6
	Pass time	1.8	0.6

SD: Standard deviation

mainly for cognitive needs. They are using both *WhatsApp* and *Facebook* to acquire information including politics. They also turn to *Facebook* and *WhatsApp* to satisfy their affective needs that include using *WhatsApp* and *Facebook* as a platform to express their thoughts and feelings on issues including politics and other issues. To satisfy their personal integrative needs political leaders also use *WhatsApp* and *Facebook*.

WhatsApp and *Facebook* are used predominantly for political campaigns, for posting locations, official business and activities. For self-promotion, they use *WhatsApp* which is very surprising because in other parts of the country and in other parts of the world, political leaders are using other social media platforms such as *Facebook* and *Twitter* to promote themselves. To satisfy their social integrative needs political leaders in Mizoram are using *Facebook* and *WhatsApp*.

They use *Facebook* and *WhatsApp* for communication within their party and also to communicate with people outside their fellow party

members. The data also reveals that *Instagram* and *YouTube* are used only to seek out their tension release needs, i.e., they use *Instagram* to pass time and *YouTube* for entertainment. *Instagram* and *YouTube* are for namesake only and majority of them rarely use it. It is very surprising to see that the political parties and the political leaders in Mizoram are hardly using *Twitter*. *Twitter* is a popular platform meant for political communication. Although there are restrictions in traditional election campaigning, the political parties have not yet figured out the strength of social media and have not all used it to influence the voters.

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APPENDIX Questionnaire

SECTION 1 - DEMOGRAPHIC PROFILE

- | | |
|---|---|
| <p>1. Survey No.</p> <p>2. Political Party Affiliation</p> <p>3. Designation in the party</p> <p>4. Please tick your gender</p> <p style="padding-left: 20px;">Male</p> <p style="padding-left: 20px;">Female</p> <p style="padding-left: 20px;">Others</p> <p>5. Please tick your age group</p> <p style="padding-left: 20px;">Below 30</p> <p style="padding-left: 20px;">30–40</p> <p style="padding-left: 20px;">40–50</p> <p style="padding-left: 20px;">50–60</p> <p style="padding-left: 20px;">Above 60</p> <p>6. Please tick your educational qualification</p> <p style="padding-left: 20px;">Below HSLC</p> <p style="padding-left: 20px;">HSLC or equivalent</p> <p style="padding-left: 20px;">HSSLC or equivalent</p> <p style="padding-left: 20px;">Bachelor's degree</p> <p style="padding-left: 20px;">Master's degree</p> <p style="padding-left: 20px;">Doctorate degree/Post-doctorate degree</p> <p style="padding-left: 20px;">Professional</p> <p>7. I did not have any education</p> <p style="padding-left: 20px;">Single</p> <p style="padding-left: 20px;">Married</p> <p>8. Who introduce you to social media platforms?</p> <p style="padding-left: 20px;">Friends</p> <p style="padding-left: 20px;">Family</p> <p style="padding-left: 20px;">Colleagues</p> <p style="padding-left: 20px;">I don't remember</p> <p>9. Which is your preferred device for accessing social media platforms?</p> <p style="padding-left: 20px;">Mobile phone</p> <p style="padding-left: 20px;">Desktop</p> <p style="padding-left: 20px;">Laptop</p> <p style="padding-left: 20px;">Others</p> | <p>10. Which of the following social media do you think is the most effective medium for political campaign?</p> <p style="padding-left: 20px;">Friendster</p> <p style="padding-left: 20px;">Google</p> <p style="padding-left: 20px;">Facebook</p> <p style="padding-left: 20px;">Tumblr</p> <p style="padding-left: 20px;">WhatsApp</p> <p style="padding-left: 20px;">Flickr</p> <p style="padding-left: 20px;">Instagram</p> <p style="padding-left: 20px;">YouTube</p> <p style="padding-left: 20px;">Twitter</p> <p style="padding-left: 20px;">LinkedIn</p> <p style="padding-left: 20px;">Pinterest</p> <p>11. Which of the following social media do you use for political communication?</p> <p style="padding-left: 20px;">Friendster</p> <p style="padding-left: 20px;">Facebook</p> <p style="padding-left: 20px;">WhatsApp</p> <p style="padding-left: 20px;">Instagram</p> <p style="padding-left: 20px;">YouTube</p> <p style="padding-left: 20px;">Twitter</p> <p style="padding-left: 20px;">LinkedIn</p> <p style="padding-left: 20px;">Pinterest</p> <p style="padding-left: 20px;">Google</p> <p style="padding-left: 20px;">Tumblr</p> <p style="padding-left: 20px;">Flickr</p> <p>12. Which mass media do you think is the best medium for political campaign?</p> <p style="padding-left: 20px;">Print Media</p> <p style="padding-left: 20px;">Television</p> <p style="padding-left: 20px;">Radio</p> <p style="padding-left: 20px;">Social Media</p> |
|---|---|

SECTION 2 - FREQUENCY OF SOCIAL MEDIA USE

1. How long have you been using social media platforms?

Social Media	<1 year	1 year	2 years	>3 years
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Platforms

Facebook

Instagram

WhatsApp

YouTube

2. How often do you access the following social media?

Social Media	Always connected	Once a day	Several times a day	Several times a week	Several times a month	Rarely
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Facebook

Instagram

WhatsApp

YouTube

SECTION 3 - GRATIFICATION SOUGHT

1. I use Facebook to/for

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal Message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

2. I use Instagram to/for

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

3. I use YouTube to/for

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

4. I use WhatsApp to/for

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal Message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

SECTION 4 - GRATIFICATION OBTAINED

1. Using Facebook helps me to/in

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

2. Using Instagram help me to/in

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion as a politician					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express my political thoughts and feelings					
Keep in touch with friends and family					
Personal message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from my feelings					
Have fun					
Entertained					
See what others are up to					
Pass time					
Express my thoughts and feelings (general)					

3. YouTube helps me to/in

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					

4. Using WhatsApp help me to/in

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Self-promotion					
Posting location and political activities					
Posting official business					
Bonding with citizen					
External Communication					
Internal Communication					
Seek Political Information					
Political campaign					
Participate in political discussion					
Express political thoughts and feelings					
Keep in touch with friends and family					
Personal Message					
Seek information (general)					
Participate in discussion (general)					
Share information with others					
Learn interesting things					
Give or receive advice					
Escape from feelings					
Have fun					
Entertainment					
See what others are up to					
Pass time					
Express thoughts and feelings (general)					



Persuading Voters through Aristotelian Rhetoric in Indian Lok Sabha Election 2019: A Content Analysis of Official YouTube Campaigns

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ABSTRACT

It is observed that blending of logos, ethos and pathos lead to a successful argument; therefore, it is widely practiced in various areas like marketing, advertising, public relations, political discourses and political campaigns. Persuading voters is a crucial pre-electoral stage towards winning the election in a democratic setup. Emotional appeals, logical discussions and communicator's image for electoral campaign are considered as mobilising factors for voters. Deliberately or indeliberately, logos, ethos and pathos are used while preparing an electoral campaign. This paper aims to analyse the audio-visual electoral campaigns of the winning party of Indian Lok Sabha elections 2019, in the light of Aristotelian rhetoric, and also tries to derive the most persuading rhetoric factor to gain votes.

Keywords: Electoral campaign, Ethos, Indian Lok Sabha election 2019, Logos, Pathos, Aristotelian rhetoric

Introduction

In a democracy, government is “of the people, for the people and by the people” –Abraham Lincoln. Further, competition is another aspect of democracy. Different political parties and their leaders compete with each other. Hence, without winning the favourable opinion of the masses, it is difficult for government, leaders, and political parties (Mosco, 1996) to sustain in the democratic system. All these try to gain the support of masses. Communication is also an essential component of the democratic process. Through communication, people or voters are persuaded. There are many models and theories given by social, political and communication scholars that have identified as well as explained the elements of persuasive communication process.

Communication has been subjected to numerous and divergent conceptualisations since long. Various definitions have been given by scholars that highlight the different aspects and functions of the communication process and its elements. Most of the definitions agree that communication is persuasive and seeks to obtain desirable response to what is being transmitted to audience or viewers. Sequence of events is important to get the proper platform to initiate the communication process. Here, connotation of event is a kind occasion where communication takes place. Further, contextual approach to meaning in communication activities is also important in

persuasive communication.

Mass communication is the most important form of communication to persuade as well as mobilise voters by leaders and political parties towards their intended goals in democracy. Various political thinkers and communication scholars have identified the significance and role play of the persuasive communication in a democratic setup (Mosco, 1996). Among these, the Greek philosopher, Aristotle, is considered the first political thinker in the West to give immense importance to rhetoric in public speaking. Aristotle articulated the persuasive communication in his famous treatise ‘Rhetoric’. In ‘Rhetoric’, he explained the communication process and its elements through his model which is considered the first model of communication. He described the important aspect of persuasive communication as Ethos, Logos and Pathos. The Greek term ‘Ethos’ is synonymous to credibility or trust. Literal meaning of Logos is logical and Pathos is emotional appeal or sentimental stroke. Describing these three modes, Aristotle underlined that logos, ethos and pathos work well in congruence to make the communication persuasive and effective. In simple words, Aristotle suggests that an effective persuasion needs the credibility of the speaker or leader; further, whatever is spoken by the speaker or disseminated as message should be logical and the message as well as gesture of the speaker should have the element and

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feel of emotion also that generate emotional appeal or empathy in the audience.

This study is an effort to revisit the Aristotelian rhetoric as persuasive communication principle in contemporary socio political scenario. The study tries to throw light on how the voters were persuaded in the general Lok Sabha Election of India in the year 2019. The study partakes the content analysis of the campaign videos available on official YouTube channel of the winning political party and attempts to analyse how Logos, Ethos and Pathos are employed in electoral campaigns in Indian Lok Sabha Election, 2019.

Review of literature

Keeping in view the aims of the study, review of the relevant literature has been done to substantiate the idea of the study and its conceptual framework. The review of literature suggests that, in political discourses, persuasive communication is a must. Persuasive communication is an art and a science which requires the proper strategy to be adopted by the speaker in public discourse, particularly in political discourse.

Persuasion is fundamental in any public policy debate. "In public discourse the engaged parties display any means available to persuade audience to support and identify with opinion of interest" (Ko, 2015). Persuasive communication facilitates to convince and alter predisposition and subjective belief of audiences/voters through rational arguments towards particular political issues. Aristotelian rhetoric is an art and a science to vow the audience and get favourable support. Aristotelian model of communication is a well-known and accepted principle in the field of mass communication. It is regarded as one of the various concepts of persuasive communication. It is based on three components: Ethos, Pathos and Logos and all these have their own importance. The role of these and the weight-age given to these three depends on the strategy of communication are being decided by the communication tactic planner or the speaker.

The article (Ko, 2015) describes the Ethos as an ethical appeal of the orator, Logos as logical appeal that stresses reason and logic, and Pathos as an emotional appeal that is appealing to the sentiments and emotions of audiences.

Higgins and Walker (2012) in their article asserted the three components of rhetoric as three distinct appeals which persuade the target audience. Each of these appeals constructs intersect persuasive appeals to credibility, reason and emotion. Ethos denotes credibility; Logos denotes reason; and Pathos is considered as emotional appeal (Higgins & Walker,

2012).

Dalman (2017) says that words can be made effectually dominant with the help of Aristotle's three persuasive appeals of rhetoric. 'Persuasion in communication process depends on the three prerequisites, i.e., Ethos—the moral fibre of the speaker and the intent of the speaker should appear trustworthy, on the evidence/facts provided by the words that is called Logos and putting the audience in the appropriate poignant state that is Pathos.'

According to Wrobel (2015), "There are three divisions of oratory: political, forensic and ceremonial. Political speaking urges to do or not to do something. Forensic speaking is either attack or to defend a person and the ceremonial oratory either praises or censures somebody."

Lippmann (2010) looks at how stereotype and self-interest guide public opinion, and how images and preconceptions affect the information received from the media. Morality, philosophy and political point of view supply to build perception.

Rapp (2022) explains the structure of rhetoric in speech. Verbal communication can persuade through the character (ethos) of the speaker, the emotional state (pathos) and the argument (logos). He also elaborates that Aristotle's rhetoric is used as a support to those who are going to address a public audience.

Bartlett (2019) outlines that, for many years, Aristotle's "Art of Rhetoric" has been the widely accepted practice in persuasive speeches. As a persuasive art, Aristotle discusses Logos, Ethos and Pathos as the three rhetorical modes of persuasion and necessary parts of a successful speech. Aristotle defends rhetoric as an art, a vital instrument for deliberative politics, and a persuasive tool.

The review of the literature reveals the intricacies of the important components of the Aristotelian rhetoric. The review also suggests the importance of Aristotle's rhetoric in public discourses and lay foundation to conceptualise the basic idea of the study.

Research gap

Aristotle's "Art of Rhetoric" has been the widely practiced art in persuasive speeches. As a persuasive art, Aristotle talks about the three rhetorical modes of persuasion and necessary parts of a successful speech—the Logos, the Ethos and the Pathos. Aristotle supports rhetoric as a vital instrument of politics for public persuasion (Bartlett, 2019). The researchers try to revisit Aristotelian rhetoric as essentials of persuasive communication in a contemporary socio-political scenario and focus their study on how the voters were persuaded in the general Indian Lok Sabha Election (2019) by using Logos, Ethos and

Pathos in the election campaign by winning party. Researchers have gone through the online available literature, specifically research articles/papers, news articles, talks and discussions. Also, the online libraries were searched to find out the related materials. But, not such evidences were found which can match the undertaken study area for the given time frame, i.e., July 2018 to June 2019. Here, researchers find the gap to extend the new knowledge in the domain of mass communication.

Research methodology

Primarily, descriptive research design and content analysis method had been chosen for the study. For this purpose, content analysis of YouTube video of the campaigns of the winning political party, i.e., Bharatiya Janata Party (BJP) had been done. Focusing on the following objectives of the study, a purposive sampling technique was adopted.

Objectives of the study are:

- To analyse the use of logos, ethos and pathos in the election campaigns of the winning political party of Indian Lok Sabha elections, 2019.
- To understand the relevance of Aristotle’s rhetoric in the present political context, with reference to the last general Lok Sabha election of India, 2019.
- To study the most contributory rhetoric factor in election campaigns to persuade voters.

While going through the official YouTube channel of BJP (the winning party), 13 playlists containing specific campaign materials for Lok Sabha election, 2019, were found. For the sample, the top video from each playlist had been selected on the basis of the highest number of views till the date of data retrieved, i.e., 19th June 2021 to 21st June, 2021. For 2019 Lok Sabha elections election campaign commenced almost an year before; therefore, to have maximum number of sample, the time frame of the study has been opted from July 2018 to June 2019, that is the time frame of pre-election and the time of new government formed. As India is a multi-lingual country, videos are made or translated in different vernacular languages; therefore, to narrow down the focal point, only videos in Hindi have been chosen for the analysis. 12 playlists out of 14 are found in Hindi language, this also substantiates the sample size.

Analysis of data

As a sample size, a total of 13 videos are selected from the universe, i.e., 14 playlists contain a total of 150 videos. Two playlists are found in animated and one in web series category. Here, the web series

category has been dropped as it had a totally different genre. An analysis table for each selected video is prepared to derive the meaning and to dissect the video on the basis of rhetoric triad (logos, ethos and pathos).

Linguistic approach as well as visual aesthetics is considered as a foundation for analysis. Selected videos are segregated and analysed in the same order in which the playlists are available on selected YouTube channel in Table 1. Data have been retrieved from 19th June 2021 to 21 June 2021 to minimise the difference in counting of total views/seen of particular video.

In this study, following points are considered as the foundation of rhetoric analysis of linguistics as well as visual approach:

- The language used to sensitize emotional quotient of the audience, words used like ‘we and our’ connects the audience with the speaker, and so are considered as Pathos.
- Language used to portray credibility, trust, moral values and good image of the speaker and making use of words like ‘I and my’ frequently are considered to depict the strong personality of the speaker. Direct comparison of tasks with previous governments to establish good image is related to image building, hence, considered as Ethos.
- Data used to explain the plans, prospective solutions of core issues, and comparison of tasks through data, references of studies, case studies, statistics and use of metaphors are associated with logical approach of communiqué, thus, considered as Logos. Here, linguistics means dialogue and voice over used in the video and visual appeal means portrayal of sense as cinematic aesthetics.

Result of analysis

On the basis of data categorised in aforementioned table the following analysis Tables, i.e. Table 2 and 3 are prepared, chart is also used to present the retrieved analysis. Number of views of selected videos are calculated on the basis of total numbers of ‘yes’ count for each rhetoric element.

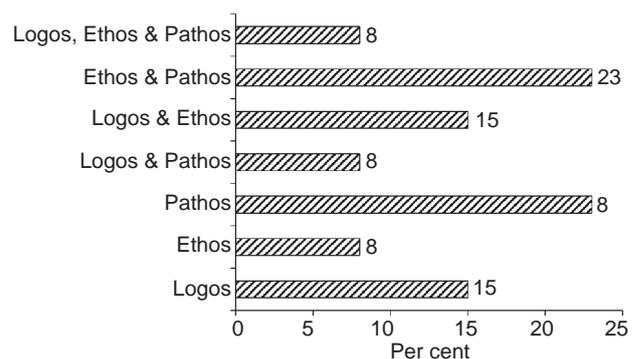


Fig. 1: Linguistic approach

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P &E mix
1	2	3	4	5	6	7	8	9	10
<p>Playlist Name: "Hum Modi ji ko chun rahe hain" (We are electing Modi Ji) Selected Video out of 16: "Fir ek baar mazboot chaulkidar, fir ek baar modi sarkar" (once again robust guard, once again Modi government) Views: 77,22,701</p>	<p>Plot</p> <p>Linguistics details</p> <p>Visual appeal</p>	<p>41 sec. duration. Common middle class people in small hair cutting saloon talking on Modi's appeal against terrorists Modi dares to challenge the terrorist. Who will take care if something happens to him? We will vote for him to strengthen him Common public thinks about safety of the brave leader. Hence, appeals to vote again for Modi</p>		y					
<p>Playlist Name: "Dilli ke dil me hai Modi" (Modi in the heart of Delhi) Selected Video out of 5: "Dilli ke dil me hai imandari, Dilli ke dil me hai Modi" (Honesty is in the heart of Delhi, Modi occupies this heart of Delhi), Delhi is the capital of India) Views: 334K</p>	<p>Plot</p> <p>Linguistics details</p> <p>Visual appeal</p>	<p>40 sec. duration. Common middle class people in a canteen talking about previous government's corruption and thinking of Modi's previous tasks Previous govt. handshakes with corrupts. Modi is running corruption free Govt. He knows our grief Common public compares the two regimes and develops a soft corner and enthusiasm for Modi on account of corruption-free image. Hence, appeals to vote for Modi on honesty</p>					y		
<p>Playlist Name: "Animated Series # PhirEkBaarModiSarkar" (once again Modi Govt.) Selected Video out of 20: "Ye rishtedaaron ki team javegi haar..#PhirEkBaarModiSarkar" (The team of relatives will be defeated.# once again Modi Govt.) Views:1,59,08,355</p>	<p>Plot</p> <p>Linguistics details</p>	<p>26 sec. duration. Animated video, animated characters playing final football match. All the players of the opposite team are relatives but Modi's team makes goal to defeat. Uncle passes the ball to nephew, nephew to aunt. The goal keeper and the elder uncle keep wondering and could not save the goal</p>						y	

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P & E mix
1	2	3	4	5	6	7	8	9	10
	Visual appeal	Opponent parties are making coalition to defeat the Modi party. Modi party denoted as a team of guard wins by 5/0 in the match. This shows strong leadership that even coalition can't do anything.	y						
	Plot	60 sec. duration. Lyrical video. The lyrics are sung by different sections of people of the country, i.e., sports persons, old age, businessmen, farmers, teachers, students, housewives, etc. shows Modi is doing feet wash of elderly women to pay respect and to connect.							
	Linguistics details	Strikes on terrorism but need to destroy it. Country decided to never bow before anyone. Modi is determined to serve farmers and poor. Hence, all the countrymen say together, once again Modi Govt.						y	
	Visual appeal	Different sections of people from pan India sing the lyrics. Strong leadership fighting with terrorism cares for farmers and poor. People are filled with enthusiasm to elect Modi again.							y
	Plot	6 sec. duration. Manifesto of one of the single agenda, Modi's picture with voice over "minimum wages of labours will be increased"							
	Visual appeal	6 sec. duration. Manifesto of one of the single agenda, Modi's picture with voice over "minimum wages of labours will be increased"							
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	Visual appeal	6 sec. duration. Manifesto of one of the single agenda, Modi's picture with voice over "minimum wages of labours will be increased"							

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P&E mix
1	2	3	4	5	6	7	8	9	10
“badhayenge shramikon ka nyuntam vetan, Phir Ek Baar Modi Sarkar” (minimum wages of labours will be increased, once again Modi Govt.) Views: 26,748	Linguistics details Visual appeal	Minimum wages of labours will be increased, Once again Modi Govt. Number of labours in the country is quite good. This manifesto is to cater to the primary need of labourers. Background- a poster with Modi’s picture and party’s emblem (lotus flower)			y			y	
Playlist Name: “Matdan karna bhi hai desh bhakti” (casting vote is also patriotism.) Selected Video out of 5: “bina ek ghotale ke 5 saal sarkar chalna, vo hai desh bhakti- matdan karna bhi hai desh bhakti” (5 years of govt. without any scam is patriotism and casting vote is also patriotism) Views: 4,04,700	Plot Linguistics details Visual appeal	31 sec. duration. Lower middle-class people talking of scam, having tea and reading newspaper that who will with in the election? Who will win, patriotism, means- 5 years’ term without any scam. No scam in news means Modi Lower middle-class fed up with scams of other govt. Now decided to cast their vote as a symbol of patriotism. Background- original lotus flower in the hands of public ended with party’s poster picture							y
Playlist Name: “Bansi Lal ji ka Parivar- Web Series” (Family of Bansi Lal-Web series) Selected episode out of 5: “Episode 3- exam de main” (episode 3 on exam day) Views: 36,115	Plot	5.56 min. duration, Web series made on middle-class family facing day-to-day problem persists in the society. Clash between a father and a son, daughter on employment issue and typical Indian middle-class mentality. Scene examination day of the daughter and interview day of the son. Note: Absence of any BJP or Modi signs and symbols in all the 5 episodes.							

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P &E mix
1	2	3	4	5	6	7	8	9	10
	Linguistics details	In the morning: Mother prays to God to pass her daughter. Daughter replies that God helps those who help themselves. Father asks son to reach on time for the interview as roads are bad; son replies that time has changed, now the roads are good. In the evening: father scolds son as he did not go for the interview. Daughter replies that her brother wants to start a business. Heated conversation that middle-class cannot think of business risks. Son revolts on middle-class tag and thinking. Son thinks of his determination. Middle-class family setup. Routine life with thinking of low money, exam, unemployment, etc. Youth (son) wants to come out from middle-class thinking and see favourable conditions to start his business and feels many more good things around. Portrays favourable change in the society.							
	Plot	10 sec. duration. Manifesto of one of the single agenda, Modi's picture with voice over "30 Cr. Youth to get monetary business loan without guarantee"							
	Linguistics details	Large number of youths will get loan for business without guarantee, Once again Modi Govt.							
	Playlist Name: "phir ek baar Modi sarkar- Manifesto (Once again Modi govt.-Manifesto) Selected episode out of 16: "bina guarantee mudra loan" (without guarantee loan) Views: 59,491								
	Visual appeal								y

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis							
			L	E	P	L&P	L&E	E&P	L, P&E mix	
1	2	3	4	5	6	7	8	9	10	
	Visual appeal	This manifesto is to cater the primary need of unemployed youth. Background- a poster with Modi's picture and party's emblem (lotus flower)							y	
	Plot	50 sec. duration. Middle-class youth is talking about subsistence of honesty in Modi's regime on a nukkad tea shop. The latecomer friend explains the cause to his second friend waiting for him to go to the film.								y
	Linguistics details	Friend- I am happy to get my challan for wrong U turn. Other friend-why? I tried to bribe but challan was already done, means everything is going fine in Modi's regime.								
	Visual appeal	Middle-class youth happy to feel prevailing honesty besides they face tight administration. Background- portrays abolition of corruption from the country. Vote for Modi is the only tagline.								y
	Plot	46 sec. duration. Lower-class house in village. Talk between old mother on walker and her son regarding commute to cast vote. Talks about previous work of Modi that lower class people can also enjoy the dignity in Modi's regime. Mother starts for voting with her walker.								
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(Contd...)

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	Video details	Data analysis	Rhetoric analysis							
			L	E	P	L&P	L&E	E&P	L, P & E mix	
1	2	3	4	5	6	7	8	9	10	
	Linguistics details	<p>Son- In this old age, why you are going for vote. Mother- earlier your mother used to go for toilet in open, and collects firewood from jungle in this age even. But Modi solved these issues to care and respect the dignity of poor women. Hence, he should be repeated. Son agreed and joins her. v/o let's reiterate the development, let's make the govt. again.</p> <p>Lower class feels the dignified lifestyle in the previous regime of Modi, hence, they have affection for Modi and want the regime to be repeated.</p> <p>Background- portrays care for poise for poor women. Party poster same.</p>							y	
	Visual appeal									y
	<p>Playlist Name: "Namumkin ab mumkin hai" (Impossible is now possible.) Selected Video out of 10: "kisi ne socha nahi, aisa badlav aayega, udhar chai pine wala apni dukan kholega- kam kare jo ummid usi se ho" (who thought about such a change that even a tea borrower will open his own shop- anticipation for whom, who works) Views: 12,99,731</p>	<p>2.01 min. duration, Two lower-middle class young friends returned to their village after 2 years and look for their third friend Rakesh. They go into a flashback and think that Rakesh did not join them to go to the city for a job even after repeated suggestions and calls. He used to lend a cup of tea. They order some cold drink from a decent grocery shop and pity for his old friend. Suddenly, his friend Rakesh appears as the shop owner and smiles with pride. They proudly think of Rakesh's ascent.</p>								

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P&E mix
1	2	3	4	5	6	7	8	9	10
	Linguistics details	Friends- How many times we called Rakesh to city for some small job like peon, driver, etc. but he did not come. How much for this cold drink, they asked the shopkeeper. Rakesh- I cannot take money from my friends. V/o- Who thought about such a change that even a tea borrower will open his own shop. Everywhere, there is new hope in last 5 years. Anticipation for whom, who works. Lower class youth in a village feels the change of development and opportunity at their doorstep. Background- portrays care for youths' prospects. Party campaign poster written on India's inner voice.			y				
	Visual appeal								y
	Plot	43 sec. duration, A common girl (single shot) uses the abusive words said by opponent parties for the existing Prime Minister Modi and countermove on opponents that they are abusing to hide their incompetency. Young girl- speaks abuses used by opponent with anger and countermove- public will not forgive you for your terrible abuse to honest and patriotic Modi. Common peoples' tone of voice as admiration for Modi. Anger, monochrome affect, single shot. No background poster and party logo.						y	
	Linguistics details								
	Visual appeal								y
	Playlist Name: "Janta maaf nahi karegi" (Public will never exonerate.) Selected Video out of 4: "Apni naakami chupane ko ek imandaar, desh bhakt pradhan mantri ik izzat uchalne walon, # Janta maaf nahi karegi" (Abusing a honest and patriotic Prime Minister to hide your incompetency, public will not forgive) Views: 13,789								

(Contd...)

Table 1

	Video details	Data analysis	Rhetoric analysis						
			L	E	P	L&P	L&E	E&P	L, P & E mix
1	2	3	4	5	6	7	8	9	10
<p>Playlist Name: Achievements Selected animated Video out of 5: Here are the jobs Views: 1,877</p>									
<p>Plot</p> <p>1:13 min. duration Animated video, animated sketch of Modi appears first, then achievements data of last 5-year term being presented. More than 3 lakh village entrepreneurs are running common service centre and, in turn, creating jobs. 9 crore toilets have been built in 5 lakh + villages. The ongoing highway projects are expected to create 50 crore man days. Who are working on these projects? Aliens? This is new India with new possibilities and more opportunities. Animation with sketches to substantiate the typed words. A very small party logo on right corner of the screen. No background appeal.</p>									
<p>Linguistics details</p> <p>Visual appeal</p>									
<p>L– Logos; E– Ethos; P– Pathos; L&P– Logos & Pathos; E&L– Ethos & Pathos; E&P– Ethos & Pathos; L, E&P– Logos, Ethos & Pathos mix</p>									

Table 2: Linguistic approach

	Rhetoric analysis						
	Logos	Ethos	Pathos	Logos & Pathos	Logos & Ethos	Ethos & Pathos	Logo, Pathos & Ethos blended
Yes count	2	1	3	1	2	3	1
Total number of views	37,982	7,72,270	13,85,970	4,04,700	41,58,274	1,59,66,067	4,04,29,857

Table 3: Visual appeal

	Rhetoric analysis						
	Logos	Ethos	Pathos	Logos & Pathos	Logos & Ethos	Ethos & Pathos	Logo, Pathos & Ethos blended
Yes count	Nil	Nil	Nil	1	4	4	4
Total no. of views	Nil	Nil	Nil	36115	16648932	7822729	45588785

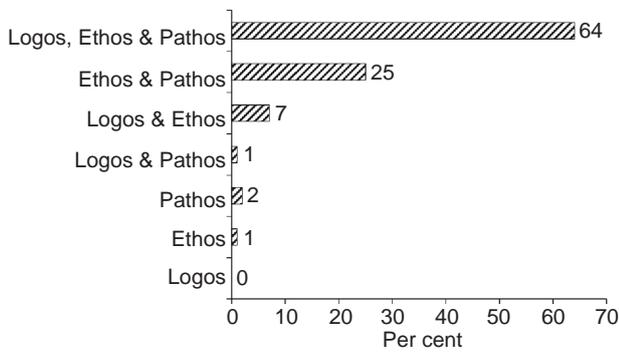


Fig. 2: Linguistic Approach

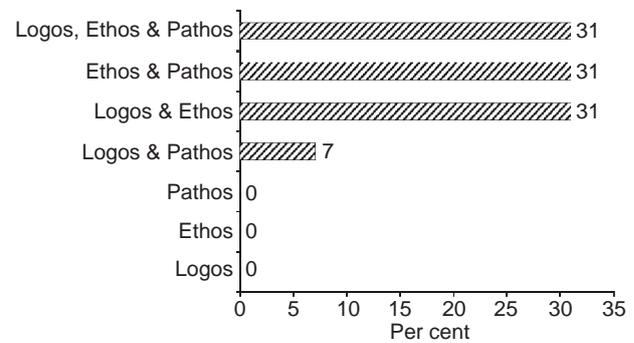


Fig. 3: Visual appeal

While going through the rhetoric analysis of linguistic approach, Table 2 reveals that out of 13 videos, only 3 videos comprise the wholesome element of pathos and 3 videos comprise the blended ethos and pathos element. As per the percentage distribution in Figure 1, the rhetoric component pathos and ethos + pathos combined carve up 23% and 23%, respectively. Here, it is derived that the rhetoric constituent pathos and blended ethos + pathos were the most important factor to persuade the voters. Lingo comprising mainly logos and ethos shows less importance in persuasion having 15% and 8% of share, respectively, in the chart. Whereas, in terms of number of videos viewed/seen, 64% is by the videos consisting blend of all, i.e., logos, pathos and ethos as exhibited in Figure 2. It also means that majority of public prefer those videos which are a mix of logos, ethos and pathos. The second important rhetoric element is ethos and pathos combined as it shares 25% of viewership. The interesting information derived from Figure 2 is the videos purely based on logos gained 0% of viewership which also means, voters gave least preference to the mere logical appeal while making their voting decision whereas, emotional appeal (pathos) and leaders' image/credibility (ethos) played an important role in influencing the voters.

The decisive information derived from Table 3 is that visual appeal in the videos which are not based on any of the rhetoric triad independently, i.e., singly logos, ethos and pathos are found *nil* in visual appeal segment. Logos and pathos section gets only one video with 7% of share (Fig. 3). Rest 3 elements get equal amount of yes count for videos, i.e., 4 each and have equal of 31% of share, as exhibited in Figure

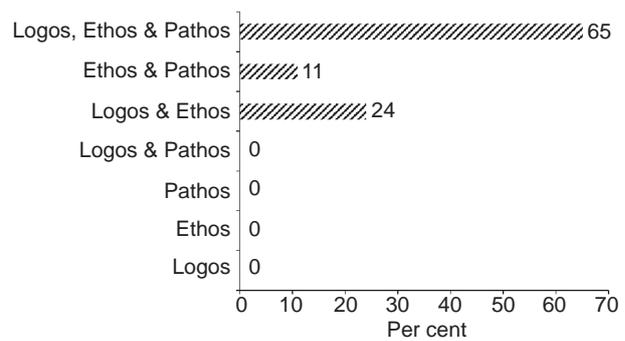


Fig. 4. Rhetoric on Number of Views

3. Here, the visual appeal blended with logos, ethos and pathos gains 65% (Fig. 4) in terms of viewership which is followed by logos + ethos with 24% and ethos + pathos with 11%, respectively.

Conclusion

The study explores that the age-old thought of Aristotle's rhetoric for persuasive communication is still found to be relevant in contemporary political milieu. The three components of rhetoric triad, i.e., logos, ethos and pathos, are the important elements of persuasive and influential communication. The study shows that rhetoric was used in both the forms of communication—the verbal communication and the non-verbal communication. The study reveals that rhetoric triad works well when it is used in combination for election campaigns. Deliberately or indeliberately, logos, ethos and pathos were mixed while communicating to the public during election campaign. Espousing totalitarian approach of the piece of information retrieved in the result, it is found that mostly used rhetoric component for audio visual campaign material to persuade voters

in Lok Sabha elections, 2019 was Ethos and Pathos together, whereas most viewed rhetoric component was the combination of Logos, Ethos and Pathos. It is also found that all the three components of rhetoric triad were used across the overall video campaigns to pursue and convince the voters. The study also advocates that blended use of Logos, Ethos and Pathos was effective to gain attention of the target public and able to turn their opinion in the favour of the selected political party. As per the analysis of the data, it is revealed that Aristotle's rhetoric model is still relevant in persuasive communication.

Hence, the piece of information which can also be drawn from the study is that Indian voters pay more heed to the Ethos and Pathos while being persuaded by election campaigns. Selecting any single element of Aristotle's rhetoric for communication rarely influences the audience whereas mixed approach is found to be effective for persuading the audience/voters.

Limitations

Any study has its own limitations as it focuses on objectives formed as well as the variables available and selected for the study. Thus, besides the YouTube as selected for sample size, the campaign videos were also broadcast on many other platforms like TV, cinema halls, Facebook, WhatsApp, etc. As the study was based on content analysis, it is left for further studies if the Aristotle's rhetoric triad was deliberately used in preparing video campaigns by the winning political party. Exact dissection of logos, ethos and pathos from any form of communiqué is hypothetical and is part of psycho-linguistic domain.

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Reception of Counter-Stereotype Advertising

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ABSTRACT

The portrayal of gender roles in advertising has gone through changes over the years. Previous studies in the field of gender-role portrayals mainly focused on the female-centric approach. Recent advertisers are concerned about breaking the gender stereotype in household affairs. The counter-stereotype portrayal is in trend and the highlight is on the equal portrayal of gender roles in household affairs. Online advertisements of BIBA, Ariel and Sabhyata have experimented with the narratives to highlight the need for equal gender-role portrayal in household affairs. The study has focused on how both females and males perceive the advertising content; also, an effort has been made to understand how the female and male genders interpret the intended message of the selected commercials. The study will be helpful to bridge the gap by adding the interpretation process of both genders in the context of Indian commercials.

Keywords: Counter-stereotype advertisements, Indian commercials, Gender-role portrayal, Reception, Social awareness, Promoting gender equality

Introduction

The social structure determines gender roles (Eagly, 1987). Traditionally, within a family, a man has to go for earnings whereas a woman's function is limited to a homemaker (Parsons & Bales, 1955; Williams & Best, 1982). The recent trend in the gender-role portrayal in advertisements has drawn the attention of scholars from various countries. Counter-stereotype characterisation provides positive associations among people who accept new ideas and evokes negativity among stereotyped individuals or groups (Pedulla, 2014). Media raises awareness for counter-stereotyped gender-role portrayal (Mastro, 2015; Tukachinsky, Mastro, & Yarchi, 2015). The success of media literacy training for promoting counter-stereotype racial and ethnic identity largely depends on the interpretation of the mediated text (Scharer & Ramasubramanian, 2015). The content-specific study focuses on the counter-stereotype portrayal of men in female-gendered channels (Daalmans *et al.*, 2017). Stereotype gender-role portrayal is shown for political contestants (male and female) for developing a negative image of the opponent. Future reception study of voters needs to be conducted to examine how they interpret attacking voting campaign messages (Cassese & Holman, 2018). Studying counter-stereotype portrayal has

become a new genre of studies in the field of mediated gender portrayal. New counter-stereotype gender studies are free from monotonous stereotypical gender portrayals in different media platforms.

On the other hand, Indian researchers have started exploring the counter-stereotype portrayals of gender roles in recent Indian advertisements, though much of the attention has been given to the female role portrayals in advertisements. Advertisements promote disrespect towards women, spread uncultured values and promote physical attraction as an instrument to increase product's demand (Krishana *et al.*, 2015). The ultrathin attractive female model in advertisements creates low self-esteem among female respondents (Das & Sharma, 2016). Female stereotype dominates the majority of Indian product and service advertisements (Kumari & Shivani, 2015). The trend has shifted a little with the portrayal of women in supervisory roles in corporate sectors (Bharadwaj & Mehta, 2017).

The focus of Indian advertisements has gone through several changes in terms of concept. The challenging areas in gender draw the attention of the advertisers highlighting the counter-stereotype gender issues. The new trend needs to be analysed from the Indian audience's perspective as the role of media is to literate the society with positive vibes.

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Also, the media raises awareness for good and spreads concern for bad practices. Indian advertisements have taken the burden of promoting counter-stereotype concepts. It raises the necessity to study the reception of those mediated messages among researchers.

Review of literature

Krishana *et al.* (2015) studied women's portrayal and its effect on cultural values. The result showed that advertisements promote disrespect towards women, spread uncultured values and highlight the female body to increase product demands. A suggestion was made so a comparative analysis of gender-role portrayal in advertisements could add a deeper insight to future studies.

Das (2016) studied the portrayal of women in Indian television advertisements. A qualitative approach was followed to analyse the content of advertisements and a quantitative approach was adopted by the researcher to survey the audiences. The findings mainly supported the stereotypical portrayal of women in television advertisements; somewhere they had been portrayed as the decision maker of decorative products.

Das and Sharma (2016) explored young girls' perception of the portrayal of ultra-thin beautiful models in Indian TV advertisements. A maximum percentage of the young college-going respondents agreed that advertisements prioritised young and perfectly shaped models. Unconsciously, it created low self-esteem among them. Respondents refused to follow stereotypically perfect body-shaped women as their role models.

Taneja (2016) measured the portrayal of male and female characters in Indian television advertisements. Advertisements were chosen from the entertainment channels like Colors, Sony and Zee. The conclusion was drawn that the stereotypical portrayal of gender was less shown in Indian television commercials.

Sindhushree (2018) studied racial stereotype advertisements, and how those advertisements influence the behaviour and belief system of the youth in Mysore. The research revealed that the fairness commercials influenced society's opinion relating to racism, obsession and fascination towards fair skin.

Kumari and Shivani (2015) examined the portrayal of women in contemporary Indian magazine- and television advertisements. The result highlighted female stereotyping domination in Indian advertising. Predominantly, females were the endorser of household products. In addition, young female models were in the maximum number for brand promotion. A suggestion was made that advertisers need to change the stereotypical portrayal

of a woman because the Indian mindset was heading towards the counter-stereotype gender-role behaviour.

Bharadwaj and Mehta (2017) examined the effect of Indian television commercials that depicted Indian women as having a supervisory role in their corporate jobs. The result suggested the need to promote counter-stereotype occupation through advertisements. But the traditional portrayal of a woman could not be overlooked.

Shaw (2018) studied the female and male gender-role portrayal in contemporary Indian advertisements. Advertisements of brands like BIBA, Lloyd Havells, and TITAN were included to study gender-role portrayals. The result revealed that the advertisers promoted gender equality, mutual respect and mutual understanding among people.

Dwivedy *et al.* (2009) studied the Indian audience's responses to the categories of traditional, neutral and non-traditional gender-role portrayals in the India Today, Outlook, The Week, Man's World, Maxim and The Man magazines. The measuring dimensions to study portrayals were attractiveness, meaningfulness, and vitality of the male and the female character. Results revealed that neutral gender-role portrayals received more appreciation whereas non-traditional portrayals were subjected to be disliked. The transition from traditional gender role attitudes was supported more by female respondents.

Theoretical framework

Reception Theory: The approach of the current study is to examine how audiences perceive and interpret counter-stereotype gender roles in advertisements. Media reception research emphasised the deep study of audiences as 'interpretative communities' (Lindlof, 1988).

According to Denis McQuail (2016) in the context of the culturalist (reception) tradition of audience research, the media text has to be 'read' through the perceptions of its audience, which constructs meanings and pleasures from the media text offered (and these are never fixed or predictable). The notion of the 'active audience' was initiated to replace the early understanding of audiences as passive decoders of information (Hibbert *et al.*, 2007). Stuart Hall's (1974/1980) encoding and decoding model emphasises the stages of transformation through which any media message passes on the way from its origin to its reception and interpretation. The intended meaning is built into (encoded) symbolic content in both open and concealed ways that are hard to resist; the possibilities for rejecting or re-interpreting the intended message remain there. Receivers (decoders) are not obliged to accept

messages as sent. They decode depending on their own experience and outlook. Media messages are always open and 'polysemic' and are interpreted according to the context and culture of the receivers.

Research objectives

- To study the perception of audiences towards counter-stereotype advertisements.
- To study how male and female respondents comprehend the counter-stereotype advertising content.

Research methodology

The study focuses on audiences' responses towards counter-stereotype advertisements. To conduct the study, a two-stage approach was used to understand audiences' response patterns towards gender roles in counter-stereotype advertisements.

At first, the characteristics of the advertisements were identified and later field studies supported the perception study (Ebren & Celik, 2011). The qualitative interviewing method was adopted to understand the perception of the audience (Raftopoulou, 2007). The perception also included an in-depth understanding of attitudes, beliefs, views, behaviours and motivation of people in a particular social context. The qualitative approach in research has been considered the most appropriate in this regard (McQuail, 2016).

Snowball sampling was used to collect respondents (Ebren & Celik, 2011). Snowball sampling "yields a study sample through referrals made among people who share or know of others who possess some characteristics that are of research interest" (Biernacki & Waldorf, 1981).

Forty individuals were selected for the study. 20 of the respondents were male and 20 were female. The interview started with one individual known to the researcher. Later, other willing participants were recommended to be a part of the study. All respondents were doctoral fellows of Jawaharlal Nehru University, Delhi. Respondents from diversified disciplines participated in the study. The participation was voluntary. Prior to the interview, a semi-structured interview questionnaire was prepared to keep track of the interview. The questions were based on the studies by Ebren and Celik (2011). The participants were shown three video clips of BIBA (#Change is Beautiful), Sabhyata (#Let's Celebrate the Change) and Ariel (#Share the Load) as a stimulus to start with the discussion and understand viewpoints, beliefs, and perceptions regarding counter-stereotype advertisements.

Data analysis

The advertisements are related to the theme of the study. The contents promote equal participation in household chores irrespective of gender.

Characteristic Features	Advertisement-1 (BIBA- Change is Beautiful)	Advertisement-2 (Sabhyata- Celebrate the Change)	Advertisement-3 (Ariel- Share the Load)
Format	Slice of life, Relationship, Equal gender-role portrayal, Problem and solution	Slice of life, Relationship, Equal gender-role portrayal, Problem and solution	Slice of life, Problem and solution
Brand/Product	Awareness of gender equality	Awareness of gender equality	Awareness of gender equality
Music	No major (Indian classical instrumental to match the scene)	No major (Light background instrumental music to match the scene)	No major (Light background instrumental to set the mood)
Humour	No	Yes	No
Pace	Moderate	Moderate	Moderate
Presenter/Production	Realistic	Realistic	Realistic
Character	Celebrity	Celebrity	Non-celebrity
Appeals	Product appeals (Attractive ethnic wear for male and female) Emotional Appeal (Mood alteration, care, respect)	Product appeals (Attractive ethnic wear for male and female) Emotional Appeal (fun, joy care, valuing relationships)	Product appeals (None) Emotional Appeal (Mood alteration, care, respect, understanding)

*Theme of Advertisement 1***BIBA- Change is Beautiful**

The advertisement begins with an arranged-marriage setting where the girl prepares her mind to meet with the prospective groom's family who has arrived at her home. The girl is not sure about marriage to someone whom she does not know. She has confronted the dilemma with her dad. The twist comes after the boy's parents decided the girl to be their daughter-in-law. The girl's father wants to know whether the boy is having expertise in household chores. The change reflects in the boy's tone who has offered the in-law family to visit his house after a few days till then he will learn something to cook. The commercial ends with the positive slogan "Change is Beautiful".

The BIBA advertisement presents a slice of life. The problem and solution approach from the boy's end reflects that the stereotype approach is needed to be changed. The concept of a perfect girl for a traditional arranged marriage has also been challenged here. Valuing relationships and equal contributions to household duties need to be accepted.

The brand BIBA focuses more on raising awareness towards gender equality rather than promoting the product. Emotional appeals are employed to trigger the content.

*Theme of Advertisement 2***Sabhyata - Celebrate the Change**

In the Sabhyata advertisement, a slice of life is presented. The commercial opens with regular morning activities in a household. The mother-in-law is angry with the daughter-in-law as she did not prepare morning tea for family members. She complains the same to his son and threatens to call the girl's family if she behaves improperly. To avoid conflict, the boy himself prepares the tea. The twist comes when the commercial reveals the secret plan between the mother-in-law and the daughter-in-law to engage the boy in household activities. The entire story has been presented with a humorous appeal which caught the attention of audiences. Also, the commercial ends with a positive note "Let's celebrate the change".

Real-life complicated situations have been presented with a humorous appeal. The acceptance of change has been promoted throughout the content. The brand focuses on raising awareness of gender equality in household matters.

*Theme for Advertisement 3***Ariel - Share the Load**

The commercial starts with a telephonic conversation between the mother and the daughter.

The daughter has informed her mother that she is unable to manage office and household work together. She has decided to leave the job. The mother convinces her not to leave work as she is progressing wonderfully in her career. Also, the mother gets disappointed to know that the son-in-law does not know the household work. Immediately, she notices that her son is also not aware of household work as he cannot even put his clothes in order. She realises the importance of teaching her son the household work and advises her daughter to think over her decision.

The content promotes equal sharing of household loads and the necessity to teach household tasks irrespective of gender. The product gets very little attention rather awareness is focused on. Besides, the moderate-paced commercial includes all scenes from a real-life situation. Mood alteration, care, and respect—all are available throughout the commercial.

Findings

In this section, the interpretation of the audiences has been analysed. The finding part includes interpretation related to the commercials, brand, product, content, experience, strategies and formats of the advertising.

Commercial, product and brand evaluation

The commercial comes up with a positive attitude change among women and men in general when it comes to managing the household as well as office tasks. Positive features of the commercial grab the attention of the audience. In this frame, a female audience commented in response to Ariel's commercial:

"It is a thought-provoking advertisement." (female)

"Boys must learn household works." (male)

The content of the advertisement is also having a positive notation towards social change as the work culture is forwarding fast:

"High time to cultivate household-work learning among men." (female)

"Men and women must contribute in household works as they contribute equally in professional work." (male)

It has been noticed that the product or the brand is given less importance by the female respondents

"Oh, really, they advertised the product." (female)

"I didn't notice any brand; my entire focus was on the content." (female)

"The brand didn't notice much of my attention." (male)

Also, the respondents added that the advertisements are filled with emotional appeal, especially with reference to BIBA:

“Mood alteration, roller-coaster ride of emotions and positive attitude of the boy towards household works, altogether amazed me a lot.” (female)

“Filled with emotions.” (male)

More significantly, respondents link the cultural elements with the commercial and highlight the need for change.

“Arranged marriage concept is likely to be there, but looking for a traditional perfect bride concept needs to be revisited.” (female)

“Men and women must have an equal contribution in household work.” (male)

It was noticed that the format and strategy of the Ariel commercial were appreciated by the respondents.

“Two-minute advertisement focused on the household patriarchy and explained the need for change at the grassroot level.” (male)

“The narrative used in the advertisement is worthy enough to be shared with patriarchal mindset people.” (female)

It is seen that the appreciation related to the content came from the female side as some of them had been affected directly by patriarchal norms.

“The society should practice gender equality in every sense.” (female)

“The girl must have a choice.” (female)

“Men must contribute in household works so that the women can relax after returning from office.” (female)

Overall, it can be said that the commercial is having a positive appeal in delivering the message. Sharing equal responsibility in household chores is the primary objective of the commercial. The nature and burden of work need to be shared.

Interpretation of strategies and formats

Advertisement is an interesting medium to share information, raise awareness and advertise a product. A creative advertisement catches the attention of a diversified audience. In this reference, the BIBA advertisement was very traditional in its setting.

“The twist came when the girl’s father asked his would-be son-in-law whether he could prepare food.” (female)

“The boy accepted the challenge eagerly.” (male)

“Indeed, the idea is innovative.” (female)

The necessity for the transition from traditional to equal household chore sharing is visible in the Sabhyata commercial.

“The twist was at the end.” (male)

“So funny, the man became a fool.” (male)

“Good to see that the mother understood the gap.” (female)

“A perfect bond between the daughter-in-law and

the mother-in-law.” (female)

The Ariel commercial is also sharing the same concept but from a female-centric approach.

“Everywhere the problem remains same.” (female)

“Finally, the realisation came from the mother’s side.” (female)

“Hard-hitting part came at the front.” (male)

The advertisers experimented with the content and the audiences are accepting the new format and strategies of the commercials.

The Effect of Commercial

Most of the male and female respondents have a positive attitude towards the commercial. They share the willingness to respect and adopt equal load sharing of household chores. For example, a respondent expressed the effect of advertisement as:

“Incorrect behaviour needs to be rectified to secure future generation.” (female)

“The effect is subtle,” (female)

“It generates a positive feeling in me.” (male)

Within this framework, a few respondents were in doubt about the effect of the commercial.

“Only a 2-minute advertisement; no idea whether it will generate any impact.” (female)

“Women are keen on doing regular household chores, not finding relevance.” (male)

“I do have a doubt about the impact.” (female)

Relating to the significance of the advertisement, each respondent has agreed that commercials are very significant in the present scenario.

“The message is meaningful.” (male)

“High time to learn to share the load.” (female)

It is clearly shown that the respondents have agreed that the advertisements are impactful. The magnitude of the impact needs to be studied as the advertisements are short and female centric. It has been suggested to portray a man in the counter-stereotype role.

Interpretation of the Meaningfulness

The audience agreed that the content of the commercial is meaningful. The content promotes gender role equal representation in homely/household affairs. A male audience has added:

“We must think how the future can be made better. This should be our technical approach, constructive approach.” (male)

“Initially, it looks like the advertisement is for some social part, but then at the end, we get to see, oh, this is about something else. So, they were not too much related. So, the advertisement is more of a social message.” (male)

The female audience supported the meaningfulness

of the content and shared their personal experiences.

“Yes, in my, house, my mother is working. My sisters and cousins, they're also working. So, for some, it's a good thing that the partners are helping; for some, but it's not, sometimes it's, it's like, it's not, it's a partial thing.” (female)

“Yeah! Seen in my family and even in my society, I know some people, so this is what I think they should learn. And, also at my place, if a man does household chores, it is considered shameful which is not an admirable act. I think it's about gender equality.” (female)

“Yeah, it's very significant because these commercials make you think that participating in household activities is engaging and interesting.” (female)

The majority of the audience agreed that the content of the commercial is meaningful and shares a positive approach towards life.

Identification with the Experience

It has been noticed that both genders have experienced inequality in their life relating to household affairs. They have considered the dominance of unequal gender role distribution in household affairs. In this respect, the audience's comments on the BIBA advertisement can be analysed as:

“The desire for a perfect daughter-in-law is everywhere.” (female)

“My husband is very supportive in household affairs rather he takes care of most of the things.” (female)

“I do believe in sharing the same load.” (male)

In a similar way, the audience connects themselves with the content of the Ariel commercial.

“My mom always forces me to be indulged into household things whenever I remain at home. Nowadays, I prefer to stay inside the campus even on vacations.” (female)

“My sister remains busy in laundry and cooking stuff, though I am at home sitting idle.” (male)

“We must learn to take household responsibilities.” (male)

Throughout the evaluation, the audience (irrespective of gender) focused on the necessity of equal contribution in household chores. Also, the advertisement reinforces that the female must take responsibility to teach a boy about the importance of equal sharing at a tender age.

Sharing Content with Others

Audiences were asked whether they would like to share the content of the commercials with peers, siblings, and family members. All agreed that the

content was worth sharing with conservative-mindset people.

“Yeah, sure. At least new ideas are a talking point now. It opens a topic for discussion, like, which usually gets brushed aside, right.” (female)

“It's not a single person. It's like whole, like people you are staying with, they are also coming together and understanding you, which doesn't happen usually. So, I think, definitely sharing is important.” (female)

“Yeah, sure. Of course, especially the male. Being progressive and being sensitive towards women. I mean, in our society, women are expected to give more all the time, so we should be more sensitive that she's also human, meaning, like men. So, yeah, and also sharing equal energy.” (male)

“Yes, I would be happy to do that. And I think I can see. I meet a lot of people from all ideologies, from different universities. I'm telling you, 95% of the boys will be very appreciative of this.” (male)

Especially the BIBA advertisement got more attention in this context:

“Good that girl's voice is being heard”. (male)

Conclusion

The chosen advertisements reflect the idea of the counter-stereotype gender-role behaviour throughout the content. The tagline of commercials promotes and celebrates the change. The change reflects in the behaviour of the characters. The commercials highlight the need for equal participation in decision-making and sharing household work. The special highlight is on mothers who must teach their sons to learn household activities with their daughters together from an early age.

The whole study focuses on understanding how individual perceives the content of the commercials. The reception theory identifies that a decoder can decode the meaning depending on social, cultural and psychological factors. The majority of the respondents (including male and female) decoded that the prime motto of each commercial was to raise awareness for gender equality rather than promoting the product. Very few respondents noticed the brand or the product as the product or the brand was not much in the limelight. The catchy storyline grabbed the entire attention.

The content shared a slice of life and gives lessons for valuing relationships, maintaining gender role balance and seeking a solution together for household challenges. The themes had been presented in an innovative way. Emotional and positive appeals were added to grab the attention of the audience. The audience also experienced an emotional journey throughout the presentation. Instead of direct pointing

to the stereotypical mindset of the audiences, the need for a subtle change in conservative mindset was the focus of the advertisers, which was the most desired interpretation by the female respondents.

The audiences identified the need of sharing the content of counter-stereotype gender-role portrayal advertisements among family members, friends and colleagues. The platform communicated issues like gender equality in a creative way. The female audiences added that the advertisements were thought provoking while the men claimed that the time has come to take equal responsibility in household chores as the work is not gender specific. A lot of appraisals came for the content as they were crisp and pointed. Also, the narration was very engaging, even for a shorter period, people are bound to ponder upon the content. However, the effect of the commercials bagged criticism from a few female audiences.

The female and male respondents agreed that the content was worth sharing amongst a majority of people as the imbalance was prevalent in our society. For confirming the same, a few of the respondents shared their personal experiences. The importance of equal gender role sharing in household chores was a matter of proper guidance since childhood. With the media intervention, the process could go further and would be fast enough. The change was shown in a subtle and constructive way for better acceptance, the addition was made by a female respondent.

Overall, it can be concluded that the main motto of the advertisements is easily understandable to both male and female respondents. The narratives have been decoded depending on the personal experiences of female and male respondents.

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Advertisement Links

https://www.youtube.com/watch?v=aS_wwC8P12I

<https://www.youtube.com/watch?v=t7I9OoXTVtk>

<https://www.youtube.com/watch?v=8QD1v8kfwIM>

Appendix: Ready-made Questions

Questions about Audience Reception of Counter-Stereotype Advertisements

This study was conducted by a doctoral fellow at the Centre for Media Studies, Jawaharlal Nehru University. The recorded answers will be used for analysis purpose, and the personal details will not be shared with others. Thank you for your participation.

Demographic details

Gender : Female/Male
Age :
Education :
Profession :

Attached Questions

1. What is described in the advertisement?
2. What did you first notice about this advertisement? What caught your attention?
3. What kind of feelings do you have when you watch these advertisements?
4. Is the message of the advertisement meaningful/significant to you?
5. What types of values and ideals do you think are expressed in the advertisement that you noticed? Do you feel these reflect your own?
6. Which components caught your attention in terms of visual-audial elements in the advertisement?
7. How do you describe the product?
8. Are you able to relate these advertisements to any situation in your life?
9. Would you like to share the advertisement's contents with others? Why would you like to share?
10. What types of information are expressed/presented in the advertisements?



Role of Community Radio in Creating Gender Sensitisation among the Female Listeners in Kerala, India

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ABSTRACT

Appreciative of the role of Community Radios (CR) in giving voice to the marginalised sections, women being the most prominent among them, many NGOs, voluntary organisations, and women's groups in India have entered the broadcast scenario. Most of the CR stations in the country are committed to women empowerment through programs aimed for capacity-building and training. Against this background, the present study investigates the perceived influence of CR on a critical area of empowerment, among rural women in Kerala, a southern state in India. For this quantitative study, the researchers sampled the rural female listeners of three active CR stations namely Radio *Mattoli*, *Ahalia Voice*, and *Radio Benziger* located in northern, central, and southern parts of the state to measure the perceived impact of the demographic specifics and CR listening patterns on gender sensitisation. Data were collected using the survey method (N=264). The result shows mixed relations existing between gender sensitisation and different variables.

Keywords: Community radio, Demographic variables, Participatory communication, Gender sensitisation, Listening pattern, Women in Kerala

Introduction

Gender equality is an essential context and precondition (UNICEF, 2010) and a core objective of development (Rajshree, 2016; Devi, 2017). A fundamental component of democratic citizenship, gender equality stems from the advancement of human rights, infringement of which hinders the achievement of development goals (Bugeja, 2008). Essentially, gender is the way societies distinguish men and women and assign them to gender roles (Bhasin, 2000). As a social construct and a fundamental organizing principle, it determines the processes of production and reproduction, consumption and distribution, states FAO (2004). Gender sensitivity is the ability to acknowledge and highlight existing gender issues, concerns, and inequalities, as well as include them in strategies and actions (Heng, 2010).

While gender sensitisation is the intent, gender equality can be considered as the result. In terms of gender sensitivity, the European Institute for Gender Equality defines it as the ability to recognize and respond to societal and cultural factors that contribute to gender-based exclusion and discrimination in a variety of spheres of public and private life. This entails changing the stereotype mindset of men and

women, a mindset that strongly believes that men and women operate in socially different environments due to their unequal status (Roy, 2017). The rapid changes that occurred in the 21st century have transformed the role of women, both within the family and in society. They began handling decisive positions and acquired the prominence to have a dominant say in national and international matters. Still, when gender becomes the prime factor for determining the division of duties and responsibilities, freedom to involve in political and public spheres, access to resources, etc., obvious bias and disparities exist in most societies.

Gender equality and the necessity to support it has been recognized internationally by the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) of 1979, the Beijing Platform for Action (1995), the Millennium Development Goals (2000), and the 2030 Agenda for Sustainable Development. India's 11th Five Year Plan has identified the necessity of inclusive growth and recognizes women as agents of sustained socio-economic growth and change. Yet, of all human rights violations, the most systematic, widespread, and entrenched is the denial of equality to women (MacBride *et al.*, 1980). Although human rights are essential for the development of national and

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international economic and social systems and for maintaining peace and security on the international stage, (Bazdan as cited in Letunic & Dragicevic, 2014), the fact that gender discrepancies exist relentlessly in every nation is underlined by UNDP (2020).

Media images of sexes can significantly influence people's perceptions of gender by perpetuating unrealistic, stereotypical and limiting images (Wood, 2009). Gender stereotypes created and carried by mainstream media intervene with the thought process of women and so it is imperative to have a decentralized and democratic media conduit that promotes their true participation. Often, radio is described as a female medium due to the intimate relationship women have with it as listeners, and of the program content devised by or for them (Mitchell, 2008).

A radio station that serves marginalized or excluded communities can be one of the most effective ways to provide them with a voice that is vital to communication in development and community radio does that (Gumucio Dagrón, 2001). The participatory communication paradigm aims for integrating the features of both monologic and dialogic modes of communication for a media system that informs, persuades, explores and empowers (Thomas & Mefalopulos, 2009). Participatory in nature, community radios promote the involvement of stakeholders which is crucial for the development to be long-lasting. Gender is a major aspect of CR projects launched by community-based initiatives. In most of the CR stations, women handle both administrative and production roles. They also form a substantial portion of listeners as well. Being the prominent among minorities, programs for empowering women are given priority by most CR stations.

Literature review

Chege and Sifuna (2006) have opined that development efforts to be effective need to be backed by gender-specific research, awareness, and sensitisation. The most effective and non-confrontational method for reforming society is sensitisation (Dash *et al.*, 2008). Community radios, as per Gaynor and O'Brien (2010), emphasize extending communication rights to members alike while stressing equality in access and participation. These are proven tools for reaching dispersed rural audiences, with the potential of creating democratic political cultures, and promoting individual development through information diffusion and participation (Tucker, 2013). Dasgupta and Mukherjee (2015) also have identified that community radios

act as a platform for promoting equal participation of women thereby solving gender issues to a large extent.

The traditional stereotype of men as primary breadwinners has subordinated women's role in households whereas, in actuality, they play a triple role—reproductive, productive and community managing, says Moser (1993). The discrimination against women and the resulting disparities in their access and control over resources are proven to be detrimental to international development agendas, identifies Abe (2010). There is still a gender gap in education, access and ownership, wages, and violence and this continues to oppress women and limit the potential of society to advance and improve in the long run (Maceachern, 2013). Basak (2017) reiterates this observation by stating that gender discrimination does exist, and numerous limitations and challenges inhibit a woman from realizing and utilizing their development potential, and their choice of leading an improved and respectable life.

The attitude of women is a major factor that interferes with their participation in the public sphere. The qualities, characteristics, and even, spaces are gendered and therefore women are bound by various restrictions in every sphere of life (Bhasin, 2000). All social and cultural environments should provide men and women with the opportunity to join in the process of collective thinking in order to change any existing state of inertia (MacBride *et al.*, 1980). Women's attitudes can radically change when they reject hierarchical discourses and create a new one of which their identities become part, says Rodríguez (2001). Arthurs and Zacharias (2007) have identified that observable changes have occurred in women's attitudes with their participation in community radios and have contributed to feminist consciousness-raising. It is a critical tool for women's empowerment. It encourages social, cultural, political, and economic development among women, besides educating them on a wide range of issues, observes (Nirmala, 2015).

Gender equality and the necessity to support it has been recognized internationally by the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) of 1979, the Beijing Platform for Action (1995), the Millennium Development Goals (2000), and the 2030 Agenda for Sustainable Development. India's 11th Five Year Plan has identified the necessity of inclusive growth and recognizes women as agents of sustained socio-economic growth and change. Yet, of all human rights violations, the most systematic, widespread, and entrenched is the denial of equality to women (MacBride *et al.*, 1980). Although human rights are essential for the development of national and

international economic and social systems and for maintaining peace and security on the international stage, (Bazdan as cited in Letunic & Dragicevic, 2014), the fact that gender discrepancies exist relentlessly in every nation is underlined by UNDP (2020).

Usually, gender-specific measures must be taken to correct existing imbalances between the position of women and men in order for women to be able to participate in development on an equal footing with men (Rajshree, 2016). Gender sensitisation changes the perceived and innate gender perceptions, thereby making both men and women more open to the contributions of women (Mittal & Kaur, 2019). Roy (2017) observes that Gender sensitisation can help reduce gender conflicts and promote gender harmony, thereby facilitating a harmonious working environment in which both men and women are able to fulfill their roles. As a result, it is a key element in the development of an economy and society.

Statement of the problem

Being an influential medium in rural areas, community radios are instrumental in empowering female listeners regarding the existing gender disparities and thereby the necessity to change them. In this study, various factors affecting the empowerment of female listeners were examined.

Objective of the study

The study intends to find the association between demographic factors and radio usage patterns of female listeners and gender sensitisation.

Hypothesis

H₁: There is a significant association between demographic factors (age, education, employment) and gender sensitisation of female listeners.

H₂: Significant association exists between radio listening patterns and gender sensitisation of female listeners.

Methodology and Sampling Technique

Data was collected through a survey from female listeners of three CR stations in Kerala. The stations for the purpose were determined based on two criteria – location and audience type. CR stations in Kerala are distributed among eight of its 14 districts. The primary classification was done by grouping the stations zone-wise. Thereby, two stations are in North Kerala, two in Central Kerala, and the rest 10 in South Kerala.

Considering the topographical and climatic peculiarities, Kerala can be divided into hilly areas, midlands, and coastal areas. Given the audience

categories of each radio station, between the two stations in the north zone, Radio *Mattoli* is located in the hilly terrain of Wayanad district and has programs for an amalgam of ‘mixed’ audiences, their target groups—farmers, tribal people, women, and children among others. In central Kerala, Ahalia Radio was selected for the study as the radio station is located in the Palakkad district, most of which falls under midland elevation. As the district is near Tamil Nadu state the radio listeners are split among the various commercial FM stations aired from Tamil Nadu. Also, the location of the station poses certain restrictions to its wider reach. For these reasons, Ahalia Radio airs programs for a ‘general’ audience. Among the five districts which comprise southern Kerala, only Thiruvananthapuram, Kollam, and Alappuzha have a coastline. Among these, Radio Benziger in Kollam is the one located close to the sea and its listeners mostly are from fishermen communities and people in coastal regions. Therefore, it could be concluded that Radio Benziger has a large number of programs for specialized audiences.

The present study used survey research method to collect data from the female listeners by asking questions using a three-part structured questionnaire. Given the field manageability, stratified random sampling was employed to identify respondents within the coverage area of each CR station located in the north, central, and south of Kerala. This was done to ensure maximum representation of each geographic segment. Within each stratum, 120 questionnaires were circulated. Post survey, responses were scrutinized and the final 264 responses were coded and analyzed using SPSS-16.

Sample profile

A typical female listener is middle-aged; with up to secondary level education; is employed, and is a medium-level radio user (Table 1). Youth constituted nearly 30% of the study participants. It is encouraging to see that all the female listeners have acquired basic education. Equally encouraging is the number of employed women. Considering their usage pattern, it is evident that nearly 67% of the samples listen to the radio for more than one hour per day. Considering the proliferation of mass media and new media, spending more than one hour per day is a considerably good level of use.

Gender sensitisation as a construct

In this study, gender sensitisation was constructed using nine factors which the researchers presented to the respondents as nine statements with five options on the Likert scale. Nine statements were developed and the respondents were asked to mark their

Table 1: Characteristics of samples

Item	N (264)	%
<i>Age</i>		
Lower age (18–24 years)	80	30.3
Middle age (25–39 years)	104	39.4
Upper age (40 years and above)	80	30.3
<i>Education</i>		
Up to SSLC	96	36.4
PDC/+2/Diploma	89	33.7
UG and above	79	29.9
<i>Employment status</i>		
Employed	118	44.7
Unemployed	84	31.8
Student	62	23.5
<i>Usage level</i>		
Low (< 1 hour)	86	32.6
Medium (1–3 hours)	105	39.8
High (> 3 hours)	73	27.7

responses against the options given on a Likert scale (From Strongly Agree to Strongly Disagree). And, they were scored as follows: Strongly agree = +2, Agree = +1, Neither agree nor disagree = 0, Disagree = -1, and Strongly disagree = -2.

Data analysis

Data were analyzed using one-way ANOVA and

Contributing items of gender sensitization	Mean	SD
Skill development programs on CR help me in building up new skills	1.070	0.754
There are programs on CR that help in shaping my stance on evil practices in society	1.070	0.754
CR provides me a platform to raise personal issues/needs/opinions	0.430	1.000
Programs with a focus on women's health create positive changes	0.290	0.968
There are programs that aid my learning process	0.710	1.030
Through awareness programs on CR, I understand the need to have gender-neutral practices at home	0.530	0.994
Through awareness programs on CR, I understand my rights as a woman	0.500	0.927
Through CR, I am aware of entrepreneurship opportunities and options for women	0.540	0.930
Through awareness programs, I understand the necessity to be financially independent	1.200	0.654
Mean and SD of contributing factors	0.704	0.327

Scheffe post hoc test. ANOVA (Analysis of Variance) is a statistical test used to analyze the difference between the means of more than two groups. One-way ANOVA is used to determine if any statistically significant differences exist between the means of three or more independent groups. Here, one-way ANOVA was applied to explore the impact of independent variables (age, education, employment, and CR usage pattern) on gender sensitisation scores. The mean is the center value of the data set and it provides an estimate of each population mean, while the standard deviation shows how data are spread out around the mean.

Table 2: Mean score of gender sensitization by age

Age group	N	Mean	Std. Deviation
Lower	80	0.8347	0.50408
Middle	104	0.6709	0.47770
Upper	80	0.6181	0.48957
Total	264	0.7045	0.49555

Table 3: Significance of association between age and gender sensitization

	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	2.072	2	1.036	4.325	0.014
Within groups	62.513	261	0.240		
Total	64.584	263			

Participants were divided into three groups according to their age (low age group=18–24; middle age group=25–39; and upper age group=40 and above). There was a statistically significant difference at $p < 0.05$ level in gender sensitisation among female listeners for three age groups $F(2, 261) = 4.325, p < 0.05$. This is an indication that the age of female listeners influences gender sensitisation. When ANOVA yields significant results, post hoc tests are used to uncover specific differences between three or more group means. Here Scheffe post-hoc test was applied.

Table 4: Post-hoc test

Age group	N	Subset for alpha = 0.05	
		1	2
Lower	80	0.6181	
Middle	104	0.6709	0.6709
Higher	80		0.8347
Sig.		0.7770	0.0900

Post-hoc comparisons using the Scheffe test indicated that the mean score for listeners belonging to the lower age group ($M=0.83, SD=0.50$) was significantly different from middle-aged ($M=0.67, SD=0.47$) and upper aged ($M=0.61, SD=0.48$).

Table 5: Mean score of gender sensitization by education

Level of education	N	Mean	Std. Deviation
Lower level	96	0.6215	0.44021
Middle level	89	0.7790	0.47570
Higher-level	79	0.7215	0.56708
Total	264	0.7045	0.49555

Table 6: Significance of association between education and gender sensitization

	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	1.178	2	0.589		
Within groups	63.406	261	0.243	2.425	0.090
Total	64.584	263			

To understand the impact of the education of participants on the gender sensitisation scores, a one-way ANOVA was conducted between the two. Based on their level of education, participants were categorized into three groups (lower level– those up to secondary level education; middle level– higher secondary and diploma; and higher-level– graduates and above). The test yielded that there is no significant association between the two at the $p < 0.05$ level for the three conditions [$F(2, 261) = 2.425, p = 0.090$]. As the result indicated that the education level of listeners does not influence their gender sensitisation, no further tests are carried out.

Table 7: Mean score of gender sensitization by occupation

Occupation status	N	Mean	Std. Deviation
Employed	118	0.6375	0.50143
Unemployed	84	0.6971	0.47778
Student	62	0.8423	0.48767
Total	264	0.7045	0.49555

Table 8: Significance of association between occupation and gender sensitization

	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	1.712	2	0.856	3.553	0.030
Within groups	62.872	261	0.241		
Total	64.584	263			

The impact of occupation status on the gender sensitisation scores of female listeners was explored by conducting one-way ANOVA. For this purpose, the participants were categorized into employed, unemployed, and student. A statistically significant association was found at $p < 0.05$ in gender sensitisation for three age groups $F(2, 261) = 3.55, p = 0.030$. This indicates that the occupation status of the female listeners influences their gender sensitisation. This was followed by the Scheffe post-hoc test.

Table 9: Post-hoc test

Occupation status	N	Subset for alpha = 0.05	
		1	2
Employed	118	0.6375	
Unemployed	84	0.6971	0.6971
Student	62		0.8423
Sig.		0.7390	0.1680

Scheffe posthoc comparisons yielded that the mean score for listeners belonging to the student category ($M = 0.8423, SD = 0.48767$) significantly differed from unemployed ($M = 0.6971, SD = 0.47778$) and employed ($M = 0.6375, SD = 0.50143$) listeners.

Table 10: Mean score of gender sensitization by CR listening pattern

CR usage pattern	N	Mean	Std. Deviation
Low usage	86	0.7171	0.47985
Medium usage	105	0.7153	0.52883
High usage	73	0.6743	0.46897
Total	264	0.7045	0.49555

To understand if the listening pattern (low usage = less than 1 hour; medium usage = 1–3 hours; high usage = more than 3 hours) of female audiences impacts their gender sensitisation, a one-way analysis of variance was conducted. No statistically significant difference could be observed at $p < 0.05$ level in gender sensitisation among female listeners for the condition $F(2, 261) = 0.187, p = 0.829$. This indicates that the gender sensitisation of female listeners is not influenced by their CR listening pattern.

Testing of H₁ and interpretation

Participants’ gender sensitisation is tested for its association with their demographic characteristics namely age, education level, and occupation status. From Tables 3 and 8, it is observed that the p -value obtained for age ($p = 0.014$) and occupation ($p = 0.030$) are less than the 0.05 level of significance. It indicates that a significant association exists between the age and occupation status of female listeners and their gender sensitivity. Simultaneously, the p -value obtained for education ($p = 0.090$), Table 6, shows that it has no significant association with gender sensitisation. Therefore, H₁ is partially accepted.

Testing of H₂ and interpretation

It is tested whether the gender sensitisation of participants has an association with their CR listening pattern. Results depicted in Table 11 ($p = 0.829$) are a clear indication that there is no significant association between the two. Therefore, H₂ is not accepted.

Table 11: Significance of association between CR usage and gender sensitization

	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	0.093	2	0.046	0.187	0.829
Within groups	64.492	261	0.247		
Total	64.584	263			

Findings and discussions

Among the factors considered for the present study namely, age, education, employment status, and CR listening pattern of the female participants, age and employment status were proved to be influencing gender sensitisation of the participants while the level of education obtained and community radio listening patterns were found to be non-influential.

Gender and age are closely associated with each other and are proven to influence women empowerment (Devi, 2017; Batool & Jadoon, 2018). As gender sensitisation is associated with women empowerment, the age of the female listeners of the three community radios does affect their gender sensitisation. In the case of women, various events such as marriage, childbearing, or retirement are specifically associated with their ages. Although it can be argued as a byproduct of decades-old patriarchal tradition, the younger generation is agile and specific about their needs and rights.

Listeners of the lower age group, otherwise known as young adults, are shown to be more sensitive toward the concept. Respondents in this age group comprised students and career beginners. They develop significant changes in their thought process and are in a state of defining their identity. This is done around issues such as gender, physical attributes, sexuality, etc. (Teipel, n.d.). Compared to the rest of the participants, they are better exposed to societal changes, especially those in terms of advocacy for women's rights, measures adopted for their uplift, and a general change in attitude towards women. They have improved their presence on social media platforms, and therefore are aware and involved in debates and discussions in this regard.

Initiatives like integrating gender-sensitive messages in syllabi, textbooks, and other materials for school students (Ministry of Women and Child Development, 2019) may be another contributory factor. It was recommended by the Ministry of Human Resource Development (2013) to sensitize teachers also in this regard. Identifying and including gender-sensitive parameters that promote gender sensitivity in classrooms and extra-curricular activities of the school monitoring system was another suggestion. In addition, there are counseling sessions, awareness campaigns, and women's cells set by educational

institutions themselves. In January 2013, a Task Force was established by University Grants Commission to review the measures adopted by educational institutions toward gender sensitisation and women's safety. Such measures would also have contributed to the enhanced awareness of gender sensitisation among young adults when compared to the other female participants.

The studies by Barodia (2015) and Gure (2016) show the significance of education in the process of gender equality and gender sensitisation. Yet, the present study shows that the level of education of the participants does not influence their gender sensitisation. This might be indicative of the drawbacks in the current education system which reiterates the traditional patriarchal and stereotypical norms upon people.

Generally, education is equated to developing critical thinking. Although Kerala outruns most other states in terms of having enviable development indicators, most of which are contributing factors to women empowerment, women experience more or less the same level of treatment as in other states. Recently, a large number of child marriages are reported in the state. Although religion has a role in this, the practice is a matter of concern for the very reason that the state is renowned for its high literacy rates over the years (Financial Express Online, 2019). Though education may not be the sole reason behind the regressive state of affairs, it does can be the catalyst in encouraging people to think beyond the traditional gender-based roles and duties assigned to them.

The need for gender sensitisation has recently gained momentum and its inclusion in textbooks and learning materials can help in developing such temperament in the younger generation. Still, it would take strenuous and persistent efforts to change the age-old practices. Considering the limitations of community radios, it alone cannot bring changes to a large section of the population.

Based on the occupation status, the student category proved to be the most gender-sensitive. It is already established that young adults are gender-sensitized. Therefore, the trend observed in age-wise categorization seems to reflect here too. Students, primarily comprised of young adults, are naturally the most sensitized towards the matter.

It is interesting to observe that employed people are the least gender-sensitized. This segment consists of salaried to those working in unorganized sectors. Those who have a steady inflow of money in the form of salary – as those the government sector- would not experience disparity in wages because there's a fixed pay band for each level. Also, women in this sector experience equal treatment as those men. While most

of those working in the unorganized sector yearn to find additional income for their family and hence may be least concerned about issues such as disparities in wage, treatment, workload, etc. The primary concern of these people would be maintaining the flow of money. Female jobs are more vulnerable when compared to those of males, especially in the unorganized sector. Thus, their fear of losing jobs might be an inhibiting factor from raising voices against any differential treatments. In a few cases, the females may be enjoying similar status, respect, and responsibilities on par with their male counterparts.

Initiatives like 'Kudumbashree' (Community based women Self Help Groups (SHGs)) endeavor toward creating job opportunities and promoting entrepreneurship, especially among rural women. These groups mostly comprise women who are middle-aged and above. These SHGs conduct training programs and talks for their members on topics including gender sensitisation. Therefore, these people may be informed about the concept through their meetings, training, and workshops rather than the programs on community radio.

Results show that CR usage patterns do not bear any influence on gender sensitisation. This is a clear indication that mere listening to CR does not make any difference in the attitudes, beliefs, or perceptions of listeners. Pragmatism should replace theoretical knowledge. For this, changes must occur right in homes, educational institutions, and society at large. Also, sensitizing only females will not be enough. Rigorous efforts will be needed to change decades-old patriarchal traditions.

The content, time of broadcast, program repeat pattern, etc. are also to be taken care of while assessing the impact of programs aired. As radio is often used as a background medium, passive listening may contribute to its less effectiveness. Also, switching among different channels can seriously hinder the effectiveness of programs. So, the quality of content and its relevance to the audience cannot be compromised.

The proliferation of electronic and new media can also be a reason for passive listening. In January 2021, there were 1.10 billion mobile connections in India and 624 million internet users. This constitutes 79% and 45% of its 1.39 billion population respectively. The number of active social media users was 448 million (32.3%). All the while, only 35.2% of the population was urbanized (Hootsuite, 2021). The data indicates the penetration of new media even in rural areas. Radio in general, and community radio in specific have to generate content to as to suit the growing needs of listeners, who are exposed to multiple media.

Conclusion and recommendation

Women constitute a vital part of India's workforce, yet the labor force participation rate of women is on the decline. The rates are still lower in rural areas (Verick, 2014). Social norms existing in a society largely determine the participation of women in economic activities. This, in turn, is reflected in their overall social status and welfare. Therefore, changes must begin from the grassroots. Traditional gender-based divisions of jobs, rights, social status, and all similar claims are deeply embedded in societies. For these to change, incessant and frequent efforts have to happen, which can be carried on by community radios. The participatory nature of the medium forge development and social change through need-based and location-specific content. Community radios encourage women's participation in program production and management positions thereby promoting gender sensitivity and equality and thus paving way for their empowerment. Also, incorporating extensive changes in the education system is the need of the hour. Instead of reiterating gender stereotypes, thrust must be placed on promulgating gender equality right from the early years of thought formation.

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Lost in Translation: Analysing the Role of Indian Print Media in Biodiversity Conservation

MONALI SEN¹ & RAKESH GOSWAMI²

ABSTRACT

Print media plays an important role in sensitising citizens about issues related to conservation because of its reach. Media not only keeps concern for nature, biodiversity, and environment conservation in the limelight, but also influences policymakers when they make conservation strategies. This study analyses Indian print media's contribution towards the holistic biodiversity conservation effort of the country. The language and the general content of all the dailies and periodicals for financial year 2020–21 are analysed to assess the conservation reporting extent and reach to the general public. The study found that conservation is not a priority area in the Indian press, which is a matter of serious concern in the wake of global climate change threat. Moreover, there is a lack of proper study as well, which indicates that conservationists themselves are not aware of the possible impact of media in biodiversity conservation.

Keywords: Awareness, Biodiversity, Conservation, Print media, Regional language

Introduction

Indian print media has always played a key role in uniting the energy of people and shaping their opinion on any issue. The media is generally considered as both the voice of the public and the means to reach the public. The history of the Indian freedom movement has substantially highlighted how the then print media acted as a strong ally to the freedom fighters. Popular Bengali tabloids like *Amrita Bazar Patrika* gave voice to the Indian revolutionists and became a serious concern to the British rulers. Post-independence, the Government of India thereby set up the First Press Commission in 1952 to inquire into the state of the press in India. The Commission, among other recommendations, suggested the appointment of a Registrar of Newspapers for India (RNI) to prepare the yearly account and position of the press. The recommendation was duly accepted and RNI was created as a statutory office under the Ministry of Information and Broadcasting in July 1956. The RNI, acts according to the provision of the Press and Registration of Books Act, 1867. Since then, the RNI has performed the statutory duty of compiling and maintaining a register of newspapers published and registered with RNI along with various other statutory and non-statutory functions.

The RNI understandably also acts as a window, providing a glimpse of the involvement of media in bringing relevant recent topics on a public platform. India is a culturally and linguistically diverse country, the annual reports of the RNI aptly portray the language-based level of circulation albeit the popularity of various publications. The RNI also acts as a database in compiling the priority contents of the print media, which in turn serves as an indicator of the importance shown towards various national issues and public affairs. With India being a welfare state, public service mostly stays at the top spot of the reporting media.

Globally also, media is the major source of information for the general public to remain updated with current public events (Callaghan & Schnell, 2005). It is a known fact that the media holds immense power in terms of the representation and interpretation of any event. Any negative bias can therefore impact and influence public opinion, leading to national and international repercussions as well (Boykoff, 2008; Kolmer & Semetko, 2009). Media shoulders a huge responsibility providing factually accurate information to the general public and also refuting misinformation on any current matter of public interest.

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Media being such a powerful vessel in itself, a dedicated study of the impact and contribution of print media in biodiversity conservation in India is still a new field and very limited studies are available (Boykoff, 2010). Any established research on both the impact and contribution of media in biodiversity conservation efforts has far-reaching value. Such studies became a path to attain better awareness amongst the general public, who are otherwise ignorant of nature and environmental conservation needs, and finally the burning concern of global climate change. Media will always have priority with direct public benefit matters, while talks of biodiversity, forest, wildlife, and environment, understandably, do not fit in that priority list. However, these topics are latent accumulating concerns of any civilisation, which manifest after decades and, if not tackled properly, can lead to devastating scenarios as already evident from various global natural disasters in current time. The government functionaries, the conservationists and the media need a much-required understanding of the power of proper media portrayal of conservation mandates; only then such in-general sidelined issues can garner huge public support and conscious effort.

The power of print media is unfathomable, and the reach is ever-expanding. In India, the number of registered periodicals and dailies has sharply hiked between 2019 and 2021 (Fig. 1), thereby indicating the insatiable curiosity of the public who is getting more dependent on the press as a source of valid information. This study henceforth aims to highlight the same and analyse the active role played by specifically Indian print media in the conservation sector.

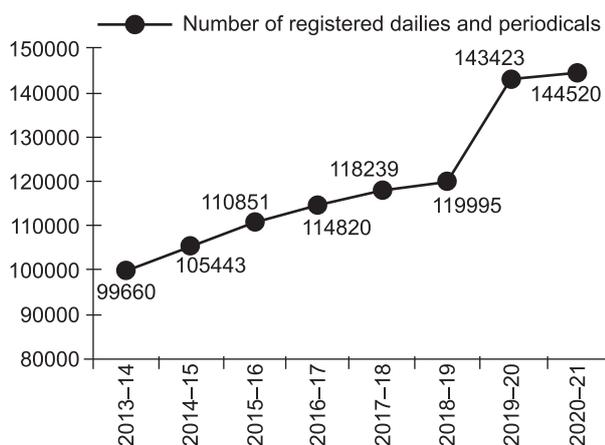


Fig. 1: Trend of yearly registration of dailies and periodicals for the last 8 years

Review of literature

In order to effectively reach the public, any organisation, government or private, has to ensure a solid and trustworthy relationship with the media (Hesselink *et al.*, 2007). On the other hand, means

of mass communication also helps the general public as a channel to reach out to the policymakers (Green Com, 2001). The media can also act as a public awareness medium and aid in conservation by achieving public tolerance and participation (Compas *et al.*, 2007). Sakurai *et al.* (2013) analysed media contents, covering bears in Japan to assess how bear-related issues and related management implications are portrayed in the media. Gore *et al.* (2005) showed that the risk perception of the people does not get affected for any wild animal attack in New York when the media reported the incident backed by statistical data, establishing the rarity of such attacks. Jacobson *et al.* (2010) carried out a study in Florida to assess whether the local newspaper has included the proper indication of human habitat proximity to panthers when reporting any news related to panther attacks.

Globally, it is being recognised that conservation programmes cannot be successful without its inclusion in daily affairs and collaboration with the public sector and media; for example, content coverage analysis was done by Ogunjinmi *et al.* (2013) for Nigerian print and electronic media to assess their reporting of extent of collaboration with the conservation efforts of the country. Shiffman *et al.* (2020), in a very relevant study, appropriately exhibited how the conservation of sharks is getting affected due to misreporting by media and associated public misunderstandings and confusion.

Puri *et al.* (2020) elaborately discussed how media reporting acted as a prime factor in controlling wildlife poaching rackets in the Indo-Nepal and Indo-China border area. Proper media portrayal can accordingly powerfully enhance transboundary conservation efforts and bring in better cooperation between two neighbouring countries. However, on the other hand, Shiffman *et al.* (2021) have analysed the role played by media misinformation in downplaying and undermining conservation issues in the context of marine species conservation under international law (CITES—Convention on International Trade in Endangered Species). They clearly showed that whenever there is a disbalance between positive (accurate and factual) and negative (fear-based and development-oriented); there has been a huge public outcry in the imposition of any large-scale conservation efforts. The serious threats to biodiversity, like the possible extinction of species, have rarely been described by the mass media, as was found in the study.

Proper and consistent media reporting can also act as a means to understand biodiversity management practices in urban perspective, as shown by Athreya *et al.* in 2015, where they used media reports to understand leopard distribution in outside-protected

area in south India, and the associated management practices.

Macdonald *et al.* (2016) have painstakingly analysed the global media coverage of the hunting of a lion Cecil in Zimbabwe. The matter has raised unprecedented global media coverage and subsequent outrage from the general public. However, they stated that such negative news always attracts more attention than any positive news, where they cite examples of tiger relocation in India, which despite being a positive conservation effort had not attracted global limelight.

The language of publication also affects the extent of reach to the general public of any country. A study on this line was done by Rija and Kideghesho (2022) in Tanzania, where they analysed two major newspapers, one published in English, and another published in Kiswahili (the national language spoken across the country). It was reported in their study that the local newspaper has reported more news associated with wildlife conservation, pollution and fire than the English paper. This study thereby significantly indicates that the regional circulation of conservation issues also vary based on the language of publication and thereby has dissimilar impact on the public mind.

Research objective

The aim of the study was to analyse in what proportion the media is actively contributing and aiding biodiversity conservation in India, and whether the media coverage is based on an authentic source.

Research methodology

In terms of scope, in this paper, the term 'biodiversity conservation' is used in a holistic manner encompassing all forests, wetlands, wildlife, environment and ecosystem protection, restoration and conservation efforts going on in India. We undertook an extensive review and analysis of literature in Google Scholar and ScienceDirect wherein journal articles related to media portrayal of any such 'biodiversity conservation' related matters were studied. This secondary literature has been done for the last decades and for each of these references we then undertook an intensive review covering both academic and grey literature.

In India, print media publication is multilingual; main publications are in Hindi, English and the 22 main languages as listed in the Eighth Schedule of the Constitution. Even though publications are being done in other dialects and foreign languages also, these have only regional circulation.

The 65th Annual Report of the RNI for financial

year (FY) 2020–21 was thereby analysed from a language perspective to understand the extent of regional reach of Indian print media to the public. Analysis has also been done to understand what news content has been put in top priority by the print media with respect to conservation related information.

Data from the 65th Annual Report was therefore analysed for the top languages in which the dailies are being printed. Other than the dailies, a majority of the print media is periodicals; similar regional language of printing was analysed for the periodicals.

The circulation extent of these top publication languages was analysed next to understand the reach on a regional level. Lastly, contents of the periodicals were similarly analysed to find the top information being circulated through these periodicals.

Result and analysis

The RNI records showed that in FY 2020–21, a total of 9,750 dailies had been published in India. However, the circulation of these dailies dropped 12.6%; in the FY 2019–20, circulation was 25,84,22,000, and it dropped to 22,58,56,735 in the FY 2020–21. The highest number of dailies is in Hindi language, followed by Urdu, Telugu, and English (Fig. 2), per publishing days.

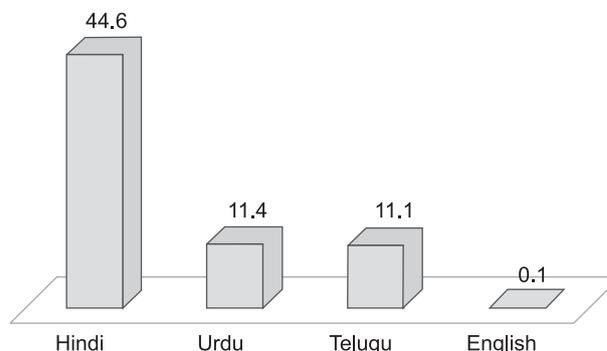


Fig. 2: Publication percentage of dailies in top four languages in a year

In line with dailies, there were 22,930 periodicals published in the FY 2020–21. The percentage breakup of types of periodicals is shown in Figure 3. The highest number of publications (dailies and periodicals combined) is in Hindi, followed by Marathi and English (Fig. 4). Hindi publications also lead the circulation, followed by English and Marathi. India being a multilingual country, regional language publications are not read by people in any other states and for this reason, the priority of these regional language publications is to cover issues related to particular regions and communities. Therefore, Marathi, Telugu and Urdu do not add substantially in reaching the national level and generate awareness. Similarly, in non-Hindi speaking states, the reach of Hindi media is less. English print

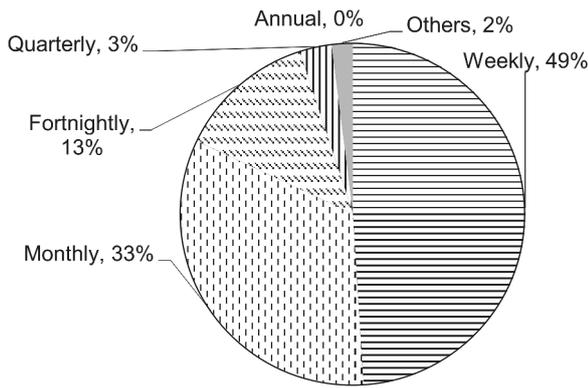


Fig. 3: Percentage breakup of types of periodicals published in a year

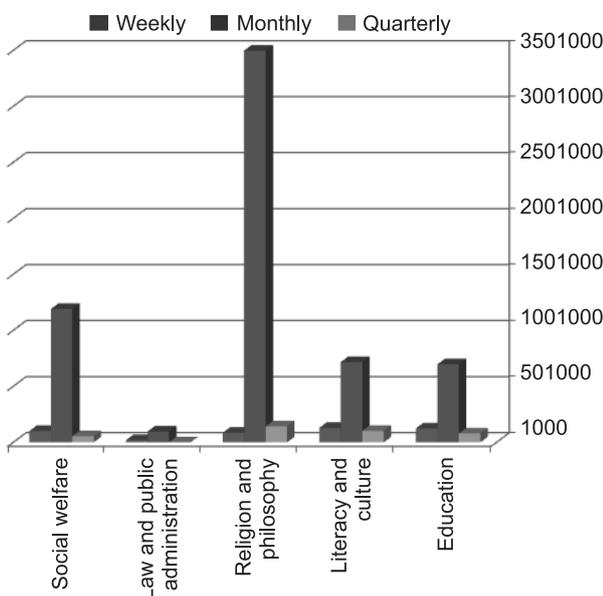


Fig. 4: Publication percentage of top five languages in a year

media, thus, remains the only source of national level interest and reach to the general public. Thereby, news of importance gets restricted many times to that specific region and does not garner the wider audience. Also, between regions, the readers adopt the mindset of non-relevance of any matter which is not happening in their own state or region. Thereby many prime matters become obscure at a national level. The matter of local language publication has also been a topic of research in India. Crown and Doubleday (2017) in their study on local, national, and international media coverage of management of man-eating leopards of India had raised this issue of regional barriers through local language difference.

The FY 2020–21 annual report has recorded that there can be 74 categories of content in the periodicals. The first and foremost coverage is of any news related to national level current affairs, followed by religion and philosophy, social welfare, education, and culture, etc. The current affairs cover almost everything from politics to fashion to entertainment and so on. Other

than that, the next top specified content categories of weeklies, monthlies and quarterlies are represented in Figure 5. It can therefore be seen that dedicated conservation/environment/forest/wildlife/climate change topics are not a priority subject for the print media and neither for the general public, as the publications are generally oriented towards topics of public interest. Neglecting conservation issues is also due to the fact that it has no daily impact on citizens’ lives, particularly if they live in urban settings. Matters related to nature, forest, wildlife, etc., still only have a recreational and tourism value to the urban population and they fail to link such issues to the future services provided by the ecosystem to any civilisation.

Discussion

Since 1990, a sharp rise in global coverage of biodiversity conservation matters has been seen (Global Sherpa, 2011); for example, the coverage of Australian bushfire and mass migratory bird mortality in Sambhar Lake (India), both in 2019.

The Chipko movement and the Silent Valley Movement in the 1970s gave birth to environmental journalism in India. Environment issues get most of the media coverage during a disaster like the Bhopal catastrophe in 1994 and the recurring tragedies of Uttarakhand hills. The active campaign policy of the Indian Ministry of Environment Forests and Climate Change, the guiding jurisdiction of the Hon’ble Supreme Court, and the activism of non-governmental organisations have been able to promote news on the environment and wildlife more forcefully so that an increase in the coverage of the environment over the last few years can be observed. The media has not only kept the concern for conservation in the limelight but has also influenced policymakers to chart out appropriate conservation strategies (Sen, 2022).

Another example is the tiger crisis in the country where the media has not only highlighted the issue but has also done investigative journalism related to the issue. In the year 2005, Sariska Tiger Reserve, India, lost all the tigers. The matter became a national headline. The Government of India (GoI) took note and constituted a high-level committee. Subsequently, based on the recommendations of this committee, the GoI amended the Wildlife (Protection) Act, 1972, to constitute the National Tiger Conservation Authority (NTCA).

In India, few research-based studies have been conducted regarding the media portrayals of wildlife issues. The ones done are mostly limited to human–wildlife conflict. A study of the content analysis of human–leopard conflict in Mumbai (Bhatia *et al.*,

2013) found that evidence-based reporting is minimal in all the media reporting. The study also found that the suggested causes or solutions of human–wildlife conflict in any newspaper were not supported by evidence. In summary, it can be safely said that the media has played a crucial role in conservation, thereby emerging as a responsible contributor to biodiversity conservation efforts in India.

Barua (2010) studied the representation of human–elephant conflict in Indian and international media and found that the regional media mentioned poor governance as the ultimate cause of human–elephant conflict, and important causes like population growth and change in land use found little mention. The study suggested that if the media has to play a role in engaging government, institutional and public support for mitigating conflict then many issues have to be addressed in a more informative way. Aravind (2013) had floated the idea of mapping natural resources through social media networking and e-mail based groups. Such efforts will encourage citizen's participation and contributions towards conservation goals.

Lyngdoh *et al.* (2017) studied the coverage of wildlife news by Indian print media and found that bias is oriented towards big and endangered species than other items and species. They suggested balanced media representation to raise mass awareness and sensitisation of the general public towards conservation goals. In the same year, Hathaway *et al.* (2017) showed how organising media workshops changed media awareness and perspective towards conservation news reporting in India. This study strongly indicates that media also needs to be involved by the government functionaries for better understanding and sensitising to wildlife management. Without such exposure, the reports mostly will be impression-based instead of fact-based, and can thereby have a negative impact on the public's mind. A cordial relationship between the conservation sectors and the media is necessary to convey a factually correct report and for responsible handling of the issue (Joshi, 2020).

Our analysis also has re-established the fact that conservation news is not a priority sector in the Indian print media and, thereby, a huge public movement and support could not be garnered, unlike other social and political issues. The multilingual nature of the press also presents a challenge to percolate necessary awareness at every corner of a vast country.

Print media has immense potential to focus on the major issues of climate change and related conservation efforts while bringing them to a public forum. The general public is oblivious to biodiversity conservation necessities. Only the widely circulated

media can clear the confusion created due to a lack of proper information and awareness.

Keh *et al.* (2022) have most recently given the conservation sector a hope in the form of developing a global tool kit 'NewsPanda' for making a database of media-covered conservation-oriented articles and also further analysis of those articles. Thus, gradually, there is a global awakening related to the still underplayed role by mass media in conservation efforts.

Conclusion

'The pen is mightier than the sword,' the proverb rightly coined by Edward Bulwer-Lytton, a famous English author, is applicable to date. Local newspapers are very powerful and important ways to convey the voice of nature to the general public, concerning the dwindling resources of mother earth. According to this study, only a limited amount of print media contains dedicated and validated conservation-oriented news. The contents are oriented towards public service and utility issues mostly, with an additional focus on the urban area coverage. The reason for this is that most conservation reports come from remote rural areas and deep inside forests, so except for the government officials and affected villagers immediately involved, city-based journalists do not have access to such news in a timely manner. Such news is mostly related to human–wildlife conflict, poaching, deforestation, encroachment, etc. which generally does not fall in the scanner radius of an urban-centred daily.

Another very important point to consider is that in a developing country like India, the economy- and development-oriented sectors gain an upper hand over the conservation sector which is generally considered as anti-public and anti-development. Thereby, the information and broadcast in sector also gradually loses its sensitivity towards the apparently useless issues of nature conservation, which is not offering any immediate gain to the public and the government. Local newspapers, therefore, lack the motivation of bringing such regular news on forth.

Another perceived issue is less media coverage lies in the scientific nature of the conservation sector works. For any regular journalists and reporters, technical and scientific issues like forest management, animal behaviour, pollution, climate change and habitat development becomes a difficult arena to explore. Therefore, the amount of news that is covered lacks the in-depth analysis and insight needed, thereby the reporting does not raise curiosity in the readers' minds.

With every effort that the government is making to protect and preserve nature, a huge public

movement and mass awareness is lacking, leading to less tolerance towards wildlife, and less realisation of climate change issues and conservation needs. It is high time for the media to make a conscious effort to bridge the gap and make a national effort to sensitise people for the country's commitment towards biodiversity conservation for a better future.

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Court on Trial: Misreporting of Observations or Decisions by Media

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ABSTRACT

The advent of legal news portals brought a new dimension to court reporting. The proceedings in the superior courts are being reported live on these platforms, where they send minute-by-minute reports of what transpires in a court during hearings. In order to make the real-time report comprehensive, the reporting is in the form of short excerpts, tweets, etc. These isolated excerpts/tweets are taken by people and interpreted according to their notions, agendas, or understandings. There are occasions when even the catchy headlines of the newspapers and portals convey a meaning that is in stark contrast to what the court would have meant to say, and it conveys a wrong perception of the court to the masses. This study is an attempt to see through such instances and look for possible cures for the problem.

Keywords: Court proceedings, Live reporting, Misreporting, Right to know, Media reports

Introduction

The media is a very powerful institution in any democracy, for it plays the role of making, shaping, and shaking public opinion and discourse. The courts of law cannot speak except through their judgements. The court cannot defend itself either. Therefore, the media should observe utmost caution while reporting an observation or decision by a court, as it is the report that reaches the general public.

The problem of media trials of cases has been disturbing the justice delivery system for a long time. This problem is not limited to India alone. Many countries have brought in laws in this regard. In India, the 200th Law Commission report dealt with the issue of media trials (Law Commission of India, 2006). Misreporting is a similar menace to media trials.

In recent times, the role of media has expanded significantly, and with the evolution of news portals and dedicated platforms for legal news, the expansion has also been in terms of the extent and volume of legal reporting. Instead of ‘court beat’ reporting, round-the-clock reporting of courts has evolved. Live-streaming of court proceedings has added another dimension. D.Y. Chandrachud, J., who heads the Supreme Court e-committee, stated that everything would go online in due course of time, and complete live telecast is what the court aspires for (Supreme Court of India, 2022). According to him, the citizens were entitled to know about the

happenings inside the courtroom, the reasons for adjournment, and whether the judges hear cases from morning to evening to decide cases. He termed it the “basic rights” of the citizens to know. The Supreme Court’s Full Court recently decided to begin live streaming of its benches and did the same.

Prior to this, the live streaming of proceedings by the High Courts has been a great step towards transparency and legal literacy; but, again, a downside that has emerged is the selective sharing of clips from court proceedings. This sends a message contrary to the court’s position. The problem is so pertinent that several judges including the Chief Justice of India have spoken and expressed their concerns on the issue.

The minute-to-minute reporting of court proceedings by legal news portals has been another development towards legal literacy. They also put excerpts of those reports on their social media handles. Often, those excerpts are out of context and clickbait. This has added to the pre-existing problem of misreporting.

Research methodology

This paper is an attempt to study the instances of misreporting of oral observations and court orders. The paper shall analyse the rights of and restrictions on media, study a few cases where misreporting happened, and suggest measures as to how the problem could be tackled and the practice could be

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discouraged. The method of research remains purely doctrinal, and cases that have been misreported serve as a sample for the study.

Right to Expression of Media

Article 19(1)(a) of the Constitution of India provides the right to speech and expression. It is one of the most prized rights and is critical to the operation of Indian democracy. The importance of this right may be emphasised in the words of 17th century English poet and scholar John Milton, "Give me the liberty to know, to utter, and to dispute freely according to conscience, above other liberties." The right under the constitution is, however, subject to reasonable limitations as provided by Article 19(2), which provides that these restrictions may be imposed in the interests of India's "sovereignty and integrity, the security of the state, friendly relations with other states, public order, decency, or morality, or in relation to contempt of court, defamation, or incitement to an offence."

Unlike the US Constitution which recognises press and media rights through the first amendment, the Indian Constitution has no specific reference to the press freedom. But, the Supreme Court of India has ruled in many cases that the rights under Article 19 are available to the media as well. The press is a tool for the expansion and propagation of ideas, expressions and information. Therefore, the under rights Article 19 as available to the citizens are available to the media as well. It has, however, similar duties and restrictions as is there in the case of citizens. The right to expression is a universal right in the sense that international conventions, such as the Universal Declaration of Human Rights, the European Convention on Human Rights and Fundamental Freedoms, the International Covenant on Civil and Political Rights among others, also expressly provide this right.

The Supreme Court and High Courts through their judgements in many cases have found that freedom of the press and circulation is just as important as freedom of expression.⁽¹⁾ *Romesh Thappar v. The State of Madras* (AIR 1950 SC 124) was amongst the earliest of such cases to be decided by the Supreme Court. In *Bennett Coleman and Co. v. Union of India* (AIR 1973 SC 106), the Supreme Court held that the circulation and number of pages of newspapers couldn't be regulated and should be left to the newspapers to decide the same. It was further upheld in *Sakal Papers v. Union of India* (AIR 1962 SC 305), where the court held that the constitutionally guaranteed right to freedom of speech and expression could not be curtailed by legislation. In *Express Newspapers Ltd. v. UOI* (1959 SCR 12), the SC held

that a law which imposes pre-censorship or curtails the circulation was violative of Article 19(1)(a). The Court also held, "As with all freedoms, press freedom means freedom from and freedom for. A free press is free from compulsions from whatever source, governmental or social, external or internal. From compulsions, not from pressures; for no press can be free from pressures except in a moribund society empty of contending forces and beliefs."

Why not the Election Commission of India (ECI) be prosecuted for 'murder'?

To understand how the court considers the right of media, the latest case of the *Election Commission of India v. M.R. Vijayabhaskar* [(2021) 9 SCC 770] is of relevance. In this case, the Election Commission of India had appealed the order by Madras High Court where a Bench led by the then Chief Justice of the Court, Sanjib Banerjee, had made certain harsh observations against the Commission, including an observation to the extent that why it should not be 'prosecuted for murder' of innocent citizens for conducting elections during COVID. The Election Commission's objection was that the observation was uncalled for and the media should be barred from reporting such observations as they did not form part of the judgement.

The question on one hand was the right of the media to report and people to know and, on the other, the power of High Courts to make oral observations. The Supreme Court bench comprising of DY Chandrachud, and M.R. Shah, JJ, strike a very fine balance between the conflicting rights, observing, "We cannot say that the media cannot report the contents of the discussions in a court of law. Discussions in a court of law are of equal public interest, and I would put it on the same pedestal as the final order. Discussion in the court is a dialogue between the bar and the bench. The unfolding of the debate in the court of law is equally important and the media has a duty to report. It's not only our judgements that are significant for our citizens" (per Chandrachud, J.) (Roy, 2021).

The Court observed that the discussions in the court are of public interest and that the people are entitled to know how the judicial process is unfolding in the Court through the dialogue between the Bar and the Bench. It is therefore an established position from the discussions above that the right of media and the right to know of people is given a very important place in the Indian rights and freedom of expression jurisprudence (Sivakumar, 2015).

The Court in its judgement observed that the concept of 'open courts' mandated the courts to be open in physical as well as metaphorical sense,

except for in-camera or exceptional cases. The Court was of the opinion that arguments addressed before the courts, the response of the opposing advocate to the issues, etc., were under the citizen's right to be informed. It ensures that the judicial process is subject to public scrutiny, which helps in maintaining transparency and accountability. This helps in ensuring public faith in the institutions.

In *Naresh Shridhar Mirajkar v. State of Maharashtra* (AIR 1967 SC 1), Hidayatullah, J. (as he then was), in his dissenting opinion observed that open courts serve as a tool for public scrutiny of judicial conduct. It is important for maintaining the public's confidence in the impartial administration of justice. It also helps to check upon judicial behaviour as well as upon the conduct of the contending parties and their witnesses in the court. It is pertinent to note that in the same case, Gajendragadkar, J., had held that the rule of open courts had certain exceptions and this rule didn't extend to the extent of defeating the cause of justice. Wherever required, the High Courts could restrict it if they believed beyond doubt that it was needed for ensuring the service of justice.

In *Swapnil Tripathi v. Union of India* [(2018) 10 SCC 639], Chandrachud, J., himself had observed that a large section of society rarely gets the opportunity to attend court proceedings due to constraints like poverty, illiteracy, distance, cost and lack of awareness about court proceedings. Even the litigants (parties to the case) on most occasions depend upon the information provided by the lawyers as to what transpired in the Court during hearing. The Court went on to observe that those who are not personally involved in litigation depend on the information provided about in newspapers and electronic media. It is also noteworthy that the media generally reports only leading cases or cases regarding which the public may be concerned.

Chandrachud, J., also noted in the Swapnil Tripathi case, "When the description of cases is accurate and comprehensive, it serves the cause of open justice. However, if a report on a judicial hearing is inaccurate, it impedes the public's right to know. Courts, though open in law, and in fact, become far removed from the lives of individual citizens. This is anomalous because courts exist primarily to provide justice to them."

In the ECI case, the judgement quotes the Lord Chief Justice of England and Wales, in the context of the use of live text-based forms of communication (including Twitter) to report on court proceedings, "...live, text-based communications from court does not pose a danger of interference to the proper administration of justice in the individual case. This is because the most obvious purpose of permitting

the use of live, text-based communications would be to enable the media to produce fair and accurate reports of the proceedings."

The judgement in the ECI case noted on oral observation by judges, "comments made by the Bench during an oral hearing provide clarity not just to the judges who adjudicate upon the matter, but also allow the lawyers to develop their arguments with a sense of creativity founded on the spontaneity of thought. Many times, judges play the role of a devil's advocate with the counsel to solicit responses which aid in a holistic understanding of the case and test the strength of the arguments advanced before them. That is where the real art of advocacy comes to play."

Rajdeep Sardesai case

A full Bench (three judges') of the Supreme Court while refusing to revive a defamation case against senior journalist Rajdeep Sardesai and Raghav Bahl in 2018 observed, "You must allow freedom of expression by journalists. There may be some wrong reporting. But do not hold on to it forever" (Shivshankar, 2018).

The appeal arose out of a September 2017 order by the Patna High Court, which had quashed defamation cases against journalists. Upon argument that their report was per se defamatory, CJI Dipak Misra orally observed, "There could be some error or enthusiasm in reporting an alleged scam. But, we must allow freedom of speech and expression to press at the fullest. There may be some wrong reporting. For that, they need not be hauled up for defamation."

Influence of reporting on Judges

The question now is, why does misreporting, if at all, needs to be tackled? Does reporting/misreporting affect the judges or the justice delivery system? The Law Commission of India (2006) in its 200th report cited the American and British positions as to the impact of public opinion/media reporting on the judges. According to the American view, judges and jurors are not supposed or liable to be influenced by media publications. However, in the Anglo-Saxon view, it is believed that judges may subconsciously (even if not consciously) be influenced by such publications and such opinions. The public may also think that the judges are so impacted. The Indian position can be considered close to the British position. It is also evident from the fact that the judges have been passing observations which talk of protecting the judiciary from the attacks from media and social media as the judges can't speak for themselves.

In the case of a plea by Nupur Sharma for clubbing of FIRs, Surya Kant and J.B. Pardiwala,

JJ. had posed very tough questions to the advocate representing Nupur Sharma and had also made certain strict oral observations. There were sharp reactions to the observations on social media after they were published by newspapers, channels and legal news portals. Pardiwala, J. on a later occasion talked about regulating social media on this aspect. He observed that if this continues then judges would start caring about what the people think about a particular aspect than what the law on it is. It is, therefore, evident that public opinion reaches the judges and impacts them. The Supreme Court in its judgements too seems to have accepted the Anglo-Saxon view.

Misreporting

Ramana, CJI (as he then was, the 48th Chief Justice of India), was recently speaking on the effect of misreporting. He stressed upon the use of simple language by the judges while writing judgements. For the consumer of justice to understand the outcome of a particular case, he opined that the rationale and conclusion of a judgement must be clear. He also emphasised the importance of accurate legal reporting (Sharma, 2022). The CJI was correct that the above steps could help reduce the instances of misreporting, but even if that happens, it would be limited to judgements only. The misreporting of oral observations would not stop even then.

Ramana, CJI, emphasised particularly the importance of legal reporting in his address and stated that the same was required as the people of the nation needed to know what was happening. He said that the nation's citizens should have access to the law that is decided by Courts. CJI Ramana stressed the significance of factual reporting stating that in the times of 24×7 channels, breaking news comes even before a sentence is completed. He stressed upon the need for accurate reporting otherwise people are left confused. He also observed that the majority of the (legal/court) reporters were unaware of the difference between an order, a judgement and oral observations. He termed it to be unfortunate.

When an advocate represents a client, tough questions are posed by the judge, this is done in order to ensure that the various possible perspectives of a case come out, or to extract the complete case from the lawyer. But such observations are, on many occasions, reported immediately as generic observations, without quoting the context. The CJI observed that such situations were needed to be accurately and honestly reported. The most crucial factor to consider while reporting, according to the CJI, is that the general audience knows the facts, the law that was decided, and how the law was applied.

The concern that the former CJI had raised

also finds an expression in an observation by the Bombay High Court during a case. Even if judgements are written precisely and with brevity, what is the guarantee that they would be accurately reported? The Bombay High Court at Goa observed that incorrect reporting of court orders affects the “perception of people in the existence of the rule of law and affects the administration of justice in the long run.” As the people do not go through the complete judgement available on the court’s website and go by such incorrect reports, such aberrations could individually seem minor, but cumulatively, they affect the perception of people in the existence of the rule of law and affect the administration of justice in the long run (Ashok, 2018).

This is true that the ordinary public does not read the full order or judgement; hence, it is necessary that a judgement is properly appreciated, instead of being interpreted for the cause of TRP or readership. The fear of misreporting in the case of oral observations of the courts, where live-streaming facilities are not available, is even more imminent as there is no record of what transpired in the court available in public, which results in people continuing to refer to the wrong media report.

The Supreme Court in *Sahara India Real Estate Corp. v. SEBI* [(2012) 10 SCC 603] was asked to frame appropriate guidelines for the media in sub judice matters. The Court emphasised on a balance between the right to a fair trial and the right to freedom of expression. The Court proposed a concept of ‘postponement order’ in this case. Postponement order is an order where media is prevented from publishing a report relating to a case for a certain period of time. The court observed that the media is a link between people and the courts, whose decisions become the law of the land. The solution had, therefore, to be in a situation where neither of the rights was compromised. But an inherent problem with postponement order is that it is invoked after a published report has already done the damage.

Cases of misreporting

Sindoor judgement: The case of *Bhaskar Das v. Renu Das* [(2020) SCC OnLine Gau 2954] related to a matrimonial appeal by the husband against the order of a family court dismissing his application for divorce. The case was heard by a division bench of the Gauhati High Court. The Court held that under the custom of Hindu Marriage, a lady who has entered into marriage according to Hindu rituals and customs, her refusal to wear ‘sakra and sindoor’ will project her to be unmarried and/or signify her refusal to accept the marriage. This was one of the reasons for the dissolution of marriage apart from when seen

in consonance with the other grounds including:

- (i) refusal to live with in-laws, which amounts to cruelty;
- (ii) preventing the husband from performing statutory duty under the Maintenance and Welfare of Parents and Senior Citizens Act, 2007; and
- (iii) filing of an unsubstantiated criminal case amounting to cruelty.

But, the observation of ground relating to cruelty was blown out of context and most of the newspapers and portals reported it as if the case was decided merely on the ground of the wife not wearing ‘sakha and sindoor’. Based on the media reports, the wife went on for the review of the order. The same bench while hearing the review observed that (*Renu Das v. Bhaskar Das*, 2020 SCC OnLine Gau 4971):

...the circumstances can be considered differently if the wife never wore ‘sindoor’. In such circumstances, the husband would not be justified in pleading not wearing ‘sindoor’ as an incident of cruelty. In this case, however, the circumstances appear to be different. On considering the evidence cumulatively and on plain reading of the statement given by the wife, it appears that the wife earlier used to wear ‘sindoor’; however, when she stopped considering him as her husband, she stopped wearing ‘sindoor’. Surely, when the facts, circumstances and evidences are considered collectively, such a statement given by the wife can also be considered for concluding that the marriage had irrevocably broken. It is in this sense that the evidence has been read.

The court dismissed the review petition and observed that the appellant was reading the statement regarding the wife not wearing sindoor out of context. The argument in the review was argued as if it was the only ground for dissolving the marriage, which was not true. The Court had essentially relied on the circumstance of cruelty caused by initiating false criminal proceedings.

The other facts and circumstances, as mentioned in the judgment under review, convinced the Court that the marriage was irrevocably broken on account of various acts done by the wife. The counsel for review petitioner also admitted that there was no matrimonial harmony left between the husband and wife, and the matrimonial relations had fractured.

The Economic Times (2022) reported the case with the headline, “Gauhati High Court grants divorce to man after woman refuses to wear ‘sindoor’, ‘shaka’.” The Wire (2022) reported, “Gauhati HC grants divorce for woman's refusal to wear ‘sindoor’, ‘shaka’.” The Hindu (2022) titled its report as, “Wife’s refusal to wear ‘sindoor’, ‘shaka’ amounts to

refusal in accepting the marriage: Gauhati HC”. The legal news portal Bar and Bench titled it as, “Refusal to wear sakha/sindoor signifies her refusal to accept marriage under Hindu marriage customs: Gauhati HC while allowing divorce plea” (Thoma, 2022).

It has to be noted that there are instances which are particular to a case and should be seen in accordance with that. If the media starts taking them as general observations applicable to all circumstances, then it results in sensationalising things. This also casts aspersions regarding the judgement and understanding of the court and judges in the minds of common people.

Mangalsutra Cruelty Madras HC

In the case of *C. Sivakumar v. A. Srividhya* (2022 SCC OnLine Mad 3672), the Madras High Court was hearing a plea by the husband (*Sivakumar*) against an order by the family court, which had dismissed his divorce petition against his wife. The court observed that the appellant’s wife had come to his place of work and levelled accusations against him of having extramarital affairs in front of his colleagues. She had allegedly also filed an “unsubstantiated” police complaint against him. Finding these acts of the wife amounting to mental cruelty, the court granted his plea.

The Court also made certain observations regarding the removal of the “mangalsutra” by the wife. While it made observations regarding the “sacred” and “symbolic” nature of the mangalsutra, it went on to qualify the same in the following:

The removal of the thali chain is often treated as an unceremonious act. We don’t say for a moment that the removal of the thali chain per se is sufficient to put an end to the marital knot, but the said act of the respondent is a piece of evidence in drawing an inference about the intentions of the parties. The act of the respondent in the removal of the thali chain at the time of separation, coupled with various other evidence available on record, compels us to come to a definite conclusion that the parties have no intention to reconcile and continue the marital knot (emphasis added).

The Court used the instance of the removal of mangalsutra as an inference of the intention of the wife not to reconcile. It nowhere meant that mere non-wearing of mangalsutra amounted to cruelty or could be used as a reason to dissolve the marriage. This was seen only in association with other acts of the wife that the court had held that her actions amounted to mental cruelty and thus, granted the divorce to the appellant.

However, the headlines of the newspapers and portals are again to be noted, which seem to give

an inference that the court said that the removal of 'mangalsutra' amounted to not just 'cruelty' but the 'cruelty of the highest order'. The Hindustan Times (2022) reported, "Removal of Mangalsutra by wife is mental cruelty of highest order: Madras HC". The NDTV ("Removal of mangalsutra by", 2022) and the Indian Express ("Removal of mangalsutra by", 2022) also reported it with the same heading. They made the story from a syndicated feed provided by the news agency PTI.

The PTI article, reproduced by the news outlets, also quoted another part of the judgment: "Thali around the neck of a woman was a sacred thing which symbolises the continuance of married life and it is removed only after the death of the husband. Therefore, its removal by the petitioner/wife can be said to be an act which reflected mental cruelty of the highest order as it could have caused agony and hurt the sentiments of the respondent."

In these articles, the other relevant grounds and reasons as discussed above were dealt with only towards the end. This clearly shows that the headlines and the articles were drawn to create sensations. The social media and public personalities, believing these stories, criticised the court for its judgement. Looking at the actual order, the judgement was unduly targeted.

In Re-Misreporting [Misreporting of Court Proceedings by Newspapers, In re, (2012) 13 SCC 580]

A Supreme Court bench comprising of G.S. Singhvi and S. J. Mukhopadhaya, JJ., took cognisance of a news story published on the front page of Indian Express titled, "Appointing judges to tribunals raises questions of integrity, says SC Bench" with photographs of two sitting judges and another news item published in The Pioneer (New Delhi edition) with the headline "SC surprised at CJI's choice for green body".

The Court found that the contents of the news item published in *Indian Express* and the headline of *The Pioneer* were referring that the Bench had made observations on the recommendation made by the Chief Justice for appointment of the Chairperson of the National Green Tribunal, and about the integrity of the judges appointed to the tribunals. The Court found the news items not only misleading but also patently incorrect.

As the Court had only made observations about non-availability of facilities to the members of the tribunals and hinted that this results in compromising with institutional integrity because the judges were forced to approach the executives and ask for various amenities like accommodation, medical facilities,

and leave travel concession. The Court noted that there was "absolutely no reference to the proposed appointment of the Chairperson of the National Green Tribunal". The issue of appointment was not even mentioned by parties as well.

The Court, however, dropped the contempt proceedings upon apology by the journalists, but it observed, "the distorted reporting of the court proceedings has the tendency of lowering the dignity of the institution and brings the entire institution of judiciary to ridicule in the eyes of the public and also shakes the people's confidence in the independence and integrity of the institution."

Supreme Court e-Committee and Justice Chandrachud's case

According to Chandrachud, J., the virtual courts were "the new symbol and new image of the Indian judiciary" (Jain, 2021). He asserted that technology is to simplify life and not complicate it, and to respond to everyone involved in the system. He also opines, "Because by these initiatives, we send a message that we value the time of our citizens".

Chandrachud, J., however, himself decried "personal attacks" being levelled against judges (Biju, 2022). "Give us a break ... there's a limit to how much you can target judges," Chandrachud, J., said when an urgent hearing of a petition alleging 'attacks on Christian institutions and priests' was sought. This came as there were reports that alleged that the Supreme Court was delaying the plea. There were headlines like, "India's top court delays hearing anti-Christian violence plea."

The judge observed, "Last time, the matter could not be taken because I was down with COVID. You get it published in newspapers that the Supreme Court is delaying the hearing. Look, there is a limit to which you can target the judges. Who supplies all this news?" Surya Kant, J., the other judge on the bench said, "... anyway, we will list it, otherwise there will be another news item."

Will You Marry Her?

The Supreme Court of India (bench led by SA Bobde, CJI, as he then was) while hearing a case had to clarify its observations in relation to a previous hearing by the Bench. The Court observed orally that its enquiry to a party in a hearing of a different case was completely misreported (Ojha, 2021).

It was stated that the Apex Court's query asking a rape accused whether he would marry the victim was based on 'judicial records' containing an undertaking from the man that he would marry the minor girl, a relative, after she turns 18 years of age. But the question posed was widely criticised. Former

Supreme Court judge Deepak Gupta, J., CPI(M) politburo member Brinda Karat and several other prominent figures had criticised the remarks of the Court and had demanded the Court to withdraw its remarks.

Conclusion

The development of technology is inevitable; with daily advancements, its use will continue to increase. As expressed by the various authorities (Chairperson, e-committee and the Chief Justice of India) from time to time, most of the courts would start live streaming of their proceedings in due course. With this, the dangers of the problems discussed above would increase even further. Misuse or spread of misinformation by certain sections of the media is also no reason to restrict bonafide rights of others. The problem is, therefore, very complex.

The pre-censorship of cases is not a solution because it would result in restricting the media's right to report and people's right to know. This is in consonance with the opinion expressed by the Supreme Court of India. Misreporting of instances amounts to the scandalising of courts. But a contempt petition is also not a solution due to the already huge pendency of previous cases. The deterrence effect also does not seem to be working.

A comprehensive legislation laying down the code of conduct, which includes the provisions relating to reporting of court cases, can be a solution. But, the best solution would be self-restraint by the media, where only factual and legal position is reported and there is no effort to sensationalise through clickbait.

Legal reporting also involves understanding the complexities and technicalities of law, procedures, courtcraft, court proceedings, etc. It is different from other kinds of reporting, which mostly involve facts and analysis of the subject. Therefore, mandatory training for court reporters should be instituted. Institutes like the Indian Institute of Mass Communication may consider launching courses/diplomas in legal or court reporting.

On the part of the courts, they should make efforts to keep their judgements pointed and clear, as suggested by CJI Ramana. The Court must also observe restraint while making oral observations and only observations that are relevant for the purpose of a case at hand should be reported, as it is generally the obiters that are prone to misreporting.

Curbing this menace would be in the interest of the media as well as the judiciary and would strengthen Indian democracy. It would also promote the citizen's right to know.

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Viral Music: Identity and Influence on Youth Culture

LEKSHMI S KAIMAL¹ & ANI MERLY PAUL²

ABSTRACT

The terms such as postmodern or extreme postmodern are used to refer to the present culture. This change is evident in all arenas and music is also a part of it. Music and culture are intertwined. The lyrics and tune of music are the fingerprints of a generation. Media has diversified our music to new forms and content in modern days. It is now bombarded with a high pitch background score and rhythm which captures the attention of the audience and it has even changed the nature of our enjoyment. The nature of popular music of the present day reflects the contemporary culture of our society. Here an attempt is made to analyse the influence of viral music on the youth. Mixed-method was used in this study and questionnaire and the interview guide were the tools used for data collection. Stratified random sampling was used to collect data.

Keywords: Identity, Society, Virality, Viral music, Youth, Youth culture

Introduction

Culture is considered to be a social product. Through the process of inculturation, the cultural values of a society are internalised into the behaviour of its members. Music is a product of culture. Music transcends the social and the contingent in ways in which literature, film, and representational paintings do not. Any idea or ideology can be transmitted through music. The audience is always influenced by the rhythm and tune of the music; if it is comfortable to one's tastes, people always listen to it without much regard for the meaning of lyrics. Music also reflects the values of society. It consists of an element of order. If one feels comfortable and identifies with what is being articulated in a particular kind of music, one is likely to be happily ascribing to its universality and extra-human truths.

There are two very different groups of people who participate in music.

- Those who seek to immerse themselves in what they wish to regard as the pure order of music to escape what they perceive as the chaos of real life
- Those who turn to music to enact or experience vicariously the simulacrum of opposition to the restrictiveness of real-life (Leppert & McClary, 2001).

Music and Society

Society is the web of social relationships. Social

relationships are formed through the process of social interaction. Social interaction is considered to be the backbone of society. Music is a form of social interaction. It communicates ideas even to the illiterate people. It transcends the values from generation to generation. Music can make the soul feel better and help people to cope when tragedy strikes. Music now emerged to be an aspect of healing (Hanes, 2006). The healing power of music is utilized in the modern medical field to overcome the traumatic experiences of patients. Music provides value to our lives and it often reminds us of special individuals or situations in our life.

The music of a society is a mark of its excellence in the cultural aspects. The predominant cultural values of a particular time are reflected in its music. It possesses many qualities and goes through the experiences of people belonging to different generations. Everyone entered into this field is inputting some unique contributions to its development. It has access to wide audiences and easily permeates into the social setup of a place. Music acts as a stimulant to perform tasks which are considered to be hard and complicated. Music can influence any aspect of society; it can bring peace to society or can start revolutions and violence. It can inspire people to fight against exploitation or gender discrimination. Music is a dynamic social phenomenon. It can change easily. It is that aspect

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of a culture where change is always welcomed as a normal thing (Longhurst, 2007)

What is virality?

Virality is a trait of modern media. The term virality means its popularity. Modern media creates a virtual world where everything is counted based on its likes and shares. Everyone wants to be viral on social media. Today, going viral is considered to be a prestigious thing, especially for the youth. They were making every effort to make things go viral. Music is not an exception. Viral music means the music that becomes popular through the process of internet sharing, typically through social media and email.

The term viral comes from the word 'virus' which is used to describe the small infectious agents that cause diseases in the medical field. Like this in today's media-dominated culture, music, video, images, and even texts were spreading as fast as the viral disease and the nature of the influence of such content on the people also is wide-ranging.

Anything including a piece of music can be spread through the internet and people become influenced by it when they see it. Once they are influenced by it, they start sharing the music and also relate emotions and persons to that particular music and also discuss with others regarding their feelings.

The most basic element common to virality is its inception. The goal of all viral efforts is to insert (or "incept") an idea into someone else's intelligence and to get them so excited about it that they want to try it and use it. That's the most important component of any type of virality (Bernazzani, 2018).

Through this process of inception, viral things permeate into the thinking process of the masses. Once content gets the status of viral, those who were not influenced by it also become curious to know about the content and this also adds fuel to the process of virality.

"Virality" is often outlined because of the chance of one thing being shared and unfolded wide among completely different users, readers, or customers online. Virality is a characteristic of the modern era. Some examples of things that can go viral are blog posts, websites, apps, games, or products (Patel, 2021).

Anything can go viral on the internet whether it is a photo, an animation, an article, a quote, a tweet, a person, an animal, an idea, an argument, a coupon, an event, or anything else. If it goes viral, it appeals enough to the masses and is shareable. Modern music despite its meaningless lyrics became so popular among the audience that not only youths but also people who belonged to all ages were adapting it in their daily life discourses.

Traits of viral content

The viral songs or content involves some characteristics which are considered to be their influential aspect. The most important trait of viral content is its surprising nature. The viral content should create surprise in the minds of the audience. Those who listen or watch such things should get a minimum amount of surprising content from it. This means it should vary from the regular contents being watched or listened to. Another important trait is 'interesting'. This means it should have the ability to generate interest in the audience to watch it or listen to it. Interest is considered to be a subjective aspect of the individual. It is difficult to create interest in an individual. It is a genuine process.

The third component of virality is intense (intensity of emotions) which means that it should have the intensity to go deep into the intelligence of the audience and influence their thought processes. Through the process of inception, the viral contents become part of our thought processes. The fourth trait is 'positive.' This involves that it should generate positive attitudes and reflexes in the audiences and elicit positive emotions like 'awe'. This means that through listening or watching viral contents, one should get positive reinforcement. Another important trait of viral content is actionable (practically useful). This means that the content of the music or video should be practically useful. It can be applied to real-life situations. Thus, becoming viral is a difficult process. For music or product to become viral, it should satisfy the above aspects.

There are six reasons for virality, popularly known as STEPPS (Anand, 2018).

First is social currency. Most people will start sharing only that music that makes them look good or rather cool in front of others. Second triggers. A trigger is a stimulus that keeps people sharing the content. If the person shares the same feeling the chance of trigger is more. Third is emotions; when we care, we share. People tend to share stuff that's showing emotion. Content with positive emotions is shared far more than that with negative emotions. That is why "how-to" videos work well. Fourth, public, if something is popular already, chances are that it will be shared further. People always tend to use popular items. Its popularity influences a new audience. Fifth, practical value, practically useful kinds of stuff get instantly shared. Sixth, stories, people love stories especially, if they are emotionally arousing. If you can tell a compelling story through your content, people will recognize it and share it. Usually, the success of viral music depends on the above reasons. Thus the process of becoming viral in modern society is a difficult task. This process

involves a series of planned marketing strategies by the creators of the music. Viral music influences different realms of life.

Music and youth: influence and creation of identity

Music is always considered to be one of the highest forms of culture. It is a product of the prevailing times. It reflects the here and now and always helps to recall memories. The music is interlinked with youth culture and identity (Supicic, 1988). In modern society, youths are considered a problem group. Their identity is often represented with deviant characteristics.

Music is mainly delivered to the youth audiences, and young people tend to adapt to the changing trends in music of the time. The youths are also ready to internalise the changing tunes and rhythms of the music. Music interacts with their everyday lives. It emerged to be a platform to express their faiths, hope, refuge, dissonance, conflicts, and even affection. Music is also a source of relaxation to the youngsters. By listening to music while doing daily chores, they make their work comfortable and lessen their hardships. Music also provides them the power to overcome hopelessness and despondency due to unexpected trauma.

The study by Committee on Communications clearly stated that popular music might produce significant changes in the behaviour and attitudes of young viewers (Committee on Communications, 2009). The amount of popularity associated with viral music steadily influences the youths. This made a superficial impact on the youth, and as a result, it emerged to be an aspect of their identity formation. Today's youth want to mold their identity based on viral content. By doing this, they presume that their personality or attitude also gets that much of acceptance like the viral music. These influences are readily visible in their day to day activities and have seemed to be expressed in their communication styles, their behaviour patterns, and even in their body language. The study on popular culture by Vyomakesisri *et al.* stated that popular cultural forms like music influence the language of today's youth. Based on these influences, various youth identities have emerged with their unique styles in music, dance, hairstyle and language (Vyomakesisri *et al.*, 2019).

Significance of the study

Music is certainly one of the most important elements in human culture. It exists in each noted human society and in each amount of time having evidence of historical knowledge. Music evades

all the hedges set up in a globalized world. Music transcends all political boundaries. Music and culture flow together. It can transmit ideas quickly and effectively. Today's music has changed from neatly strung lyrics with a melody to meaningless lyrics. What happened to the taste of modern society? The answer to this question demands to explain the meaning of the term "youth culture" because every change was accepted as a result of the preferences of modern youths. The term youth culture is a compound of two terms 'youth' and 'culture'. This simply means the cultural aspects of youth.

Firth (1985) defines it as "a particular pattern of beliefs, values, symbols, and activities that a group of people is seen to share", as cited in Sturman (2019). This is a term which is always misinterpreted as deviant behaviour or something different from the conventional social practices or system. It has argued that "youth is no more than a word, as the divisions between youth and old age are arbitrary and the frontiers between them in all societies are a matter of struggle (Bourdieu *et al.*, 1994). Youth is a stage of flexibility. They are expressive and want to get complete enjoyment in life. They have the attributes of western lifestyle and values, and can adapt and resist change. They have command over modern social forces and are considered to be individualistic; they were often ready to undermine the conventional ethos.

Thus, music enjoys hegemony over the youth. It is a form of cultural leadership as Antonio Gramsci views. The music dictates the life values and aims to the youth. The youngsters are mesmerized by the influence of music and they create their identity based on the music of their time. They imagine real-life situations in tune with musical situations. Thus music provides them a form of inter-subjectivity where their actions are based on the subjective understanding of their mind.

In today's society, most of the youngsters mold their views based on the changing musical trends. Most of the modern musical trends were targeted towards the youths. It is the youth who make the songs viral by sharing and diffusing it to others. In recent times, youth identity is based on the individual's subjective understanding and is often accompanied by the creation of separate life worlds where one can only understand others with similar tastes (Jing, 2017).

Those who share similar tastes regarding music can understand and share their feelings with ease and comfort while those who view from outside consider it as awkward and disgusting. In creating such a feeling, modern media plays an important role. Media blow out different categories of signs which create an impression on the audiences based

on their thinking pattern. Once these signs are out, they become deeply permeated into the audience (Longhurst, 2007). These communicate new thinking patterns to hundreds and thousands of audiences at the same time. Thus, through the hegemonial power of media, it dictates the new changes in every sphere of life as trends and fashion and the youth accepts it without any hesitation.

Methodology

The study is based on a descriptive research design. A mixed-method was used in the study. Both quantitative and qualitative data were used. The population of the study consists of the college students in Kottayam municipality. Sampling size consists of 100 (50 males and 50 females) degree students aged from 17 to 20 years who were lovers of music and using music as their major leisure time behaviour. Stratified random sampling method was used for collecting the data. The strata were formed based on gender. The questionnaire was a tool for quantitative data collection. An interview guide was used for the collection of qualitative data. Qualitative data was used to understand the changing preference of youth.

Objectives

- To find out the nature and type of music being liked by youth.
- To check out the influence of music on present-day youth culture.
- To evaluate the changing trends in youth preferences.

Hypotheses

- The habit of listening to music while writing assignments is higher among UG students
- The habit of listening music to display style is more among male students

Theoretical Framework

The postmodern music theory by Jonathan Kramer provides the theoretical background of the study. Kramer says “the idea that postmodernism is less a surface style or historical period than an attitude (Kramer & Carl, 2020). There are 16 characteristics of postmodern music according to Kramer. These characteristics exhibit listening strategies, or listening experiences and even compositional practices (Ford, 2017). Applying this theory to the present study, it is revealed that the viral music of today is an extension of postmodern music. It encompasses the 16 characteristics of postmodern music. Modern music includes multiple meanings and youth are the main targets of such music.

Findings and discussion

The finding of the study is categorised into three sections. The first section of the study deals with the nature of music attracted by the youths. Second section deals with the influence of music on present day youth culture. Third section deals with the changing trends in youth preferences.

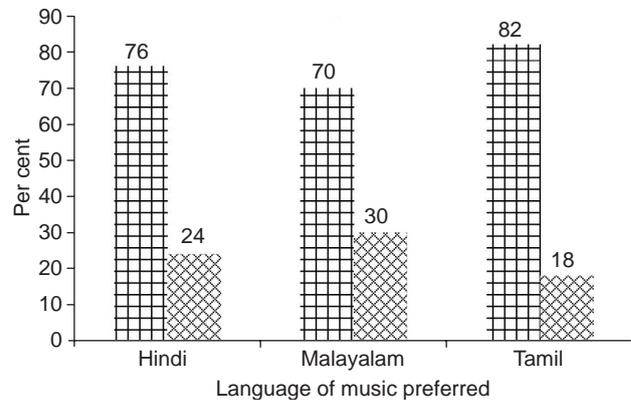


Fig. 1: Language of music preferred

This revealed that the majority of respondents (83%) in this study prefer Malayalam, Hindi (80%) and Tamil (67%) fast-moving songs. This means that language is not a barrier for the youngsters in their enjoyment.

The majority (70%) of respondents like songs with a heavy background score (Table 1). This shows the changing tastes of modern youth. Their view of life is composed of enjoyment and thrills. The modern information society caters to speed through its internet and virtual services.

Table 1: Preference for heavy background score

Heavy background score	Frequency	Per cent
Yes	70	70
No	30	30
Total	100	100

The melodies of the old generation cater to the social background of that time while the modern fast-moving songs are a reflection of today’s globalised world. Today’s music is considered to be a reflection of the world itself. Here, everyone is busy and concentrated on the self and secondary relationships. Thus, the values of compassion, sacrifice, lovingness, and soothing effect were lost in dealing with daily relationships. Instead, today’s life is dominated by competition, invasion, arguing, and short term relationships. This self-perpetuating world of modern life caters only to individual feelings in modern minds. Thus, the values of collectivity as shared by the previous generation become meaningless.

The majority of respondents (65%) were given

less attention to the lyrics but were swayed by the rhythm of the music (Table 2). The meaningful melodies gave way to meaningless lyrics with a high background score. This shows the changing youth thinking pattern. Yesterday youths were icons of love, compatibility, and responsibility while modern youths were governed by the values of aggression, dominance, and irresponsibility. Their self-image is very poor and they perceive themselves to be in a world of imagination and the core of reality is unacceptable to them. They move away from all that social fabric that forced their shoulders with responsibility.

Table 2: The preferred aspect of music

Preferred aspect	Frequency	Per cent
Lyrics	35	35
Rhythm	65	65
Total	100	100

The second section of the study analyses the influence of music on present-day youth culture.

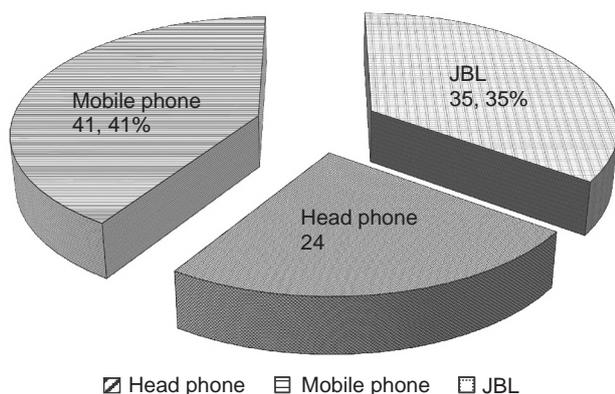


Fig. 2: Medium of music

The study throws light on the nature of enjoyment by modern youth. The respondents mostly used mobile phones and mini external JBL and headphones to listen and engross themselves in the music. The majority of respondents were multi-tasking with listening to music even to the point of writing assignments and also at the time of studying lessons. The majority also like to dance with music.

The nature of graduation of the respondents is presented in Table 3. The Table showed that 52% of the respondents were studying in UG (undergraduate) courses and 48% were studying in PG (Post graduate) courses.

The preference for listening music while writing assignments is shown in Table 4. It is clear from the Table that 65% of the respondents had the habit of listening music while writing assignments and 35%

Table 3: Nature of graduation

Graduation	Frequency	Per cent	Valid per cent	Cumulative per cent
UG	52	52	52	52
PG	48	48	48	100
Total	100	100	100	

Table 4: Listening music while writing assignment

Assignment	Frequency	Per cent	Valid per cent	Cumulative per cent
Yes	65	65	65	65
No	35	35	35	100
Total	100	100	100	

were not interested in listening music while writing assignments (Table 5).

Table 5: Preference for listening to music while writing assignments

Degree	Listening to music while writing assignments		Total
	Yes	No	
UG	40 76.9%	12 23.1%	52
PG	25 52.1%	23 47.9%	48
	65	35	100
$\chi^2 = 6.770^a$			Degree of freedom-1 P=0.009

Hypothesis 1: The habit of listening to music while writing assignments is higher among UG students

The relationship between nature of graduation and habit of listening to music while writing assignments were analyzed using the chi-square test and these two variables were associated with each other. The $P < 0.05$ and the first hypothesis of the study, i.e. the habit of listening to music while writing assignments higher among UG students is accepted.

One of the major criteria of modern youth life is that they were more expressive regarding their feelings and emotions. They want to enjoy their life fully and never hesitate to demand things for themselves. They never bothered about the place, the people, or the situations, even if it is love, happiness, agony or even disagreement, they express fully and directly. They have their explanations regarding everything and anything.

The music videos produce significant changes in attitudes and behaviors in youth and they were changing their behavior based on the characters in the songs. Music has become a process of identity formation for the youth, especially it integrates them with the group identity of youth culture.

Hypothesis 2: The habit of listening viral music to display style is more among male students

The majority of students (60%) also listen to music to show their style to others (Table 6). The gender-wise analysis revealed that males were more interested in showing their style through music. A Chi-square test was applied to find the association between these variables. The level of significance for the chi-square test was fixed at 0.05 and from the above Table it is clear that $P < 0.05$. Thus the second hypothesis, i.e. the habit of listening viral music to display style to others is more among males also accepted.

Table 6: Listening music to display style to others

Gender	Listen to music to display their style to others		Total
	Yes	No	
Male	46 92%	4 8%	50
Female	14 28%	36 72%	50
Total	60	40	100
$\chi^2 = 42.667^a$			Degree of freedom-1
			$P = 0.000$

If a person is perceived to be ignorant about a piece of a particular music or viral content, they were ridiculed by their group mates. So, for them to be with others and manage a status quo among their inmates, it is necessary to have adored modern music. Others were isolated as conservative or old generation. Most of the respondents were dancing in tune with the hit music in wedding functions and birthday celebrations with peers. It is considered as a trend among youths and those who evaded it were being ridiculed by friends.

Some of the respondents' preference towards music is mainly a reflection of their emotional state because most of them resort to it when they feel lonely or down. For others, it is considered an energy booster because by listening to music, they feel more energetic and it also provides relaxation from tension and help avoid mood swings. Almost all the respondents have a fascination with some songs and they want to recreate such situations in their real life.

This shows the imaginative nature of young minds. They always want the replica of filmy situations in their real life. As a result, they considered their real-life situations in tune with filmy musical backgrounds. For expressing love, hatred, agony, disagreements, and for everything, they make use of music.

The third section deals with the changing preferences of the youth. The study about changing trends regarding music tastes revealed that music today is more a medium of entertainment than

earlier days where it was a medium that portrays existing society patterns or social-cultural change. Modern youth considered music as a natural form of entertainment. While the previous generation regards it as a divine gift and also as a lifelong learning exercise, they spend years learning music so they were reluctant to change the rhythm or composition for their convenience. But today, it is not considered to be a divine gift ordained from the God and viewed as an individual talent acquired through constant practice. Thus, they were ready to mould it to any form based on their creativity.

The study also revealed that today music is often used as a contest against the existing value system. Today any objections, disagreements, or arguments can be raised through the music. There are different groups which not only provide new ideas but also make the youngsters revolt against the conventional ethos. We all are experiencing the mushrooming of bands – like 'Thaikkudam Bridge' and 'Öorali' band. These bands are instant composers and singers and they are different in outlook from the traditionally trained singers. Their influence on the youth is also high because through their songs they criticise the established social system. Their dressing pattern and hairstyle, which is quirky, is also an indication of their idea of contesting against the established social fabric which have a profound influence on the youngsters.

Another important finding of the study is the preference for the type of music among the youngsters. Modern youth prefers folklore and remixes where old songs are put in a new tune. All these point out to the words of Angela McRobbie that moving from the periphery to the center, the 'high' and 'low' culture distinction has diminished. This shows that modern youth wants change; they are no longer ready to accept the old conventional ethos and norms without questioning their validity. Modern youth are more logical and rational in their thinking process. The folklore which is considered to be a means of entertainment of the lower strata of people is now getting profound acceptance among all the sections of the society. This denotes the fact that in modern society music is not considered to be a monopoly of any one section or class and those who have talent are being appreciated and get accepted by the wider public. The main reason behind this new shift is the youth and their thoughts of the renaissance.

Conclusion

Viral music is a characteristic of the new millennium. Media and different forms of entertainment make music or videos viral. Music of a society is created based on the experiences

of different generations and it has the quality of uniqueness from its composers. Throughout history, men and women used music as a stimulant, so that they can get motivated and to perform tasks with ease and comfort. As society undergoes changes, new styles and standards were spurt into the music and it became complicated and diversified. Now it emerged to be a major business and new marketing strategies were applied to attract the audiences.

Thus, the present study deals with the influence of music on youth culture. The study revealed that modern music is a reflection of the changing preferences of the youngsters. Being in a post globalizing era, the modern youths were displaying the characteristics which are alien to their previous generations. They pursue it to express their attitude, love, and even disagreements. Traditional Indian music upheld the humour of collectivity and sacrifice, which were once the social attitude, but nowadays, due to different factors including growing individualism and self-centeredness in the social life, the nature of music also underwent drastic changes. Life in this modern society is characterised as busy, fast-moving, and self-centered. This change is reflected in every aspect of life including the tastes of the modern youth. Today, youth consider music as an expression of their identity. These changes also influenced the music's rhythm, style of composition, and even in the singing style. Modern youth is targeted by the media for popularising their ideas. Youth is the main focus of all aspects of development. They are also considered to be engrossed easily because of their exposure to a mass-mediated world of information. They are more expressive in their behavior. They like to express their feelings with maximum intensity. Be it, love, respect, hatred, disrespect, dissatisfaction, or contestation, they want the full expression. Being expressive on one hand, and on the other, their feelings are not deeply rooted. They are interested in fascinations and they want to exhibit irony in every established system. For that music provides a wide avenue to them. Modern society also leads to the creative culture industry as Habermas mentioned—where everything can be sold or purchased. Thus, this change is inevitable and reflects in every sphere of society.

Notes

- STEPPS— short form of reasons of virality- Social currency, Triggers, Emotions, Public, Practical value, Stories.
- Thaikkudam Bridge— a musical band based in Kerala started in 2013. Its founders are Govind Menon and Siddharth Menon.

- Oorali band— a musical band founded in 2010 by Saji K. Oorali is a character from the Padayani folk art of South Kerala that talks about topical social issues.

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A Study on Media Literacy among Young Adults of Jharkhand, India

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ABSTRACT

Reading or watching media content is acceptable as long as you have the judgement to evaluate what is being presented across all media platforms, including print, electronic, and digital. The goal of this study is to determine the current state of media literacy by examining the variables that influence this skill among youth in Jharkhand, India. As we all know media literacy is simply an extension of literacy. Census data from 2011 indicates that Jharkhand's average literacy rate was 66.40%, which was lower than the 74.04% national average. The primary data collected from the respondents has been analysed as part of this study to determine the level of media literacy. It aimed to look at the respondents' capacity to digest information from various media sources. This study may be useful for the Jharkhand Government to know the level of media literacy of the youth in the state.

Keywords: Digital literacy, Media literacy, News channels, Print media, Social networking

Introduction

These days, there are tons of resources available to access information. The availability of numerous resources including libraries, the internet, wide range of programmes, videos and mass media has become an essential part of our lives. Today's outlets for gathering information include social media, news networks, online-streaming services, and more. Finding reliable information in this informational flood is really difficult. When people spread fake or inaccurate information without first checking the facts, it can cause havoc in the social structure. The growth of social media has made it incredibly simple and easy for anyone to spread ideas and thoughts to a huge audience, and, at this point, the trouble begins. While distributing accurate information is beneficial, doing so without first verifying the facts runs the risk of upsetting the nation's unity, integrity, peace, and harmony. A young person in India spends at least 3–4 hours each day on various media platforms, where they can get a wealth of ideas, facts, and information. This reception of information and the knowledge, thus, acquired may affect a young person's beliefs and behaviour.

Some of the most popular information sources include television, radio, newspapers, magazines, books, marketing materials, the internet, and social media. Everyone can create a profile on social media websites like WhatsApp, Facebook, Twitter,

and Instagram. These platforms also let you add and communicate with a lot of people. Due to the propagation of fake information on social media over a short period of time, there were several mishaps and incidents. Particularly when the COVID-19 pandemic came on the door, these platforms were swamped with health-related rumours and fake information.

It is crucial for everyone to be able to critically understand correct media material. Media literacy has three dimensions, according to Buckingham (2003)—access, understanding, and creation. Access here refers to obtaining data from media; understanding entails precisely decoding any messages that have been received before moving on to the last and most delicate stage, which is creation. Because the people for whom you are creating messages may be influenced by them, it is a serious obligation to do so.

People today need to appreciate the importance of truth and facts in the age of the information revolution. When the COVID-19 pandemic hit the world, the Indian government was forced to declare a nationwide lockdown. Due to the lockdown, people were forced to remain at home, but they were well informed about the COVID-19 virus spread, prevention, and treatment. Two things were at their peak at that time- the first was the COVID-19 pandemic, which claimed thousands of lives every day, and the second was the infodemic, which was

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caused by the flow of incorrect and fake information in both online and offline media.

According to a study that was published in the Pan American Journal of Public Health over the analysis of fake news during COVID-19 between January 2020 and June 2020, the fake news spread included political content and false information about the number of cases and deaths as well as about treatments, preventions, and patient care. Additionally, this study demonstrates that Facebook and WhatsApp were the primary providers of fake information (Barcelos, 2021).

Most people are unable to distinguish between fake information, misinformation, and disinformation because they are all distinct from one another. Furthermore, in order to discuss media literacy, it is necessary to first comprehend the information provided by the media and to categorise it according to cognitive level. It is crucial to critically analyse media texts, movies, materials, etc.

Review of literature

The capacity to use, understand, and produce media in a variety of formats is known as media literacy (Aufderheide, 1993).

In particular, in Asian countries, media literacy is a highly important problem that needs to be addressed or explored. China and Taiwan recognised the importance of including media literacy instructions in their curriculum, but there are still many that lag well behind European nations, such as the United Kingdom, who are thought of as leaders in the development of media literacy.

As we all know and understand, the mass media plays a very important function and is a potent tool for establishing the social and cultural framework of society. Because of what we see on television or the internet, many of us start to follow, accept, and even embrace new and exciting things in our daily lives.

Media literacy is nothing but an extension of literacy. According to Gillen and Barton (2010), literacy as a social practice involves careful and sensitive attention to what people do with texts, and how they make sense of them and use them to further their own purposes in their own learning lives. Media literacy helps young people become skilled and critical media observers. Making people media literate means protecting them from potential harm from bogus or misinformation supplied by social media or other kinds of mass media.

Media literacy is a very complicated concept that needs a framework to be understood. Youths who are media literate are capable of not only filtering messages but also shielding themselves from harmful ones. Lewis and Jhally (1998) suggested

that the goal of media literacy should be to promote active engagement at all levels rather than passive consumption. Passive consumption is harmful to our health in the same way as eating bad junk food, which first tastes nice. The nature of the media has altered as a result of digitalisation, which has affected human life. Consumers today are more intelligent than they were in the past. Customers now have the chance to produce their own media content and exert control over it in a variety of ways, such as by unsubscribing or leaving bad reviews.

We have an information flood nowadays, Potter (2006) explained in his media literacy theory with a cognitive approach. People are getting more dependent on media, and they expect access to all information right away. Additionally, depending on their level of comprehension, they interpret messages from various forms of mass media in error. This idea contends that only those who have a working knowledge of the media can accurately and effectively comprehend its media content.

The UNESCO Declaration on Cultural Diversity in 2013 focused on literacy about media and information content. It was highlighted on the occasion that media professionals, journalism educators, information specialists, the common man and other civic actors can enlist media and information literacy to promote communication practices that are sensitive to linguistic and cultural diversity and intercultural dialogue.

In 2004, Potter has given a cognitive theory on media literacy. Here, he has given a complete model for the effectiveness of media literacy. In this theory, he has tried to analyse the media-effect pattern. He has tried to understand how an individual attends something, remembers something and learns something, especially media content. He found that media information is unavoidable, and the level of media literacy determines how a person consumes media.

Malik (2008) presented four core thoughts on media literacy that media messages are created by the viewers, it needs constructed and inspired language for its identity or standards, different people understand the same messages contrastingly, media have its own fixed values and different opinions, and media messages would be constructed to achieve revenue and/or authority.

According to the American Library Association (1989), a person must be able to recognise when information is needed in order to be considered information literate. He or she must be able to effectively gather, assess, and apply information as necessary.

According to Hobbs (2010), media literacy is an approach that can be regarded as a new literacy

or an expansion of how we have traditionally defined literacy. It claims that media literacy is a multidisciplinary approach that can be justified as new literacy or as a broader definition of what we typically consider to be literacy.

We cannot deny that the media aids in our decision-making. We must also acknowledge that the media bears a duty in keeping the peace in society. A knowledgeable and engaged citizen makes significant contributions to society; hence, it is important to include media literacy in school curricula in order to build a healthy and media-literate society. Parents ought to work on media literacy for both themselves and their kids. Media literacy instructions are now offered in schools in some European and American nations. UNESCO established the MIL Alliance and the Media and Information Literacy Intercultural Dialogue to further the study of information and media literacy in June 2013 (Way, 2013).

Research objectives

- To evaluate the level of media literacy among Jharkhand’s youth.
- To determine the amount of time Jharkhand’s youth spends on reading media content.
- To learn about young people’s perspectives on media literacy in Jharkhand.
- To determine who is in charge of spreading media literacy and how
- To identify strategies for promoting media literacy among young people.

Research methodology

In Jharkhand, young people between the ages of 18 and 40 years made up the samples. The respondents were given a survey questionnaire in order to get information about their opinions on media literacy. 30 open-ended questions in a Google form questionnaire were self-administered by the respondents.

Sampling

A sample of 102 young people was chosen randomly from all of Jharkhand’s districts. Because it is a justified sampling method and provides everyone with an equal chance of selection, the simple random sampling method is utilised.

Data analysis and interpretation

Here, questions concerning profiles were first posed to 102 youths (both males and females). The study has also taken into account other factors, such as gender, education, marital status, employment, and qualifications.

Profile of the youth

Table 1: Profile of the youth under study (n=102)

Parameter	Number	Percentage
Gender		
Male	67	65.70
Female	35	34.30
Others		
Age		
18-25	18	17.64
25-40	84	82.35
Marital Status		
Married	63	61.80
Unmarried	39	38.20
Educational Qualification		
Below High School	1	1.00
High School	14	13.70
Graduate	52	51.00
Postgraduate	16	15.70
Postgraduate and above	19	18.60
Employment Status		
Employed	66	64.70
Unemployed	36	35.30

Figure 1 clearly stated that in overall samples, 34.3% were female and 65.7% were male.

It can be seen from Figure 2 that 61.8% of people were married and 38.2% of people were unmarried.

Figure 3 shows that less population, i.e., 17.6% are between the age group of 18–25 years, and a majority of the population, i.e., 82.34% are between the age group of 25–40 years.

As Figure 4 is showing, only 1% population have an educational qualification below high school, 13.7% of people have a high school qualification, 51% are graduate, 15.7% are postgraduate and 18.6%

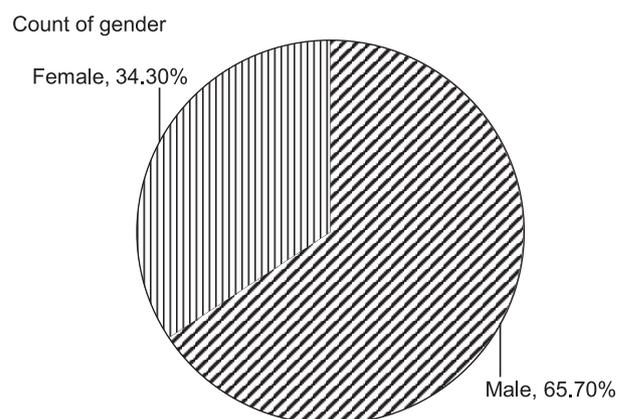


Fig. 1: Gender of the participants

of people have qualification above postgraduation.

Among 102 participants, a total of 64.70% of people are employed and 35.3% of people are unemployed (Fig. 5).

Figure 6 shows that 76% of the total youth population residing in Jharkhand is aware of media literacy and still 24% of the population needs to know about this crucially important term.

Here, four options were given to the respondents. In Figure 7, 12.9% of the population answered media literacy means only accessing media content through

various media whereas, 18.3% of people answered that frequently receiving media content from different media sources is media literacy. 2.2% of people said that ignoring media content is media literacy while 2.1% of total youths said that only accessing media content is media literacy. Interestingly, 64.5% of the whole population knew that accessing media content, crosschecking it and then forwarding it to others is media literacy.

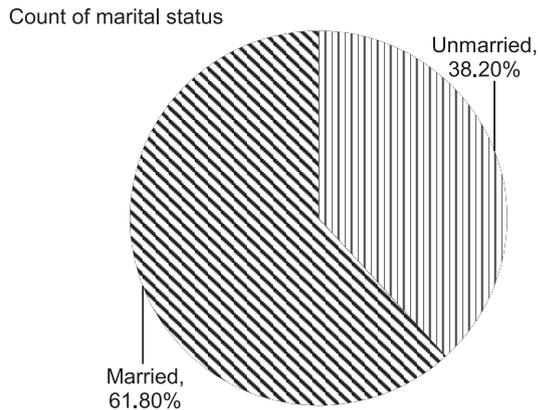


Fig. 2: Marital status of the respondents

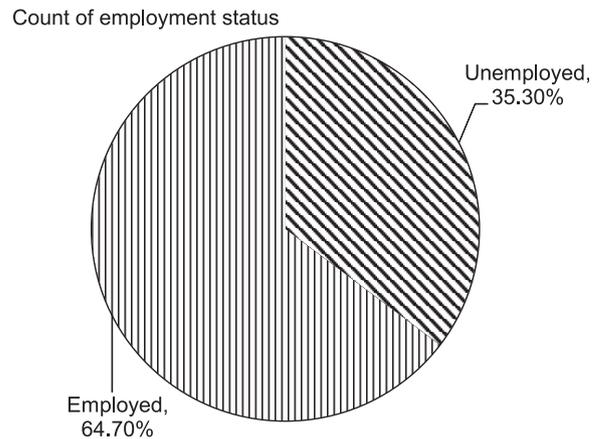


Fig. 5: Employment of the participants

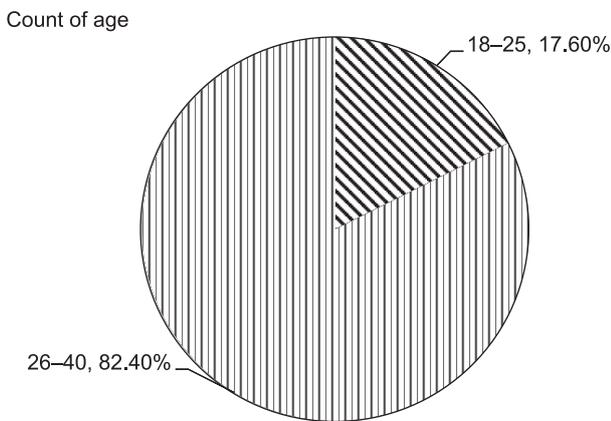


Fig. 3: Age of the participants

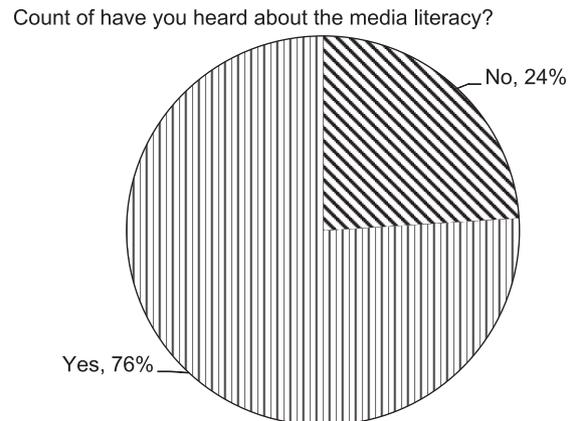


Fig. 6: Heard about the media literacy

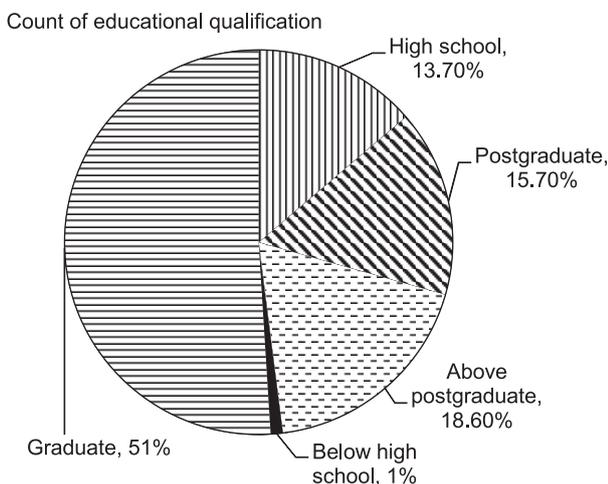


Fig. 4: Qualifications of the participants

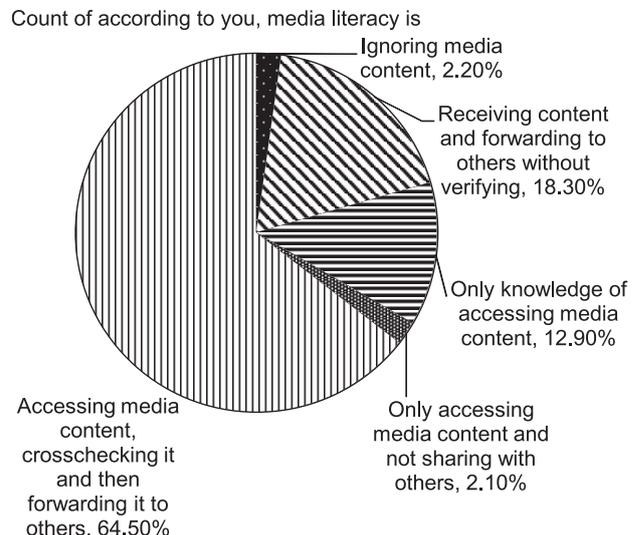


Fig. 7: Meaning of media literacy to the audience

From Figure 8, we can understand that 85.7% of youths know about fake news and 7.1% do not know about fake news while the rest 7.1% answered “May be”.

Figure 9 shows that more than 1% of people replied that news deliberately spread from political organisations is fake news, and 14% of people said that news wherein a reporter unknowingly made a mistake is fake news. 50.9% of people said that news that deliberately misleads readers is fake news. 33.3% of people replied that all the options stated are correct.

It is evident from Figure 10 that 52.5% of people think about the owner who has created a particular

media content before forwarding it to others whereas, 21.1% of people do not think about it. 26.3% of people are not sure about it.

As in Figure 11, we can see that 69.1% of people think about the purpose of making media content before forwarding it to others. 14.5% do not bother about the purpose and 16.4% of people answered “May be”.

From Figure 12, it can be noted that social media is used by the majority of the population, i.e., 46.3%; 25.9% use newspapers for updating themselves; 22.2% of people use television for an update on daily events whereas 3.7% of people listen to the radio for daily updates. Only 1.9% of the population uses

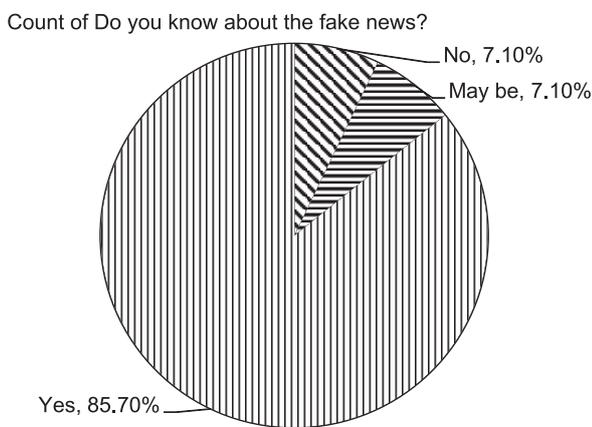


Fig. 8: Knowledge about fake news

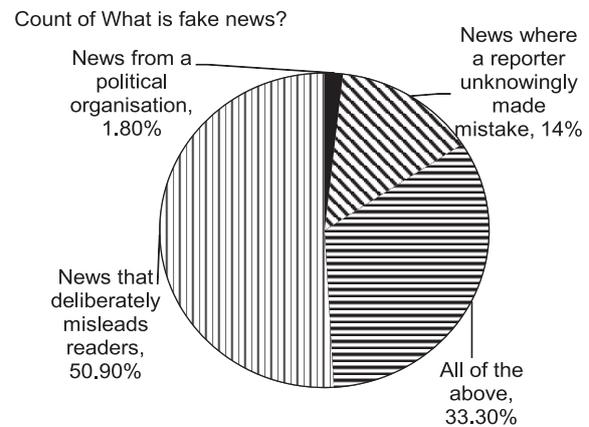


Fig. 9: Level of knowledge about fake news

Table 2: Constructs on media literacy among youths of Jharkhand

Attributes	Parameters		
1. Number of people who heard about the media literacy	Yes-78	No-24	–
2. Do you know about fake news?	Yes-86	No-7	May be-7
3. Before forwarding any media content, do you think who has created this content?	Yes-54	No-21	May be-27
4. Have you thought once the purpose of making media content before forwarding it?	Yes-70	No-15	May be-17
5. Can you classify the different genres of media messages like drama, romance, horror, comedy, etc.?	Yes-72	No-13	May be-17
6. Do you watch television?	Yes-78	No-24	–
7. Do you have the ability to analyse on your own the character and theme of the media content shown by television programs?	Yes-68	No-15	May be-19
8. Do you have the ability to evaluate the biased media content shown by TV channels?	Yes-78	No-24	–
9. Have you ever received wrong information from television?	Yes-	No-	–
10. Are you using Social Networking Sites?	Yes-96	No-6	–
11. Have you ever received wrong information from social media?	Yes-58	No-24	May be-20
12. Do you read a newspaper daily?	Yes-65	No-37	–
13. Have you ever received fake news through a newspaper?	Yes-46	No-45	May be-11
14. Do you listen to the radio?	Yes-28	No-39	Sometimes-35
15. Have you ever received wrong information from the radio?	Yes-67	No-14	Never-21
16. Can you differentiate between misinformation and disinformation?	Yes-45	No-57	–

Count of Before forwarding any media content, do you think who has created this content?

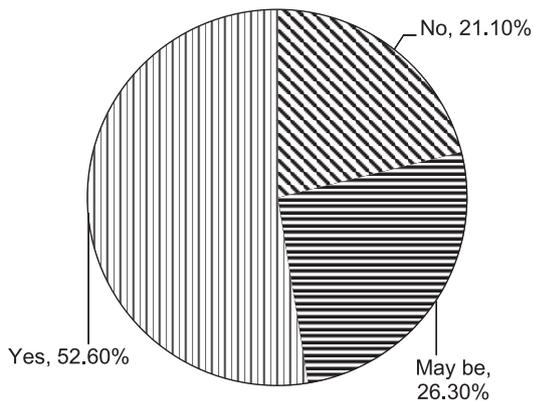


Fig. 10: People who think about the owner of a media content before forwarding it

Count of What techniques are being used by you to make this message credible or believable?

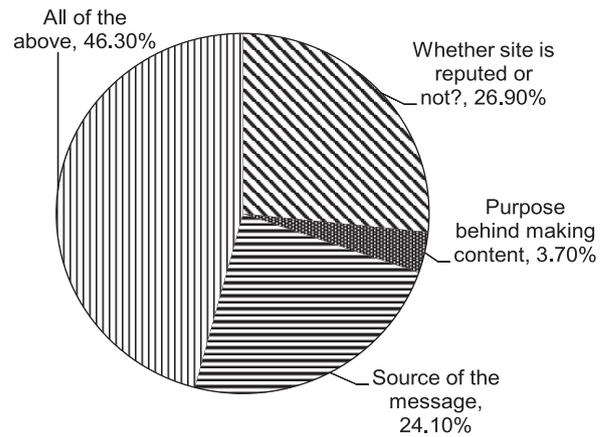


Fig. 13: Techniques used to check the credibility of the message

Count of Have you thought once the purpose of making media content before forwarding it?

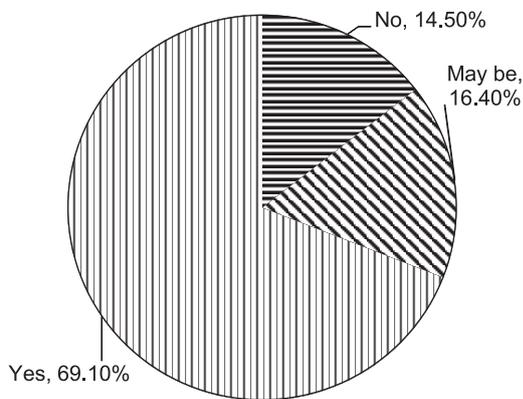


Fig. 11: People who think once about the purpose of making media content before forwarding

Count of Do you watch television?

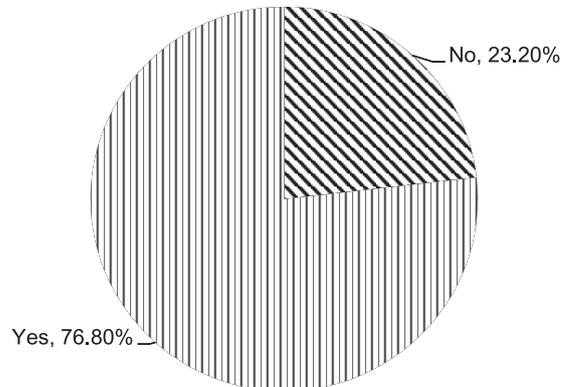


Fig. 14: People who watch television

Count of Which media you prefer most for updating yourself with daily events happen around the world?

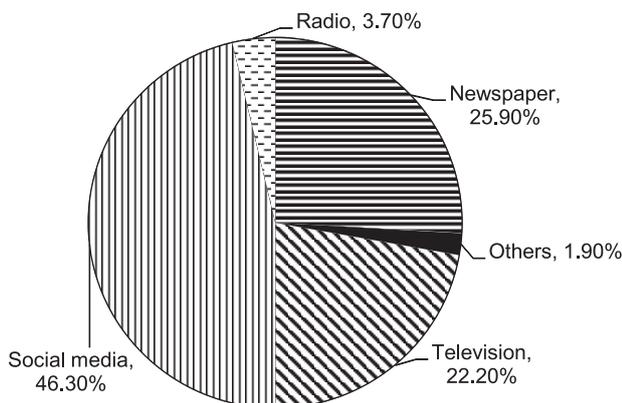


Fig. 12: Media preferred most for updating about daily events around the world

Count of How many hours you spend in front of Television?

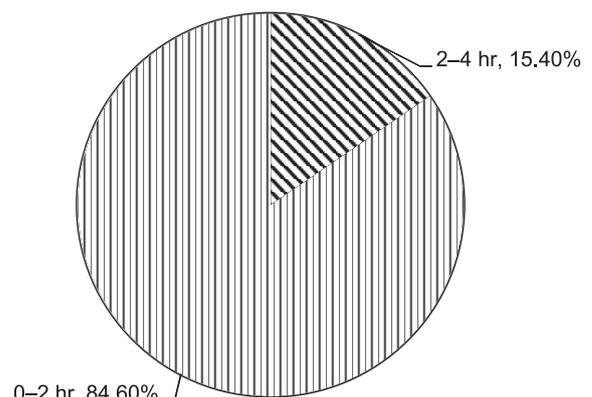


Fig. 15: People spend hours in front of the television

other sources like word of mouth, websites, etc.

According to Figure 13, 25.9% of people assures whether the website is reputed or not. Before believing in any message, 22.1% check the source of the message, and 3.7% think about the purpose of making the message. Here, 46.3%, i.e., the majority

of the population think about all the stated options like the reputation of the website, source and purpose.

As Figure 14 shows, 76.8% of people watch television and 23.2% of people don't watch it.

From Figure 15, it is evident that 84.6% of the population spends 0–2 hours in front of the television

Count of Can you classify different genre of media messages like drama, romance, horror, comedy etc.?

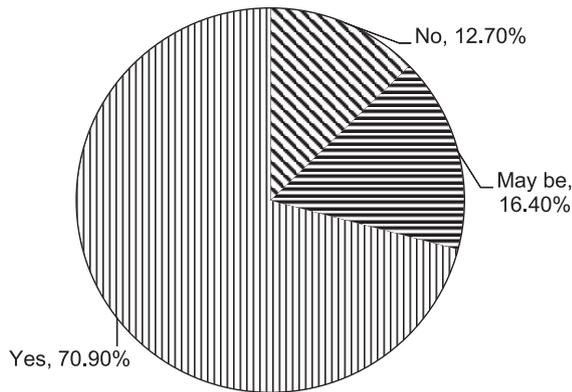


Fig. 16: Classification of different genres of media messages

Count of Do you have ability to evaluate the biased media content shown by TV channels?

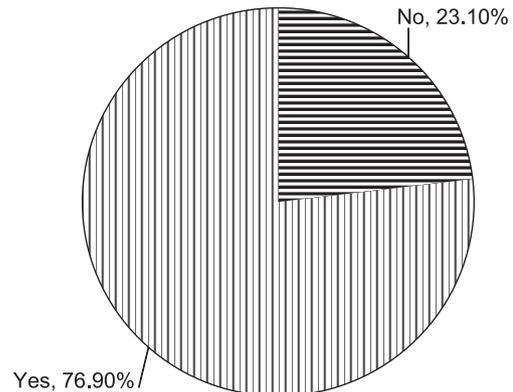


Fig. 19: Ability to evaluate biased media content

Count of Do you have ability to analyze yourself character and theme of the media content shown by television programs

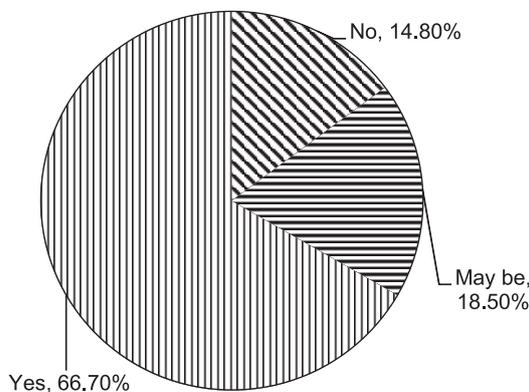


Fig. 17: Ability to analyse the character and theme of a media content

Count of Are you using social network sites?

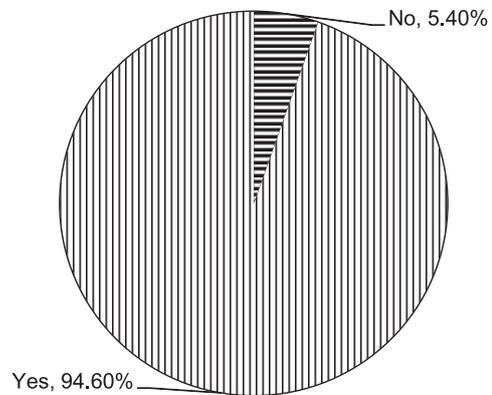


Fig. 20: People using social networking sites

Count of If you watch any content that is controversial in television programs, then to whom can you complaint?

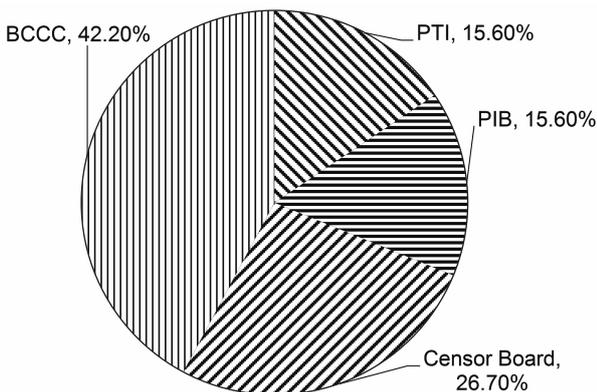


Fig. 18: Complaints dealing authority for controversial television programs

Count of How much time do you spend on social media?

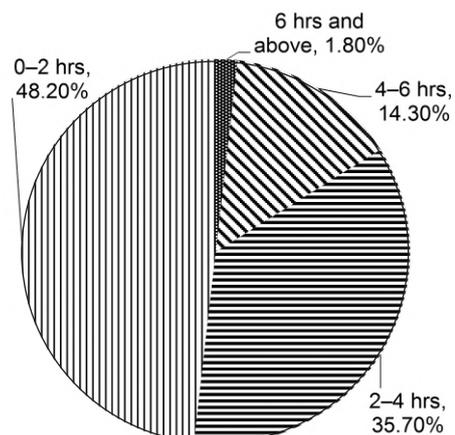


Fig. 21: Time spent by people on social networking sites

and 15.4% of people spend 2-4 hours.

Figure 16 shows that 70.9% of people can classify the different genres like drama, comedy, horror, etc. of media messages whereas 12.7% of people are not able to classify them. 16.4% of people replied that they may classify the media messages.

Figure 17 shows that 66.7% of people can analyse the theme and character of a media content shown on

television whereas 14.8% cannot. 18.5% of people are not sure whether they are able to classify or not.

According to Figure 18, 44.2% of people have chosen BCCC (Broadcasting Content Complaints Council) but the rest chose the wrong options. Most of them were not even aware of the authority where to complain about controversial television programs.

From Figure 19, it is clear that 76.9% agreed that

Count of Do you read newspaper daily?

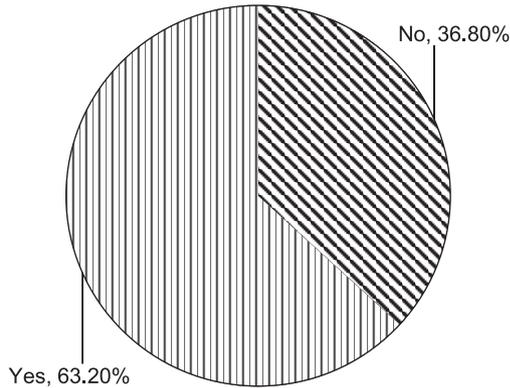


Fig. 22: People reading newspapers daily

Count of Have you ever received fake news through newspaper?

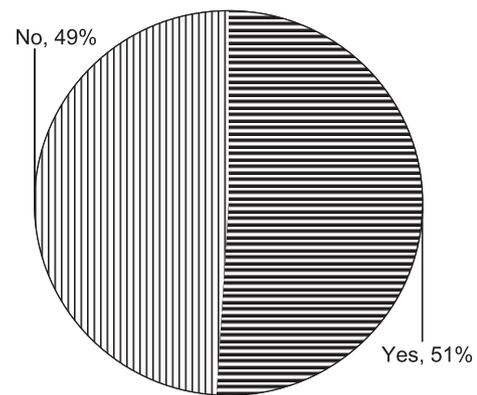


Fig. 24: People received fake news through newspaper

Count of If yes, then how many hours you spend in reading newspaper?

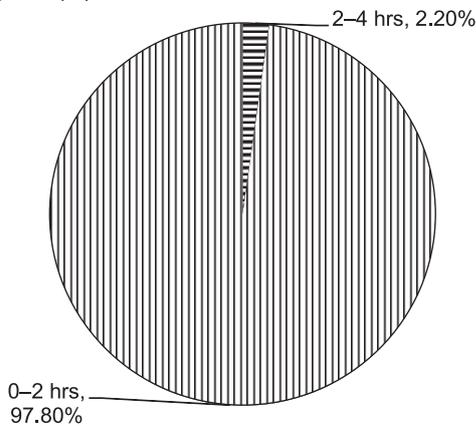


Fig. 23: Time spent reading the newspaper

Count of Do you listen radio?

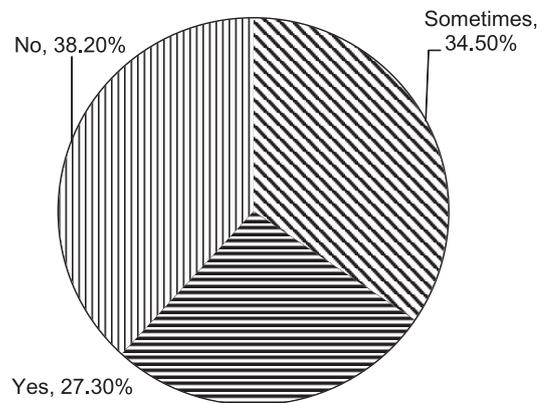


Fig. 25: Number of people who listen to the radio

they can evaluate biased media content shown by TV channels while 23.7% don't have the ability to evaluate the biasness.

As we can see in Figure 20, 94.6% of people are using social media and 5.4% are not. Among total social media users, 48.2% are using social media for 0-2 hours whereas 35.2% of them use it for 2-4 hours. 14.3% use it for 4-6 hours and 1.8% of people use social media for more than 6 hours (Fig. 21).

From Figure 22, it is clear that 63.2% of people read the newspaper daily and 36.8% of people do not read the newspaper daily. It shows that the maximum number of people read newspapers regularly.

As it is shown in Figure 23, 97.8% of people read the newspaper for a maximum of 2 hours, and the rest 2.2% read it for 2-4 hours.

Almost 51% of people have replied that they have received fake news through newspapers whereas, 49% of people clearly denied receiving fake content (Fig. 24).

From Figure 25, it is evident that 27.3% of people listen to the radio and 38.2% do not do so. Around 34.5% of people sometimes listen to the radio.

As seen in Figure 26, 14% of people replied "Yes" and 66% of people replied "No" whereas 20% replied "Never". It means the majority are saying that they have not received any wrong information from the radio.

From Figure 27, we can say that social media is the biggest source of spreading wrong information as 89.1% of people agreed with it. 7.3% of people answered that television is the biggest source, and 3.6% said that newspaper is the biggest source of spreading wrong information.

According to Figure 28, it is clear that 44.6% of people can differentiate between misinformation and disinformation. 55.4% cannot differentiate between these two different terms.

From Figure 29, it is evident that 1.8% of people agreed with it that it makes mass media distrustful. 1.8% said that it creates chaos in society. 3.6% of people replied that it misleads users. 3.6% of people said none of the above options whereas the majority of the respondents, 81.8% of people, agreed with all the above-stated options.

Count of Have you ever received wrong information from radio?

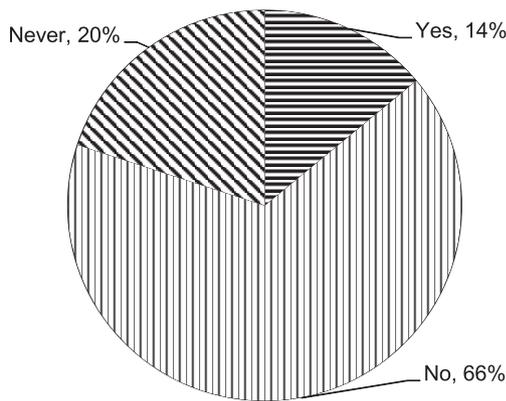


Fig. 26: Number of people who have ever received wrong information from radio

Count of Can you differentiate between misinformation and disinformation?

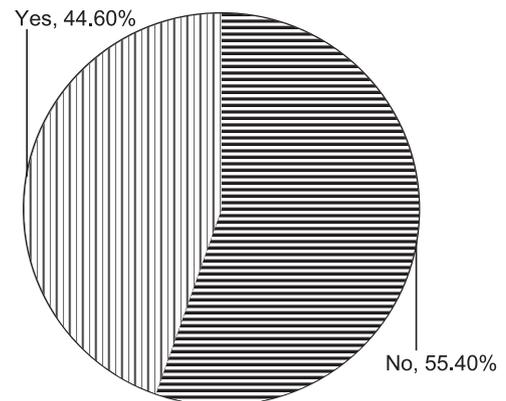


Fig. 28: People who can differentiate between misinformation and disinformation

Count of According to you, which one is the biggest source of spreading wrong information?

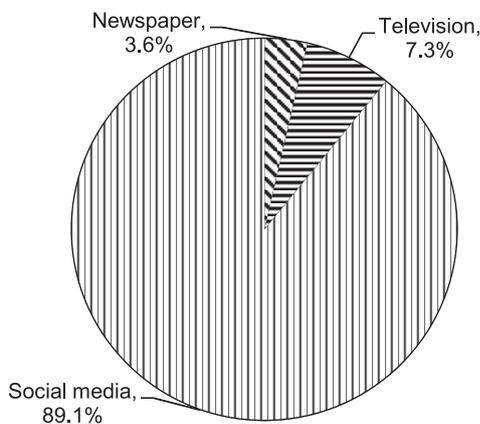


Fig. 27: The biggest source of spreading wrong information

Count of What are the impact of fake news in the society?

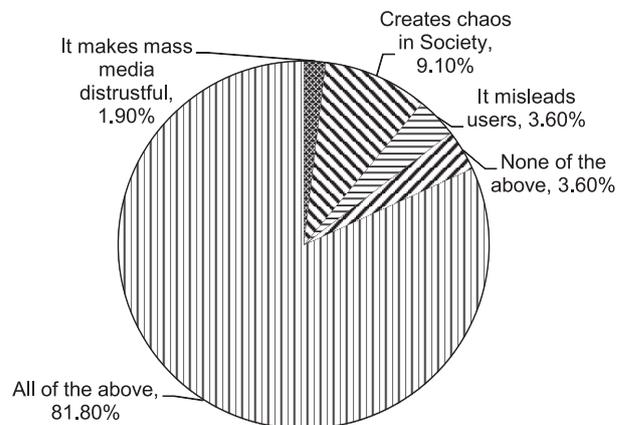


Fig. 29: Impact of fake news on the society

Findings and discussion

According to this study, the respondents are aware of the term “media literacy.” However, they are unaware of the reliable sources that can be used to confirm fake or inaccurate media content. They spend the majority of their time on social media in order to access a range of content rather than other media, they are aware that social media, particularly Facebook and WhatsApp, play a significant role in the dissemination of fake content. It also demonstrates that social media is having a negative impact on young people’s attitudes, lifestyles, and sense of style.

The majority of respondents were agreeing that print media is still loyal and responsible towards society in comparison to other forms of media. Print media continues to be particularly dependable and responsible towards society. Print media continues to be essential for spreading reliable information. The study also reveals that a sizable portion of young people in Jharkhand does not even attempt to verify any

media information before sharing it with others, which raises new concerns about Jharkhand’s media literacy.

Conclusion

Media only influences culture and improves the way of life when it is actively used. Making sure that its citizens are media literate is crucial for maintaining the nation’s democracy. Youths in a state like Jharkhand need to comprehend the value of media literacy. The study also shows that Jharkhand’s youth are familiar with modern technologies. They often utilise social media, but they are unsure how to verify the legitimacy or intent of the media information.

We may educate the young people of Jharkhand about media literacy by conducting workshops in a variety of settings, such as schools, colleges, societies, and rural or interior communities. The government should also incorporate media literacy into the curriculum of the schools so that children are taught about it. To develop, oversee,

and evaluate media education, a committee for assessments may be established. The inclusion of media literacy in the curriculum can improve students' literacy about various media materials.

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Phishing as a Cybercrime: A Case Study of Jamtara Web Series

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ABSTRACT

Web series are changing the landscape of the entertainment industry in India. By surpassing censorship, web series are revolutionising the entertainment world by introducing various types of new content. Phishing is known as ‘internet crime’ (Klikauer, 2016). This paper discusses an in-depth narrative analysis of phishing as a cybercrime through Netflix’s Indian web series ‘Jamtara’ and studies various aspects based on gender, politics, society, and crime. When crime is paired with technology, it can harm society. It is assumed that only highly educated individuals can commit high-tech crimes; nevertheless, research has shown that this assumption is incorrect in the case of phishing. The paper studies character, direction, location, visuals, phishing, technology roles, crime, and language by choosing the Jamtara web series as a case study, which is based on phishing scams and is viewed worldwide on one of the popular OTT platforms, Netflix.

Keywords: Web series, Infotainment, Technological advancement, Entertainment industry, Cybercrime, Phishing

Introduction

Web series have grown in popularity due to streaming platforms in India and the demand for online content. Web 2.0 development gives a boost to the creation of online audio-visual content. It allows creators to explore different genres and formats, reaching a wider audience and offering a new storytelling avenue. Alternative media tell stories in episodes that are more democratic, real, and authentic. Web content creators had complete freedom over language, scene, and choice. Netflix’s best censorship-defying content includes Sacred Games, Spy, Sky Rojo, Money Heist, Jamtara, and others with explicit scenes, foul language, violence, gore, etc.

With the rise of technology, cybercrime is becoming more prevalent as people rely more on their smartphones for banking and other financial transactions. According to Leukfeldt (2014), phishers use social engineering rather than malware to steal victims’ information based on real-world social networks.

Binge-watching, where people watch entire seasons of a show in one sitting, has become popular due to streaming services like Netflix. Netflix provides more diverse representation and storytelling opportunities for underrepresented communities.

Web content is varied and meets the audience’s needs by giving them more options, feedback, short episodes, and seasons with ten episodes, sometimes even less.

Alternative mediums have allowed for more creative freedom and a new wave of storytelling that better reflects global experiences. Thus, alternative media platforms like Netflix have grown popular among audiences looking for entertaining and thought-provoking content. However, the absolute freedom of speech has raised concerns about the impact of content on society, particularly on youth. Despite these concerns, platforms like Netflix continue to grow, highlighting the need for ongoing discussions about the roles of content creators and distributors in shaping our culture.

OTT services are becoming more popular during pandemics because of their capacity, flexibility, immediacy, interaction, variety, newness, focus on youth, increased personalisation, ease of use, lack of a time limit, and global reach. OTT provides a wider choice of content to the audience regarding crime, reality, romance, and biopics. Mirzapur, Sacred Games, Delhi Crime, Breathe, and others are the best examples. These new ways of telling stories are more participatory, engaging, and entertaining, causing a transformation in the entertainment sector (Sadana &

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Sharma, 2021). The Federation of Indian Chambers of Commerce and Industry (FICCI) says the demand for original content will grow from 2,500 hours in 2021 to more than 4,000 hours in 2024. The rise of OTT platforms has also led to new talent in the Indian film industry, as they give independent filmmakers a place to show off their work and reach a wider audience. Additionally, the convenience of these platforms has made it easier for people to consume content at their own pace and comfort, leading to a surge in subscriptions for these services. Consumer preferences influence entertainment decisions, with content and viewing behaviour, expenses incurred on services, and convenience being the three most important factors.

YouTube: YouTube promotes self-recognition and self-performance and encourages original content. YouTube is built to help users who do not fit the norms of mainstream media (Day, 2017). YouTube provides a platform for individuals to share their perspectives and experiences, which can challenge dominant narratives and promote diversity and inclusivity. The platform presents challenges regarding visibility and monetisation due to its algorithm favouring certain types of content. Many television fans are turning to platforms such as YouTube to create web series to see themselves onscreen (Christian, 2011). In this sense, YouTube web series mobilise a politics of recognition in which content creators work to produce videos that represent both themselves and their audience. This democratisation of media production allows for a wider range of voices to be heard and for marginalised communities to have a platform to share their stories.

Phishing, smishing, and vishing

Phishing is a cybercrime in which a con artist deceives an innocent person by gaining their trust and stealing their bank details, OTPN, and money. Voice phishing is a phone call that lures victims into providing personal information (Lee & Park, 2021). Voice phishing is an emergent crime in which victims are deceived through a phone conversation (Choi & Lee, 2017).

Smishing is a text-based attack in which the perpetrator shares links with the victim, while in vishing, the conman calls the victim and steals the bank details for the transaction. Mainly, confidence games are used in phishing to steal personal information. As damage cases increased rapidly, they became a social issue (Cho & Dae, 2012). The perpetrators of vishing often use urgency, fear, and intimidation tactics to pressure victims into giving up their information. Individuals must be cautious and verify the legitimacy of phone calls requesting personal information. According to Mengley (2022),

Times, India ranked third worldwide and first in Asia-Pacific in a cyberattack involving a group of cybercriminals obtaining credentials. This attack involved a syndicate of cyber criminals.

Netflix: Binge-watching is becoming increasingly common as more people watch TV programs on Netflix. As a response, networks, content producers, and distributors are releasing more programs via video-on-demand, over-the-top streaming services, and online mobile apps. With seemingly unlimited viewing options, the quick gratification of integrated media enabling TV anywhere, and social networks of TV conversation establishing a digital water cooler, young cultures are developing new televisual engagement. In addition, users with no technical skills can engage in such activities using phishing kits and phishing-as-a-service (PhaaS). Phishing kits allow novices to purchase and run pre-built packages, and phishing-as-a-service allows unskilled offenders to hire someone else to conduct the attack (Thomas *et al.*, 2017).

Review of literature

Discussing politics, Lasswell (1936) said politics is all about influence and being influential. The science of politics states conditions, and the philosophy of politics justifies preferences. Discussing socio-economics, Friedmann (1994) states that poverty is not just material, but also social, political, and psychological powerlessness. He advocates empowering low-income people in their communities and mobilising them for political participation.

Castells' (2004) book, "The Network Society," addresses cultural and institutional diversity. Castells (2004) believes that "network power"—information and communication—drives a network society. This new power affects politics, identity, and socioeconomic inequality.

Discussing Indian patriarchy, Walby (1990) states, "Patriarchalism is the process and system of social structure in which men dominate, oppress and exploit women." Women have suffered the most culturally motivated human rights violations (Rao, 1995). Lerner (1988) argues that male dominance over women is historical and not biological.

Rapid internet diffusion and digitisation of economic activities have created a new breed of criminals (Kshetri, 2010). Wall (2011) analyses crucial issues and separates rhetorical risk assessment from cybercrime facts. He proves how a globalised communications network and increased personal computing power have changed cybercrime. Wall (2011) scrutinises cybercrime's regulatory challenges for criminal and civil justice processes worldwide.

Phishing causes financial fraud. Money motivates phishing (Stembert *et al.*, 2015). Smishing attacks use phone texts instead of emails to avoid spam filters and reach more victims. Vishing—short for “voice phishing”—uses phone calls for similar reasons (Stembert *et al.*, 2015, p. 44). New criminals have emerged due to the rapid spread and digitalisation of activities on the Internet (Kshetri, 2010). Territory issues and territory control are central to traditional crime but are more complicated in cybercrime (Lusthaus, 2013).

Technological advancement increases the proliferation of phishing attacks. Raymond and Smith (2016) discusses the challenges of internet decentralisation and how to create a more equitable and democratic digital future. They say privacy, security, and access must be addressed to keep the internet a positive force in society.

Aims and objectives

This paper aims to analyse Jamtara seasons based on phishing scams and how they gain patronage from politics and society. The study also analyses the role of politics, crime, and gender in phishing. The objectives of this research are:

1. To study phishing as a cybercrime through the web series Jamtara.
2. To study the depiction of the Indian political scenario in Jamtara.
3. To analyse the representation of females in Jamtara
4. To evaluate phishing as a cybercrime in the most underdeveloped area of India.

Research questions

1. How does politics play an important role in Jamtara?
2. What are the various themes in Jamtara?
3. How do politics and social support help groom such types of crime in Jamtara?
4. How is the Jamtara web series the best example of infotainment?

Theoretical framework

According to Bandura’s social learning theory (1977), people learn from the environment in which they live; in the same way, criminal behaviour is learned through observation of one’s environment and interactions with one’s peers. The most effective way to learn about human behaviour is through observation. Observing human behaviour guides the actions that will be taken in the future. All aspects of human development—socialisation, experience, learning, and observation—are intertwined and contribute to shaping future human behaviour. For

instance, the cybercrime of voice phishing was covered in the Jamtara series and was taught through group interaction on agricultural land. Learning is necessary for committing cybercrime because it relies on technology.

The general theory of crime emphasises that people who are less future-oriented, more impulsive, less sensitive, and risk-takers are more likely to commit crimes. A lack of self-control has been connected to various forms of cybercrime, such as the unlawful downloading of music and movies, as well as the piracy of software.

Research methodology

This paper studies Netflix’s web series Jamtara, based on phishing. All 18 episodes of the Jamtara series were studied, critically reviewed, and analysed thoroughly. Phishing, themes, character, politics, poverty, and technology roles were studied deeply and thoroughly. Case study and content analysis methods were employed to answer the research questions. The main factors for using content analysis in this study, which helped in the broad generalisation of the content, are as follows:

1. The series avoids the mainstream formula.
2. The protagonist is not a famous figure.
3. Vernacular languages are used.
4. The series is based on common cyber offences such as phishing.

Data analysis and findings

Jamtara is a Netflix based series about a simple phishing scheme. The genre chosen is a crime drama starring Amit Sial, Dibyendu Bhattacharya, Aksha Pardasany, Aasif Khan, Anshumaan Pushkar, Sparsh Shrivastav, Monika Panwar, and others. The series is produced by Ajit Andhare, COO of Viacom 18 Media Group, and written by Trishant Srivastava and Nishank Verma. The paper studies phishing as a cybercrime and touches on other areas like illiteracy, politics, society, technology, unemployment, women’s conditions, etc. and their role in promoting such evil in Indian society.

The Jamtara series focused on voice phishing, perpetrated mainly by 18-year-old people or even less. The episodic series stressed phishing as an emerging cybercrime from the most underdeveloped part of India. Fraudsters lure individuals by promising a free vacation, bike, or other perks in exchange for sensitive information such as bank account numbers, OTP, etc. Both the series (Season 1 and 2) show how local youths in the Jamtara district of Jharkhand connect via call to innocent individuals in order to steal their debit card or credit card credentials (CVV number, PIN, etc.) and transfer the funds to their

own accounts. Phishing offences are the focus of the Jamtara series. Calling, deception, deceit, and violence appear in all episodes. Later in the crime drama, local politicians, media, and the police are involved in white-collar crime. Almost everyone in Jamtara village supports phishing. The series exposes Indian society's flaws, including fraud, brutality, money, greed, illiteracy, power politics, caste politics, and corruption.

In the Jamtara series, phishing is the villager's primary source of income. The series examines police and government laxity. They handled phishing poorly. Criminals used smartphones, while cops used phones with basic features. The series shows how the law fails to confront technology-related criminality. Jamtara 2 focused on power, politics, democracy, money, rivalry, deception, and corruption in banks and telecommunications companies.

Soumendra Padhi, who also directed the critically acclaimed film 'Born to Run', created and directed the Jamtara series. The director's approach differs from other directors' as he prioritises portraying genuine issues and authentic narratives on the screen. His web series, Jamtara, introduces new concepts and ideas that were never explored.

Characters: In the series, Monika Panwar plays Gudiya Mondal, who is a young, ambitious woman from a low-income background with big dreams. She can do anything to make things better for herself. So she married conman Sunny for 5 lakh rupees. Amit Sial, a renowned actor, portrays the character of Brajesh Bhan. In this series, he portrayed an influential politician who is corrupt and would do anything to keep his power, political agenda, and goals. Aksa Pardasny portrayed the character of Dolly Sahu, a resilient female police superintendent who successfully dismantled the financial fraud syndicate in Jamtara. Sunny portrayed the character of Sparsh Srivastav as a sophisticated con artist who is ignorant and exploits phishing as a quick way to become a millionaire. He played the character of the digital dacoit of Jamtara. He enlists young rural men to participate in his massive phishing operations.

Both seasons of this series exhibit similarities in their initial four characters. The character of Ganga Devi, also known as Bua Ji, is exclusively featured in the second part of the Jamtara series.

Themes: The first important theme of this series is mainly focused on cybercrime and phishing. Phishing spreads like cancer in Jamtara village. These con artists duped people through emotional manipulation. Link sharing, phoning, debit or credit card expiration within a week, and ATM pin breaking were among the scams shown in the first season. The series' most famous meme dialogue, "Sabka number

aayega", was mouthed by Sunny.

The second important theme was power and politics. The second season of the Jamtara series is about the power and politics between Gudiya and Brajesh Bhan. Both parties can take any measure and employ any technique to win the election. For them, results matter the most by any means, good or bad, and winning the election is crucial. Greed plays a vital role in power, politics, and money; thus, the birth of cybercrime like phishing takes place, as shown in the web series. As the narrative progressed, other issues arose, including freebies during election campaigns, voting payments, vote management, retaliation, phishing, and high-profile scams. Both parties campaigned hard and used various techniques such as deception, friendship, caste politics, and other dirty tricks to win the election. The series shows that money can change people's attitudes, trust, and loyalty. Finally, Gudiya Mandal wins.

Location: Jamtara is an undeveloped village in Jharkhand where poverty, unemployment, and a lack of basic amenities are pervasive. In Jamtara, as depicted in the web series, poverty is the primary driver of all crimes. The first and second seasons of Jamtara were filmed there. Mountainous areas in Jamtara feature rural landscapes, farmland, lush vegetation, and lakes. Inadequate development, crime, lack of education, and dehumanisation are further characteristics of the city with its prevailing corruption and lawlessness.

Videography: The series, which is based on real events, is typically shot in wide and medium shots. Many repetitive shots were shown, such as a large banyan tree with numerous smartphones hanging on it and a man making phone calls. Long shots were also used in the series. The series was mainly shot in natural light to achieve cinematic effects, producing excellent visual artistry—a real-time experience for the spectator. The characters in the series frequently used various smartphones. The series was shot in an unpolished environment, contributing to the atmosphere's authenticity and tightening the storyline.

Language: The web series Jamtara uses predominantly Bhojpuri and Hindi languages to provide a localised and authentic feel. The series is available in multiple languages, including English, Hindi, Telugu, and Tamil, to cater to a diverse audience. The use of abusive language is prevalent throughout the series.

Technology role: The series demonstrates the power of technology, and how a dropout con man uses technology to deceive people. Con artists in the Jamtara series used smartphones to commit every phishing-related crime. Dependence on technology

can be disastrous, and it can sometimes be a curse for the less aware. Because of technology, thieves can now steal money from ordinary people's bank accounts in minutes. Technology has facilitated online crime, such as phishing scams, to proliferate across India.

OTT platform: The series can be accessed for viewing on the OTT platform Netflix. Each episode of the series lasted between 30 and 40 minutes, had no commercial interruptions, was produced on a shoestring budget, and operated on a subscription basis. Each episode is unique, although phishing is the focus of the narrative. Every episode comprises an introduction, body, and climax. The episodes exhibit interconnectivity, thereby engrossing spectators in a seamless narrative flow from one episode to the next. As per the findings of the FICCI, the segmentation of the Indian market is evident, as there are now more than 40 million households willing to pay for over-the-top (OTT) content. The potential for subscription video on demand (SVOD) exists and is anticipated to encompass over 60 million households by 2025. It is anticipated that publishers will implement dynamic paywalls as a means of promoting their content.

Conclusion

Phishing is a white-collar crime that has no time limit and no geographical restrictions. This study delved into the real online crimes of phishing, smishing and vishing. These are the most common cybercrimes in India, and awareness regarding them is significantly lower; few cases are reported, but in reality, the number of cases is very high. Jamtara's web series draws the audience's attention to those serious issues that people ignore in real life. The series spreads awareness about phishing as an emerging cybercrime in an entertaining way. Thus, the Jamtara series is a good example of infotainment.

The study also explored the new emerging OTT platforms that provide a large amount of freedom in terms of indigenous languages, content selection, and surpassing censorship. Abusive language, explicit scenes, crude violence, etc. are censored in mainstream media such as television but not on alternative platforms such as Netflix, Amazon Prime Video, SonyLiv, Voot, etc. As a result, stories from various universes can be easily found on the web without any form of censorship.

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