Indian Journal of Communication Review

ABOUT THE JOURNAL

The Indian Journal of Communication Review is a peer reviewed research publication of the Department of Mass Communication, Aligarh Muslim University, a premier central university in India having graded 'A' by NAAC. The Journal aims to facilitate the understanding of the process of communication by publishing articles that develop communication theory, report empirical research and describe advances made in research methodology. In this era, which is pulsating with swift shift in communication paradigm, not only the spectrum of communication is witnessing a constant upsurge but also quantum and salience of research is distinctly scaling up. These are the key drivers, which are setting a new horizon for breaking new grounds in communication research. The journal intends to contribute further to this thrust area by publishing high quality content in the field of communication research.

The IJCR derives strength from the highly qualified faculty of the department engaged in well-structured research programmes, which focus on specialised areas including: Science and technology communication, Print media, Broadcast media, New Media, Film Studies, Advertising, Corporate Communication and Public Relations, Urdu Journalism, Development Communication, Human Rights and Media. Eminent teams of academicians serving on the editorial advisory board and the panel of reviewers also provide strength to the quality endeavours of the journal. The IJCR attempts to report research work in sync with the latest trends in communication research, and contribute to the existing body of work in media and communication studies.

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Editor's Note

The growth of mass communication as a distinct academic discipline would not have reached its present stage without a strong research tradition. However, for long, the body of communication research predominantly reflected a western perspective until the emergence of Asian perspectives in communication theory and research, in the late 20th century. The dawn of the digital age provided a tremendous boost to the communication infrastructure in the Asian region, which today, offers more innovative models of communication and successful media business variables.

Today, Asian media research is more sync with global standards. The social media induced transformations in the social, economic, political, and cultural spheres of life have emerged as new areas of research focus, where Asian efforts are commendable. This growing body of research must be shared for a coordinated effort towards development of communication theory and research. In-depth research findings also offer inputs for communication policy initiatives. The lack of research journals in the Indian subcontinent, catering to media and communication studies, despite its rapid strides in the media and growing research engagement, seems to be wanting on the count of knowledge sharing.

This issue of the Indian Journal of Communication Review showcases a couple of well-documented and astutely analysed research studies mostly pertaining to the usage of new communication technologies in various spheres of life.

In their study on media education continuum, Bharati Bala Patnaik and Bhagban Sahu, have attempted to explore the role of ICTs as a change agent in media education.

In an attempt to present a focused and multi-layered underpinnings of the public sphere discourses in the social media age, Pitabas Pradhan, Jitendra Singh and Niky Kumari have analysed the Tweets on the murder of an Indian journalist to explain how the unregulated social media landscape emerges as online ever-growing space for clash of ideology.

Manas Pratim Goswami in his paper perceptibly delineates the rise and decline of the Gond Painting, a tribal art form, and also explores its current relevance. Presenting a candid picture of the election campaigns in India, Mohd Anas and Gopal Krushna Sahu have spelt out the contours of the changing trends in media reporting of election campaigns in India.

Amit Kumar Singh attempts to decode the tenets of the symbolic economy of media and entertainment in the post 1991 era.

Ganesh Sethi and M.I Singh have discussed the development of print media in the hills of Manipur in the India's northeast.

In his paper, Mohammad Nasib aptly narrates the changing trends in Front Page layout and coverage of the mainstream English press in India.

Having acknowledged the growing influence of social media in every sphere of life, Dr. Pitabas Pradhan, explores the expanding possibilities and growing challenges in social media appropriation in employee communication.

Exploring the social media imparts on professional journalism, Niky Kumari and Dr. Pitabas Pradhan have analysed the patterns of social media use by mainstream journalists in India.

M. Shafey Kidwai

Media Education Continuum: A Study on Role of ICT as a Change Agent for Media Education at Post Graduate Level

Dr. Bharati Bala Patnaik[1] & Bhagaban Sahu[2]

Today, the media education at postgraduate level is witnessing a major transformation in terms of access, equity and quality. This transition is largely influenced by the constant developments in information and communication technologies (ICTs) and its diffusions all over the world. In the past two decades, the use of ICT has fundamentally changed the whole education process especially in dealing with key issues of access, equity, management, efficiency, pedagogy and quality. At the same time, the optimal utilization of opportunities arising due to diffusion of ICTs in higher education system presents a profound challenge for higher educational institutions.

In the wake of changing technology scenario, the focus of media education is on process rather than content. But, in the increasing complex world, success and prosperity will be linked to people's ability to think, act, adapt and communicate creatively. The goal is to explore question that arise when one engages critically with a mediated message print or electronic. It involves posing problems that exercise higher order thinking skills-leaning how to identify key concepts, how to make connections between multiple ideas, how to ask pertinent questions, identify fallacies, and formulate a response. This paper highlights various impacts of ICTs on contemporary media education at postgraduate level and explores agenda for future developments.

Keyword: ICTs, Media Education, Social Media.

The growth of media education at postgraduate level is phenomenal in India. The number of educational institutions offering media education has been on constant rise during the last two decades. India had more than 300 media institutes and university departments by the end of 2014 compared to just over 25 in the early 1980s, offering courses in journalism and mass communication, encompassing all media including print, broadcast and internet. At present, three universities - Makhanlal Chaturvedi National University of Journalism and

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[1]Chairman, BOS – Department of J &MC, Berhampur University & HOD, Department of Journalism and Mass Communication, SMIT, Behrampur.
[2]Research Scholar, Department of Journalism and Mass Communication, SMIT, Behrampur.

Mass communication (MCU) in Bhopal, Madhya Pradesh; Kushabhau Thakre University of Journalism and Mass Communication, Raipur, Chhattisgarh, and Haridev Joshi University of Journalism and Mass Communication, Jaipur, Rajasthan – exclusively offer journalism education. With media industry witnessing exponential growth in India, several media groups have ventured into education sector in recent years. Media education has undergone tremendous changes in recent years due to the introduction of information and communication technologies (ICTs) in the teaching and learning process. Both ICT and media education have contemporarily become inseparable, pertinent and pervasive in all aspects of academia.

The media landscape has changed irrevocably since the world adopted the latest information technologies. The web has revolutionized how information is gathered, stored, published, searched and consumed. News consumption today is not the same as pre-satellite news when people waited for their morning papers or sat down at an appointed time for the evening news on television. News consumption today is not the same as pre-internet news when people tune in to events happening around the world through 24-hour television news channels. More recently, a growing number of readers, viewers and listeners are going online for their news. Television, newspapers and radio are still here but there is a growing competition from interactive online media.

The great wave of web innovation since Google in 1998 has been in social media. Social media is about networking and communicating through text, video, blogs, pictures, status updates on sites such as Facebook, Myspace, LinkedIn or microblogs such as Twitter. Since 2011, the overall global population of people using the internet has grown 60 percent, from 2 Billion internet users to more than 3.4 billion people in 2016. Since 2013, the number of Twitter posts increased 25% to more than 350,000 Tweets per minutes. YouTube usage has more than tripled in the last two years, with users uploading 400 hours of new video each minute of every day. Instagram users like 2.5 million posts every minute. Since 2013, the number of Facebook Posts shared each minute has increased 22%, from 2.5 million to 3 million posts per minute. This number has increased more than 300 percent, from around 650,000 posts per minute in 2011. Facebook users also click the like button on more than 4 million posts every minute. That is nearly 6 billion Facebook posts liked each day. Around 4 million Google searches are conducted worldwide each minute of every day. Four million text messages are sent each minute in the US alone.

With media becoming more and more technology driven, the scope of media education calls for adoption of the emerging and present technology in the teaching and learning process. Both media teachers and students should know the technology or at least the applications and should keep abreast with the change/development in that domain.

ICT: An Overview

ICT has no universal definition, as 'the concepts, methods and applications involved in ICT are constantly evolving on an almost daily basis'.   In common parlance, ICT refers to a diverse set of technologies, which enable users to create, access, disseminate, store, manage, and communicate information in a digital format. It is similar to information technology (IT), but focuses primarily on communication technologies. ICT includes computer hardware and software applications, encompassing: mobile phones, computers, network hardware, internet, telecommunication systems and so on, as well as the various related services and applications. In recent years there has been a groundswell of interest in how computers and internet can best be harnessed to improve social communication at different levels, which has propelled research and innovation in the area of ICT and social digital media (SDM), leading to the emergence of what has come to be known as participatory technologies such as Web 2.0.

Today, the world of communications is an exploding world of phenomenal technological progress. A new information age is in the process of rapidly replacing the industrial era. Under its irresistible impact, the world has started moving from a paper information age to an electronic information age. By the beginning of the twenty first century, the countries across the globe had more people working in the production of information than in manufacture or agriculture. It has given rise to the concept of 'information society'. Information society is the successor to industrial society. It describes the context in which human beings may live tomorrow.

In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. Yesterday's impossibilities are commonplace realities today. The term 'Industrial Revolution' came into vogue in the nineteenth century to indicate the decisive difference of the emerging industrial society with the agricultural economy of the past. The expression 'Communications Revolution' wascoined during the fag end of the twentieth century to indicate the rapid change, brought about by the ICT. Instead of happening over a period of 100 years, as did the Industrial Revolution, transformation of the contemporary society through the ICT, has taken place barely over a decade. Historians compare these two 'revolutions' in terms of their ability to change the structural pattern of society. Indeed, what is happening today is not just a technological change. It is advent of a new era in the history of civilization. It promotes globalization – cultural and economic – at an incredible pace. It has the potential to rebuild the world by extending the reach and speed of communication.

ICT and Social Media

Modern information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis.

In the recent years, advances in ICT have heralded a major transformation in human communication, giving rise to new trends of media for social communication. Situated as one of the latest of several waves of digital media, social media have introduced new communication patterns, diversified communication content and format, created new forms of expression, fostered freedom, and stimulated a wide participation which has widened the scope of knowledge sharing and collaboration and allowed citizens from diverse walks of life to have an opportunity to affect changes, convey their views and challenge social norms, thus promoting democracy.

As an emerging phenomenon, social media are media for social interaction. Their emergence was enabled by ubiquitously accessible communication technology, participatory technology, mobile technology and web-based applications. They amalgamate social interaction and technology for value co-creation, one corollary of which is user-generated content, which takes a wide variety of forms: ideas, text, videos, pictures, and so on. Kaplan & Haenlein (2011) define social media as a set of internet-based applications build on the technological foundations of Web 2.0, and that enable user-generated content to be created and exchanged. Web 2.0's participatory technologies facilitate information sharing, participation and collaboration. Indeed, one key element of Web 2.0 is the social Web, which involves a number of online platforms where people are active participants, pool resources and share their perspectives and experiences. This is enabled by the different forms social media can take on such as social networking sites, content communities, weblogs, social blogs, micro-blogging, collaborative projects, etc. It is to note that these forms of social media differ in terms of self-disclosure and media richness criteria, which media theory proposes to distinguish social media types. Media richness is about 'the amount of information a medium can transmit within a given time, and self–disclosure, which 'is critical in the establishment of interpersonal trust', denotes 'the desire of people to present a certain image of themselves to others, which is achieved through the disclosure of specific personal information.' (Breuer 2011)
Overall, although ICT and social media are conceptually different, they are intertwined and inextricably connected. And they converge when mobilized as resources for or employed as means in social change, a process that entails altering social patterns of a society, which can involve economic development, political progress, cultural change, social revolution, etc.

Objectives of the Study

The main objective of the study is to find out how the ICT has been playing its role as a change agent for media education at the post-graduation level. It also makes an attempt to highlight the extent to which students are exposed to new media technologies. In addition to this, the study will also find out:

- Purposes of internet use by students
- Effectiveness of ICT in academy
- Impact of ICT in enhancing various skills of students
- Level of information retrieval skills of students
- Problems faced by students in using ICTs

Review of literature

The primary purpose of this study is to better understand the impact of ICT in media education atpostgraduate level with focus on students' exposure towards the latest information technologies.

Kabir Mohammed and Binta Muhammad Yarinchi (2013) in their study on 'Information Communication

Technology (ICT) and Media Education: In Historical Perspective', have found that information and communication technology has taken a prominent intellectual position and serves as catalyst, collaboration and use for various creativities, complimentary function and as tool for learning and teaching activities in general.

Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly. (Raut and Patil, 2016)

Maharana, Biswal and Sahu (2009) explored the use of information and communication technology used by medical students. They found 77% of the respondents were of the opinion that ICT should be included in their syllabus. Nearly all respondents expressed their desire to have a computer lab in their college. One hundred respondents out of 128 opined that medical education is not effective without ICT based resources and services.

Crawford (2003) searched out the use of electronic information services by students at Glasgow University. The study pointed out the insufficient numbers of PCs for students, problems with password notification and insufficient technical support. A need for sophisticated network was also found (p. 35).

Oliver (2002) investigated the role of ICT in higher education in 21st century. Hestated that ICT offers a student-centred learning, it support in knowledge construction, distance education, learning at any time. It expands the pool of teacher and students as well. It was summarized that we should see marked

improvements in many areas of educational endeavour. Learning should become more relevant to stakeholders' needs; learning outcomes should become more deliberate and targeted.

Hypotheses

ICT acts as an agent of change for media education at postgraduate level by positively impacting in learning process. Social networking sites are useful platforms for students to enhance various skills.

Research Methodology

The study is based on survey method to compare the extent to which students are exposed to the ICT and new media technology. Participants have been selected from a sample of students enrolled for journalism courses at Berhampur University. Approval has been obtained from the institutional review board of the university prior to sending out email invitations and a total of 100 participants have participated in a web-based survey.

A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. Questionnaire is an established means for gathering data among student population. Web-based questionnaire has been designed to study students' exposure to ICTs for media education. New media are particularly relevant for two primary reasons: first, such new media are increasingly important in the modern era of media convergence (Avery, 2007: Jenkins, 2006, 2008). Second a focus on such media is consistent with attention that media scholars and practitioners frequently place on media with visual and digital and web-based applications (Livingstone, 2004).

The questionnaire consisted of demographic back ground questions, a rating scale which ask students to identity if they have been exposed to certain type of media education and one open ended response question. The open-ended response question has been included in order to provide participants the opportunity to elaborate on their experiences and provide additional information regarding the way in which they have learned about ICTs over time.
Gathering such qualitative data adds an important dimension to educational research and allows for the lived experiences of individuals to inform the researcher and potentially provide additional, rich insights into a particular environment or culture which might have otherwise been overlooked.

Data Analysis

One hundred students from journalism and mass communication departments from various institutes in Odisha have been selected to gather data regarding the

use of ICT in media education.

Table 1 -- Use of Electronic Devices

Device	Users
Personal Computer	55
Laptop	75
Smartphone	100
Tablet	45
All	30

Around 30% of respondents use all devices such as personal computer, laptop, smartphone and tablet for various purposes. Almost all users use smartphones, where as 75% use laptop, 55% use personal computer and 45% use tablet.

Table –2 Weekly Time Spent on Online Activities

Activities	Less than an hour	1-2 hours	3-5 hours	5-10 hours	More than 10 Hours	Don't Use
Study	5	15	64	5	5	6
Games	76	4	3	2	1	14
Downloading	7	7	8	9	65	5
Chatting	8	7	65	7	8	5
Social Networking	2	6	7	17	63	5
Online shopping	5	0	0	0	0	95

The respondents were asked how many hours they spend in a week on various online activities such as study, online games, downloading of documents, chatting, social networking and online shopping. Table 2 shows that nearly 64% respondents spend three-five years on study where 76% of respondents spend less than an hour on online game. 65% of respondents spend more than five hours in a week for downloading from internet, whereas they spend three to five hours on chatting. 65% of respondents spend more than 10 hours a week on social networking. However, 95% of respondents don't spend any time on online shopping.

Table – 3 Weekly Time Spent on using Electronic Device at Institution

Time Spent	Users
Do not use	5
Less than an hour	5
1–2 hours	8
3–5 hours	12
More than 5 Hours	65

Table 3 highlights weekly time spent by the students in using electronic devices in their institutes. Around 65% of respondents spend more than 5 hours a week using electric devices in their institute.

Table 4 - Use of Electronic Device for Academic Activities

Activities	Less Than an Hour	1-2 Hours	3-5 Hours	6-10 Hours	More than 10 Hours	Don't Use
Reading (online news and current affairs)	5	5	10	32	43	5
Gathering study materials	12	23	45	7	8	5
Writing Blogs	11	8	17	12	7	45
Creating PPT and Spreadsheets	6	19	55	7	8	5
Page Design & Layout	15	25	45	5	5	5
Video Making and Editing	83	4	4	2	2	5

The table 4 shows the time spent on various academic activities by students using electronic devices. It is seen that nearly 43% of respondents spend more than 10 hours for reading online news and current affairs in a week where as 45% spend less than five hours for gathering study materials and 11% respondents don't spend more than one hour in blogging. 83% of the respondents spend less than an hour on video making and editing.

Table 5 - Level of Proficiency in Handing Computer Programmes and Applications

Programs & Applications	Don't know how to use	Handle Independently	Dependent upon other
Email	0	95	5
Instant Messenger	0	95	5
Browsing	0	95	5
Blog Creation	14	66	20
PPT and Spread sheets	15	75	10
Page Design & Layout	10	20	70
Video Making and Editing	10	7	83

Table-5 describes students' proficiency level in handing various ICT applications such as email, instant messaging, browsing, blogging, PPT, page layout and design and video making and editing. 95% of respondents can independently handle basic applications like email, instant messaging and browsing. Around 70% of respondents have to depend upon experts for page design and 83% respondents have to seek help of others for video editing and movie making.

Table 6 - Use of technology in classes

Preference	Students
Prefer taking classes that use no information technology	10
Prefer taking classes that use limited technology features	35
Prefer taking classes that use technology extensively	55

Table 6 explains that nearly 55% of the respondents prefer to attend classes that use latest technologies extensively, whereas 10% respondents don't like to attend the class that use modern technologies.

Table 7 Impact of ICT in Learning Process

Perception	Strongly Disagree	Disagree	Agree	Strongly Agree
ICT in classes helps better understand complex or abstract concepts	5	10	45	40
ICT in classes helps better communication	5	10	45	40
ICT in classes helps for practice and reinforcement	5	10	45	40

Table 7 highlights the impact of ICT in learning process. Around 40% respondents strongly agree that the use of ICT in classes helps in better understanding of complex or abstract concepts and ensures better communication.

Table 8 Perception on importance of Social Media

Perception on Importance	Strongly Disagree	Disagree	Strongly Agree	Agree
Social media has become important tool to stay updated on latest news and current affairs	0	5	75	20
Social media has become important tool to create online forum for academic discussions	5	10	65	20
Social media has become important tool for sharing study materials	5	0	85	10
Don't have any impact	5			

Table 8 explains that more than 70% respondents feel that Social media has become an important tool to stay updated on latest news and current affairs and sharing study materials.

Table 9 Barriers in using ICT

Perception	Percentage
Lack of Adequate Infrastructure	48
Lack of required technical support	42
Expensive	5
There are no barriers	5

Table 9 highlights various barriers in using ICT. 48% respondents feel that the available infrastructure is not adequate to extensive use of ICT in academic purposes whereas 42% respondents have the opinion that the lack of technical support is a major hindrance in using ICT.

Major Findings of the Study

The study has revealed that most of the students are comfortable in using the latest information technologies. The students use ICTs for various academic purposes like reading news and current affairs, gathering study materials and creating PPTs and spreadsheets. A majority of students like to attend classes that use information technologies extensively. Most of the students feel that the use of ICT in classes helps them to better understand complex or abstract concepts and enhance communication. The students have opined that social media has become important tool to stay updated on latest news and current affairs, create online forum for academic discussions and share study materials.

Conclusion and Recommendations

The use of ICT and social media can bring significant changes in the practices of teaching and learning process at the postgraduate level. Considering the importance of ICT in view, the study recommends that the teachers should make maximum use of ICT during their lecture because it has a great impact on student's learning.

Social media is a powerful tool, which enables both students and teachers to share ideas, information and all kinds of useful materials for enhancing teaching and learning experience both inside and outside the classroom. Hence, the teachers should use social media platforms as much as possible. The study also recommends that the students should make proper use of social media to enhance their skills.

The study found that the lack of adequate infrastructure and required technical support are the two major barriers for the students in using the ICTs in their institutions. Therefore, necessary steps should be taken to eradicate these problems. The study also recommends that the institution should conduct training programs from time to time to sharpen skills of the students as well as teachers in using ICTs.

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Clash of Ideologies on Social Media:
A Study of Twitter Trends on Gauri Lankesh Murder

Dr. Pitabas Pradhan[1], Jitendra Singh[2] & Niky Kumari[3]

The evolving social media platforms have created huge scope for self-expression and public debate. Blogs, Microblogging platforms, social networks, content sharing platforms, Chatrooms offer alternative modes of expression without being subjected either to space constraint or media gate keeping. For the unrestrained access, and citizen empowerment, the social media is projected as a democratizing force. However, a gloss over the dominant social media narratives would impress one to believe that social media is promoting groups of likeminded people, who share similar understanding of the world around. Conspiracy theories are easily cooked up to safeguard the human tendency of vilification of the other. In the absence of a defining ideology of the medium, there is virtual competition to demean the other through new-fangled narratives. This paper examines the Twitter trends on the Gauri Lankesh murder case, to explore the social media dialectics.

Keywords: Social Media, Twitter trends, Public sphere, Gauri Lankesh

The rise of social media has hugely expanded the discursive space by incredibly strengthening the forum function of the media. The growing volume of user-generated content, easiness and speed of exchange of views among the networked communities have presented the social media as a democratizing force to such an extent that experts talk of the emergence of a 'fifth estate' (Alejandro, 2010). Social media indeed has pushed citizens towards more participatory, globalized, and civically engaged spaces by transforming the modes of information sharing (Mahoney & Tang, 2017). This happens despite Facebook status updates being different from Twitter posts, and use of numerous platform specific tools. Individuals turn to social media space and use social media tools to create and recreate personal and perceived identities. Twitter, Facebook, LinkedIn, Google+, You Tube etc. have perceptibly changed the dynamics of the public sphere discourses. The new social media platforms

[1]Associate Professor at the Department of Mass Communication, Aligarh Muslim. University, Aligarh, India, pitabaspradhan@rediffmail.com
[2]Assistant Professor, Department of Media Studies, Jaipur National University, Jaipur.
[3]Research Scholar at the Department of Mass Communication, Aligarh Muslim University.

have empowered Fraser's 'counter publics' to articulate their collective identities and interests, to interact with others on equal terms.

The unfailing growth of the Twitter from its modest beginning in 2006, has transformed it into a popular platform of conversation. As in Jan 2017, the monthly active twitter users in India has grown to 23.2 million, which is only next to Japan with 26 million monthly active users in the entire Asian region. Globally, there are 320 million, and every second about 6000 tweets are posted (www.SoravJain.com, 2018). Some popular twitter communities have millions of followers. People update their status on social networking sites through short posts, in up to 140 characters, known as tweets. Users can subscribe to the contents, send messages, and can reply through retweets. The enormous number of tweets and retweets exchanged every day on a host of issues makes twitter a good content provider. Twitter is basically used to look for trends, and news leads. Hashtags are used to share and search content on related subjects. Social media trends are widely used to mean the overwhelming public participation on the issues in question, but does it convey a consensus? To become extremely popular, a media content must attain mass appeal by adhering to the common values shared by people belonging to different sections of the society. What constitute the eternal truths of life can be considered as the shared common values of the society. The notions of freedom and democracy for example are nurtured as shared common values. But, beyond these truths, on most other issues, developing shared common values seems to be challenging.

Our understanding of the world emancipates from our understanding of the self and people around us. Religious, cultural, social backgrounds and political alignments, one way or other, influence our understanding of the world and the values we nurture. As such, different streams of dominant ideological narratives are obvious in a pluralistic society. As long as the shared common values are nurtured, ideological conflicts fail to critically affect the society, but when ideological groups aggressively promote competing narratives, social tension is but obvious.

The democratising features of the social media platforms are used to accelerate development through adaptive changes in social values and beliefs. But, the same platforms are also used to spread social taboos. The rising social media platforms are used to promote social harmony, at the same time attempts are being made to spread hatred and create tension in the society. On one hand, social media lead to democratization, and on the other hand it also provides space spread for mobocracy. On one hand social media promotes cultural homogenization; on the other it also offers space for promotion of new cultural identities. Social media space is used for generating political consensus as well as

engineering conflicts around issues. These instances speak volumes about the nature of social media discourses. Studies suggest that tweet behavior reveals personality of the user and their ideological affiliation (Strauss,2015).

Therefore, it is against such a context, the social media discourses are to be understood. This study explores the dialectic in social media content through analysis of Twitter trends on the Gauri Lankesh murder case.

Objectives of the Study

Primary objective of this study being to explore ideology in Twitter, this paper analyses the Tweets on the Gauri Lankesh murder case. In particular, the study examines:

- Rise of Twitter as a platform of public debate;
- Nature of Narratives;
- Dominant ideology in Twitter trends;
- Attempts (if any) to promote consensus around issues.

Rise of Twitter as platform of Public Discourse

A popular symbol in the social media landscape today is the Twitter bird, logo of the microblogging site Twitter. Being created in March 2006, the service has evolved into one of the most popular social media sites, perhaps it tops the useful tools for journalists. Twitter became popular especially for: It is easy to use; it can be accessed through a variety of applications and platforms; and its followers offer an index of popularity for individuals, groups and institutions.

People use this online social networking tool to post, through micro-blogging, brief updates known as 'tweets' on happenings in their life as well as issues they consider important. Some people use Twitter as a newsfeed by following prominent people or networks. The use of Twitter as a microblog for updating people about one's work and personal live has also become trend. The users are free to choose whom do they follow and not to follow. They control the tweets they see in their home feed.

Besides interacting with acquaintances, Twitter also allows one to communicate with strangers. Twitter facilitate a user to share a unique experience by suggesting the other users to follow and interact with. Taking clue from a user's profile, and having known about the interests, Twitter identifies the other users of the same category.

"Essentially it is taking bits and pieces of information that you provide, and turning that into the most relevant experience for you as an individual."

Every message won't resonate with everyone i.e. the visitors only respond to messages which interest them. As such, personalized messages have become the

norm for twitter. One can include an existing hashtag in a tweet by using a phrase "#topic", and the tweet appears with the hashtag.

People who find the tweet in their twitter stream, may decide to 'retweet' it. When this happens, the tweet multiplies with the #topic in it, making it even more prominent and easier to see by even more people. The more people see it, the more it generates interest and then more people start making their own tweets about the #topic. Some people will start including links to online articles, etc, where there is discussion or news about the topic. This high visibility causes the topic to gather momentum until it reaches a 'tipping point', at which point it trends.

Jack Dorsey, Noah Glass, Biz Stone and Evan Williams are among those credited to conceptualization and execution of the Twitter as a message based platform (Amanda MacArthur, 2017: Nov 7). The concept was originally named the 'twttr', but the name and branding were updated with development of a new logo just before its launch on July 15, 2006.

Jack Dorsey was the first to tweet the message "just setting up my twttr" on Twitter on March 21, 2006. The famous Twitter bird, which has now become sole brand of the site, took debut on September 14, 2010. On June 5, 2012, the simply named 'Twitter Bird' icon was chosen. As the smartphone revolution, made the mobile SMS protocol based restrictions irrelevant, tweets of 280 character in place of the 140-character tweet was adopted as the standard. The character increase was designed to help Twitter users spend less time condensing their thoughts and more time talking.

Theorizing Ideologyand Social Media

Ideology represents a set of beliefs and values ascribed by a political, or religious school of thought. French philosopher Antoine Destutt, in his Elements of Ideology has interpreted ideology as "the science of ideas" that "aims to establish the source of our beliefs, perceptions, and opinions so that we could overcome some of our prejudices and illusions that cause mutual misunderstandings and conflicts between people" (Lylo, 2016).

Dennis McQuail in his theories of Mass Communication defines ideology of media content as "Organized belief system or set of values that is disseminated or reinforced by communication", and claim that "in practice most media content does so implicitly by selectively emphasizing certain values and norms" (McQuail, 2010).

The information imparted by mass media through its content produces the values that drives the world. Media sell messages, which privilege certain ideas and undermine others. The media representations are ideological, because such representations come through selection from a number of possibilities. The media person's selection and interpretation of an event, indeed, is subjected to the influence of his ideology, even if there is no explicit attempt to push it. Certain representations become dominant because of popularity among the audience; and the media attempt to provide representations that meet audience expectations (Taghizadeh, 2013). Sometimes, the media allows sophisticated application of ideological persuasion. Cultural perspective also suggest that ideological interests engage in some sorts of competition within media texts.

By virtue of being more liberal and flexible, social media allows citizens to carve out their own arenas of discussion and discursive communities (Bode, 2015), which act as smaller public spheres. Research also suggest that some hashtags occurred in such public sphere discussion groups are opposite to their known ideological positions (Bode et al, 2015).A study by Pablo Berbara has found that "an active twitter user's political ideology can be predicted based on who the user follows on twitter (Wesslen, 2016), and his/her links to a selected set of politicians (Gu, 2016). Therefore, political and cultural influences of tweets cannot be ruled out.

Research Design and Methods

The murder of Gauri Lankesh, a senior Indian journalist at Bangalore on September 6, 2017 is an important event to understand the nature of the public sphere discourses in India. The reasons are: 1. Bangalore, the place of the event known as Sillicon Valley of India, is among the top ICT embraced cities in the country with huge access to social media tools; 2. Bangalore represents strong influence of both the major national political parties i.e the BJP (perceived as a right wing party) and the Congress (perceived as a Left-of-Centre ideology); 3. The congress party is in power and is trying to retain it, whereas BJP is making all attempts to return to power by exposing the failures of the congress led state government.

Methodology

What constitutes the core of this study is a content analysis of the tweets on the murder of the veteran journalist Gauri Lankesh, which generated huge response from the media, politician, human right groups, and public in general. For the content analysis, all the tweets have been considered with hash tags #gaurilankesh, #IamGauri, #GauriLankesh murder. For selecting the sample tweets, systematic random sampling technique was applied; every 5th tweet was taken from "Top" tweets. 50 tweets have been collected each day from 6th September to 12th September. Thus, total 350 tweets are put into the following

categories. All accounts of common people, verified or unverified have been included, but Twitter handles of politicians, political parties and news organizations' have been excluded.

After careful analysis of the contents, the Tweets on the issue have been put under the 10- broad categories: 1. Tweets in favour of Gauri Lankesh and her supporters, 2.Tweets against Gauri Lankesh and her supporters, 3. Neutral tweets, 4. Tweets on safety of the people, 5. Tweets which demanded enquiry into the event, 6. Tweets critical of the state government, 7. Tweets critical of the central government, 8. Tweets regarding protest against the murder, 9. Tweets critical of the media reporting, and 10. Tweets on other aspects of the issue.

Content Analysis of Tweets on Gauri Lankesh Murder

The sudden murder of the journalist was a huge media event and it resulted massive response from people in different walks of life. Political leaders, members of the media profession, cultural groups, NGOs reacted to the event in expected lines. Some criticized the way a progressive journalist was murdered and some went to the extent of virtually celebrating the murder of the journalist, whom they castigated as being critic of the right-wing ideology, and a Naxalite supporter. Obvious from the responses was the sympathizers of the right-wing ideology linked the murder to the journalist's biasness. Her sympathizers on the other hand attempted to take the right-wing groups into task for their alleged involvement in the murder.

The mainstream as well as social media devoted huge space and time to the event. As expected, the twitter was widely used to comment on the event in the form of tweets. The media reporting of the event was also interpreted in expected lines - sometimes the reports were branded as fake news and at others as most responsible reporting. The supporters mostly criticized the role of the right wing central government, whereas the opponents took the congress party headed state government to task for its failure to bring the truth to public domain. On the very day of the murder, a total of 186 posts, both news and video were posted. A total of 30 video including live videos were posted on twitter carrying the views of people from different walks of life. Posts of 49 reactions on people's opinions on the Gauri Lankesh murder were found. There were 48 news posts on Gauri Lankesh murder. Ten tweets were posted in defence of the BJP/RSS, whereas 39 posts by individuals were critical of the BJP/RSS. Five tweets criticized the media reporting on the issue. Three posts by the journalist's acquaintances related to Gauri Lankesh's personality and two expressed sympathy for the slain journalist. For several days twitter posts continued with hundreds of Tweets and retweets.

A total of 350 tweets randomly selecting 50 per day for a week were subjected to content analysis. Results of the content analysis are presented in table-1, which speak volumes about the nature of the discourse on the issue under study.

Table-1: Tweets on Gauri Lankesh Murder

Date	Sept 6	Sept 7	Sept 8	Sept 9	Sept 10	Sept 11	Sept 12	Total
Tweets in favor of Gaurilankesh	23(46)	16(32)	11(22)	14(28)	12(24)	15(30)	13(26)	104
Tweets critical of Gaurilankesh	07(14)	15(30)	20(40)	17(34)	21(42)	12(24)	19(38)	111
Neutral Tweets	05(10)	7(14)	6(12)	10(20)	9(18)	6(12)	5(10)	48
Safety of people/law & order	2(4)	1(2)	2(4)	-	0	0		5
Demanding probe/enquiry	2(4)	3(6)	0		1(2)	1(2)	0	7
Criticism of state government	5(10)	1(2)	2(4)	3(6)	-	3(6)	2(4)	16
Critical of central government	4(8)	3(6)	3(6)		-	1(2)	1(2)	12
Protest/rally/other activities	2(4)	4(4)	1(2)	3(6)	-	7(14)	3(6)	20
Others	-	-	5(10)	3(6)			4(8)	12
Critical of news media	-	-	-	-	7(14)	5(10)	3(6)	15

(Note: Numbers in parentheses represent percentage.)

Th3e Gauri Lankesh murder provided stimulus to competing narratives on nationalism vs liberalism and right-wing ideology vs leftist or pro-naxal ideology. On the basis of the views expressed, the tweets may be put under the following categories:

## 1.	Tweets in favour of Gauri Lankesh and her supporters

These tweets mostly criticized the brutal murder of the journalist, expressed support for the stand taken by Gauri Lankesh and Criticized the right-wing groups, who have been targets of the journalists' writings. An example of such tweets:

- #Gauri Lankesh, voice of courage and reason silenced by a killer's gun. India suddenly got darker today.
- Yet again ... Silencing dissent and independent opinion..#Gauri Lankesh

https://twitter.com/nash_digger/status/905185123347210241

Some tweets expressed solidarity with Gauri Lankesh and defended freedom of speech and Expression of a journalist. Some tweets rejected the allegation of the journalist being anti-nationalist and projected her as a liberal. Nature of the discourse was evident in the following twits.

- How many #Gauri Lankesh u kill with Bullets. I tell u # I Am Gauri & all Indian who believe in Freedom of Speech will Fight till last Breath.
- Adopting violent method to oppose your critique shows the weakness of your ideology. Strongly condemn it #Gauri Lankesh Murder
- Of late, ultra-nationalists are killing liberal intellectuals #Gauri Lankesh Murder
- shameful tweets about **#Gauri Lankesh Murder** wat u all think of urself...she was not antinationalism she was just doing her job as a journalist
- **#I Am Gauri** People R Forcing To Accept 1 Ideology If u refuse, will b murdered by Goons of 1 special Ideology.

2.   Tweets against Gauri Lankesh and her Supporters:

These tweetsput the blame on the journalist, her ideological colleagues and sympathizers, who were critical of the murder. They took the sympathizers to task for blaming the right-wing groups for the murder, without having any evidence. Tweets of the category include:

- I am not celebrating **#Gauri lankesh** 's murder but I'm not sad either. No sympathy for any pro naxal 'activist'.
- As 9/11 was Laden's attack; 26/11 was ISI's attack, similarly, it'd be proven by media now that Naxals were behind **#Gauri LankeshMurder**.
- **#Gauri Lankesh** case is still under investigation but these people are high on their agenda 2blame BJP. Any legal actions 2 stop it.
- We don't kill ravan but still we celebrate his dead n samething was done by **#Gauri Lankesh** on deaths of RSS workers .Ur deeds always haunt u.

Some tweets targeted the use of abusive language by Gauri Lankesh in her erstwhile social media posts. Some tweets also criticised the abuse of Hindus and Hinduism by Gauri Lankesh in her various posts.

- lol...... have you seen the timeline of **#Gauri Lankesh** ? She was much more abusive then so-called trolls!
- She called my PM a gay and my Mother a sex slave, yet I shouldn't celebrate her death!!! Incredible **#Gauri Lankesh**

- Free thinking means abuse Hindus, bash India 24X7 **#Gauri Lankesh** had serial aversion to hinduism but her death cannot be justified
- Coz **#Gauri lankesh** celebrate murder of Hindus &said 'Swachch Keralam' so I feel immense pleasure to say 'Swachch Karnatakam' after her death.
- A 'r' missing. It's Germ! But understud. When #CRPF were Martyred in Dantewada, Sukhna they celebrated! Some tweets alleged Congress hand in the murder to divert people from the corruption charges against CM Siddaramaiah, and to gain the sympathy of people of Karnataka.
- I honestly believe, Congress got #Gauri Lankesh killed so that they can create this issue and try and defend the last state Karnataka.
- The death of #Gauri Lankeshis awful. But it wasn't Hindus who killed her. It was Congress Party networks who feared her exposing corruption.

3. Neutral Tweets:

These tweets did not side with any group, but expressed genuine concern for the acts of violence and criminalization of the society. They claimed that murder of a journalist cannot be justified, only it   n e e d s   t o   b e condemned. They were skeptical about the results of the probe onto the murder.

- Why are we discussing if RW killed **#Gauri Lankesh**or LW and not that this was a cold blooded murder committed without any fear of law?
- Maximum, some 'supari killers' would be arrested, while guys, who made the plot to murder **#Gauri Lankesh**, will remain leaders to kill again. 3:23 AM - 6 Sep 2017.
- The**#Gauri Lankesh Murder** has sent shock waves world over. Time to remember other murdered journalists in #India too.
- **#gauri lankesh** she was critical of right wingers & extreme left. Can't we just mourn her sad demise. Don't politicise her murder
- #RIP_IndianJournalism**#Gauri Lankesh** and all other 41 journalist killed by #Indian establishment
- Within 60min of **#Gauri Lankesh Murder** ppl chngd DPs,hd posters redy 4 rally. 5 dys now no rallies,revolution & proof?wat was achieved?
- fomenting hate via baseless accusations - the need to exercise caution #karnataka**#gaurilankesh**

4. Tweets, on safety of the people and law and Order:

Some tweets expressed the common men's concern for safety of the people and the deteriorating law and order situation in Karnatka in

particular and the country in general. Some recent incidents of violence in the society has strengthened the common perception of rising crime in the society and the murder only provided a backdrop for its expression.

- Shocked that this happened in Bangalore **#Gauri Lankesh**
- Lynching, Coward Commarade, **@CMofKarnataka** responsible, No security In Karnataka Leftists killed
- **#Gauri Lankesh**'s murder raises questions on law & order. It's a failure of Siddaramaiah Govt! What does it mean about 'us' are fighting?

5. **Tweets demanding enquiry into the murder:**

Such tweets demanded thorough enquiry into the incident so as to bring the culprits into justice, irrespective of ideology they subscribe to. One tweet says:

- There should be CBI investigation into **#Gauri Lankesh's** murder. Whether some like it or not, it has to be by a national agency not State
- hrw: RT mg2411: India ensure impartial, time-bound inquiry into **#Gauri Lankesh** murder. Protect right to dissent & f…
- Justice for **#GauriLankesh**. Culprits (whoever it may be) should be booked.
- Why not **@siddaramaiah** is handing over case to CBI ? What is fear on **#Gauri Lankesh Murder** ?

6. **Tweets critical of the State Government:**

Such tweets criticized the congress party led state government for its failure to bring the culprits to justice. Such tweets are mostly satire on Karnataka Government and the dramatizing efforts to blame the BJP and the Central Government, despite law & order being subject of the state. Some tweets make fun of the brand of secularism preached by the Karnatka chief minister.

- **#Gauri Lankesh** 's murder raises questions on law & order. It's a failure of Siddaramaiah Govt! What does it mean about 'us' are fighting?

- What happened with **#Gauri Lankesh** is problem of Karnataka's Congressi CM Siddaramaiah, not Modi. Law is a state subject.
- **#Gauri Lankesh** Nothing 2b shocked It is very normal in Karnataka. Whr 12 RSS Workers are butchered in 2 years... CM surviving by SECULARISM
- This Lankesh drama is textbook Joseph Goebbellian exercise to save Siddus corrupt Karnataka Govt. **#Gauri Lankesh**
- **#Gauri Lankesh** murder. Is it true she was investigating Siddramaiyah corruption?

- Minister **@utkhader** attending **#IAmGauri** protest. What stops him & Congress Govt to act & nab the killers than doing these theatrics?

7. **Tweets critical of the central government:**

Tweets were posted criticizing the BJP led central government for what they alleged was the growing criminalization of the Indian society. Commenting on the prime minister following someone (who allegedly celebrated the murder) on twitter a tweet read:

- Usually we follow those on Twitter who reflect our own mentality. They say Birds of same feather flock together.

- Almst a wk gng to cmplte 4 **#GauriLankeshMurder** still PM didn't gt tme to condemn bcz it's nt #NawazSharifBday to tweet #BlockNarendraModi

- Modi and his women empowerment. My foot. #NotMyPM**#GauriLankesh**

- We expect a categorical condemnation from @PMOIndia@narendramodi on **#gaurilankeshmurder** Fourth estate is at stake!!

- NEW INDIA is about newest techniques to eliminate those who raise voice against injustice. The culprits here are untraceable.

- Two minute silence for those who still follow PM Narendra Modi #BlockNarendraModi**#IamGauri**

- #BJPMLA #RSS **#GauriLankeshMurder**

- #GauriLankeshMurder this govt busy in calculate how many illegal Muslim are in country. But not how many die child in UP. Death due to flood

8. **Tweets on protest against the murder:**

Such tweets mostly published the photos, videos and information on the protest marches and comments by civil society members.

- Thousands gathered across India to pay tribute to **#GauriLankesh**, assassinated in front of her home.

- Week After Gauri Lankesh Murder, Bengaluru On Streets With 'I Am Gauri' Posters #murder #iAmGauri #gauriLankesh #newswallet#IAmGauri: Photos, videos from Bengaluru protest rally against Gauri Lankesh's murder

- Urvashi Butalia discusses #GauriLankesh and treatment of journalists in India "Patriot Games: Contextualizing Nationalism"

#JLFatNewYork

- SHARE MAX Ravish Kumar speaks at Press Club of India on #GauriLankeshMurder RT n Share
- Jai Ho Foundation Team Protest At Carter Road, Bandra, With: SHABANA AZMI NANDITA DAS, TISTA ,& SOCIAL ACTIVISTS.

9. **Tweets critical of the media reporting:**

Such tweets mostly criticized the mass media for biased reporting and publication of fake and doctored news on the Gauri Lankesh murder case.

- #GauriLankeshMurder exposed quite a few national level editors, who're friends too, in media so badly that now they can join BJP officially.
- Shame on the media that's using the **#GauriLankeshMurder** to spread their agenda
- #GaaliWaliCongress Kanhiya abused Bharatmata Media:it's a FOE Some1 abused #GauriLankesh Media:Shouts n screams broke windows of Studio
- #GauriLankesh # There Are 2 Types Of Terrorist 1. "Terrorist Has No Religion" 2. "Hindu Terror" #GauriLankesh#GauriLankeshMurder

10. **Tweets on other aspects of the event:**

Such tweets focus on a range of issues the nation is confronting and criticizes the government, political parties and media for over-engagement on silly issues and their politicization. Some has used 'Gauri Lankesh' related hashtags to draw attention towards other important issues happening in country.

- No one is as safe as kids of UP and yes railway passengers. #SiddaramaiahMustResign#WhoKilledGauri#**GauriLankeshMurder**
- #MaskOffInGauriCase progressive thinkers are yelling **#IAmGauri** but none shouted #IAmKashmiriPandit shame on #IAmGauri brigade

- Rahul Gandhi must congratulate Digvijaya Singh for his 'Political Astuteness' that reduced #GauriLankeshMurder to #GaaliWaliCongress affair.

Findingsand Conclusion

Social media has given a voice to those who have still recently considered themselves voiceless. The minority and marginal groups are able to create their own deliberative forums to raise their voice instead of remaining alienated. There is no iota of doubt that social media has created space for new identities and

forums for debate, but sometimes the space is converted into platforms of ideological battle. The huge noise created by the ideological overindulgences often pre-empt any chance for consensus, which does more harm to a representative democracy than it was expected to eliminate. The cacophony creates confusion rather than guiding people in making informed judgements. The huge number of posts as tweets on the Gauri Lankesh murder in Sept 2017, like any other twitter war, as the competing counter narratives are often referred to as, clearly speaks about the nature of the discourses.

Twitter provided a platform to everyone to express opinion and comment on the murder of the journalist, it offered people a platform for building new identifies on the online space. Thousands of tweets and re-tweets attempted to influence the agenda building function, and more vigorously, reminded the governments of their responsibility. But, in the absence of an ideology of the medium, it turned out to be an ideological debate creating avoidable noise.

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Gond Painting: A Study of Contemporary Secnario

Dr. Manash Pratim Goswami[1]

From Dighna to canvas painting, the Gond paintings of central India that tell folk and religious stories of tribal lives, express gratitude to nature and describe contemporary stories with unique strokes, patterns and bright colours. J. Swaminathan, the renowned painter, brought the nearly lost Gond paintings during the Mughal era and British rule to light in 1980s. It came as pleasant surprise when he discovered a talented seventeen year old boy Jangarh Singh Shyam decorating the huts of Patangarh of Mandla district, Madhya Pradesh.

Later, the efforts of Jangarh Singh Shyam gave the traditional painting and heritage of Gond tribe the recognition and buyers in several places and platforms across the world. He trained the next generation of Gond painters to preserve the art form, earn livelihood and promote the culture of Gond. Unfortunately, with his sad demise in the early age ceased the graph of the popularity and market of buyers of Gond paintings.

At present, nearly four decades after its revival in 1980s, the declining growth of Gond painting has been a major concern for the tribe and art connoisseurs. Even the popularity and propensity for Gond painting among the young generations at the epicentre of Gond painting look very timid. This research paper attempts to explore contemporary scenario of Gond painting in terms of its level of awareness, reasons for declining popularity and extent of inclination of the younger generations to the art of Gond painting.

Keywords: Tribal, Gond, Art, Tradition, Gond painting.

Gond Painting is an expression of creative instinct of the Gond tribe of central India. The Gond tribe tells folk and religious stories, conveys gratitude to nature and describes contemporary stories with paintings. These paintings elegantly depict the life of the Gond people with traditional motifs. In fact, the traditional motifs of Gond paintings have immense significance in Gond lives. They narrate their relationship with their cosmic, natural, social and religious worlds. Moreover, these traditional motifs differentiate Gond art from other Indian tribal art such as Bhil art of central India, Warli art of western India, etc. A brief idea of the Gonds of central India and their socio-cultural attributes are believed to help in the

[1]Assistant Professor, Department of Journalism & Mass Communication
Indira Gandhi National Tribal University, Amarkantak, (MP)

understanding of the importance and relevance of Gond paintings in the lives of the tribe.

Gond: The indigenous people

The Gond, the tribal group of Dravidian origin, can be traced to the pre-Aryan era. The word 'Gond', derived from Dravidian word 'Kond', means green mountains. They are called so, as anthropological evidences suggest their existence in Gondwana- 'Land of Gond' since pre-Aryan era in the green mountains of the Godavari gorges in the south to the Vindhya Mountains in the north. Although, the eastern districts of Madhya Pradesh are considered to be the original Gondwana land, but they are found scattered mainly in the states of Chhattisgarh, Orissa, Maharashtra and Andhra Pradesh of modern India. This indigenous group of people, one of the largest tribes of South Asia and perhaps in the world, ruled in central India till late 16th century.

The Gonds, also called as Koi, Koitur, Koyathor, Gondis or Gondas, inhabit a large area of central India in the states of Madhya Pradesh, eastern Maharashtra, Chhattisgarh, northern Andhra Pradesh and western Orissa. . In Madhya Pradesh, the Gond people have been living in the dense forests of the Vindhyas, Satpura and Mekal, in the Narmada region of the Amarkantak, for several centuries. The scholars believe that Gond settled in Gondwana in the ninth and thirteenth centuries AD. In 14th century, the Gond ruled several parts of the central India and built several forts, palaces, temples, tanks and lakes. They continued ruling till late 16th century. The dynasties of Gond ruled in four kingdoms - Garha-Mandla, Deogarh, Chanda, and Kherla in the central India. The invasion of Muslim from north forced them to flee to the surrounding forests of the Vindhya and Satpura region.

Gond Painting: Origin and Development

The scholars and connoisseurs of art have the opinion that Gonds customs echo their Mesolithic forbearers. The custom of decorating the walls or floors of their houses with paintings is an example that may originate in cave-dwelling traditions of their ancestors.

According to traditional belief, it is said that viewing a good image brings good fortune. Due this belief, the Gond people traditionally paint the mud walls and floors of their homes with beautiful images during religious festivals and special occasions. They usually paint walls or floors during festivals or rituals associated with seasonal changes like sowing of crops, onset of rains and harvest or on significant occasions such as birth, marriage, pregnancy, death etc.

Although, there is no credible history of the origin of Gond painting, but many believe that the modern form of Gond painting started as decorative and symbolic art, locally known as Dighna, during the Gond festivals. Extensively used Dighna in all religious festivals and marriages, the Gond traditional belief

suggests that all such paintings possess power to fight evils and spread positive vibrations.

From Dighna to canvas painting, the traditional images and religious beliefs of Gond people emerged as the cultural identity of the tribe and travelled from their tribal inhabitations to exhibitions of modern art galleries. It is said that the process of transition started in early years of 1980s when a few creative Pradhan Gonds came out of their traditional profession of bardic priest performing Gond ceremonies to narrate oral histories, religious and folk stories and relation with mother earth with colourful visual art. From the traditional mud walls to canvasses, natural to artificial colours and traditional stories to contemporary themes, the tribal visual art of central India took a big leap with commercialisation of the art. Later, the Gond painters went on to use animated films, ink on papers and silkscreen prints.

The Gond painting, emerging out of the traditional Dighna painting to canvas painting, may have find spaces in exhibitions or art gallery or walls of drawing rooms or hotels, etc. in the course of time, but authentic information and literatures on the origin, development and techniques of Gond painting are found to be minimal. The oral literatures of the origin and development, passing of painting techniques from generation to generation and getting restricted to a small community of painters and area, have been the hurdles for slow growth of this art form. This paper focuses on the study of the awareness and popularity of Gond painting among the young generation living in the periphery of the place of the revival of this art form.

Statement of the Research Problem

Over the decades, it has been observed that the Gond people are in process of social, economic, cultural and political transformation. Emerging as leading tribe of central India, the Gonds have been adopting modern ways of life, culture and traditions. These transformations can mainly be attributed to their inclination towards education, employment in government and private sectors and adaptation of popular culture permeating through mass media. At this juncture, the current study is an attempt to assess the popularity of Gond painting with the changing scenario. The statement of the research problem for the current study can be outlined as "to study the level of awareness and aptitude to understand the significance and meanings associated of Gond paintings among the young generation"

Objectives

As mentioned earlier, the Gond of central India is in the process of transformation. The invasion of modern culture, spreading of education, inclination for better avenues of employment and ways of modern life styles seem

to have gradually erasing their socio-cultural heritage. In this research paper, efforts will be made to achieve the following objectives.

1. To understand the level of awareness about the Gond paintings among the young generation of the place of revival and development of Gond painting.
2. To comprehend the knowledge of young generation about the origin, development and themes of Gond paintings.
3. To study the aptitude of young generation to understand the meaning and significance of Gond painting in the lives of the Gond.

Hypothesis

The following pre survey assumptions are made on the basis of preliminary studies, personal observations, views of peer groups and experts, informal interactions with the target group and review of related literature.

1. The level of awareness among the young generation on Gond painting is not adequate.
2. The dearth of literatures, discussions and lower level of inclination keep the young generation ignorant about the origin and development of Gond painting.
3. The aptitude of the young generation to understand the meaning and significance of Gond painting in the lives of Gond is not very heartening.

Research Design

Nearly 100 kilometres from Patangarh, Mandla district, the place whereJangarh Singh Shyam revived the Gond paintings, Indira Gandhi National Tribal University (IGNTU) is situated. The university was established to spread higher education of different disciplines and conducted researches chiefly on tribal art, culture, ethnic medicines and other related subjects.

The students mainly from Anuppur and neighbouring districts such as Shahdol, Umaria, Mandla, Rewa, etc. come to pursues higher education at IGNTU. The profiles of the students also indicate that majority of the students belongs to Gond tribe and small percentages to other tribes such as Baiga, Panika, Kol, etc. The percentage of Other Backward Class (OBC) is the second highest, unreserved stands in the subsequent position and scheduled caste category students have least percentage among all. A sample size of 200 students consisting of undergraduates, post graduates and research scholars from IGNTU has been picked up through simple random sampling for the current study irrespective of their category, social and economic status.

A set of 200 questionnaires consisting of 18 questions to assess the awareness and knowledge of the origin, growth and significance of Gond painting among the students of IGNTU were distributed. The questionnaire was pretested to understand the efficacy of each question to the subject of the study.

Statistical Analysis

The primary data collected from the filled questionnaires distributed to the defined target group was coded, tabulated and analyzed statistically to draw meaningful interpretation of the study. The standard statistical methods such as percentage analysis, cross tabulation, etc. were carried out in the process.

Finding of the Study

Although, it was not deliberate but on tabulation it came to light that the highest number of respondents (76 students) i.e.38% in the current survey were from tribal communities. The number of students from unreserved category, other backward class and scheduled caste participated in the survey were 32% (64 students), 20% (40 students) and 10% (20 students) respectively. The difference between the number of male (103 students) and female (97 students) students as respondents for the current was only 6. The number of post graduate and undergraduate students and research scholars are 41, 142 and 17 respectively. The number of students in the age bracket of 18-24 were the highest in terms of total figure (183), followed by 15 students in age bracket between 25-30 and only 2 students of above 31 years.

While investigating the familiarity of the respondents to the Gond tribe, almost 50% (101 students) were found aware, whereas 86 replied negatively and comparatively a small number (13 students) were aware of it to a certain extent. Similarly, the number students being aware of Gond life, culture and tradition were found to be 101, whereas 70 of them have no idea and 29 acknowledged their knowledge of Gond life, culture and traditions to a certain extent.

A total number of 88 respondents (44%) have fairly good idea about Gond painting, almost equal number of respondents i.e. 83(41.5%) does not have any idea of Gond painting and 29 students out of 200 have admitted their idea on Gond painting to a certain extent only. When investigated their source of information to know about Gond painting, it was found that 24 of them knew about Gond painting from word of mouth, 60 of them acquired information on Gond paintings from combined efforts of books, magazines and internet, exhibitions and display of such paintings made 31 of them to know about Gond paintings. A number of respondents acquired information on Gond paintings from wall painting, museum and various other sources were found to be 50, 6 and 29 respectively.

The themes or stories portrayed in Gond paintings were found not to be difficult to understand for 33.5% (67 respondents), followed by 41% (82 respondents) finding difficulties to understand the themes or stories easily, whereas number of respondents with the level of difficulties to understand such painting to a certain extent were found to be 51 (25.5%).

When enquired on the depictions of themes as visible from Gond paintings, for 78 of the total respondents (39%) such paintings reflect the way of Gond life, 54 of them (27%) conceive Gond paintings as depiction of folk and religious tales of Gond lives, a comparatively small number 15 (7.5%) finds such paintings consisting of imaginative figures. A total of 35, 11 and 7 respondents find Gond paintings consisting of themes of nature, modern life styles and some other subjects.

The unique pattern or strokes used in Gond paintings attract 25 respondents towards such paintings, for 33 and 39 of them captivating colours and distinctive designs were the reasons for getting attracted towards such paintings. The majority of them (96 respondents) i.e. 48% find all elements discussed above together attract them towards Gond paintings. An insignificant percentage i.e. 3.5% of the total respondents has some other reasons to get attracted towards Gond paintings.

For 93 out of 200 respondents, identifying Gond paintings from other tribal paintings were found to be not difficult, 69 of them found this act difficult and 38 respondents replied their abilities to identify Gond paintings from other tribal paintings to a certain extent.
More than half of the respondents (108) have the opinion that Gond paintings have good market value if marketed well and the rest of the total respondents (92) were little sceptical about their value in the market.

A total of 48 respondents believe that Gond paintings are colourful pieces of works of the Gond people, 18 of them find these paintings simply some show pieces and for majority of them i.e.92 the Gond paintings are some beautiful modes of visual communication. For 31 of them, Gond paintings depict some abstract art and a small number of respondent i.e.11 finds some other meanings in such paintings.

The themes or subjects make a total of 88 respondents (44%) curious to know more about Gond paintings, whereas themes or subjects do not get 24% (48 respondents) of the total respondents curious about Gond paintings. A total of 64 (32%) out of 200 respondents sometimes get curious to know more about the Gond paintings from their themes or subjects.

A total of 86 respondentsmet a Gond painter at least once in their lives, whereas the majority of them 114 never met any Gond painter. 42 out of 200 respondents know or heard about famous Gond painter Jangadh Singh Shyam and the rest i.e.158 have no idea about this legendary Gond painter.

A majority of them, i.e.121 have absolutely no idea about the history of Gond painting, 45 respondents have fairly good idea and the rest i.e.34 have some limited ideas about the history of Gond painting. The majority of the respondents (134) have desires to know about the traditional paintings of the Gond, whereas 66 did not express their desires to know about those traditional paintings. A total of 105 respondents made attempts to know more about Gond paintings from books, magazines and other literature, while almost equal number of respondents (95) did not make any significant effort for it. 43 % of the respondents have expressed their desires to learn the art of Gond painting and the rest i.e. 57% have no interest to learn the techniques of Gond painting.

27.5% of the total respondents felt that media should play active role to promote Gond painting, 21.5% of them suggested for organising exhibitions, 14% favoured for organising workshops or training to promote the Gond paintings. 23.5 % felt the need for providing financial support to the Gond painters and 9.5% of them suggested for developing more literatures. A comparatively small percentage i.e. 4% replied more than one available options of the question.

Testing of Hypotheses

While conducting a survey of randomly picked 200 students that include undergraduate, post graduate and research scholars studying in various departments and level of education, it has been realised that level of awareness of the students, studying nearly 100 kilometers away from the epicenter of the origin of modern day Gond paintings, i.e. Patangarh is not satisfactory. The basic parameters to judge the level of awareness such as origin, development, themes or stories of paintings, idea of the legendary Gond painter Jangadh Singh Shyam, strokes or patterns of traditional Gond paintings, colours, meaning of different paintings, etc. among the respondents were not found adequate. This observation of the study resulting from data analysis suggest the hypothesis "the level of awareness among the young generation on Gond paintings is not adequate" to be true.

The analysis of the data indicate the fact that dearth of literature in the form of books, magazines, journals, manual, digital content, etc. have been mainly responsible for limited information available on the traditional paintings of the Gond. The factors such as poor exposure and lack of discussions, inadequate training facilities, negligible efforts to conduct workshop, etc. are also found responsible for young generation being ignorant about Gond paintings. These indications of the analysed data establish the pre survey assumption of the current research "the dearth of literatures, discussions and lower level of inclination keep the young generation ignorant about the origin and development of Gond paintings" to be valid.

Although, the sample of the respondents have been studying in a place not far away from the epicentre of the revival of modern day Gond paintings, still their aptitude to understand the meaning and significance of Gond painting in the lives of Gond is not very encouraging. The reasons for lack of aptitude can be derived mainly from low level of awareness and lack of opportunities to learn. These two factors have been already elaborated in the two previous paragraphs. This observation drawn from the analysis of data and interactions with target group ascertain the pre research assumption " the aptitude of the young generation to understand the meaning and significance of Gond painting in the lives of Gond is not very heartening" to be correct.

Conclusion

Although, not much found about the history of Gond paintings and believed to have nearly lost during the Mughal era and British rule thereafter, but J. Swaminathan, a renowned painter, brought the Gond paintings with fine lines, dots and dashes and themes to the attention of the world. It all happened in 1980s when he discovered a talented seventeen year old Jangarh Singh Shyam decorating the huts of Patangarh, Mandla district of the state of Madhya Pradesh.

Jangarh Singh Shyam, who died soon after he came to limelight, is remembered for his entrepreneurial effort to present the traditional Dighna art of Gond tribe from mud walls to canvases. His endeavour rose to worldwide fame with exhibitions of Gond paintings in Tokyo, Paris and several other places. Later, he made it his mission to train others to pursue this art as profession. The legacy of Jangarh Singh Shyam still exist particularly in the next generation of Shyams, whom he mentored the traditional art form. Unfortunately, the inadequate literature on Gond paintings, lack of training facilities, dearth of promotion, insufficient financial support, etc. made the unique paintings and heritage of Gond people of central India restricted to only limited areas and people. At this juncture, it is believed that educational institutions, government agencies, entrepreneurs, voluntary organisations, etc. should device plans and implement policies to educate, promote and preserve the beautiful and traditional art form of the Gond tribe of central India.

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Press Coverage on General Elections Campaign: A Comparative Study of two Mainstream English Dailies

Mohd Anas[1] & Gopal Krushna Sahu[2]

Elections play a very important role in democracy. Invariably, during elections, the power shifts to the people- who could able to express their grievances and elect the representatives of their choice. In order to utilise their power and make right choices, people need to know the background of the candidates and agenda of different political parties on various public issues. The mass media are the vehicles through which people could able to know social, political, and economic and other developmental issues concerning their country. In the contemporary marketing driven media world, news pertaining to interests of common people has reduced substantially due to over-dependence of news media on sensational stories. News media is responsible for giving adequate coverage to election campaigns. It is through media, people could able to know the background of their leaders and manifesto of different political parties. Therefore, in order to understand the political system that works in the country, it is essential to analyse the news media content during elections. The present paper aimed at analyzing newspaper coverage relevant to election campaigns. For the purpose, two mainstream English Dailies -The Times of India and The Hindu were taken for analysis. The Study explores the press coverage devoted to political parties, candidates contesting the elections and major public issues like corruption, crime, economy, defence or foreign policy etc. during the elections. Moreover, this research shows how news media play a significant role in shaping discourse on public issues.

Keywords: Media, Environment, Politics, News, Content, Coverage

**Public affairs used to be at the core of the news.
Now it is one niche in a news agenda oriented more
towards features and lifestyle issues.**

- Robert Lichter and Jeremy Tobin

[1]Research Scholar, Department of Mass Communication, AMU, Aligarh, India
  mohdanasamu@gmail.com
[2]Assistant Professor, Department of Mass Communication
Aligarh Muslim University, Aligarh, India

Media is the key to maintain the sustainability of human life on different parameters from scores of human development issues to other factor influencing the lifestyle of the people. The media, for example, have power to highlight and expose; it can make or tarnish image, fix any public priority through regular follow up writings that may prompt a higher office in action, resulting in the resignation or suspension for the culpability. It can also alert the heads of the state against the public rant which in turn can invoke the enactment of popular public interest reforms. Additional to the public interest vigilant, the media in many way, restored democracies. In successfully running democracies, media have contributed to public awareness, enlightenment, education and reconciliation among diverse social groups, consequently ramming much-needed political and social reforms (Gitlin, 2003). In the elections time the dependence of the people on media for latest updates and analysis, turn it into one of the highly desirable and valuable service provider. In the parliamentary elections of 2014, the politics of development seems to be the main agenda of news media organisations with almost all the news channels and newspapers were invariably covered development rhetoric of all political parties. The politicians from across the party lines, projected the model of development of their parties and news media organisations reported them with passion. For BJP, it was the development work of Gujrat under the energetic and charismatic leadership of the state CM who was also the Prime Ministerial candidate of the party; Congress highlighted its development work in Delhi and Uttarakhand and promoted its pro poor policies. Similarly, other smaller and regional political parties also weighed on their developmental work done where being in rule.

Objectives of the study

To carry out a comparative study of campaign reporting of general elections of 2014 in The Times of India and The Hindu.

To quantify and present the items of reference of the 2014 general elections campaign reporting by The Times of India and The Hindu.

To assess qualitatively the presentation of news relevant to election campaigns during the general elections 2014 by The Times of India and The Hindu.

To study reporting trends with reference to political parties poll issues and election miscellaneous during 2014 general elections coverage by The Times of India and The Hindu.

Methodology

The research had applied the method of content analysis to interpret, illustrate and examine the multiple content categories to draw the inferences indicating trends of reporting during the campaign in the general elections of 2014. For this purpose of the study data had been taken from the two mainstream English

dailies- The Hindu and The Times of India. The Study was undertaken to analyse the coverage of General Elections 2014 by the Indian Media. The data was filtered in specific content categories including political leaders, parties and issues covered during the general elections. The issues covered further classified into the categories including crime, corruption, economy, foreign affairs, sectarianism, democracy, defense, health, law and order, environment and agriculture etc. the election related subjects of political news items and political issues categorically studied further to manifest the reporting pattern during the elections.

The study aimed at analysing the content to make valid inferences through qualitative as well as quantitative approach. The researcher conducted census study of the selected mainstream dailies for 30 days each from The Hindu and The Times of India. The data has been taken from one week before the onset of general elections. Hence the data for the period 1 April 2014 to 30 April 2014 of both of the newspapers were taken for close scrutiny.

Literature Review

Media impact on elections, political participation and voting behavior has been studied in many countries including United States, UK, Germany and other European and African countries but in India research attention has been focused of late. There have been a few studies on the nature and functions of the media (Fernandez, 2000; Johnson, 2001; Kluver et al., 2007; Prasad, 2006; Sonawalkar, 2001). The available literature on political knowledge focuses on a wide variety of issues like the correlation between reliance on different forms of communication resources and the corresponding level of political knowledge (Berkowitz & Pritchard, 1989).

In his study Tedesco (2001) found a positive relation between the public issues agendas set by the media and the poll plank of candidates with particularly strong correlations for Republican candidates. With the advancement of the internet revolution, more and more scholars have studied the media as a platform for voicing public opinion (Hook, 2011, Krueger, 2002, 2005). Golan and Wanta (2001) in their study in New Hampshire for the year 2000 found that second level agenda setting was primarily important in the initial stages of the campaign when the mass public was beginning to learn about the candidates. Media Plan Institute in its report published on coverage of Election campaign established that pre-election reporting is rather superficial and sensational and lack depth and insight on issues concerning the voter. The report concluded that some media outlets were openly inclined towards a particular political party or candidate. The report also maintained that media should have investigative approach during pre-election reporting which help voter in better assessment of the potential electoral contestant. The media should adopt planned and articulated quantification

techniques to judge suitable candidate seeking elected office (Plan, 2014).By and large study of the literature suggests that in India there has been little research on the impact of the media on politics in general and voting behavior in particular. Therefore, this study has tried to find the media impact on political participation in India.

Media and Politics

The polity and media of a state are interlinked and interdependent; the two primarily base at each other with the exchange of related inputs and outputs. The media of any sovereign state play out a vital role to educate, to guide, to inform, to entertain, to discuss, to mirror, to campaign, to judge as a watch-dog during the elections. A true democracy demands and depends on the independence, neutrality, honesty, fairness, freeness, and openness of both the media as well as elections (Katz, 2011). A free and responsible media is the guarantee in promoting the democratic values and culture in a society. The press with such vital values not only raises political consciousness among public by focusing certain public issues and framing them, but also puts a vigilant check on the electoral system by criticizing and discussing the essential issues (Gunther & Mughan, 2000). The media should be a responsible connecting mechanism linking all players including election commission, contestants and electorates regarding the issues of the electoral process. It is essential for the voter to be well informed to form their own opinion freely and make decisions with full knowledge of the facts as an informed citizenry better decide the real or true representatives being in the greatest interest thereof (Mathur, 2013). The media through its functions of information, education, exposition, exploration, mobilisation and surveillance help people make critical political decisions such as why to vote? Whom to vote? What should be the roles and responsibilities of the representatives? How to vote or various related technical procedural aspects of the elections. The media provide a key plate-form to analyse and judge the candidates on different parameters of suitability, viability and crucial details pertaining to the process of elections hence it attempts to fix the priorities to set the agenda for election campaign (Protess & McCombs, 1991). The mass media can exert a straight pull on the attention to various social problems, solutions or people in multiple ways either by favoring a popular candidate or even the opposition candidate during elections (Zaller, 1999). In scores of cases, the media serve as watchdog or a channel for persuasion and mobilisation of resources, information and masses. Underscoring the impact of media in disseminating information during elections the role of media becomes critical in bringing out the actual public issues in the discourse of debate and consent for making public opinion attempting to shade media lights on core issues impact during elections. Media influences the new parameters of social values and standards by which objects of the media attention is judged for mankind betterment (Oates, 2008).

Political Subject and Media Coverage during the General Elections 2014

The parliamentary elections were big events and a democratic fests celebrated by the Indians. The reporting of the general elections 2014 was a big task for the media as the election news was most desired content for the people. The higher demand for this content further entrusted the media to cater the useful and reliable election information to the people. The content reporting political subject primarily included the politicians and party, about their comments counter comments, allegations and accusations, strategies, plans and policies, political rivalry and inner party or interparty conflict or clashes etc. The political subject becomes interesting to the viewers and readers as it reflects the outlook, merits and demerits of the leaders, their presentation, orientation and inclination which in turn help voters to decide the candidates among the available options. Such a reporting also helps in fixing the viable options among the different political outfits in the election fray. In the general elections of 2014 political subject was mainly about the congress party and its leaders as the party was in rule for previous ten years and so it was in news for its rule on the different parameters ranging from governance and development at large. The principal opposition party in the parliament Bharatiya Janata Party(BJP) was in news for its grilling and attacking the ruling congress and development and good governance of its leaders in different states. Apart from BJP and Congress the other smaller regional parties and leaders were also covered for their political stint at regional or central level.

Public Issues and Media Coverage during General Elections 2014

The 2014 elections were important in many ways particularly its high voltage coverage by mainstream media in order to make public opinion for a competent, effective and accountable government that can serve the public interest to the optimum level. The interest of the public rests on the issues of the society they form altogether or the issues bearing belonging with them in their lifestyle. These are the issues such as Health, Environment, Education, Employment, Law and order, Literacy, Poverty, Crime and Corruption etc. which affect the human life cycle either directly or indirectly and act as determinant factor of standard of living. The modern media trends indicate a shift in the reporting pattern particularly in the times of elections where media appears to be more focussed on the political subjects like inter-party political rivalry, mudslinging or slime games of the leaders while ignorance or inadequate coverage to real issues of public concern. A comparative content analysis on the coverage of 2014 general election campaign in two mainstream English Dailies 'The Hindu' and 'The Times of India' with specific reference to issues covered can help understand to draw meaningful inferences to this aspect of the study. The two newspapers are among

the most reputed media outlets in the print. Both have been in public domain since long as part of mainstream prestige press with substantially increasing coverage, circulation and readership. While The Hindu command huge readership for its highly illustrated Editorials and Articles, The Times of India is popular for capsule and quick information with more attractive visuals.

The Hindu

The Hindu is one of the most prominent, leading and influential newspaper of the country known for its qualitative and well-articulated write ups particularly news items on the opinion pages. The paper has special recognition and appeal among its readers given to its least sensational approach towards the polity or crime and thorough and in-depth reporting concerning public policy and social scenario. The newspaper was established in 1878 as a weekly, The Hindu became a daily in 1889 and then onwards the newspaper had been steadily growing to the increasing circulation nearing 15,58,378 copies a day and a readership of about 22.58 lakhs as recorded by the Audit Bureau of Circulation (ABC) between July-December 2012. Though the newspaper has southern origin, the content produced by the paper is largely balanced, information oriented and in the neutral tone as constructive critic of the establishment of the time. Given to its detailed informative content, the newspapers enjoy special subscription and USP among the student readers preparing for various exams. The least sensational approach of the paper also attracts a vast number of the serious readers, educationists, academicians or intellectuals. The Hindu had a pattern of reporting during the 2014 parliamentary election campaigning period where election news coverage that was more about the political acts, party processions, inter-party rivalry and statements of leaders at the same time leaving issues of public concern comparatively much behind. The content analysis of the paper's front page and editorial page categorically present how the space was dominated by the news pertaining to the politically charged subjects. The fact that the newspaper is known for it's highly balanced reporting along neutral editorial policy yet it was not spared from the high political clout that dominated media sphere during the coverage of general elections of 2014.
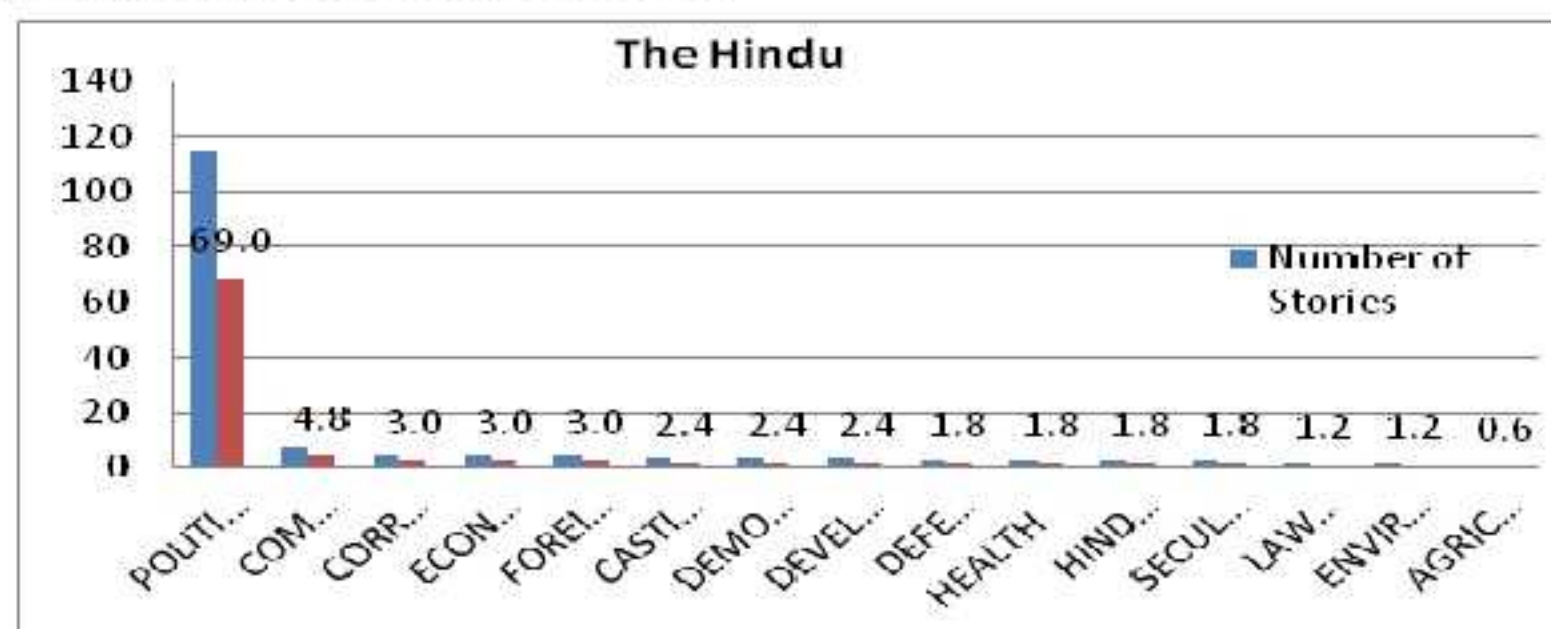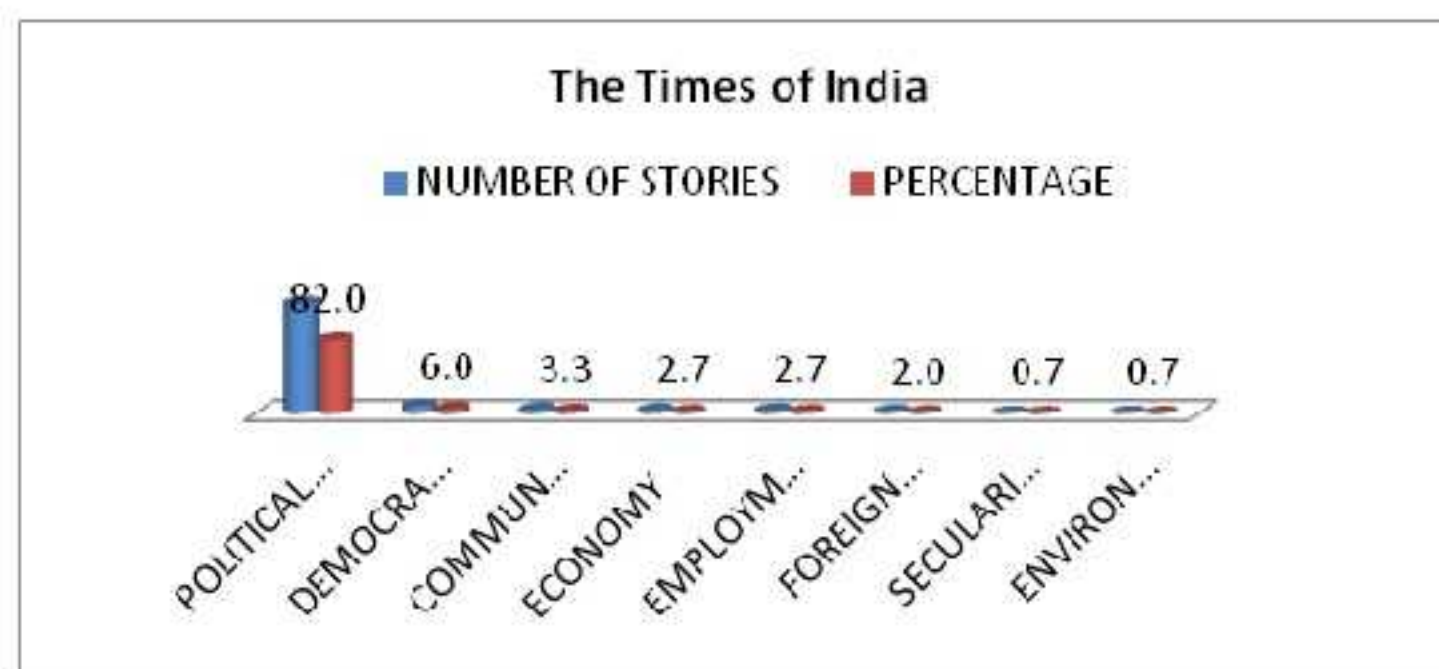

Source: The Hindu, 1ˢᵗ April to 30ᵗʰ April 2014

The data presentations indicated by the above table it is apparent that issues of core interest of the people were subtle to the inter-party tussle and blame games of politicians or their conflictual claims or clashes. Among the issues the communalism dominated the others including agriculture or environment. While social harmony stood at 4.8%, Environment coverage was second to the last with merely 1.2%. Ironically agriculture was last with just 0.6% in a country where agriculture is the prime source of livelihood for over 60% of the total population.

The Times of India

The Times of India is the largest circulated newspaper with multiple editions across the country having a highest readership in urban as well as semi urban areas of the country. The campaign coverage of the general election 2014 by the paper becomes critically important owing to its wide circulation and considerable large readership. Since the paper is one of the oldest and most prestigious mainstream newspapers of the India, it enjoys an intact credibility and popularity among its readers. The paper reported the general elections 2014 campaign with immense focus devoting four additional pages along-with front page and Editorial page and rest of the inside pages excepting sport page and business page. The content analysis of the front page and editorial page reveal that sizable portion of the coverage was devoted to the political subject about the different political affairs of the parties and their leaders while the actual public issues including development, employment, economic growth, health and hygiene, sanitation or education concerning greater public interest were at the edge. A whopping amount of space consisting with over 80% of the content about political subject news left behind with huge margin the content allocated to multiple public issues. Among public issues news pertaining to democracy scored first with just 6%, while news related to communalism 3.3% followed by employment was just at 2.7%, economy at 2.7%, foreign policy at 2.0% and environment content stood last with mere 0.7% of the total news coverage allocated to public issues during the general election campaign of 2014 in The Times of India.

Source: The Times of India, 1ˢᵗ April to 30ᵗʰ April 2014

As demonstrated by the table the newscape of the TOI was mainly concentrated on the political statements of the leaders their other affaires leaving much behind the real issues of the public intrest.

Conclusion

The relationship between media and polity is inseperarble as both are interdependent and interrelated following nature of functioning and operation of the two. If the information and communication is base of any political activity, media are channells to ensure passage of such useful information from right source to right destination.Hence it is highly enevitable to people,s need of the knowledge and education to obtain correct, concret, proper, precise, pertenant, actual and accurate information related to elction processes which in turn will ensure the apt selection of the suitable representatives.

The priority based media reporting of the social concerns help the people to make an informed decision out of multiple choices and preferences of the political representatives in elections. The problems and issues of the people are key to any election but recent trends of media reporting indicate how media has turned indifferent to these issues while giving more coverage to non issues and sensational political subject during the reporting of election campeigns. The general election 2014 was one of the biggest event in indian history and so it was the centre of reporting for the national as well internatinal maistream media. The reporting of both the newspapers, The Times of India (TOI) as well as The Hindu apparently demonstrate that how the great and grave public concerns or issues of crime, corruption, health, education, employment, human development or gender discrimination or violance were preceded by dominant political subject reporting alike blame games and inter-party political barbs and rivalries and political discourese was almost deviated from actual agenda of people. While The Hindu covered political subject slightly lesser than the TOI, it comparatively covered more Public issues than TOI. The Times of India was more focussed on election coverage with its larger space allocation to election news than The Hindu. With the slackness towards the public issues of core concern like agriculture, health or education, Media seem to have compromised its principal duty and deviated from its basic principles. To the interest of general public such a distraction of discourse is threatening trends which may deprive them of their rightful dues reducing them at the mercy of an authoritatrian polity having no counter check or accountability. It is the foremost duty of media to facilitate questioning the system on various public issues to provide an space for dissent and presssure group in capacity of the voice of the common people. Media, as janitor of people's rights or a constructive critic, should mainatain a balanced approach without any fear or favour to ensure smooth run of a democracy.

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A sneak peek into the Symbolic Economy of Media and Entertainment in India post 1991 Economic Liberalization

Ankit Kumar Singh[1]

The symbolic economy refers to economic activities that concentrate on cultural production and consumption, such as those associated with tourism, media and entertainment (Zukin, 95). The concept of symbolic economy marks a shift from the notions of agrarian economy and industrial economy. Media and entertainment industries are at the heart of the growth of the symbolic economy. They play a stellar role in creating and reinforcing needs which are, at times, not of basic nature but are made to appear as important (as basic needs are).

In India, media and entertainment industries exist together. The country has more than 800 Television channels and it produces maximum number of films yearly. The Indian Media and Entertainment (M&E) industry is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. The study makes an attempt to examine as to how the growth of media and entertainment has helped in shaping the symbolic economy of India post the introduction of economic liberalization in the country in 1991. This opening set up a platform for media and entertainment industries to flourish in the country. For the analysis, secondary data have been used.

Keywords: Symbolic economy, media, entertainment, economic liberalization

The symbolic economy became a subject of interest in cities around the world during the 1970s. It was an auspicious era, both in Hong Kong and in the United States as well as in Western Europe, because of the decline and relocation of manufacturing facilities, which left a gap in many traditional industrial economies. The gap, to a small degree, was filled by the rise of so-called knowledge-based industries and activities that placed design and innovation at the forefront of production (Zukin, 95).

[1]Research Scholar, Department of Journalism & Mass Communication
BHU, Varanasi; India |
iconoclast.oz@gmail.com

The concept of the symbolic economy marks a shift from the notions of agrarian and industrial economies which were popular earlier. In the beginning, agriculture was at the heart of economic activities. Then, with the dawn of renaissance and industrial revolution, industrialization became the driving engine of economy. In the recent times, though, a new economic order has come to the fore in which symbols and knowledge based inputs and outputs determine transformation in productive and distributive processes (Zukin, 95).

In her seminal book 'Culture of Cities,' Sharon Zukin writes that the symbolic economy mainly thrives on the development of three factors- tourism, media and entertainment. With a flow of information network and technological developments, world has shrunk into a global village to use a term coined by famous Canadian social scientist, Marshal McLuhan. The global man of today, therefore, travels more than his predecessors. This growing urge to travel among people has led to a flow of cash into the part of the world which attracts a fair number of tourists.

The second and chief factor fuelling the growth of symbolic economy is media. Media channels like Television, Radio, Newspaper, Film and Advertisement play a stellar role in creating and reinforcing needs which are not of basic nature but are made to appear as important (as basic needs are). The third factor that contributes to the rise of symbolic economy is entertainment. With life becoming extremely fast, people look for escape in the realm of entertainment and spend on it as much as they shell out on their basic needs. This growing importance of entertainment has led to creations of many new ways of entertainment. The proliferation of theme parks, sports clubs, multiplexes, etc; indicates the way in which entertainment industry is tightening its grip on people.

In India, Media and Entertainment industries exist together. Indian Media and Entertainment industry has witnessed a rapid growth in the last 25 years. From a single state owned channel, Doordarshan in the 1990s, the country today has more than 800 TV channels of various genres. The country has more than 100 FM channels operating from different cities and in terms of production of films, it is next only to the United States. India has also seen increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. As per the FICCI-KPMG Media and Entertainment industry report 2016, Media and Entertainment industry in India, which was worth Rs 1158 billion in 2015, would grow at a compound annual growth rate (CAGR) of 14.3 percent to Rs 2,260 billion by 2020.

What this paper is all about?

This paper aims to examine as to how the growth of media and entertainment has helped in shaping the symbolic economy of India post the introduction of

economic liberalization in the country in 1991. The year of 1991 has been taken as a starting point for it was the year in which Indian economy was opened. This opening set up a platform for media and entertainment industries to flourish in the country. For the analysis, secondary data have been used.

The study examines growth of nine different sectors comprising Indian Media and Entertainment industry. These sectors are- TV, Print, Films, Radio, Music, OOH, Animation and VFX, Gaming, and Digital Advertising.

Television

For long, India had only state owned Doordarshan to cater to its masses. This changed in the wake of introduction of economic liberalization policy in 1991. The policy opened the door for foreign and private broadcasters to make their presence felt. An influx of channels belonging to different categories started functioning in subsequent years.

According to March 2016 TRAI (Telecom Regulatory Authority of India) report, there are currently 869 private satellite channels active in the country. With 175 million TV households, India is the world's second largest Television market after China. The Television industry in India is estimated at INR 542 billion in 2015 and is expected to grow at a CAGR of 15% to reach INR 1,098 billion in 2020.

Television industry has also moved from analog to digital in the last 10 years. The presence of a number of DTH (Direct To Home) service providers like Taka Sky, Dish TV, Airtel TV, etc; has made TV viewing a customized experience. One can create one's own pack of channels and choose to pay for them only. People can access TV channels of their choice via internet and mobile too.

Print

At a time when newspapers across the globe are dying, India's Rs 30,000-crore ($4.48 billion) print media industry is set to grow by 8% annually for the next three years. The growth driver, though, isn't English language dailies. It is regional media. Vernacular or local language print media will grow at 10-12% in fiscal 2017, according to a report by India Ratings and Research, a credit ratings agency and a unit of Fitch Ratings. This growth rate will be higher than that of the English language print media, it said, without specifying exact numbers.

Films

Indian film industry was worth INR 138 billion in 2015 and is growing at a rate of 9.3 % every year. Hindi film industry also known as Bollywood accounts for more than 1000 films a year, which makes it the world's most prolific film factory. Post 1991, film industry in India has gone through many changes. The biggest of them

happened in 1998 when in a landmark decision; Supreme Court accorded it the status of an industry. This paved the way for the industry to receive financial, infrastructural and credit support from the government. The industry also started receiving reduction in custom duties on cinematographic film, complete exemption on export profits, and various tax incentives.

Post 1991, the film industry in India became corporatized with big production houses using aggressive marketing strategies to promote their films. The once popular single theatre halls have been supplanted by multiplexes especially in metropolitan cities. While in earlier days, films would get revenue from theatre screening only, today production houses strike deal with TV channels, radio stations, websites, etc; for the release of the film.

Radio

For years, Radio ruled the psyche of people like no other medium in India. State owned All India Radio was the sole provider of daily dose of news, views and entertainment for a large group of people in the country for long.

The arrival of satellite television in 1991 and later internet, then, resulted in the decreasing popularity of radio. With a plethora of TV channels making their way to people's home, radio lost its listeners. However, the fate of radio received a fillip again with the introduction of FM (Frequency Modulation) broadcasting. Within years of entering market, private FM players like Radio Mirchi, Big FM, Radio City, etc; developed a following among the listeners, especially youngsters.

According to latest TRAI (Telecom Regulation of Authority of India) figures, 243 FM stations are operating across 86 cities from the country. With government proposing to auction 831 new radio stations for FM broadcast, this figure is going to increase only in future. At present, the radio industry is worth INR 19.8 billion and is growing at an annual rate of 15.3%.

Music

According to projections from KPMG in a new report based on information from the Indian music business in association with FICCI (the Federation of Indian Chambers of Commerce and Industry), India's recorded music business will nearly double over the next five years, bringing in an annual income of 18.9bn Indian Rupee (US $300m) in 2019.

If India achieved this level of growth today, it would be elevated from its current position of 20th in the world's biggest music markets by value. KPMG's figures place India's music industry value for 2015 at INR 10.8 billion.

OOH

Out-of-home Media Advertising (OOH advertising or outdoor advertising) is a type of advertising that reaches the consumers while they are outside their homes.

OOH advertising in India has been one of the fastest growing segments in the advertising space since 1991. It represents high potential for advertisers with a large young, working and informed population driving the spending on OOH media by the brand owners. It was worth INR 24.4 billion in 2015 and is growing at an annual rate of 15.3%.

The growth in OOH has largely been driven by increased spending by sectors such as FMCG, media and entertainment and automotive. Though billboards continue to dominate OOH landscape in India, digital OOH ad space has witnessed the fastest growth rate over the last few years.

Animation and VFX

Animation and VFX industry is worth INR 51.1 billion today. It is growing at an annually rate of 13.8%. India today has nearly 300 animation, 40 VFx and 85 game development studios with more than 15,000 professionals working for them. These studios have experienced a mix of content production, outsourced animation services and collaboration animation services. Over the last one decade, the Indian animation industry has moved up the value chain from a traditional outsourcing model to creating its own intellectual property and co-productions. Some of the animation movies made in India like 'Chhaya' and 'Fateline' received acclaim across the world last year. By 2020, Indian Animation and VFX industry is estimated to grow up to Rs 87.1 billion.

Sports

The ongoing decade has been strong one for sports in India. The systematic relationship between entertainment and sports that started with the Indian Premier League (IPL) has now spread over other sports with Indian Super League (ISL, 429 million viewers), Pro Kabaddi League (PKL, 435 million viewers) and Indian Badminton League (IBL, 400 million viewers). The growing popularity of these leagues clearly indicates that India might well be on its way from being a one-sport nation to multiple sports nation.

The sports sector witnessed a growth of 10 per cent from 2013-2015. Its current worth is INR 26.8 billion and is growing annually at the rate of 12.8%.

Digital Advertising

Digital Advertising is the fastest growing sector in the country with an annual growth rate of 38.2%. Its net worth is INR 60.1 billion at present. With a rise in the

number of internet users and government's latest emphasis on digitization of economy, digital advertising in India is set to turn into a gigantic industry in years to come.

The Symbolic Economy of Media and Entertainment

As above-mentioned data and trends showcase, Media and Entertainment Industry in India has grown by leaps and bounds post the introduction of economic liberalization in 1991. The industry employs more than 10 million people at present and is a major contributor to the GDP (Gross Domestic Product) of the country.

Over the years, the media and entertainment industry in India has created the symbolic economy of its own. The industry has generated capital, given jobs to people and created brands. It has also been successful in creating and reinforcing needs for entertainment consumption among people. Today, people spend as much on entertainment as they do on basic amenities. Here are some of the ways in which the industry has grown its symbolic economy in the country.

1.   Production of symbols as basic commodities:

Nico Stehr in his book 'Economic Structures of Knowledge Societies' states that certain symbols come to be regarded as commodities in the symbolic economy. Among media and entertainment industries in India, films and TV channels, in particular, have been successful in building symbol-based brands and associating them with a certain value to create a niche audience base for them.

For instance, Indian television took to realities shows quite late from world standard. However, within two to three years, realities shows started mushrooming on Indian TV with most of them turning out to be smash hits. Over the years, realities show like Kaun Banega Crorepati, Indian Idol, Dance India Dance, Big Boss have developed as a symbol with a great recall value. Each show was linked with a certain value which, in turn, created a niche audience group for it. So, while a Kaun Banega Crorepati cashed in on the desire of a common man to become rich, a Big Boss played the card of coolness and modernity to tap young audience.

2.   Introduction of new design and style:

According to Stehr, design and style are at the forefront of the growth of the symbolic economy. Certain design and style which become popular over the time come to be regarded as a symbol of prestige, smartness, machismo, etc. Over the years, these designs and styles create a market and bring money in abundance to those who own the market.

An example of Indian media and entertainment industry creating a market for a new design and style can be the growing popularity of Hotstar application. For long, TV viewing in India was seen as family event. Amid this set up, when Star India launched Hotstar, a digital mobile and entertainment service that lets you access TV on your laptop or mobile phone, it didn't have many takers. However, after Star India promoted it with 'Go Solo' tagline and ran various adds displaying the benefits of watching TV shows and sporting events in private, Hotstar began to be seen a cool alternative to TV. Now, it is one of the most popular platforms catering to people's needs related to entertainment.

3.   Need creation and reinforcement:

One of the major characteristics of the symbolic economy is the way a symbolic need is created and reinforced to grow a market. Media and Entertainment industry in India has done it so well over the years. Take for instance, the case of face wash. Science has no explanation as to why face wash and not soap should be used to cleanse a face. Similarly, there is no logic behind men and women using different kinds of face wash made exclusively for their skins. However, advertisements praising the use of wash and driving home the need for a man and a woman to use different kinds of face wash have led to a craze for it among youngsters. Today, face wash can be seen in every household with male and female members using its different varieties. This is a classic case of a symbolic need turning into a basic one, thanks to media.

Conclusion

Indian media and entertainment industry, which is one of the fastest growing sectors in the country, has carved a niche for itself over the last 25 years. The introduction of economic liberalization opened the door for foreign investors and players to enter India. This opening has helped the sector grow immensely and create what can be dubbed 'the symbolic economy' of its own. In a fast growing cash-rich middle class whose members do not shy away from flaunting and spending money, media and entertainment industry has found a strong customer base which will only increase with time. With life becoming ultra fast, people want to escape into the realms of entertainment. The symbolic economy of media and entertainment in India is driven by this growing desire to spend on entertainment related needs among people. It is only going to get bigger from here on. Interesting times are in store.

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Development of Print Media Among The Tribes Of Manipur: A Historical Perspective

Dr. Ganesh Sethi[1] & Moirangthem Indrakumar Singh[2]

This research paper discusses about historical development of print media in the hills of Manipur from early 1930's to 2000. The aim was to assess what were the attributes and skills set of the people who were in the forefront of journalism in its nascent stage among the tribal communities of the Manipur and the types of publications. Instances were found where writers cited different years and record. It also made an attempt to enumerate the list of publications in a concise yet considerate manner by maintaining the originality of the records of the collected data without any alteration in any respect. A humble attempt is made to analyse the status of tribal language publications of the state from the inception year of RNI registration till the time of publication of this article. This research paper is not by, any means, a complete compendium of the history of journalism in tribal communities of Manipur.

Keywords: Vernacular Press, Tribal newspapers, Manipuri Dialects.

Manipur consists of hills and valleys. The hills are mostly inhabited by Naga and Kuki people. There are 29 different dialects and 5 of them, in addition to Meiteilon which is taught up to post graduate level, are recognized as medium of instruction and examination in schools up to class V. Those 5 dialects are Tangkhul, Hmar, Paite, Lushai, Thadou/Kuki. Meiteilon is the official language of Manipur and acts as the linking language among the different tribes and communities. Manipur has its own script (Meetei Mayek) which was replaced by Bengali script in 1891. But the script experienced resurgence and has been taught in the schools.

The development of press in different dialects, apart from Manipuri language, especially in the hills of Manipur can be seen from the year through 1930 through some Christian journals of Church circulations. Most of the hill people were Christian converted by Christian Missionaries from outside India which later spread the importance of literature through setting up of educational institutions.

[1]Assistant Professor, Department of Mass Communication, Manipur University Canchipur, Imphal, India.
[2]Research Scholar, Department of Mass communication, Manipur University Canchipur, Imphal, India.

The setting up of educational institutions gave birth to the beginning of journalism in the hill areas of tribal communities in Manipur.

In the early part of the 20th Century, development of communication awareness through media had begun with the publication of many Christian literatures. Christianity is indeed the mother of education in the tribal belt of the state. Journalism is one of the legacies brought about by Christianity in the hills of Manipur. The tribal dialect newspapers in Manipur are mostly community-based mouthpieces and have targeted reader who speaks a particular dialect. Proliferation of such tribal newspapers or journals, in good numbers, started from 1980 onwards in the state. The circulation of such type of newspapers and its survival depends, to a large extent, on the readership population of the ethnic tribes who understand those dialects. It is fascinating to note that the factors which contributed to the rise and growth of journalism among the tribal people of Manipur. Publications were never started with any intend to criticize or attack on any individual or those who were in the authority. Rather, it was the increasing awareness and the needs felt by those people who were passionate about the profession to address the social issues necessitated to the birth of such publications. Another significant factor which had contributed to the growth of journalism in the hills of state was the ever-increasing consciousness to protect and preserve their respective ethnic identities. This approach still prevails and ties in with the present trend.[2]

The Beginning of Print Media in the Hills

The practice of communication through journals in the hills of Manipur was felt as late in the early part of the 1940s. 'Hmasawnna', a Hmar dialect magazine which appeared in 1941 is believed to be the first journal in tribal dialect in Manipur. It was edited by Zathuoi, a Hmar literary giant. The magazine was said to be published from Mission Compound, once the bastion of Welsh missionaries in Old Churachandpur. But due to lack of evidence to substantiate the claim, the assertion could not be ascertained. Dr. Kriti, in his book, cited a different year of publication of 'Hmasawnna'. As per his book, it was published in the year 1935 and was a monthly cultural journal. The journals and newspapers of different tribal dialects were printed in English as the script was more suitable with the tone and sound of the tribal dialects.

Achumei Kamei also stated the same year of 'Hmasawnna' as 1935 in his thesis report "A Historical Study of Print Journalism (Newspapers) in Manipur (1910 - 1980)". According to him, from 1935 to 1979, about 40 newspapers and 8 periodicals of different dialect were published from different places of Manipur. 'Hmasawnia' a cultural paper in Hmar language which was published annually began in 1935. The journal was edited by Zathuoi, a Hmar literary giant.

At the same time around the appearance of 'Hmasawnna', another Thadou-Kuki magazine called 'Lhangsam' also appeared in the northern hill district of Manipur. It was edited by SL Lunneh, a staunch believer of Christianity and a trailblazer of Tahdou-Kuki literature. It was published from Motbung in Sadar hills (in present day Kangpokpi district). The journal was known for its multi-perspective contents. Later it became the mouthpiece of the then Kuki Christian Organization (KSO).This magazine also tried to prop up the Tahdou-Kuki literature and dwelt on the socio-political issues of the Kukis side-by-side. 'Inchukhainun' a Hmar monthly journal was also published in Churachandpur in 1950.

In 1952, a monthly magazine 'Zinsol' was published in Gangte dialect under the editorship of Lamzasoi Chelmang, the first graduate among the Gangtes. This monthly served as a channel of information throughout the length and breadth of Gangte inhabited areas of Manipur. The magazine was well received by the readers because of its package of information and editorial comments. "Bilsahte Lunggel" was the regular feature of the magazine which was much closed to the hearts of its readers. It is said that, 'Zinsol' earned name and fame because of this unique and thought-provoking feature. The journal had been able to establish strong emotional affinity with its readers as the journal articulated the aspirations, demands, difficulties and problems of the local masses. Like other short-lived dialect newspapers, 'Zinsol' too found it hard to escape from the trap of death. After two years, it ceased its publication as a result of financial dearth.

The following years witnessed the emergence of 'Sim-Le-Mal', a magazine in Thadou-Kuki dialect edited by S.L. Lunneh. It was published from Motbung. Due to financial shortage, it was also difficult to survive long. It made attempts to address the socio-political issues and more importantly, to identify the issues of the erstwhile Kuki nation besides promoting the Thadou-Kuki literature. It also met the same fate of other dialect magazines circulated at that time and could not survive long. Magazines like 'Penna Gam,' 'Muoltinchan,' 'Zouzam,' had appeared in the following years with their own tastes and colours. But they also could not stand against the test of time due to the common raison d'être of financial shortage. One of the reasons for the short live of the publications in those days is believed to be the lake of people taking up journalism as a profession, rather considered it as a hobby.

'Known' which means "light" is also a Hmar journal in 1960 published in Churachandpur. 'Sikhawar' which means "Morning Star" is also a church journal in Hmar Haflong, Assam. 'Mairam' which means "Torch Flame" in Kabui dialect, edited by professor Gangmumei Kamei, the journal was a monthly based on social and cultural issues in 1958.

The Hmar Students' Association Magazine was published both in Hmar and English. The annual Journal emphasized mainly on the cultural aspect. The Gangte Students' Organisation Magazine was also published both in Gangte and English during 1969 in Churachandpur. 'Siamsinpawl Annual Magazine' was published both in Paite and English in 1962 in Churachandpur. 'League Tribune' a bi-monthly published both in English and Zoumi from Churachandpur in 1961-1962. 'Hraituthar' a Lushai monthly journal appeared during 1964-1965 and was published in Churachandpur. 'Chongsem' a monthly Kom dialect journal based mainly on religion and culture started in 1959-74 from Lamangdong (Bishnupur).'Mathoimi', a Tangkhul monthly magazine based on culture was published in Ukhrul during the year 1948-67. 'Wanson' a Liangmei bi-monthly was published during 1965 - 66 in Imphal and Tamei. 'Changthan' a monthly Kabui local journal was also published in Imphal during 1966 - 68.

'Christa Pallai & Kuki Herald' a Kuki monthly Christian Publication started in 1977 from Centre Church, Imphal. 'Thutak AW Vaiphei Herald', a Vaiphei dialect monthly journal was published during 1967-77 from Churachandpur. MBC News, a bi-monthly Christian news Journal was started in 1977 from Imphal. 'Thusaka', a Kuki weekly journal started in I979 published from Imphal. 'Gam-tachin' also a Kuki monthly was published in Imphal. There were journals like 'Manipur Herald' and 'The Hill Monitor' edited by N. Lhungdim from Churachandpur which were published in English mainly for tribal people. It not only covered the tribal news in details but also the state as well as the national news. Though these journals were published in English, columns were reserved for tribal dialects.

Some of the papers run by tribal people in English which can be mentioned are 'The Young Zomi' by the former MLA, T. Gougin which was published both from Imphal and Churachandpur and 'The Young Democrats'. These fortnightlies were published during 1961-69. He also published another weekly in English, 'Thuthang: The Thunderbolt of the Hills Union' in 1972 from Imphal. Manipur north district Naga Students' Association published political and other issues related to state policy in the 'Association Voice'.

A magazine called 'The Hunter' was published in English by The Naga Students' Union, Imphal in 1975.The young Tangkhul, Mao, Kabui, Chothe, Anal and Sema students established one Voluntary Organisation to propagate problems of Naga and published the photographs of the personalities in the Roll of Honour.
'Chuna' (which means now) a monthly journal in Zeme dialect published in 1970, a newsletter of Zeme Naga Baptist Association. 'The Munlie' the annual English Magazine was published in Imphal from 1975.

Beginning of Tribal Newspapers

The practice of daily newspaper publication among the ethnic tribes of Manipur started with the launch of 'Thuthang', a daily newspaper in Zou dialect in 1971. The paper was edited by T. Gougin and was published from Churachandpur. It also owns the credit of being the oldest newspaper among the tribal newspapers to be officially with RNI (Registrar of Newspapers for India) registered as daily newspaper in the state. Its RNI Regn. No. is 22253/71 and was printed at G.L Press, Churachandpur. The price of the paper was 15 paisa only and T. Gougin himself was its publisher.[10] 'Chamdin' a Liangmei daily paper was published during 1950 - 60 from Tamenglong.

'Sikni-Eng' a Mizo daily newspaper which started to hit the news stand on September 2, 1975 is recorded as the oldest existing tribal newspaper in Manipur. It was first edited by C.S Sitkil and published by Lalpianga from the Fanai Printers, Lamka. Although it is the oldest existing dialect daily of the state, it is still printing in a letter press. It had readership throughout the Mizo-dominated areas of India and once it even penetrated to some Indian embassies abroad. Later, Kapthianga also edited the paper for one year during 1977 – 78. The present editor, Lalhmingliana Torell owned the newspaper from February 11, 1978. It enjoys the readership among the Mizo-speaking community of Manipur and Mizoram. Another Mizo daily 'Chhantu' was also started in 1976 by F Hrangzuala. However, the paper was short-lived and ceased its publication. As per the RNI record, a cyclostyled Mizo daily 'Chhantu' edited by K. Lalmuana, was published from Churachandpur and owned by P.C. Sawma. It was priced 25 paisa and its regn. no. is 34157/78.

In the later years, Thadou-Kuki community witnessed some short-lived Kuki dialect newspapers. 'Sumkawn,' another Imphal based Kuki daily was started in 1980 from Churachandpur. Its first editor was Mangjangam Touthang. In the same year, the base of the newspaper was shifted at Imphal and brought out its publications from Tongvom Printing Press, New Lambulane, Imphal. Another Thadou-Kuki journal 'Thinglhang Post' was launched on Octobers 1, 1982. It was started as a weekly journal by the former Minister of Manipur, T.N. Haokip from Churachandpur and it later became daily. With the credo, 'come and go,' time saw the in and out of 'Thinglhang Post' in the tribal media arena. An abortive attempt was made in 2005 for its revival. It was printed at K.C.A Press, Matinganj Kanj, Jai Bazar, Churachandpur district. It was priced at 75 paisa.

A popular Paite dialect daily, 'Manipur Express' has been in circulation since May 30, 1981 which was started a weekly journal. The periodicity of the journal was changed later into daily in 1983. The daily owned, edited and published by L. Chinkhalian since inception undertook a facelift when it got published in offset print in 2003. The first Hmar dialect daily, 'Thuthar' was started in 1983 at Churachandpur under the editorship of W. R. Pudaite, but had survived only a short life.

The vacuum created by the closure of the daily was filled up in 1984 with the emergence of another Hmar dialect daily, 'Hmasawnna Thar' edited by Lalmalsawn Sellate in Churachandpur district. The daily even went on offset print by the beginning of 2007. The Mizo dialect newspaper, 'Chhantu' was also started in 1976 by F. Hrangzuala. After having ceased to circulate in 1990, the newspaper resurfaced in 2002 with a new look of computerized print.

The Tangkhul dialect daily, 'Aja' was launched on December 3, 1992. Ms Valley Rose Hungyo is editing the daily from its commencement. She is also the only woman editor among all the daily newspapers published in the state. Valley Rose Hungyo, editor of Tangkhul newspaper Aja Manipur has added another feather in her cap by launching a monthly magazine in Tangkul dialect titled 'Aja Kachang' on October 11, 2017. This magazine covers articles on legal matters, health, GST, MDS Scam and other issues.

The Rongmei Naga daily, 'Dihcham' was launched in 1999 by Ramkung Pamei from Tamenglong District headquarters to cater the reading needs of Zeliangrong tribes in Tamenglong and elsewhere in Manipur. However, it was re-launched/renamed as 'The Cham' which literarily means "the news" from 19th April, 2010.

'The Lamka Post' which started on September 1, 2002 as a Paite daily under the editorship of Thangzalian Thomte had set a milestone in the annals of dialect journalism in Manipur when it came out as the first dialect daily of the state in offset print. The daily could cross a circulation figure of 2000 per day at the very inception itself. The newspaper also e-mailed its news items to Paite diaspora around the globe. The year 2004 saw the birth of an independent bi-lingual Vaiphei and English daily newspaper 'Nisin Thuhiltu' based in Churachandpur and it was edited by Kh. Benlian. Although it is a late comer among the dialect dailies of the state, it could attain a readership of about 4000.

Table1: List of Daily Papers and Journals Published from Hills of Manipur:

SL No.	Name of the Newspaper/Journal/Magazine	Year of Publication	Language	Periodicity	Place of Publication
1	Hmasawnna	1935	Hmar	Monthly	Churachandpur
2	Mothotmi	1948 – 67	Tangkhul	Monthly	Ukhrul
3	Inchukhainun	1950	Hmar	Monthly	Churachandpur
4	Dicham	1950	Kabui	Monthly	Tamenglong
5	Mairam	1958	Kabui	Monthly	Imphal
6	Chongsem	1959 – 74	Kom	Monthly	Nungsai
7	Krastien	1960	Hmar	Monthly	Churachandpur
8	League Tribune	1962	English & Zomi	Fortnightly	Churachandpur
9	Siamsinpawl	1962	Paite & English	Monthly	Churachandpur
10	Chenna Gam	1962	Kuki	Weekly	Churachandpur

11	The Young Zomi	1963	English & Zomi	Fortnightly	Churachandpur
12	Hraituthar	1964 – 66	Lusai	Monthly	Churachandpur
13	TNBC Talla	1964	Tangkhul	Quarterly	Ukhrul
14	Wanson	1965 – 66	Liangmei	Fortnightly	Imphal & Tamei
15	Knawnar	1965	Hmar	Monthly	Churachandpur
16	Changthan	1966 – 68	Kabui	Monthly	Imphal
17	Thutak AW Vaiphei Herald	1967 – 77	Vaiphei	Monthly	Churachandpur
18	The Hill Monitor	1968 – 69	English	Fortnightly	Churachandpur
19	The Young Democaretes	1968 – 69	English	Fortnightly	Churachandpur
20	Hraituthar	1964 – 66	Lusai	Monthly	Churachandpur
21	The Gangte Students' Organization Magazine	1969	English & Gangte	Annual	Churachandpur
22	Paoyo	1970	Tangkhul	Bi-Monthly	Seraroukhong
23	Lhagao Hinna	1970	Kuki	Monthly	Motbung & Churachandpur
24	Dicham	1971	Kabui	Monthly	Imphal
25	Tongko	1971	Simte	Monthly	Churachandpur
26	O.K.O	1971	English & Mao	Monthly	Imphal
27	Association Voice	1972	English	Biennial	Imphal
28	Zougam Thuso	1972	Zomi	Monthly	Churachandpur
29	Manna	1972 – 73	Kabui	Monthly	Deulaland, Imphal
30	Thuhrittu	1972	Hmar	Monthly	Churachandpur
31	Thuthang (The Thuderbolt of Hills Union)	1972	English & Zomi	Weekly	Imphal
32	The Thadou Students' Association Magazine	1973	English & Kuki	Annual	Motbung
33	Voice of Churachandpur	1974	English & Paite	Annual	Churachandpur
34	The Hunter	1975	English	Annual	Imphal
35	Zoram Thar	1975	Lusai	Daily	Churachandpur
36	Sikni-Eng	1975	Mizo	Daily	Churachandpur
37	Soon Sees Union Backgrounder	1975	English	Monthly	Imphal
38	M.B.C News Letter	1977	Vaiphei	Bimonthly	Imphal
39	Christa Pallai Kuki Herald	1977	Kuki	Monthly	Imphal
40	Thuzakna	1979	Kuki	Biweekly	Imphal
41	Manipur Express	1981	Paite	Weekly to Daily	Churachandpur
42	Thinglhang Post	1982	Paite	Daily	Churachandpur
43	Aja	1992	Tangkhul	Daily	Deulaland, Imphal
44	Chamdin	1950 – 60	Liangmei	Daily	Tamenglong
45	The Hmar Students' Association Magazine		Hmar	Annual	Churachandpur

Source: Dr. M. Kriti Singh, Manipurda Journalijamgi Itihas, 1980

From the chart 1 below, it is obvious that Churachandpur has been in the forefront when it comes to tribal vernacular journalism. Curachandpur district contributes about 58% of the total publications related to tribal communities which are registered under RNI. It has been the breeding ground of tribal vernacular journalism from the very beginning stage of development of journalism among the populace of Manipur. 'Hmasawnna' marked the beginning of tribal dialect journal which was published from Churachandpur. The foundation of daily newspaper publication among the tribal of the state also started from Churachandpur with the launch of 'Thuthang' which is regarded as the oldest newspaper among the tribal newspaper registered under RNI.
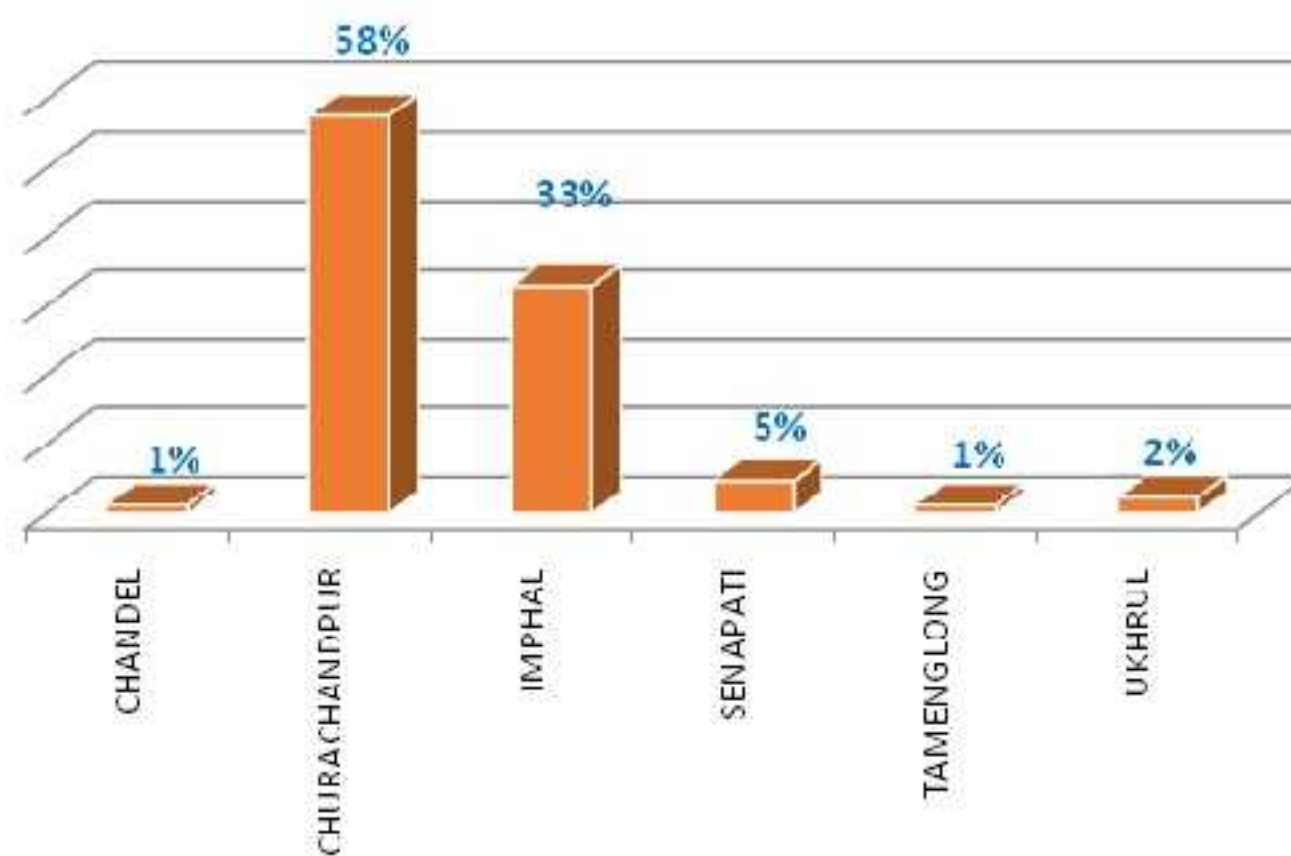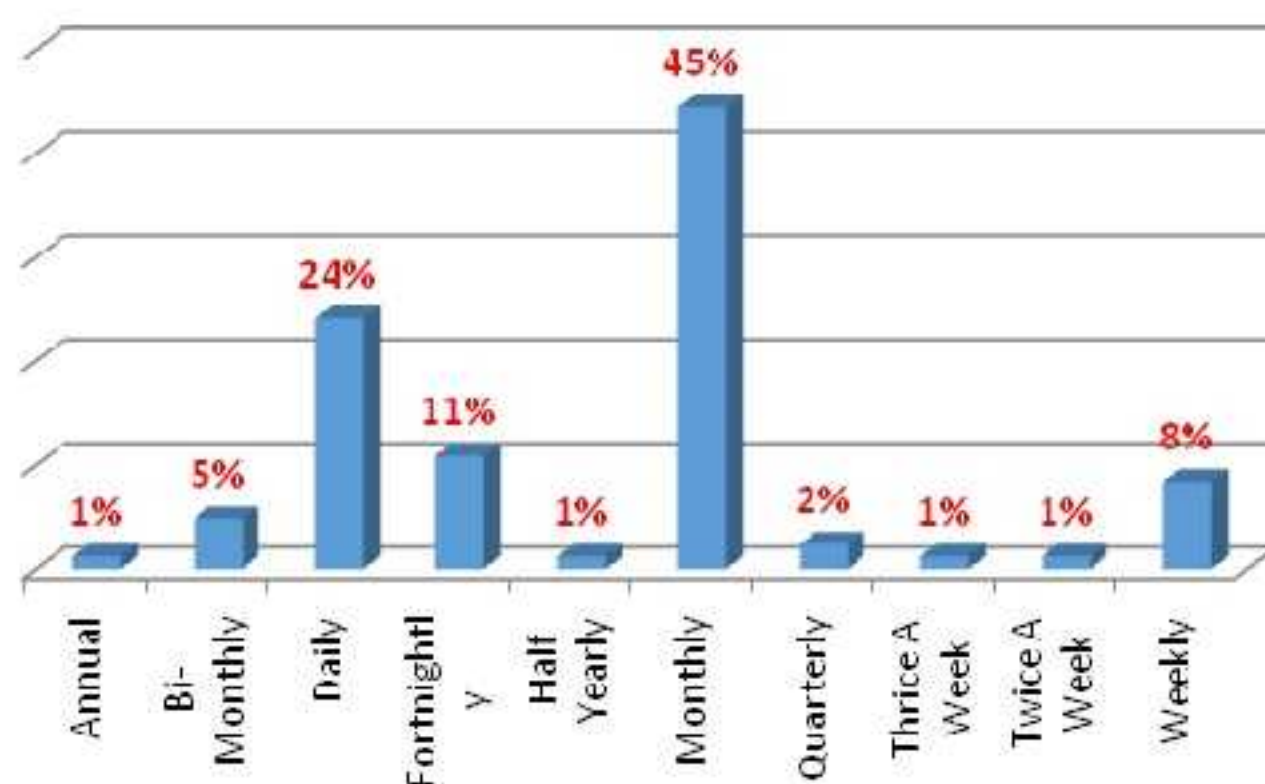

Figure1:Area-wise Publication (Percentage.)

Figure 2: Periodicity of Publication

Periodicity

About 45 per cent of all the tribal publications registered between 1957 and 2017 were monthlies including those published in Bi-/Multi-lingual and English in comparison to 24% of dailies. Dominance of monthlies over dailies implicates the requirement of sustainability assessment of dailies in tribal language publications. Between 1957 and 2017, 47 publications were registered in tribal languages. This figure excludes those tribal publications in Bi-/Multi-lingual newspapers. There are five multilingual and 19 bi-lingual publication registered in Manipur.
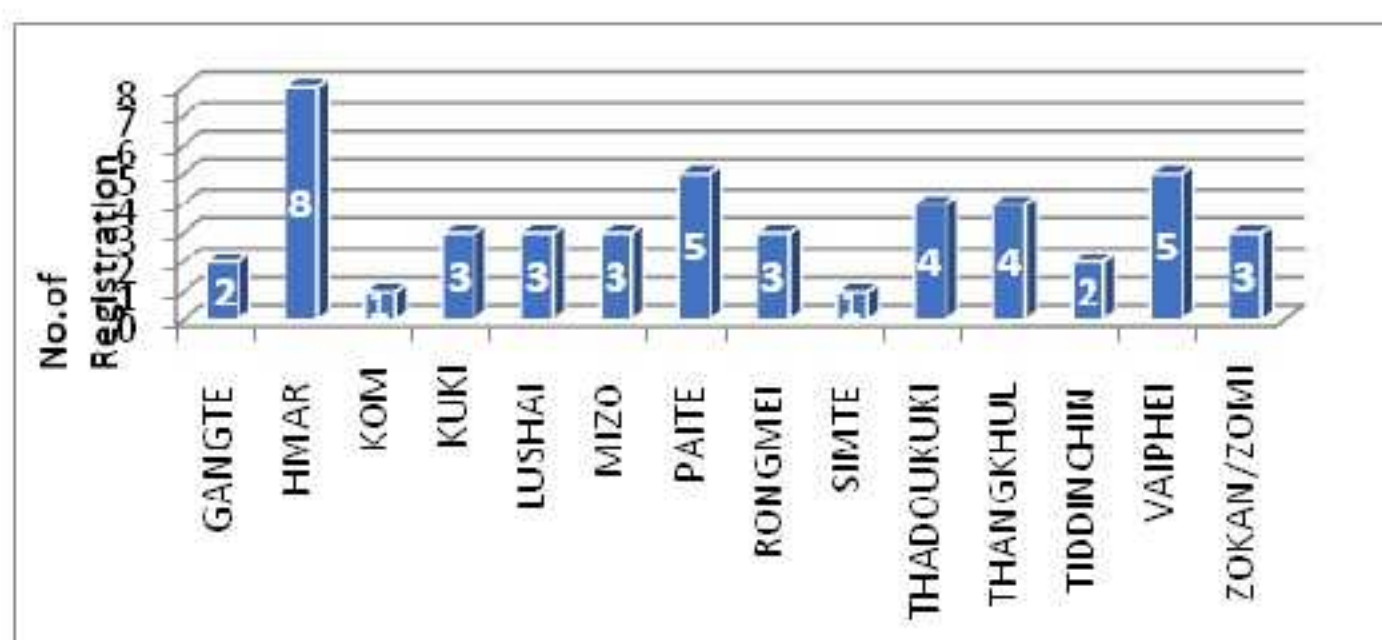
Figure 3:Publications registered by tribal language of Manipur (1957 -2017)

Newspapers reported under languages such as Ganje (1), Kabur (1), Zeliangrong (1), Paite Pau (1) and Others (1) were found to belong to Gangte, Rongmei/Kabui, Paite and Kom languages. This figure includes one Hmar newspaper (Palai) reported under Hindi.
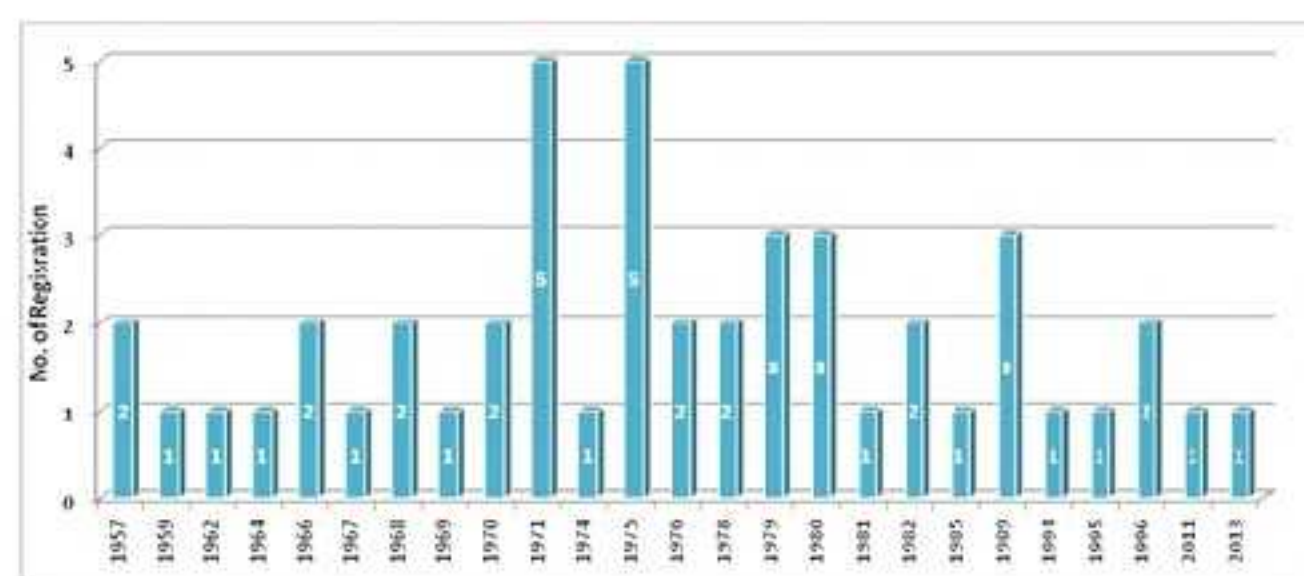

Figure 4: Trend of publications registered in tribal language over the year (1957 – 2017).

Since 1957, when RNI began registering newspapers, at least one tribal language newspaper was registered in every alternate year till 1966. Since then registration of tribal language newspaper is seen every year and the trend continues till 1971.1971 and 1975 marked the highest number of tribal language registration. 1971 is also considered as remarkable year in the history of tribal language journalism as this year marked the beginning of 'Thuthang' was the oldest tribal newspaper to be officially registered with RNI.

Title	Regn. no.	Year	Language Code (RNI)
Eimi Times	Manbil/2012/49972	29-07-2013	Bil (Eng, Thangkhul)
The Dawn Tantak	Manbil/2013/54333	30-01-2014	Bil (Eng, Thangkhul)
Zogam Today	Manbil/2012/54930	12-03-2014	Bil (Eng, Zou)
Manmasi Digest	Manmul/2011/58474	26-11-2014	Mul (Hmar, Eng, Mizo)
Hills Hornbill Express	Maneng/2014/59374	31-12-2014	Eng.
Makam Post	Manbil/2014/67741	04-07-2016	Bil (Eng, Zel)
The Herald Today	Maneng/2014/68315	17-08-2016	Eng

No new registration of tribal language newspapers from the state is found from 2014 till 2017. However, there are 4 Bi-/Multi-lingual and 2 English newspapers were registered till 2016. Please refer the above table.
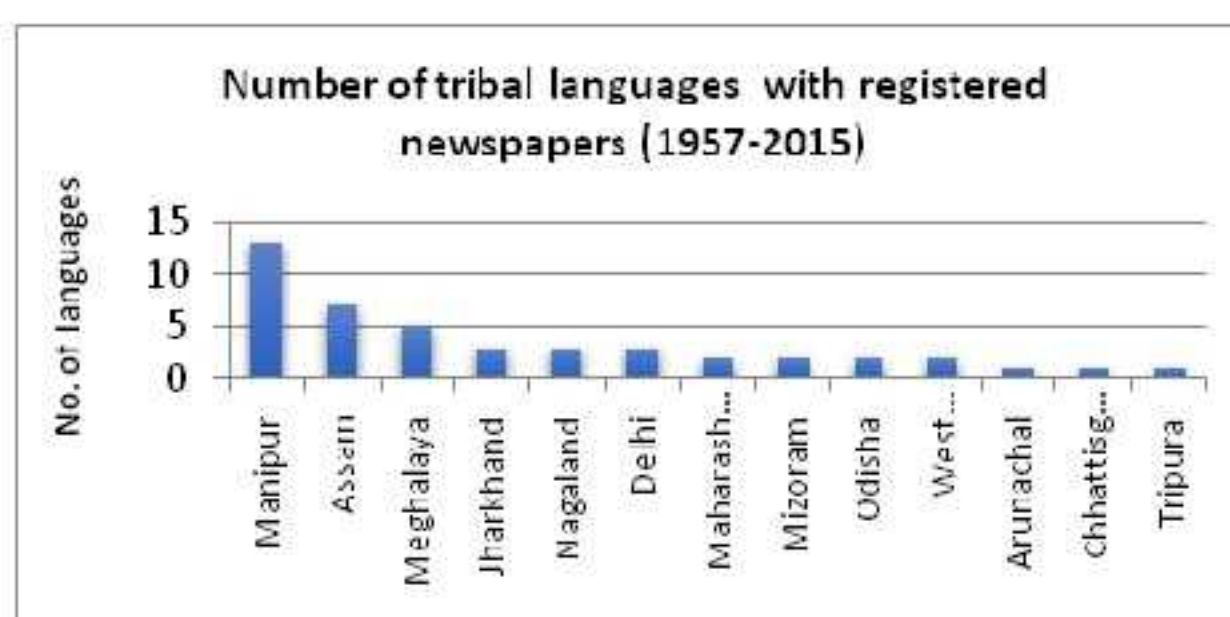

Figure 5: Source: The Hoot.

Mizoram is exceptional among states with a large number of tribal newspapers as all of its tribal newspapers were registered in just one language, Mizo. In contrast, in the neighbouring state Manipur, 47 newspapers were registered in 13 different tribal languages.

Conclusion

Journey of print media in Manipur can be traced back in the early 1920s by using hand written and cyclostyled without proper facilities and infrastructures of printing machines. Appearance of a monthly journal 'Meitei Chanu'in 1922 which was brought out by the multifaceted social leader of the state, Jananeta Hijam Irabot, marked the beginning of journalism in Manipur. After about a decade later, the birth of Hmar dialect magazine 'Hmasawnna' in 1935 laid the foundation of journalism in the Hills of Manipur. Development of press in the hills of the state is said to be started in 1930 through some Christian journals of Church circulation appeared that time around. Though establishment of educational institutions by the Christian missionaries in the hills of state gave birth to journalism among the tribal communities of the state, concerted efforts have been made by different

tribal communities to take journalism forward from Christian journals to the height of journalism in the true sense. However, during the early phase of publication, journalism was regarded as a hobby and passion. Professionalism was lacking as tribal media practitioners did not exert more zeal and show enthusiasm to this profession. This is one of e factors that most of the early publications could not stand against the test of time. Financial shortage and lack of readers were also other two major factors for the gradual death of early tribal dialect publications. No journals or newspapers are found still surviving which were published prior to 1970 in the hills of the state. It is encouraging to note that some monthly magazine and periodicals in tribal dialects are still surviving amidst several constraints and have stood the test of time.

The Tribal dialect newspapers in Manipur are mostly community-based mouthpieces and, as they focus more on the specific community and audience, the acceptance of the message is more. The vacuum between the mainstream language newspapers and the dialect newspapers for the aged and rural audience is filled up by the dialect newspapers as these dialect newspapers carry local to international news. Dialect newspapers and periodicals started to proliferate in good numbers since 1980 onwards with most of the ethnic tribes of the state having publications in their own dialects. This was due to the result of ever increasing awareness and consciousness to protect and preserve the ethnicity of the various communities.

From the growth perspective of tribal language newspapers, lack of language newspaper registration with RNI since 2014 is something that comes to our introspections. Sustainability assessment of tribal language publications becomes an important aspect to examine the conditions that support the growth of tribal languages in print media.

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    http://www.thehoot.org/research/special-reports/mapping-tribal-
    language-newspapers-9860

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Front Page Coverage of Mainstream English Dailies: An Analytical Study

Mohammad Nasib[1]

The news writing is perhaps a little less common than the timeless writing in most Indian newspapers. This may be because the news writing often results in at least two stories on a given event: the news, or "cover," story and its news writing. Two stories, of course, mean the editor will have to commit twice the staff time to coverage of a single event. At many newspapers where writers are at a premium, editors are often reluctant to make that decision. In addition, writing stories, because of their use of description and detail, are often very difficult to write under deadline pressure. Thus, because of staffing and time problems, many editors are prone to ignore writing angles on breaking local stories.

Keywords: News, Writing, Newspaper, Editing, Reporting.

The media experts except this trend toward unshackling the newspaper writing writer to spread from metropolitan newspapers-which can better afford the luxury of creative freedom- to the small-town dailies increasingly confronted with new media competitors. (Gorbach, J., 2013) As a result, the average space allocation for writing stories in a small-circulation daily is quickly becoming at least a portion of the front page of one section and additional space inside that section. This space is typically increased in proportion to advertising on Wednesday, Thursday and Sundays and decreased at other times. The newspaper's internet version can offer even more room for writings. Web enhancements for writings published on the internet can include significantly expanded written and photojournalistic coverage and audio interviews, graphs and illustrations, internet links to original and supplemental sources, live interviews with the journalists, multiple video segments, interactive public opinion polls and other intriguing packages. In addition to providing more space for traditional news and timeless writing stories, many newspapers of all circulation sizes are experimenting with hybrid forms of storytelling that blend breaking news story techniques with compelling writing story characteristics. (Capaccio, M. M., 2017).

One type is the news writing, which usually is tied to a breaking news event, is placed in the same general location as the breaking story, nd is often written

[1]Research Scholar, Department of Mass Communication, AMU, Aligarh, India

under deadline pressure. This type of news writing is called a "sidebar," in that it is a "side" article that accompanies the main news story. Such a follow-up story is often called "second-day" writing. (Quinn, S., & Filak, V. (Eds.), 2005)

The other basic kind of writing is the timeless story, which does not have to be used immediately in the newspaper and can sometimes be written leisurely over a period of two or three days or even weeks or months. A good editor would assign the second reporter to do the writing if a reporter were, in fact, available. If the editor lacked personnel, the available reporter could write the news story for deadline and the writing for publication on the following, or second, day of the coverage. (Sumner, D. E., & Miller, H. G., 2009)

It is possible, of course, to write news writing about a continuing news event and to publish that writing on a day when there is nothing about the main event in the paper. For example, if petroleum prices have been skyrocketing for the past few weeks, it might be appropriate to research and write writing about the expense of getting a barrel of crude oil from the well to the neighbourhood service station. The above example however is generally known as second-day story. (Garrison, B., 2009).

The other basic type of writing, the timeless writing, is described by just what the words imply- a story frozen in time. Like frozen food, the timeless writing will keep for a long time without spoiling. A timeless writing might be written in early March and held until April or even May before it is published. (Smiley, J., 2004). The careful writing writer, of course, will check back with the subjects of the story before it is published to ascertain that no facts have changed since the interview. In most instances, writing writers will find that major changes will have occurred, perhaps even including the death of the writing subject or of others in the story. An example of a timeless story would be the one on which Garcia worked. The cab company mechanic's tips on vehicle maintenance are as true in March as they will be in April, May or even June. But the cab mechanic might have retired, quit his job, been fired or dropped dead since Gracia's interview with him. Thus, updating the timeless story is necessary. (Emerson, R. M., Fretz, R. I., & Shaw, L. L., 2011)

The news writing and the timeless writing have a number of characteristics in common. They are original, both in form and in subject matter. They both use description to give them life. They are held to tight journalistic standards of accuracy. They inform or entertain, and sometimes they do both. In short, they both fall within the definition of what a writing story is supposed to be. (Woods, P., 2006)

In addition, news and timeless writings share at least one other characteristic: They are popular with readers. Many studies have shown that readers of general-

circulation newspapers tremendously enjoy well written writings. And a writing story with a photograph is an almost unbeatable recipe for high readership because studies have shown that pictures also have extremely high readership value.

Methodology

The study is a simple descriptive and analytical content analysis, though quantitative estimates of the first page contents were carried out to find out the differences among the two English news dailies Times of India and The Hindu-based on the count of different types of news stories and defined content categories proportionately representing first page priorities in order to support the findings. The methodology used for the estimation of percentages of each category represented on the first page was based on the previous methodologies reported by Randal (2003) and Lars and Stromback (2006). In other words, the study analyzed the first page coverage of all the 'recording units' (reported news items, photos and advertisements) which were counted per page and were put under different content categories. The categories under which the first page news items have been counted and segregated are political, crime, legal, Investigative, social, and economic.

Objectives

This study has been undertaken with the key objective of comparing the front news presentation between India's four leading news dailies. More specific objectives with which the deals the study with are as following:
The comparative study of the content composition of four mainstream English news dailies i.e. Times of India and The Hindu.
To examine the various features of front page makeup selected main stream English dailies.
To study the changing trends in news composition of the front page in two selected mainstream English dailies.
To illustrate comparatively news stories, visuals, and advertisements on the front page of two main stream newspapers.

Population and Sample of the Study

Two major English news dailies The Times of India (TOI) and The Hindu (TH) have constituted the population of the study. Times of India has a circulation of 31, 02,521 and a readership of 7.5 million, The Hindu has a 14,68,042 circulation and 4.05 million readerships. The study constituted days of the above dailies between January 2010 to December 2012. The researcher has used a simple random sampling method to chosen 12 months out of 2 years. Therefore 24 months divided by 12 months and as a result, the difference two is

found. It means every second month should be chosen for study. The data collected from the year 2010-12 and as per the simple random sampling method every second month has to select. Every month has chosen one week to collect data. Therefore, in the month 2010 taken January's first week, in March second week chosen, in May third week taken, in July fourth week chosen, in September another week and so on.

The Times of India (TOI), and The Hindu (TH) were Delhi based edition. The choice is deliberate to draw appropriate comparisons with regard to coverage, photos, and advertisements between all these Delhi based national level newspapers. Further, the study is restricted to first page alone as the first page plays a very important role in the context of covering news headlines of the day as quickly as the TV headlines convey to the viewers. Further, the first page assumes tremendous significance in terms of attracting the readers at glance. In view of this analysis, the sample is restricted. These two largest nationally circulated and read English newspapers.

Categories and Appeals

Writing stories, while journalistic, are first and foremost stories, with beginnings, middles and ends. These stories- albeit with different characters in different circumstances- tend to recur so frequently that they can be divided into familiar categories built around topics of universal appeal. Let's look at the categories first.

There are at least 15 widely recognized types of newspaper writings and many more when individual variations within categories are considered. All can be either news or timeless writings, with the exception of the "commemorative" writing, which is almost always tied to a breaking news event. Remember that while some categories are about things, people are mor3e interesting. The effective writing writer will try to transform the "thing" writing into a "people" writing. Here are the categories, with examples.

The Business Story

The problem with the business story is that it is easy to write a lackluster little writing about what a business sells (such as live lobsters), makes (such as cardboard caskets) or provides (such as removal and replacement of aircraft warning lights for television and radio towers). Such stories are usually very hard to come by because business owners are fearful of tarnishing their images and (unlike government agencies) are not required to provide you with any information unless shares in the business are traded on the stock exchange. (Issenberg, S., 2007)

Here's how you can handle the business writing. In most cases, editor should focus on an employee or the owner of the business. If the business has competition, you should look for a timely or unusual angle-a reason for writing the

story about that particular business at that particular time- and then try to concentrate on an individual. He should also mention the competition to avoid the appearance of giving the business free advertising space. On the other hand, if it is a business with no competition, you could zero in on why the owner started the business and what impediments he or she faced on the road to success. Success is a universal appeal often used by storytellers.

Total Frequency of Items under Categories and Sub-Categories

Code	Category	Times of India	The Hindu
	POLITICAL		
P.i	Issues based stories (National and International)	976	694
P.ii	Quota bills	218	532
P.iii	Communal issues	804	604
P.iv	Cultural and sports	589	528
C.i	Political crimes and violence	1035	864
C.ii	Accidents and riots	398	538
	INVESTIGATIVE		
I i	Policy issues	734	563
I ii	Corruption	868	685
I iii	Sex scandals	656	558
	ECONOMIC		
E.i	Agriculture	576	658
E.ii	Suicides	595	361
E.iii	Sensex/RBI policies	438	374
E.iv	Industrial promotion/SEZs	469	439
	SOCIAL		
S.i	Welfare	545	456
S.ii	Health/Environment	392	467
S.iii	Education	217	413
S.iv	Infrastructure/Development	367	507
	LEGAL		
L.i	High Court	858	682
L.ii	Supreme Court	789	671
L.iii	Judiciary-legislative conflict/Election Commission	632	583
		12153	11177

For example if fees for penalized automobile license plates in your state are increasing, you write a writing story about the metal-fabricating company that manufactures the tags, focusing on the employee who makes the penalized plates. A veterinarian who specializes in treating exotic animals opens an office in your town. You write about her after following her thought a day's medical rounds at the city zoo, where she is a volunteer.

The Commemorative Story

Commemorative stories are news writings pegged to the anniversary of an earlier news event. The commemorative story is usually written initially at the first anniversary, with other stories following at five-year intervals. Depending on the event, one can interview people who originally were involved in the story, or, if the individuals are dead or otherwise unavailable, one can write an article capturing the mood of the anniversary. (Gilman, E. B., 2009).

Examples: on the anniversary of the assassination of President John F. Kennedy, you interview a local resident who was the Dallas police officer who arrested assassin Lee Harvey Oswald. On the anniversary of the September 11, 2001, terrorist attack on New York City and Washington, DC, reporter interview survivors. Or you write an article capturing the sights and sounds of the last day of operation of a 100-year-old downtown hotel.

The Explanatory Story

The reporter can show the reader how electricity or natural or natural gas reaches consumers' homes, how a check written at a store in a distant city reaches the local bank, how a television newscast is assembled or how a radio commercial is created Again, he should focus on a person in the process. Be forewarned: this type of story requires saturation research and to know almost as much about the process as does the expert in his story. (Allan, S., 2013)

The Historical Story

The historical writing is usually loosely pegged to a breaking news event, which gives the writing writer an excuse to do some research in the library and to show readers how their community or world has changed. For example, Crews installing new water lines encounter long-buried streetcar tracks, which provide you with a "news hook" to explain how the city was once served by a sophisticated trolley system. Or, construction of a new building is delayed while a pioneer cemetery is moved; you focus on the families buried in the cemetery and explain how they contributed to the development of the community.

The Invention Story

One have probably heard about an inventor who is developing a lightbulb that never burns out or perhaps toothpaste that stains teeth red when they are inadequately brushed. Inventors are good writing material. But there's a hitch to this kind of story: Inventors usually will not give interviews until they have formally applied for a patent to protect their ideas, and conservative inventors will not discuss their ideas until a patent has actually been granted, a process that often takes years.

The Odd-Occupation Story

Who washes the outside windows of the city's tallest building? What's a workday like for a modern grave digger? Who heads the city police bomb squad, and what does that work involve? And who changes the little lightbulbs on top of the local television station transmitting tower?

Every community has scores of individuals with unusual jobs-occupations that are dangerous, unappealing or simply strange. Such stories should prove interesting to the readers. A cautionary note: in the past, some fairly ordinary occupations became "odd" when a woman selected a traditionally male job-such as automobile mechanic or a man opted for a traditionally female-filled position, but less writing value exists today in sex-role stories. A male might be interviewed in a wider writing about childcare experts, but not merely because he is a man looking after a child. The usual story approach requires finding a person who has an odd occupation for some time and who enjoys it and to interview that person about the job is performed, why he or she chose the field, or both.

The Overview Story

Some kinds of writings- for example, stories dealing with missing children or with arson- can be supported with voluminous statistics from various official sources. These statistics can be used to provide the reader with an informational overview of the problem, in addition to the emotional, humanistic qualities will want to inject into the story.

For example if a reporter gather statistics from police and fire departments, insurance companies and the FBI to paint a portrait of a "typical" business arson. He begin the story with a description of a well-known arson in the town, introduce the reader to the information that have gathered from official sources, then move to interviews with two arson investigators who take the reader through the steps used to solve the fire that described at the beginning of the story.

The Profile Story

Profile are usually written about people, with their cooperation.one usually pick someone of interest, ask the subject for an interview, research and then interview the individual and finally talk to other people who know the subject. If the subject is uncooperative- as was Sam Walton, the richest man in the United States until Bill Gates of Microsoft and investor Warren Buffet took his place, depending on the year in question-one can do what one Washington Post writer did. The post writer talked to scores of people who knew the shy Wal-Mart founder in his little hometown of Bentonville, Arkansas, and then wrote a story based on their views of the man. (Singer, E.,2004)

The profile- with or without cooperation should paint a word portrait of the subject. The reader should come away from the profile with an understanding of how the person looks, sounds and thinks.

The Unfamiliar Visitor Story

A visitor often offers a unique perspective on a local problem, culture or event. If the visitor is available for an interview, his or her perspective can often help readers understand their world better. For example: your community suffers from 10 percent unemployment, and you interview a visiting Chinese scientist about how unemployment is handled in the People's Republic of China. Or a Middle Eastern terrorist group sets off a bomb in a European airport, killing a local resident; reporter interview Arab students attending a nearby university to obtain their perspective on terrorism.

Some of these writings tend to be further categorized because they are published in specific newspaper Web page or print-edition sections such as business, entertainment, fashion, food, health, home, lifestyle, religion, sports and travel. For example, profile stories often appear in business, entertainment, health, lifestyle, religion and travel sections. On the other hand, first-person and participatory stories often wind up in newspaper Sunday magazines and commemorative, historical and unfamiliar visitor stories frequently find their way into a newspaper's primary news section.

Conclusion

Sometimes, if a story requires a more risky description, such as describing a scientist as having a mind like a steel trap, the writing writer will check his or her observations with a second source, such as a friend of the subject or the actual subject. The writing writer also needs to have a solid knowledge of the language and a fine appreciation of the power of the printed word and of the varied meanings of words that may seem similar but have subtle differences. For

example, Garcia describes the cab mechanic as having an oily rather than a dirty hand. "Oil" and "dirt" mean approximately the same thing to many people, but there is a difference, especially when you are describing someone who makes his living around automobile engines. A writer who has a strong appreciation of this kind of difference, of the subtlety of words, is often called a wordsmith.

The last bit of right stuff the writing writer should have is the ability to organize and write quickly, which seems to fly in the face of the studied precision of the wordsmith. While some writings may have a deadline that gives the writer only a few hours in which to gather, organize and write the writing material, many writings are written somewhat more leisurely. But "leisure" is a relative term at newspapers. It may mean only two or three hours for the interview and two or three hours (perhaps spread over several days) to write the writing. In sum, the right stuff for the newspaper writing writer means the ability to handle people of all kinds; curiosity; the knack to capture people, places and things in words; and the seemingly contradictory abilities to write effectively and relatively quickly.

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Social Media Integration into Employee Communication: Possibilities and Challenges in India

Dr. Pitabas Pradhan[1]

By firming up of a forum function, social media has created new opportunities for interactive two-way communication between an organisation and its employees and among the employee themselves. Besides increase in speed and scale of message sharing, the transactional nature of social media communication, has positioned employees as equal partners in the communicative exchanges. The user generated content feature, enable employees to share their views and form communities of interest on issues they consider important. Having realised the role of social media in creating a shared feeing among employees, corporate bodies are appropriating social media for innovative methods of employee communication. This paper explores the possibilities and challenges of social media use in employee communication in India.

Keywords: Employee communication, Social media, User generated content, Communities of interest.

Employees are the most important of all the resources of a company, without them other resources have little meaning. Motivated employees constitute an asset whereas disgruntled employees are liability to a company. Therefore, keeping the workforce motivated tops the agenda of company, which is hardly possible without regular engagement, through communication, with employees. Sharing of the goals and objectives, priorities and achievements with employees through effective two-way communication helps to create a shared feeing among employees and improve employee performance. This realization has made corporate bodies to focus on strategic employee communication.

As communication media continues to evolve, organisations are looking beyond the circulars, memos, bulletin boards, in-house publications and broadcast, which remained at the core of employee communication for long. The emergence of interactive Web 2.0 applications such as blogs, micro blogs, social networks, and photo and video sharing sites, which enablethe common man to create, publish

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[1]Associate Professor at the Department of Mass Communication
Aligarh Muslim University, Aligarh, India
ppradhan.mc@amu.ac.in, pitabaspradhan@rediffmail.com

and share views with others and form communities of interest, have created enormous new opportunities for corporate communication in general and employee communication in particular. As the world becomes more connected, companies attempting to integrate social media into their corporate communication strategy grows in number. By creating reciprocal communication, the social media platforms, indeed, have added value to conventional corporate communication.

Out of the 3.17 billion Internet users (Jan, 2017), 2.3 billion were on Social media. Over Seventy-five per cent of the active Internet users in India use social networking sites like Face book, Twitter, YouTube, and Pinterest. On an average accounts are created in 05 social media sites. There are over 1.71 Billion Facebook users and 81 Million Facebook profiles have already been created so far. There are more than 33 million Twitter users, of which 23.2 million are active users. The twitter base across the globe stands at 320 million exchanging over 6000 tweets every second. WhatsApp has resulted in no less than a revolution in the discursive space. With more than one billion users, You Tube has sharpened our visual sense beyond what has ever been imagined.

Notably, today's smart corporate employees have access to the handhelds in multitude of forms and are privy to access the communication networks at work place. Studies suggest that at socially above fifty percent employees read company messages on social media, abut forty percent prefer social media to remain informed on important news, and more than one-third share company information with coworkers (Hannegan, 2014).

Against this backdrop, this paper analyses the scope, strategies, and challenges of social media integration into corporate communication in India. Specially, the paper seeks to answer the following questions:
1. How useful are social media engagement tools over the traditional media?
2. What is the prevalence of social media use in employee communication in India?
3. What are the dominant social media strategies to drive employee communication?
4. What are the factors that lead to social media success in employee communication?
5. What are the challenges to social media integration in India?
6. What would be the best approaches to social media use in employee communication?

Objectives of the Study

The study seeks to explore the uses and impacts of social media in employee communication. In particular, it would examine:

- The scope of social media use in employee communication;
- The advantages of social media as tools of employee communication;
- The spectrum of social media strategies applied in employee communication;
- The beneficial uses of specific social media tools to strengthen employee relations.
- The challenges of social media integration for organisational performance.

Concept of Social Media

Social Media refers to "the forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)". Kaplan and Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content" (Kaplan & Heinlein, 2010).Web 2.0 applications allow participants to go beyond just providing the ability for feedback to create, exchange, tag, comment and link content. Four fundamental constructs to the Web 2.0 phenomenon, which allow increased participation among users are (Wirtz et al., (2010):

Social networking;
Interaction orientation;
Personalization/ customization; and
User- added possibilities.

The first refers to the ability for users to find and keep in contact with others, whereas the second indicates the choices the user have about the interaction. The third speaks about the ability for users to pick and choose the content that is of most interest to them, and the fourth refers to the ability of the user to add user generated content. The user generated profile feature of social media happens to be the most valued from the perspective of an individual user's desire to create own identity and build personality. The online space enables individuals to create and recreate personal and perceived identities and use various social media tools in this process.

Social networking websites such as Facebook and LinkedIn allow users to find people, share similar interest and form communities. The micro blogging site

Twitter enables users to post very short entries of updates in up to 280 characters known as tweets. Personal publishing websites known as blogs record opinions and experiences of people in the form of a dairy in reverse chronology order. Content (photo and video) sharing sites such as Instagram and You Tube enable people share photo and videos with others, publicly as well as privately. Crowdsourcing help individuals in getting services, ideas from a large group of online communities.

Through the user-friendly tools it has presented in the process of evolutionary growth, social media has brought forth enormous new opportunities for content creation, information gathering, sharing and socialization on a scale, which transcend national boundaries. Social media, indeed, has created an online space, which is global in scale, participatory in nature, and offers a platform for civic engagement (Castells, 2001: Scheufele, 2002; Jenkins, 2006; Levine, 2007).

In contrast to the linear one-to-many information transmission by the traditional media, the digital technologies enable rapid, many-to-many communications providing for interactivity. Facebook groups, blogs, and text -messaging, just to name a few, have fundamentally altered the types of interaction among the public and provide individuals with avenues to participate. The digital technologies of social media networks are characterised three criteria (Faris, 2013):
First, they operate through an individual's social network, information flow via friends and friends of friends.
Second, they function at very low cost to the user- only cost of digital service and access to the network.
Third, social media networks have multiple channels of access- can be accessed on cell phone, computers, laptops, or any other digital device available in multitude of forms today. Social media networks are easy to use - they require no specialised technical knowledge beyond basic computer literacy and feature of platforms that can be mastered in minutes.

Review of Literature
Members of the audience make sense of the media messages according to their own life experiences, preferences and personality. Individuals socially construct themselves through the world around them by making meaning out of rituals, events and relationships (Thompson et al., 1990). Though media does influence the way we behave, there are numerous other influencing factors too. Humans are not just reactive in nature (Bandura, 2004). We are able to comprehend and regulate our environment and make meaning regarding what we see (Bryant & Oliver, 2009). While media can present images and behaviors of characters to model, the real life interpersonal relationships and cultural norms around us provide much stronger model for how we act. Therefore, the environment provides more clues for an effective communication strategy.

The theory of social penetration, explains the relationship between self-disclosure and trust. The more willing one party is to open up and disclose personal and private information, the closer the receiving party feels towards their relationship. In order for people to trust and connect, both parties must be willing to engage in a level of transparent disclosure (Altman & Taylor, 1973; West, 2009). The more companies are able to control transparency, authenticity and accountability, the more opportunities there will be for listening and true dialogue. Transparency implies openness, communication and accountability (Phillips & Young, 2009), and the more you are willing to do this, the more your employees will trust you.

A study on employee communication at National Aluminium Company Limited(Nalco) by the author found that among the popular employee communication tools used for long in the company are bulletin board, company newsletter, employee oriented publications, corporate video magazines, open forums, suggestion schemes, family get-togethers, management-employee meetings, grievance machinery, team briefings sessions, attitude surveys, notices and circulars etc.(Pradhan,2002). The limitations of the traditional modes of employee communication can be understood from the fact that,there was a wide gap in perception among different levels in the organizational hierarchy on the organizational impetus to flow of information. The top management (87.5%) and middle management (50%) feel that free flow of information takes place in all directions whereas supervisors (63%) operators (60.52%) feel the communication in NALCO is mostly downward (Pradhan, 2002). There was also a significant gap in the perception of superiors and subordinates on the extent of information provided to the subordinates. Perhaps, the conventional modes fall short of making employee communication a pleasant experience for the employees.

Social media facilitate transactional communication with audiences creating vital relationship networks. Companies use numerous platforms including company websites, blogs, discussions forums, e-mail, Facebook, Twitter and Pinterest to engagingly communicate with employees. Social media increases brand recognition, and customer loyalty, generates greater exposure for business, increases audience traffic, improves search ratting, results in new business partnership, reduce marketing expenses, and yield a higher conversation rate (Stelzer, 2011; DeMers, 2014). Providing employees with the power to connect through social media can make them creative, and innovative to take the company forward.

Traditional mass media content only address audiences in a top-down manner with little interactive features for feedback, but, participatory social media technology enables users interact with the content. What is important in strategic

employee communication is to know the technologies employees use, their needs and gratifications, and create messages accordingly. The four essential factors to establish sense of community among people are: membership, shared emotional condition, influence, and need fulfillment (McMillan & Chavis, 1986). Through the online communities, social media promote sense of belongingness among the corporate employees. The social networking websites offer instantaneous connections with others, which lead to better social relations and increase social capital (Lin, 2001). Social media creates alternative information channels, making it difficult for organizations to manage and control information diffusion (Wright and Hinson, 2008).

The social media applications, which have really made a difference include: Facebook LinkedIn, Google, Pinterest, Tumblr, Wikipedia, You Tube, Twitter, Flickr, Snapchat, Instagram, etc. Socializing with friends is the most popular use of online social networking sites, and discussion of work related issues with colleagues was the least preferred option (Ferreira and Plessis, 2009). Companies use social media mostly to address topics such as collaboration and team building, adapting to change, and promoting health and wellness among employees.

Social media tools are immensely beneficial in Employee engagement, External Communications, learning applications, knowledge sharing and collaboration. They allow information to flow in all directions, keep executives and employees informed and well connected, and work as a collaborative tool, which give it an edge over existing traditional forms of communication including email, phone call, instant messaging, and private intranet communication (Naik, 2015:64). Companies use social media mostly to address topics such as collaboration and team building, adapting to change, and promoting health and wellness among employees.

A study by Ferreira and Plessis shows that online social networks encourage sharing of knowledge and expertise among individuals. By connecting people within an organization, social networks enable employees to perform their work more effectively. Social networking generally stimulates collaboration and knowledge sharing among employees, which can lead to increased productivity (Ferreira and Plessis, 2009). Social media offer simple, inexpensive ways to organize members, arrange meetings, spread information (Baruah, 2012).

A study by Adzovie, Nyieku and Ketu have found that social media increase employee involvement, promote the flow of ideas from employees, aid innovation, and promote employee productivity (Adzovie et al, 2017).Social Media tools eliminate the hierarchy barrier of vertical communication and

promote more rewarding relationship. Barriers does exist, but the positive impact of social media tools are too valuable for companies to ignore. Social media tools improve efficiency, inspire innovation, and promote information sharing.

Social networks enable management to faster contact subordinates on emergency, cuts down unnecessary e-mail and instant messaging among coworkers, faster performance through reduced time in communication, to form groups of likeminded individuals and companies, new sources of expert advice, employees as goodwill ambassadors (Baker et al, 2016). Social media offers huge potential for safe and collaborative work environment with rich learning experience for employees (Herlle and Caneda, 2017).

Studies also suggest that, frequent use of social media can negatively affect productivity due to wastage of time in unproductive use of social media (Baruah, 2012). Social media usage could enhance employee productivity, if its misuse by employees is regulated by employers (Adzovie et al, 2017). A study by Herlle, and Astray-Candela suggest that controlling social media in the work place has moved to the top of management agenda as many executives view its use a killer of productivity.But considering the potential misuse, and the resultant killing of time, it is imperative to have clear social media policies in place (Herlle and Astray-Caneda, 2017), which increasing number of companies are doing.

Watson Wyatt's annual survey (Thomas, 2010) reveals that despite increase in use of social media in employee communication, e-mail, intranet and staff meetings, still remains dominant modes of communication. The hesitation for integrating social media into employee communication is primarily attributed to lack of a demonstrable business case, a fear of loss of control, resistance to change. Lack of resources and technical capability are among the other reasons for not increasing the use of social media.

Social Media Tools in Employee Communication

The social media tools enables one to instantly communicate and join online communities through smart designing, personalisation, and tagging. Employees are able to share information on personal as well as professional life through online, interpersonal networks. Armed with inexpensive digital capturing and editing tools, and powered by an internet enabled smart phone, employees use real-time multimedia content to promote personal as well as professional interest.

 From Facebook to LinkedIn to WhatsApp are used by employees more than ever before. Sharlyn Lauby fof HR Bartender claims that "I think companies have to

communicate the same message on multiple platforms for it to gain traction." A study by Employer Branding International, reveals that 76 percent companies use social media to source talent for employer branding. According to a Tower Watson report more than half of the companies use social media for internal communication.

Organizations have realized that social media are beneficial in terms of lower expenses, new service opportunities, and the ability to drive employee collaboration. Confucius has said, "…tell me and I will forget, show me and I may remember, involve me and I will understand…" this philosophy being at the core of the new thinking pushes the evolution of social media tools in corporate communication.

The unhesitating march of its stakeholders with the burgeoning social media multitude has given corporate managements the right signals for the future (Patrick, 2010). If ignored, the insurrection might emerge a "corporate spring", warns Patrick. Denied transparency and fairness, employees may dare to drive the company to gutters with social media.

The digitally comfortable employees use YouTube, Face book WhatsApp to draw attention to their point of view and organise fellow colleagues in protest. Executives can't hide from the outrage, nor can they control social media. "It is a mistake to look into the mirror and try to break the mirror….." argues Google Chairman Eric Schmidt referring to the British prime minister's reported statement on controlling social media.

The hitherto dominant forms of employee communication such as intranet, emails besides face to face communication are slowly but surely giving way to social networking. It has been proved beyond doubt that successful appropriation of social media can drive a company forward and the failure to adapt to social media may harm it critically. Having realized the importance of new technologies, big companies leave no stone unturned in integrating social media elements into their communication efforts. Photo and video sharing sites have added new dimensions to conventional employee communications efforts.

The most popular social media tools used in employee communication today are: instant messaging, social networking, blogging and micro blogging, and wikis. From real-time, authentic conversations with employees, facilitating participation in discussions, to flow of communication, social media enables it all. One can connect with employees anywhere anytime. The picture, profile, and forum features make communications really rewarding.

Some popular social media platforms, which offer tremendous potential for effective employee communication in India are: Facebook, Twitter, Yammer, LinkedIn, Corporate Blogs, You Tube, WhatsApp, Instagram etc. Social media could be a useful channel for companies to engage their employees in their work. But, as the social media tools increase by the day, understanding which ones to use is very important. This decision mostly depends on:

Which social media do employees currently engage in for their personal use? Where do they currently receive information about your industry and the opportunities for their own growth in their positions? Irrespective of the answers to these questions, there are some overwhelmingly popular social media channels a company cannot ignore: Facebook, LinkedIn, and Twitter.

Facebook:

Facebook provides a personal broadcast platform to anybody to flash views within seconds. A status update that expresses a view just broadcast to friends may generate positive response, spread among friends of friends instantly. The possibility of an idea getting viral adds strength to employee point of view. The easiness in creating profiles, uploading photos and video, sharing or messages keeping in touch with friends, have made Facebook, the most popular social media platform.

You can set up a Facebook group, which unlike a Facebook page, will only be viewed by the employees you have invited to join. If you don't want to have your administrator liking employee personal pages which is required for a standard group invite, you can set the Facebook group to be "Invite-Only" Privacy Setting. One of the best functions of the Facebook Group is that it provides an easy platform for collecting and sharing images.

There are various types of social media software platforms, but a lot of them are industry specific or for large employee populations. Facebook at work, for example, enables one to create a work account for the company, and use available tools to interact with co-workers. There is also a Work Chat feature, which is similar to Messenger, offering great spontaneous interaction.

Twitter:

The widespread use of Twitter is to spread through broadcasting short posts called tweets speaks about the media of the future. Microblogging platforms like twitter enable real-time exchange of information in small snippets. Having emerged as a useful tool to reach out the widest possible audience with a personalised message in least possible time, the microblogging platform enables one to broadcast short updates to a target audience, with the power to select the privacy settings. An employer can share a breaking news with employee groups,

and the employees can also share the same with their colleagues. Companies with huge workforce spread over multiple locations have found in the twitter a wonderful tool in hand for information sharing and relationship management.

Twitter offers tremendous scope for knowledge sharing among employees. Employees can share information with peers, can seek answers and give expert advice on projects. Like twitter, Yammer and Chatterare other enterprise versions of microblogging platforms designed for internal communication. Once considered as the killer application for its ability to share information online in real-time while still offering the feeling of face to face communication, chatrooms have a lot to offer for effective employee communication. Yammer is an enterprise chat service that allows the sharing of information internally.

At Google, and Starbucks twitter has been found to be an inspiring tool for employees. MIT's twitter handle @MITWorkLife is used to promote work-life content and professional development events. Research findings suggest that employees use internal micro-blogging for conversation with and seek help from colleagues (Ehrlich and Shami, 2010). It help employees to search colleagues who are in need of help. It also helps in real time sharing of information, ideas and spreading awareness.

A company can set up a private group on twitter called Group Tweet as a tool for real-time updating, often as an alternative to email or texting. Designed for brief communications, Twitter can support what you are doing in your Facebook or LinkedIn group. Be it survey about a topic for the next meeting or to kick off a discussion, a Twitter group can allow for quick interactions.As with any kind of open communications within an organization, there are standards which should be set for behaviors expected in internal social media. Ideally, with the right planning and management engagement, social media can be a positive form of communications in a company.

LinkedIn:

LinkedIn enable the employees to maintain a permanent professional profile, fulltime searchable by employers and other employees. A company can create its own corporate intranet on the LinkedIn platform, and allow employees to manage a group for employees for quick sharing of information. LinkedIn enables registered members to maintain professional profiles and establish professional networks of people.

LinkedIn provides huge opportunities for companies to increase engagement with employees. It enables a company to expose employees to broader worldview and industry viewpoints, showcase experts, present employee voice to outside world, generate lead, to project an attractive employer brand. The

LinkedIn Influencer programme is used as a platform to inspire employees. The publishing platform is used to engage employees in social discussions on topics of relevance. LinkedIn is used to manage employee profile to showcase their accomplishments and perspectives, to enable potential job seekers judge an employer.

InMail, a premium feature, helps engaging with network and building personal brand: sharing targeted content that quickly addresses audience questions, challenges and concerns that can take recruitment efforts to Next level. It allows companies to reach out to individuals, with whom the organization is not yet connected (Hosken, 2017). Internal employer brand being a real driver, LinkdIn's social networking, publishing, and profiling features emerges out as the most useful tools. By creating group, encouraging employees to publish, and using a programme to improve employee's LinkedIn profile can really help (Eghan, 2015).

LinkedIn Groups are formed for internal communications because it is known as one of the strongest business focused social media channels. Just like Facebook Groups, LinkedIn groups have various privacy settings. It encourages engagement as it retains multiple discussions, with each discussion in the form of a blog post and room for comments from employees. Unlike a Facebook group where all posts are in a chronological order, LinkedIn shows the latest topics being discussed which could push an update on a topic started last week when someone has a new thought to add. The LinkedIn format encourages leadership in building new discussions by all employees.

As employees review external articles from the LinkedIn news sources, clients, and others, they become accustomed to sharing these resources in the LinkedIn group. This helps to build a culture for continuous learning while giving employees an opportunity to understand each other's strengths and capabilities.

WhatsApp:

The way WhatsApp has affected our daily agenda was never heard in human history. It has emerged as the world's fastest-growing communication app with half a billion regular active users around the world. It has huge potential for Internal Team Communication, as almost everyone uses it even without any training. WhatsApp enables to share instant messages among group members even without an email. It's fast and fun to use, even easier to type messages using a web browser.

According to C. Ananth Kumar of TCS, a survey in their company has found 73% of employees have chosen WhatsApp as preferred communication medium, 26% as Viber and only 1% has the opinion to go with existing high-cost messaging system by UBM (Sadhu, 2015).

Employee create WhatsApp groups informally for efficient workflow and team building. To regulate the use of WhatsApp at workplace, some companies have their own official policies on WhatsApp and its scope at the workplace. But, WhatsApp is prone to loss of data and hence employees are advised against sharing of official data, which keeps WhatsApp groups mostly unofficial.

Company Blogs

Blog, a website in the form of a diary with brief, frequently updated entries on general and specific topics that are posted regularly, is used by both individuals as well as companies to share news, thoughts, and stories. Writers regularly post personal entries or on behalf of their client organisations on specific topics for public view. As a public relations tool, Blogs are used to communicate and interact with employees, customers and other stakeholders. Corporate blogs are used for communication with stakeholders, marketing, branding, and public relations purposes. Internal corporate blog is a useful tool for knowledge sharing among different layers of an organisation especially when the people involved are in different locations and have overlapping schedules. Many corporate blogs allow comments to be made to the posts and make communication a two-way process. Further, the comments provide valuable feedback or insight about what stakeholders think about it. Blog as a corporate communication tool allows direct communication between a corporation and its stake holders.

Sun's CEO Jonathan Schwartz claims that "blogs have authenticated the Sun brand better than billion-dollar advertisement campaign could have done." The blog is a representation of the company's values, beliefs, philosophy and direction and allows a window to the company culture.

YouTube:

You tube enables anybody to share a video with a wider audience. A company can use a private YouTube channel, archive its own video or relevant third-party vendor videos that may be of interest to its employees. Videos on health, safety, and environmental issues could be shared on you tube as strategic communication tools to inculcate positive habits among employees.The smartphone revolution powered by high- definition broadband networks, indeed, have hugely expanded the scope for use of video as an employee learning tool.

Customizing Social Media for Employee Communication

Top Fortune 100 company 'SAS' uses a Facebook like platform called HUB, which is a big hit among employees (Kass, 2013). Following the innovative Roving Reporter program, Philips entertains a social-powered community as part of its

internal communications strategy. Social media tools have emerged as platforms where employees help their organisation and themselves, the organization just outer stream to understand what is going on in the minds of employees.

Nokia uses social media programmes named BlogHub, VideoHub and Infopedia (Emilie van dijk, 2014). BlogHub is designed to ensure that every employee has a voice to be heard. VideoHub allows posting of video clips by employees, on a daily basis. Infopedia is a wiki that enables collaboration and knowledge sharing among employees.

At IBM, social networking programme 'BeeHive, intended to collaborate innovative project ideas, is used to connect with colleagues to gather ideas and inputs to complete the project in the best way possible and to connect with the top-level management, not accessible otherwise (IBM Research). The same company's micro-blog called blue twitshows employee interactions as "family conversation" where users are allowed to constructively criticise company products.

Vets Now, a veterinary care provider in UK uses a social media community VETECC to increase communication and engagement amongst employees who don't get the opportunity to interact with each other in person. Created to increase interaction among the staff so as to clinical standards and best practices through knowledge sharing, the community is facilitating internal stakeholders to engage with each other and Vets Now itself. The community has become a popular platform, enabling vets to talk to each other and offer advice about medical cases (Stratmann, 2012).

As email inboxes become increasingly cluttered raising the risk of key communications being missed, companies are shifting to instant messaging for instant follow-up and redressal of issues and complaints. Hirewand CEO, Shiva Maran and his team has moved to Slack, an official messaging app to avoid the problems of delay and difficulty to follow up faced with email (aparna.desikan, 2017).Besides saving time, use of the app has enhanced productivity. Companies are now shifting to instant messaging apps such as Klock, Slck, etc for official communication. Besides speed, the apps have options to integrate multiple touch points such as Github for source code, calendar, and note sharing options. Bhavin Turakhia of the Flock claims "The need for change is more pressing, as employees now work with more tools, integration with the app is a key feature". Security of data is also intact, as conversations stay within the confines of the company, which is not assured with WhatsApp. Remote working is becoming mainstream and team management becomes easier.

Conclusion

As society becomes more open, democratic and active, social media acts as a facilitator. Reflecting a similar change, organisations are also becoming more social by embracing social media to an extent it was never imagined. The interactive, networkable and democratising technologies are humanising the corporate environment leading to a collaborative work environment. The networks of relationship are eliminating employee isolation, promoting collaboration and knowledge sharing, eliminating authoritarianism and promoting team work. These democratising initiatives could potentially contribute to employee satisfaction, creative thinking and better performance. But, the social media tools also offer the risk of wastage of productive time and hence loss of efficiency. Aware of the opportunities and risk that social media offer, companies integrate social media in employee communication, but, with some safeguards in place. Companies draw social media policies to guide their use. As social media becomes a necessity, the tools are used to promote employee identity and corporate branding. Social media appropriation for strategic employee communication, is the way forward, which a company can ignore at its own risk.

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Journalistic Usage of Social Media and its Professional Implications

Niky Kumari[1] & Dr. Pitabas Pradhan[2]

The bourgeoning growth of social media has hugely expanded the scope of journalism, for, content generation and sharing have been extended beyond the mainstream media newsrooms. Blogs, YouTube, Twitter, Facebook and the like have become central to the dissemination of news, and have created huge forums for exchange of views. For the User Generated Content (UGC), social media sites have emerged as important news platforms for the public, and as news source for journalists. Social media platforms have created numerous tools for scanning the Web resources, which journalists find useful for different journalistic functions. Besides finding story leads and sharing own work with audiences, journalists use social media tools to filter out useful information from the vast resource of the Web. This paper explores the journalistic use of social media in India and its professional implications.

Keywords: Social Media, the Web, Journalistic tools, journalistic functions.

The Web having emerged a vast source of information, the user faces the challenges of collecting the right information and using it right. In performing his/hersacred job of rightfully informing the people, the journalist has a great responsibility of filtering the web content. Further, the eventual rise of social media as potential news platforms, have also engaged the attention of journalists. Analysing web traffic and social media patterns can be a rich, and vital supplement to the traditional reporting tools of scanning and creaming the useful information. In this exercise social media tools have become useful tools in hand for journalists.

Growing influence of social media is clear from the fact that2.789 Billion people across the globe use social media with a penetration of 37 %, of which 2.549 Billion are active mobile social media users as in Jan 2017(we are social,2017). There are 153 Million active social media accounts in India of which 130 Million are on mobile (2016).

Journalists are using social media in their professional life in a big way, primarily to build relationship, to find information, and to drive interest. The quick pace of

[1]Research Scholar at the Department of Mass Communication, AMU, Aligarh
[2]Associate Professor, Department of Mass Communication, AMU, Aligarh. Email:
 pitabaspradhan@rediffmail.com

sharing with a wide audience in an engaging way attracts journalists. By virtue of its individualised operations, social media breaks the news faster, with raw facts and comments from the ground, which offers journalists a useful news source. Journalists share their stories on social media, and get spontaneous feedback from audiences eventually starting a conversation.

Proper studies on the patterns of social media use in news making by mainstream media could reveal a lot about the shifts in the profession and about the emerging journalistic skills. It may eventually hint at the pedagogic change needed. Against this backdrop, this paper explores the issue of social media use by Indian journalist and the impact on structural, functional, and professional aspects of journalism.

Objective of the study

The study explores the social media usage among Indian Journalists both in personal and professional life. In particular, the study attempts to:

- Identify the social media platforms and tools used by Indian journalists;
- Analyse social media usage by Indian journalists;
- Identify the social media tools used by journalists in news making;
- Examine the impacts of social media integration on journalistic work;
- Find out the challenges professional journalists encounter due to social media;
- To find out the social media guidelines, if any, adopted by media organizations for journalists.

Review of Literature

A 2014 study by ING Netherlands has found that "half of the journalists use social media as main source of information, mostly to find out what people are talking about"(ING, 2014). A 2015 study in Netherlands, Germany, UK and the USA by ING suggests that "majority of the media professionals noticed a drop in the use of traditional media in their day-to-day work due to the impact of social media" (ING, 2015). The 2014 study also found that "Half of the journalists publish their stories as quickly as possible to correct it later if necessary, and only 20 percent always check their facts before publishing" (ING, 2014).

A Hoot survey suggests that about 28 percent of Indian journalists use Facebook, 11 percent use only Twitter, whereas 57 percent of journalists use both Facebook and Twitter. 68 percent use Face book as a news source whereas 61 percent use Twitter for the purpose.62 percent use Face book to follow others, for which 43 percent use the Twitter. For sharing other links, 49 percent use Face book as against 55 percent using Twitter. 48 percent of journalists each use Facebook and Twitter for disseminating personal work.

Major research findings suggest that social media has tremendous influence on the society as well as journalism. Commenting on journalism in the social media

landscape, William Dutton of the Oxford Internet Institute terms the rise of social media as emergence of the 'Fifth Estate' (Alejandro, 2010). Richard Sam Brook, the director of the BBC Global News Division says that "mainstream media are adopting social media especially with blogging and twitter primarily to drive traffic" (Bunz, 2009). Posts of 'social media editor' or 'community editor' are being created in newsrooms to handle the social media tools (Alejandro, 2010; Newman, 2009), and Twitter correspondent are appointed to research the micro-blogging platform (Bunz, 2009; Newman, 2009).Alejandro's study has also found that "Newsrooms use social media primarily for: branding and making a presence in the social media sphere, driving traffic to the company's news website and for breaking news" (Alejandro, 2010).

The rise of user-generated content has forced journalists to master a variety of new skills, which has made journalism multi-skilled:

"Being capable of processing user-generated content and being able to navigate social media platforms which audiences inhabit are becoming core skills which journalists need to possess and maintain" (Johnston, 2016). A study by Newman has found that "social media platforms are not replacing journalism, but they are creating an important extra layer of information and diverse opinion" and are "fundamentally changing the nature of breaking news" (Newman, 2009). Newman's study has also found that social media platforms "are contributing to the compression of the 'news cycle' and putting more pressure on editors over what to report"(Newman, 2009). Television newsrooms have integrated social media into newscasts, an addition to find story ideas for newscasts. Trending topics influence the finalisation of news bulletins, even if interacting with the audience and enhancing content are among the primary reasons for using social media in newscasts (Adornato, 2016).

There are three primary ways of social media use in newsrooms - monitoring, interacting and promoting (Tandoc Jr and Vos, 2016). Social media are most useful to save time and to quickly file reports (Bossio & Bebawi, 2016).for the benefit of online audiences, newsrooms regularly post links to their news stories on Facebook and Twitter (Lysak, 2012). However, under social media pressure, the mainstream media has sacrificed accuracy for speed (Weaver and Willnat, 206). Social media is engaging journalists to its audience and this is making Journalists marketer of the news (Tandoc Jr and Vos, 2016), social media are used to promote news stories.

Journalists are widely using social media to receive, gather and distribute news, and they acknowledge the need to be multi-skilled to cope with the change (Bunz, 2009; Alejandro, 2010). Facebook and Twitter have been widely adopted by journalists, even if media organizations and journalists see twitter more popular than other social media tools (Harper, 2010). There was a transformation for the journalist from being the gatekeeper of information to sharing it in a public space.

Journalists search for news sources/story ideas on social media (Gillis and Johnson, 2015), disseminate news stories, and also maintain professional profiles with social networking sites (Gillis and Johnson, 2015). By engaging themselves insearching information/sources online, fact checking, news gathering and posting information, journalists are associated with the daily journalistic roles ofpopulist mobilizer, disseminator, and interpreter (Weiss, 2015).

A study by Weaver and Willnat has found that social media having positive impact on journalistic work (Weaver and Willnat, 206). Social media allowed journalists a higher degree of individualisations to perform their journalistic practices in specific ways (Gulyas, 2016). They feel more engaged with their audiences on social media. John Kelly, a columnist for the Washington Post claims that "social media for him was not only important for citizen journalism, but for reaching out to the readers as" (Bunj, 2009). Journalists use social media to monitor, disseminate and promote news stories (Bossio & Bebawi, 2016). Journalists find stories by using trending hashtags, seeing what politicians, company leaders and individuals are writing and discussing about (Thomas, 2013). They use the social media as a networking tool to connect with their peers and audiences, and as a marketing tool to promote their own work (Thomas, 2013).

Rise of Social Media as News Platforms

As social media technologies continue to evolve, they come up with new features tailored to perform different functions. Important features of social media, which have impacted the media production-consumption process is the online discursive space, which is personalised, interactive, and serve as ever-changing communities. Social media enable users to create and promote identity, conversation, sharing, presence, relationships, reputations and groups (Kietzmann et al, 2011). It, indeed, has brought most opportunities for distribution of information (Agihtein et al, 2008). In traditional mass media structures, audiences used the media to gain information, not interact with the content. But, interactive features of social media, on the other hand, enabled participants to be a content creator, and is exemplified by a large number of niche groups who exchange, tag, comment and link content.

Gradually, but surely, Social media has emerged as a news platform, useful for audiences as well as journalists. It empowers audiences to share their news and views; whereas the user generated content (UGCs) offers journalists an important news source for their news stories. Various social media platforms provide an important feature – the hashtag (#), which helps journalists to find out what is being talked about by people on a particular topic. It also shows the daily trends of news being discussed all over the world, which helps the journalists in decision making about stories to be covered.

Social media sites especially Twitter and Facebook, indeed, have revolutionized journalism by changing the way news is gathered and stories are found. As complexities in social media landscape grow, new social media tools are invented for finding story leads, verifying facts, sharing stories, and driving interest. These useful journalistic tools facilitate social media integration into newsrooms, which eventually influence the structural, functional, and ethical aspects of professional journalism.

Research Design and Methods

What forms the core of the study is a survey among selected Indian journalists pertaining to the use of social media in the news making process. The sample for the study was selected randomly from among those journalists having the experience of working with the traditional as well as the online news platforms. The selection was based on the assumption that a person acquainted with both the platforms could better understands the change. A list of such journalists from Delhi and NCR was first drawn by the researcher, and thirty of them were selected for the survey. A structured questionnaire, containing 10 questions relating to social media use by journalists was used as the principal tool of data collection. The questionnaire was administered among sample respondents seeking their response. The responses so collected are codified and presented in tables and charts. The data was analysed using simple statistical tools. The findings have been interpreted in the context of the research setting and generalized conclusions were drawn for wider applications of the research findings, in the sections that follow.

Data Analysis and Interpretation

The very first question was intended to know the purpose of social media use by journalists. The respondents had three options to choose from- use of social media for personal purpose, its use in professional life, social media use both in personal and professional life.

Chart - 1: Primary uses of social media by Indian journalists

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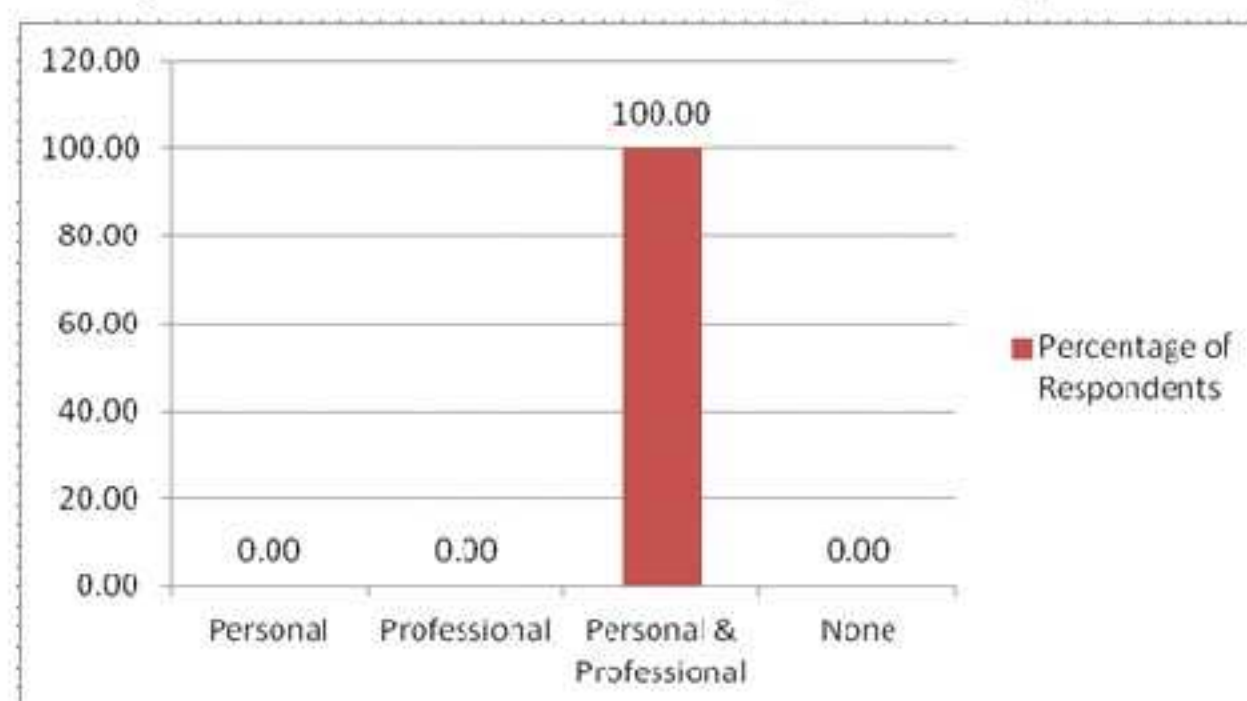
Data in chart-1 reveals that all the Journalists surveyed are using social media for both personal and professional purposes. It indicates that Indian media has embraced social media tools in a big way.

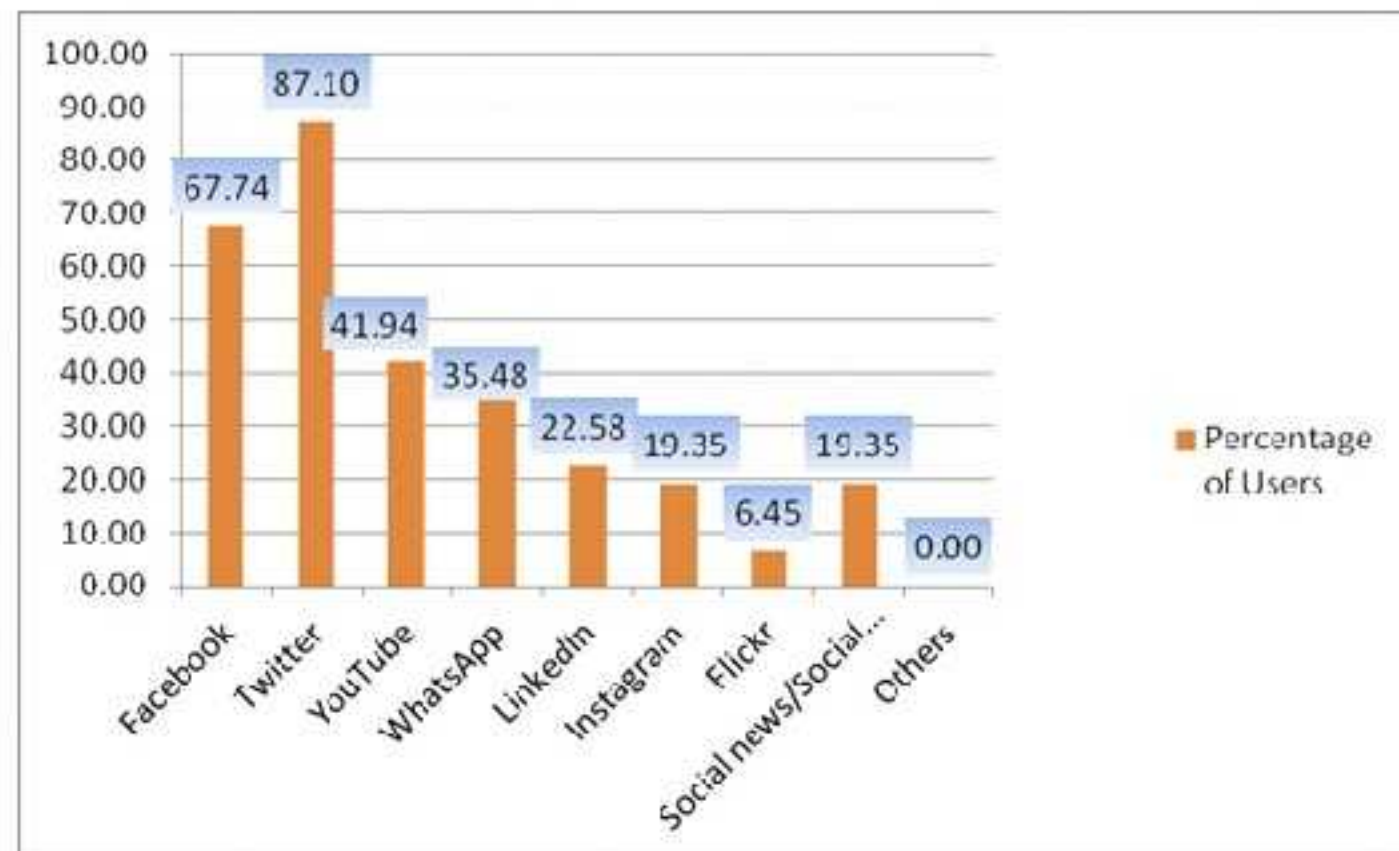**Chart 2 - Social media use by journalists for professional purpose**

Chart-2 shows that Twitter is mostly used for professional purpose followed by Facebook. 87.10 percent Journalists use Twitter, whereas 67.74 Percent use Facebook. YouTube is used by 41.94 percent Journalists.

A notable finding of the study is that YouTube is preferablyused by TV Journalists compared to Print and Web Journalists. Print Journalists are less dependent on Social media professionally. Web Journalists frequently usea variety of social media services professionally.

Chart 3 –Social media use by journalists for personal purposes
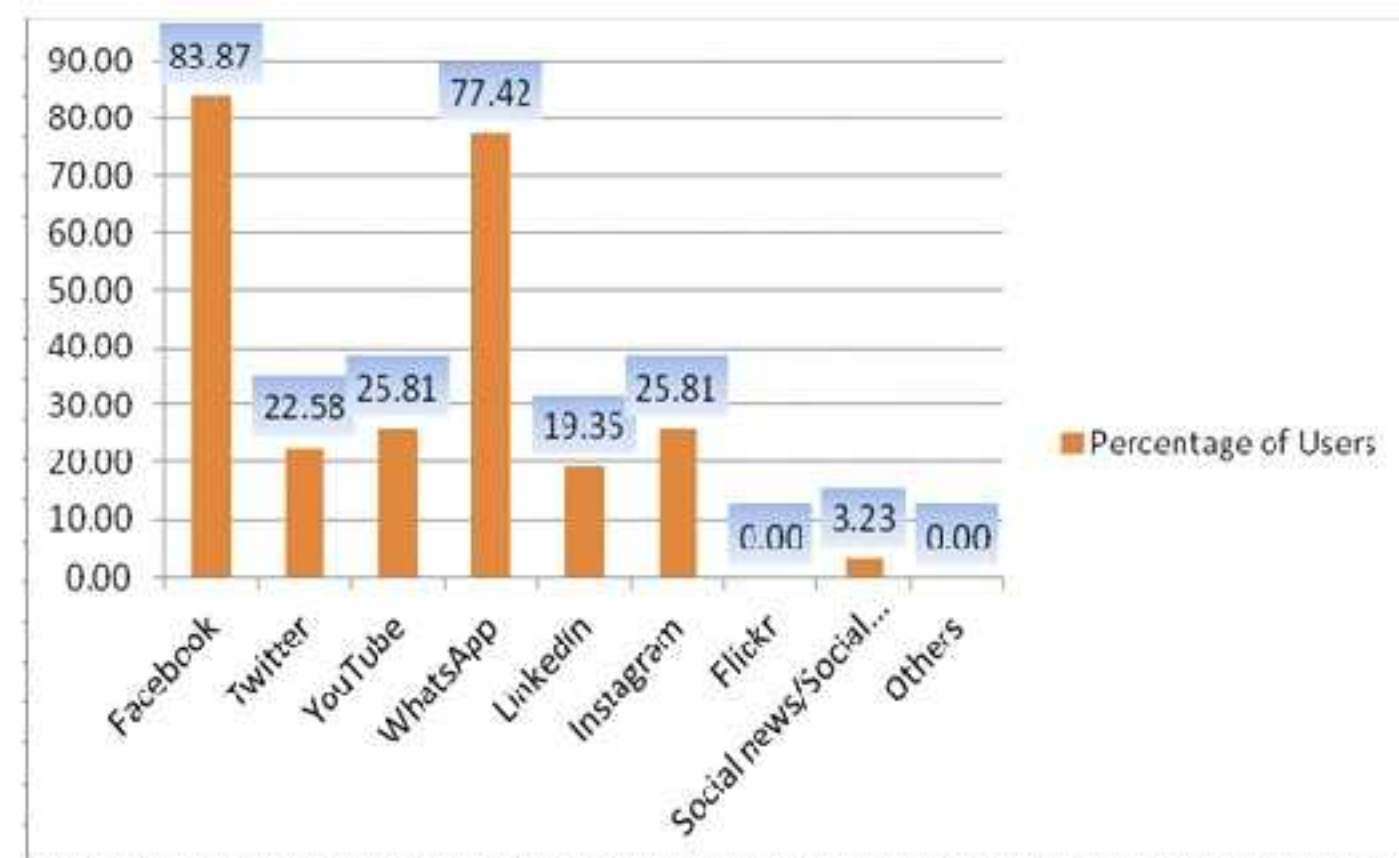
Chart-3 shows that Facebook is most widely used by Journalists in personal life followed by WhatsApp. 83.87 percent use Facebook, against 77.42 percent using WhatsApp. YouTube and Instagram find more favour in personal life compared totwitter.

Chart 4 –Personal use of social media by journalists
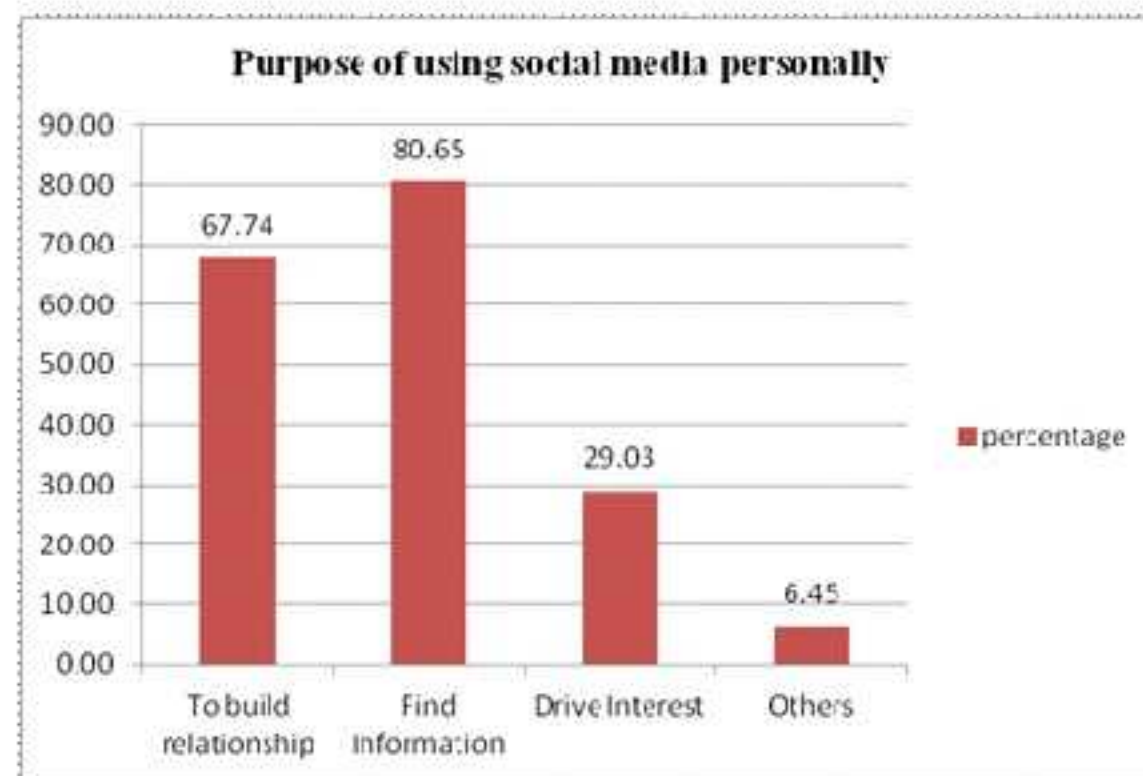
Chart 4 shows that the primary purpose of social media use in personal life by journalists are to find information, and then to build relationship. Journalists have so much professional pressure that they use social media even personally to find the information. Few Journalists use social media for entertainment,and/or to drive interest.

Chart5 – Professional use of Social Media by Indian Journalists
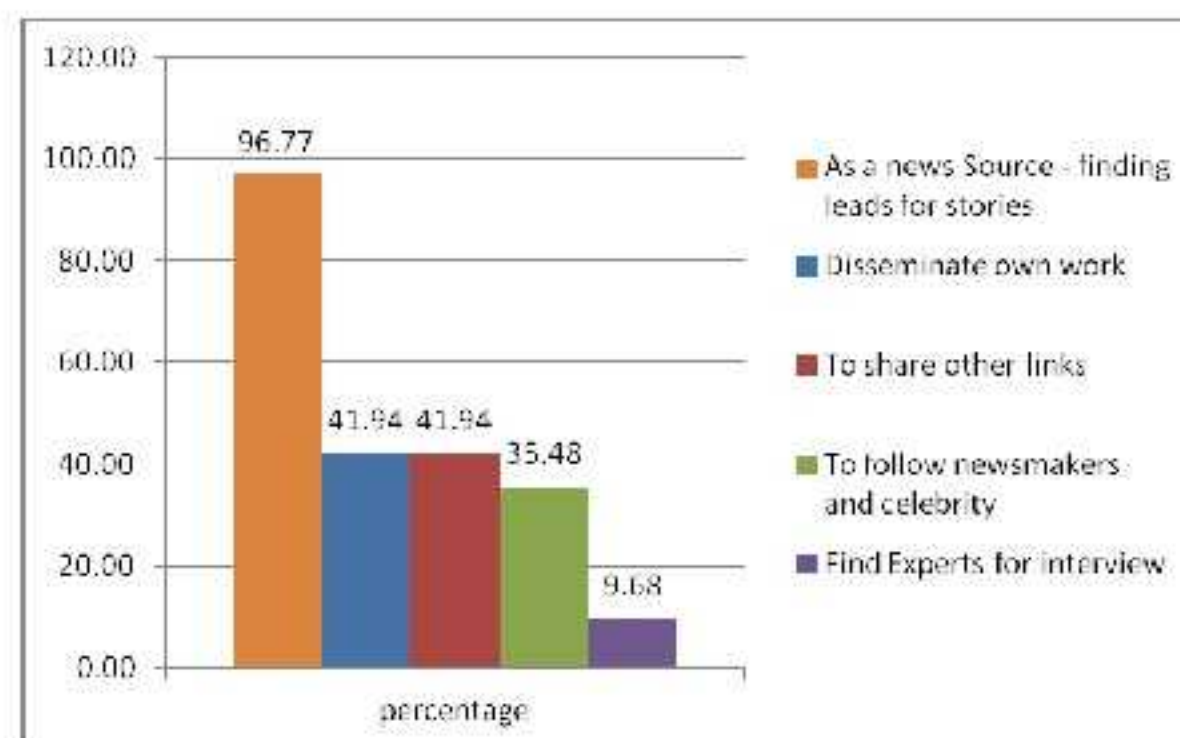
Chart-5 evinces that journalists mostly use social media as a news source to find leads for stories. 96.77 percent journalists use social media to find information and leads for stories. They also disseminate own work and share other links on social media.

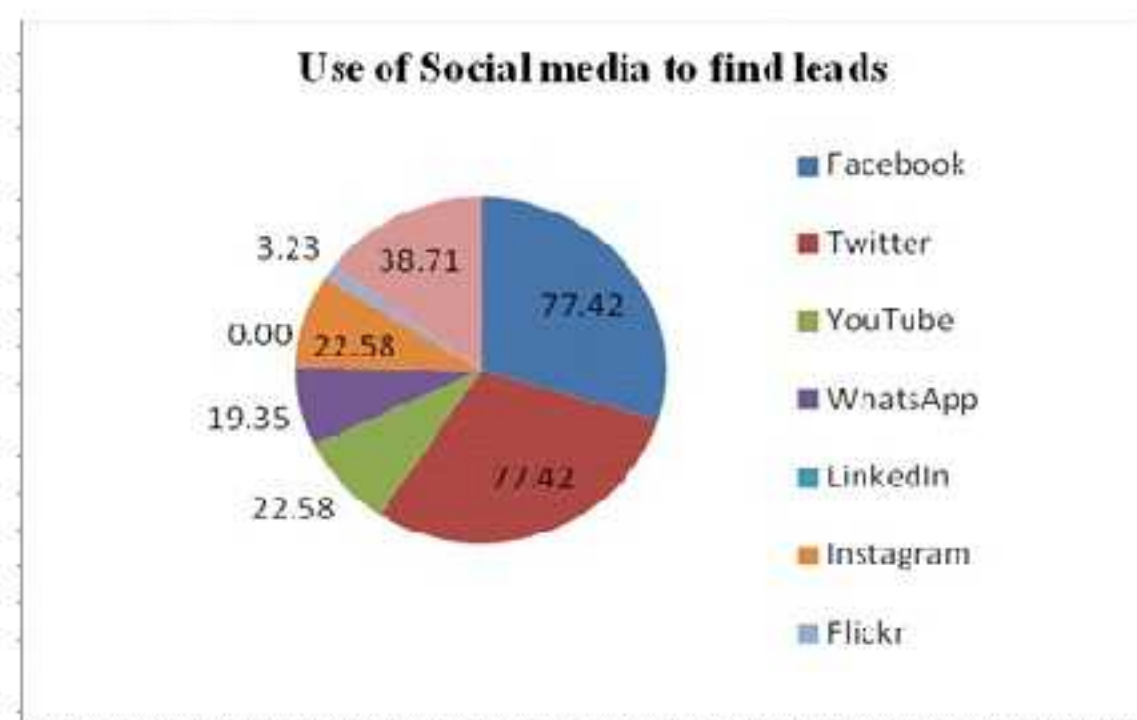## Chart6 – Daily use of Social Media by Journalists
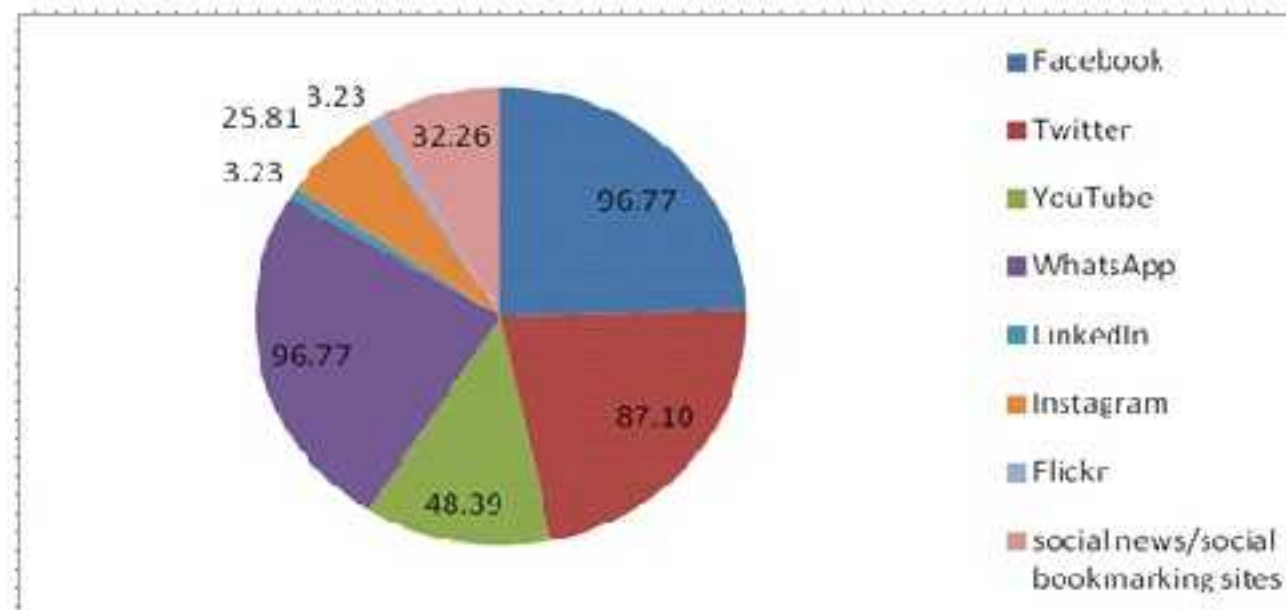
Chart-6 shows that both Facebook and WhatsApp stand high among the journalist's useful tools. 96.77 percent of journalists use Facebook. Twitter is preferred by 87.10 percent. LinkedIn and Flickr are less frequently used social media services.

## Chart7.1. Use of social media services to find leads

The Chart-7.1 shows that to find leads for stories, Facebook and Twitter are mostly used by Journalists. Social bookmarking sites are also among the useful tools for journalists. Journalists accepted that YouTube and Instagram are more useful than WhatsApp to find leads of stories. Flickr and LinkedIn are rarely used.

## Chart- 7.2: Use of Social Media services to disseminate own work
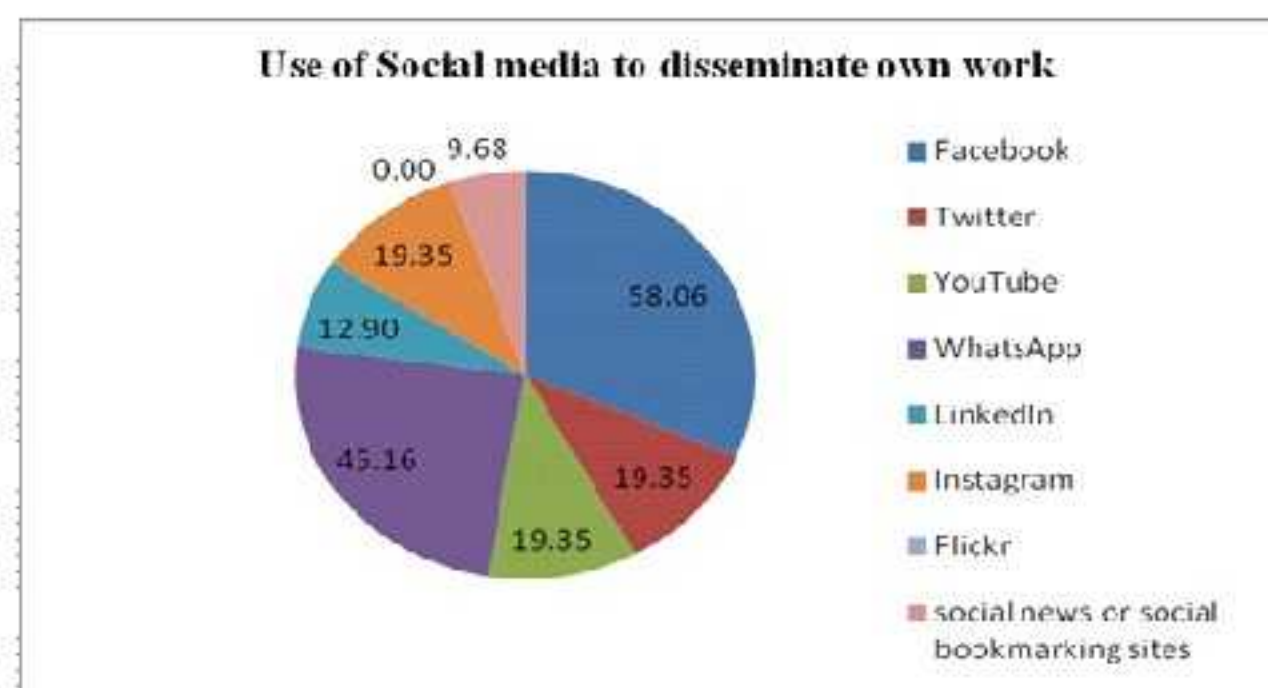
Data in the chart-7.2 shows that social media tools are mostly useful in disseminating journalists own work. Facebook stands at the top of useful social media services followed by WhatsApp.

Chart – 7.3: Social media services used to follow news makers
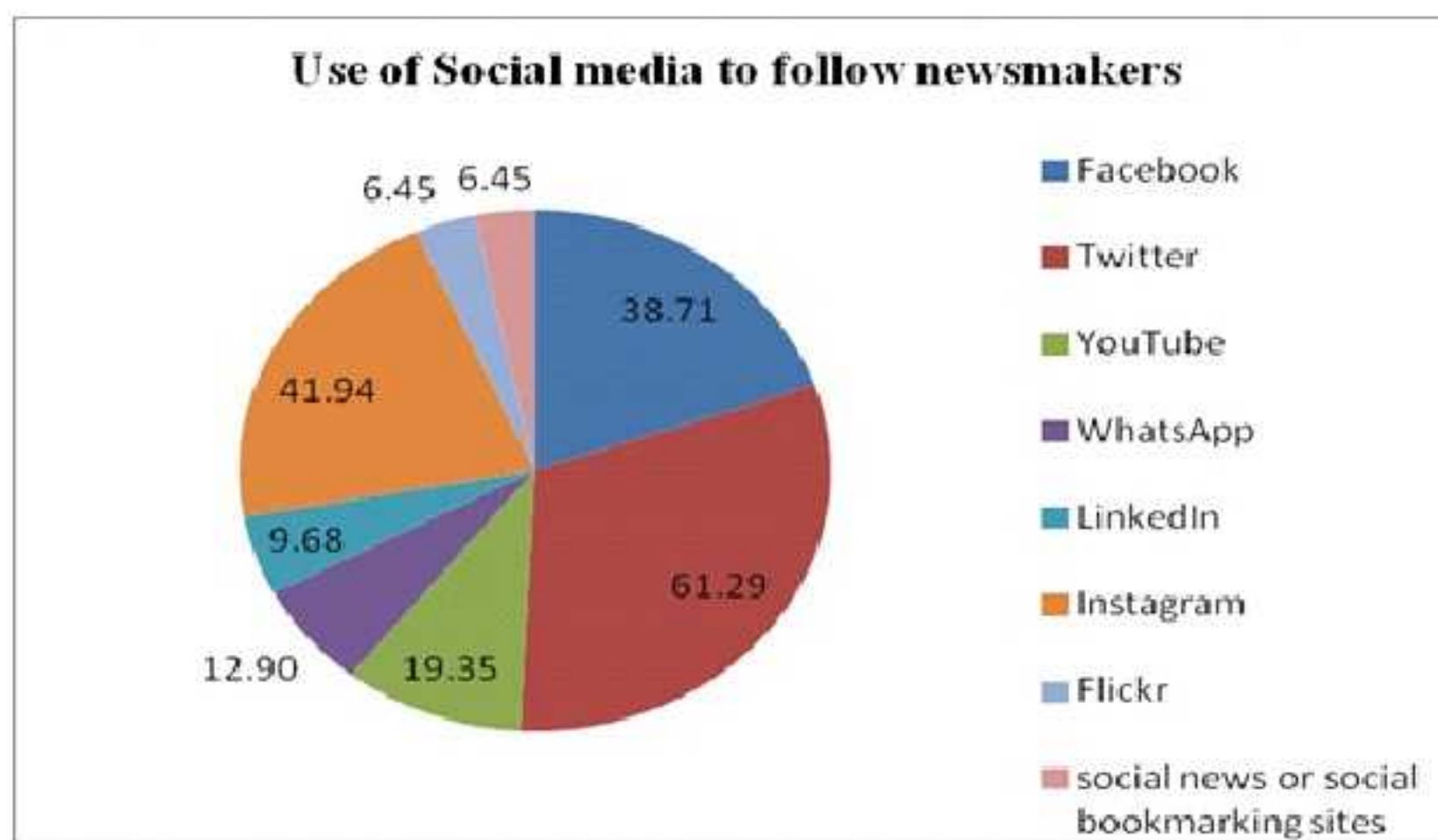
The table-7.3 evinces that Twitter is most widely used social made tool by journalists to follow newsmakers. Instagram stands second in this category followed by Facebook.

Chart – 7.4: Social media use to share other links
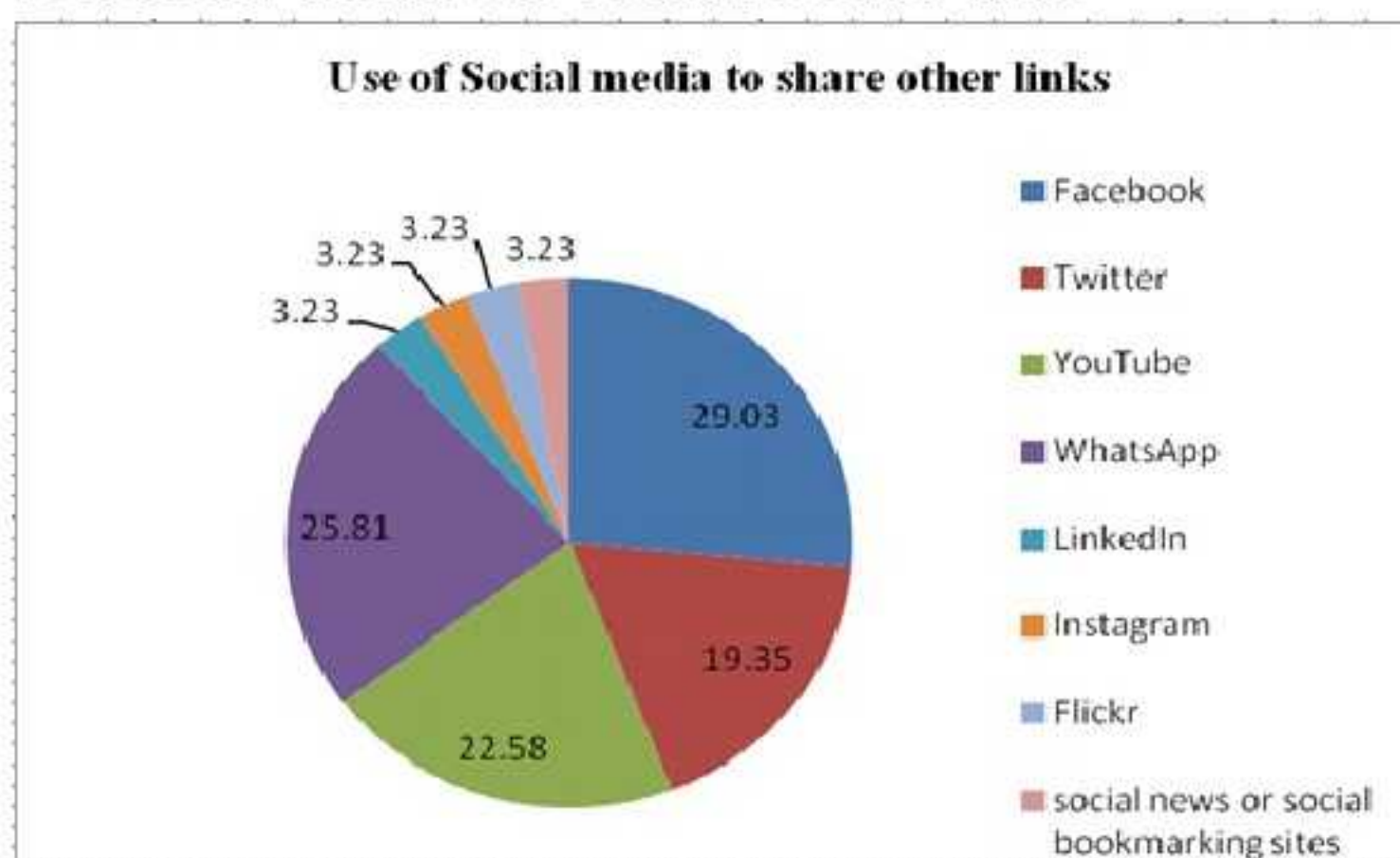
From chart-7.4 it is clear that journalists mostly use the Facebook to share other links, is followed by WhatsApp and then YouTube. Charts 7.1, 7.2, 7.3 and 7.4 reveal that Facebook and Twitter are most widely used social media services by Journalists. These Two are primarily used for finding leads of stories. The secondary use of Facebook is for disseminating own work of journalists. This is because Facebook is mostly used for personal purpose (Analysis from Table-3).

WhatsApp is also used more for personal purpose, so it is after the Facebook to disseminate own work of journalists. The secondary use of Twitter is to follow newsmakers.

Chart 8 – Media Organisations have social media guidelines for Journalists

Organizations' social media guidelines
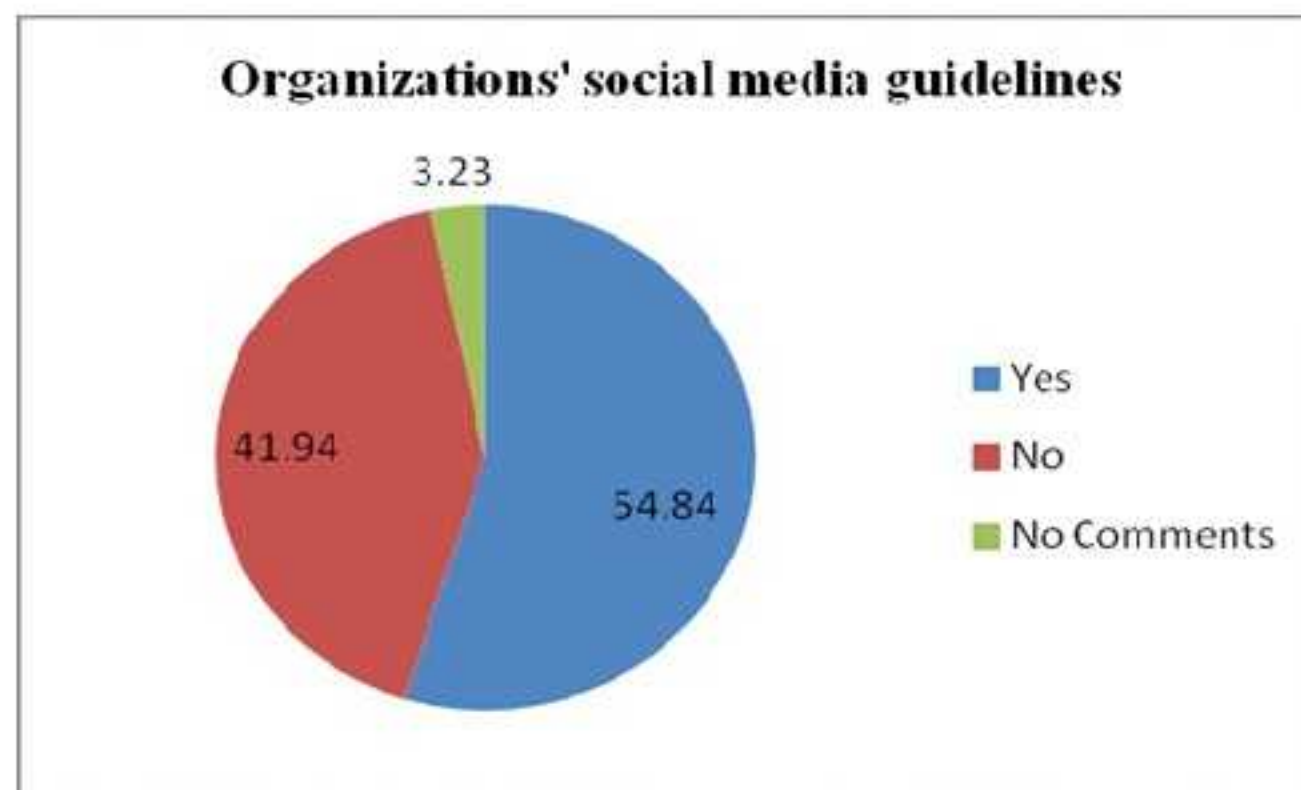
The chart-8 shows the media organizations', which have their own social media guidelines, to be followed by journalists. 54.84 percent of journalists have accepted their organizations have own social media guidelines, while 41.94 percent has denied. It is clear that almost half of the news organizations do not have their own social media guidelines.

Chart 9 - Journalistic work became easier by the social media tools

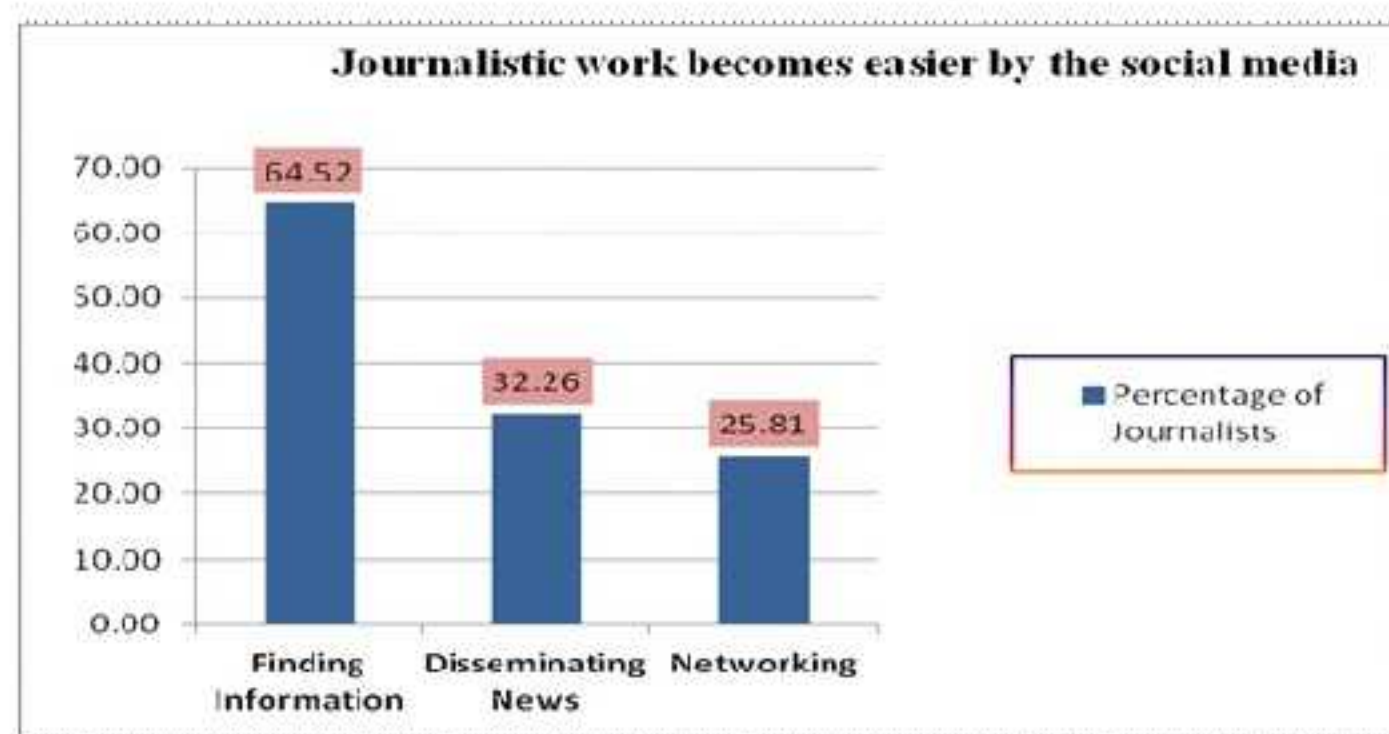**Journalistic work becomes easier by the social media**

Chart-9 shows which journalistic function has become easier due to use of social media services. It is evident that 64.52 percent of journalists have accepted that finding information has become easier due to social media. Disseminating News and Networking with people/audiences have also became relatively easier.
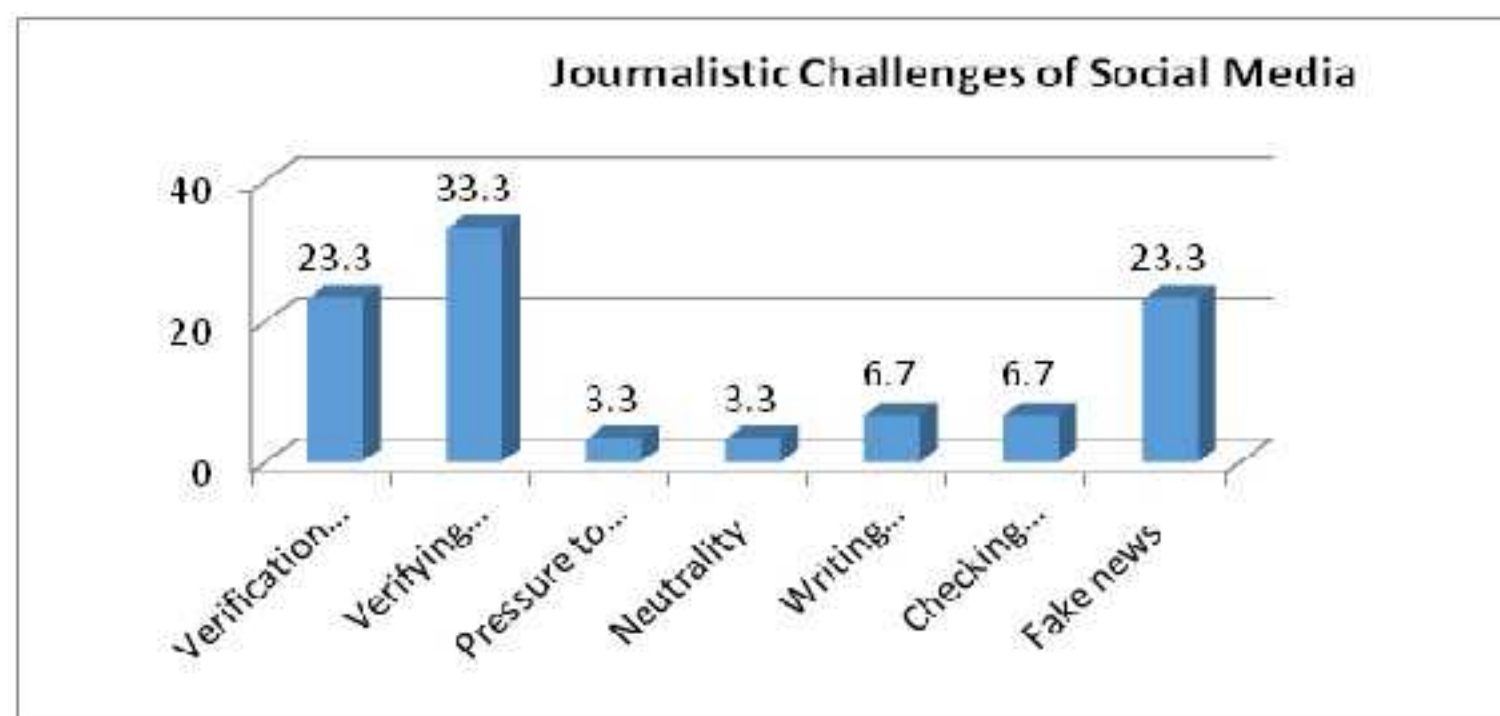
Chart 10 - Journalistic works become challenging by the social media tools

Chart -10 provides the journalistic functions, which have become more difficult because of social media. It is clear from the data that 33 percent journalists find verification of the facts the most challenging job in a social media environment. Verification of the source and identifying Fake news closely follows with 23 percent each. Writing interesting stories, checking hate news, pressure to break a story, ensuring neutrality constitute other challenges of social media.

Findings and Conclusion

The study found that keeping pace with the global trends, Indian journalists have embraced social media services in a big way both in personal and professional life. Twitter is most widely used for professional purpose followed by Facebook. The use of YouTube is more common among TV Journalists compared to Print and Web Journalists. An obvious finding of the study is Web Journalists more frequently use the social media services professionally compared to print journalists. In personal life, journalists mostly use Facebook followed by WhatsApp. In personal life,on the other hand, YouTube and Instagram are more frequently used compared to the Twitter.

Finding information, and building relationship tops the use of social media in personal life by Indian journalists. Some Journalists also use social media for entertainment or to drive interest. Journalist mostly use social media as a news source, especially to find leads for stories, to disseminate their own work, and sharing other links. Facebook, WhatsApp, and Twitter are found to be the most useful tools among Indian journalists. The professional social networking service LinkedIn and Flickr do not find much favour in professional life of journalist.

To find leads for stories, Facebook and Twitter are used by a majority of Journalists. Journalists also use social bookmarking sites. YouTube and Instagram are more useful than WhatsApp to find story leads. So far as dissemination of information is concerned, Facebook stands at the top of social

media services followed by WhatsApp. Twitter is most widely used by journalists to follow newsmakers. Instagram and Facebook are also used for the purpose in that order. For sharing other links, Journalists mostly use the Facebook, which is followed by WhatsApp and then YouTube.

The advent of social media has made some journalistic functions easier, but at the same time it has also made some functions more challenging for journalists. Finding information, for example, has become easier due to social media. Disseminating News and Networking with people/audiences have also become easier. On the contrary, due to the expanding volume of UGC, verification of the facts has become the most challenging job for journalists. Authentication and identifying Fake news are among other serious social media induced challenges for journalist. Writing interesting stories, checking hate news, pressure to break a story, ensuring neutrality constitute other challenges of social media.

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